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PUBLISHER'S

APRIL 6, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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FCC hard at work on plan to ease tv's bulging seams Page 35

Itchy hands: mobile services eager to pare television Page 40

How worthwhile was the NAB's Chicago convention? Page 56

Quarterly report: rundown on all radio-tv network time Page 94

Agreed, Mr. Stevens!

Campbell-Mithun, Inc. Advertising 1300 Northwestern Bank Building, Minneapolis 2, FE 9-7383

March 23, 1959

Mr. Phil Hoffman
General Manager
Station WTCN-TV
Minneapolis, Minnesota

Dear Mr. Hoffman:

Please accept our heartiest congratulations for a job extremely well done on last week's state high school basketball tournament. We are particularly happy with the way your staff handled every phase of sales service and production.

I believe it was the most flawless programming of its type I have seen in the Twin Cities.

The tournament coverage technically and production-wise was excellent. Our commercials for Northwestern Bank were handled in a most professional manner.

Will you please express our sincere appreciation to all concerned who made this a top flight sports presentation.

Sincerely,

Richard Stevens

Manager
Radio-TV Production
Department

Richard L. Stevens
dh

Viewers agree, too. ARB Coincidental: 31.9 Rating — 43.7% Share of Audience

Represented Nationally by KATZ Agency

WTCN-TV 11 ABC-TV
Minneapolis St. Paul

GOOD GUYS FINISH FIRST!

TK6540
.B85



Westernwise, fact bears out fiction—good guys do come out ahead every time. VICTORY PROGRAM SALES has the ARB shares to prove it:



STEVE DONOVAN, WESTERN MARSHAL: Current repeat-runs first in their time-periods . . . with even greater share-averages than previous runs. Pittsburgh, for instance: 1st run 71%, 2nd run 73%. Kansas City: 2nd run 38%, 3rd run 55%. Mobile: 2nd run 71%, 3rd run 74%!



FRONTIER: Increasing its share in its time period with each succeeding run. In Detroit, for example: 3rd run 32%, 4th run 38%. Portland, Oregon: 2nd run 26%, 3rd run 33%. Nashville, Tenn.: 2nd run 23%, 3rd run 54%. Columbus, Ohio: 2nd run 31%, 3rd run 50%!



HOPALONG CASSIDY: Still a strong front-runner. Beat everything against it in Baltimore, 4th through 7th runs (7th run averaging an 81% share). Fresno: continuing 1st, 2nd, 3rd run leadership with 4th run 38% average share. Minneapolis-St. Paul: 6th run 86% share, 7th run average-to-date 92%!

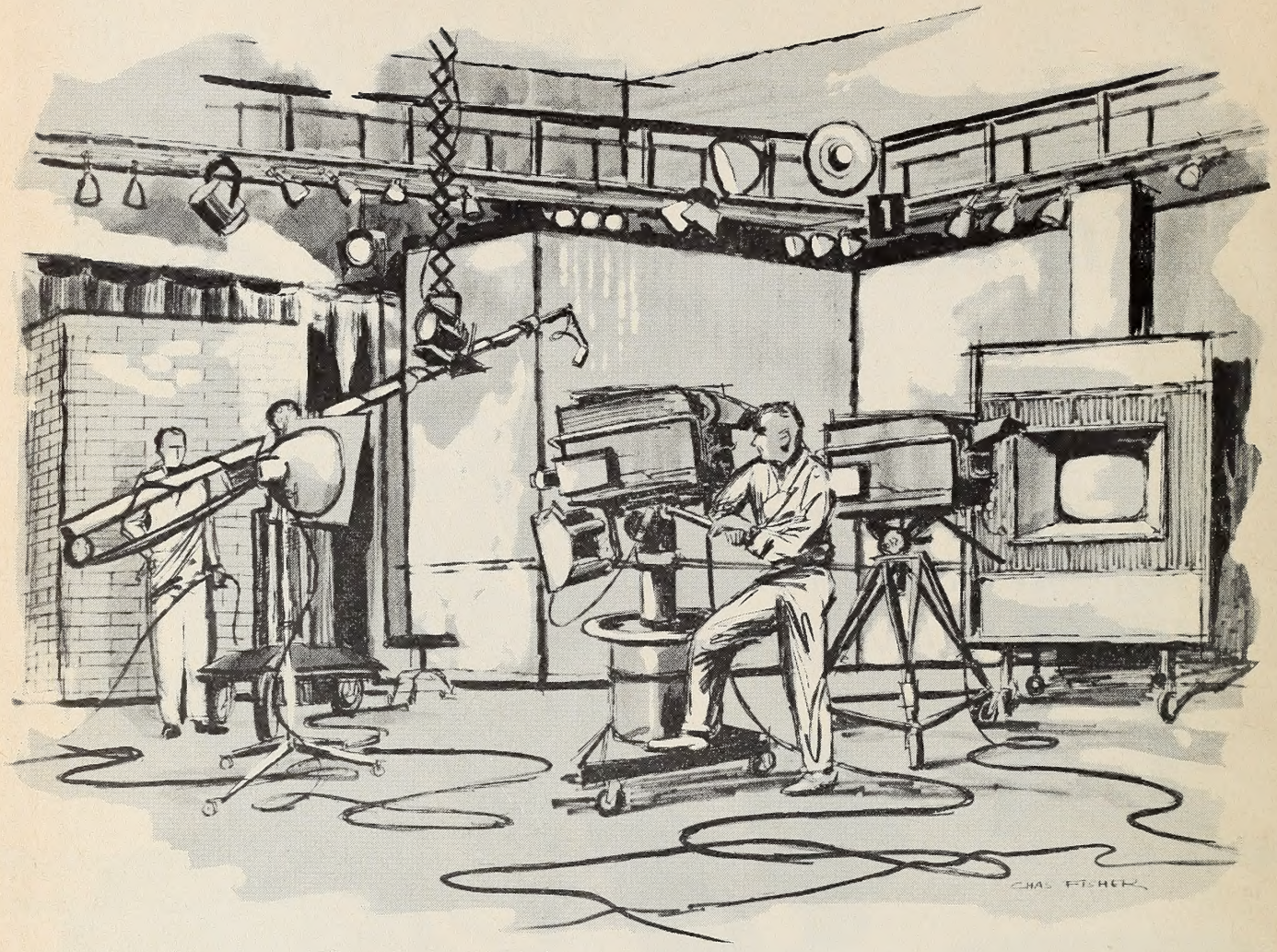
All this at an average cost-per-thousand of $1.19! Strip 'em, rotate 'em, bet 'em back-to-back—with a buy like this, you've got to wind up winners!

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTS, INC. • Canadian Representative: Fremantle of Canada, Ltd.



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live, tape, film or net...

VIDEOTAPE

the best way to cover the Dallas-Fort Worth Market is with KRLD-TV in Dallas. The powerful Channel 4 signal reaches 656,600 TV Homes — the greatest TV Circulation in the South! Ask any Branham man.

KRLD-TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

No sale • Recurring rumor that NBC would be sold, with or without its owned-and-operated stations, was answered last Thursday by Brig. Gen. David Sarnoff, chairman of RCA board, in this exclusive statement to BROADCASTING: "You have asked me whether there is any truth to rumors you have heard that the NBC is for sale. Nothing is further from the truth. It would be interesting to know the source of these rumors since they are unfounded and malicious."

Stiffer labor law? • There'll be effort started in Senate within fortnight to plug loophole in labor law exposed by National Labor Relations Board decision last week upholding coercive picketing and secondary boycotts against WKRG-AM-TV Mobile (story page 79). Sen. Carl T. Curtis (R-Neb.) will offer amendment to Kennedy-Ervin labor bill (S 1555) which would outlaw use of labor pressures like those applied by International Brotherhood of Electrical Workers against WKRG advertisers.

Policy on oversight • In drafting stage is policy statement by FCC on manner in which it will treat applications involving sale or purchase of stations in any way mentioned in House Legislative Oversight Committee proceedings. Presumably intent is to handle such matters on case-by-case basis but with decisions contingent upon whatever action FCC might take in final adjudication.

Similar practice has been followed by FCC in past in making contingent grants to stations, whatever their nature. Some 30 stations were mentioned in one way or another during House Oversight proceedings and in each instance FCC has thrown into executive docket any matters affecting these stations.

Pay is possible • Purchase of WXIX (TV) Milwaukee from CBS by Gene Posner does not preclude possibility that station may eventually file application for pay tv test of Zenith Phonevision system there. While Zenith was known to have been interested in acquiring CBS o&o outlet (CLOSED CIRCUIT, March 16), there's still room for "rapprochement" between Zenith and WXIX, which plans to explore toll tv avenue.

There's also another gleam in WXIX eye: rights for telecasts of Braves road games in next couple of years, possibly in 1961. While uhf station eyes baseball privileges, it will concentrate on film programming (feature movies and syndicated properties, including bowling and wrestling), providing FCC approves sale to Mr. Posner, who is president of WMIL Milwaukee and prominent local real estate owner.

Test tube • Robert Saudek Assoc., production firm (*Omnibus* series and others), understood to be in expanding mood. Firm reportedly is considering acquisition of tv station, preferably in three- or four-station market of respectable but not biggest size. Although spokesmen would neither confirm nor deny report, one assumption is that station might be used to some extent as "laboratory" to test new program ideas.

Board seat • Added recognition to media at Benton & Bowles: Lee Rich, who heads media as vice president at agency, elected to board of directors. There'll be announcement to that effect soon.

Abroad in brief • Two FCC members —Chairman John C. Doerfer and Comr. T.A.M. Craven—are slated for overseas conferences in next few months. At behest of State Dept., Chairman Doerfer is on notice to head U.S. delegation to Tokyo conference having to do with cable project between Japan and U.S., but formal appointment is awaiting Congressional action on deficiency appropriation to be considered about May 1. Conference, probably to last about 10 days, formally would get under way May 4.

Comr. Craven, chairman of preparatory committee for International Telecommunications Conference in Geneva, which begins in mid-August, is understood slated for chairmanship of American delegation, but no formal announcement has been made pending State Dept. clearances. He would head radio conference, which would run August through September, with plenipotentiary conference to begin in October. Francis Colt deWolf, chief, Telecommunications Division of State Dept., is expected to head U.S. delegation to plenipotentiary sessions, which run from mid-October through December.

Radio World Wide • Exact date remains to be set, but that next meeting of stations interested in forming Radio World Wide (BROADCASTING, March 23, 30) will be held during week of April 13 in New York. It will deal primarily with setting up corporation and operating details, and it'll separate men from boys as far as new program venture is concerned: it will be open only to stations which have deposited earnest money toward incorporation. Herbert L. Krueger, WTAG Worcester, heads three-man organizing committee, which probably will be expanded.

In the air • It's conceded at Young & Rubicam that tv is good bet to be included in American Airlines' future media planning. Tv figured prominently in presentation Y&R made when seeking account and reportedly airline officials were "impressed." American is radio user, already has shown signs of considering tv too and Y&R appointment may be clincher.

New slate • New staff for House Legislative Oversight Subcommittee probably will be named this week by Rep. Oren Harris (D-Ark.), chairman. Only few members of 1958 staff remain, among them chief counsel Robert Lishman and investigator Oliver Eastland, with majority to begin work fresh within next two weeks. Many new staffers already have been hired but announcement has been withheld until consultation with Rep. John Bennett (R-Mich.), ranking minority member who spent Easter recess in Florida.

Commercials and Conelrad • Makegoods are occupying agencies and stations and their reps these days in preparation for broadcasting blackout from 11:30 to noon April 17 for Conelrad drill (BROADCASTING, March 30). General procedure is for stations and reps to let agencies know when commercials normally scheduled for that half-hour will be carried, get their ok or, if agency demurs, work out suitable alternative. Lloyd George Venard, for one, says make-goods for Venard, Rintoul & McConnell stations will have agency clearance by April 13.

Time is problem • This is what's behind report that Procter & Gamble may drop *Loretta Young Show* on NBC-TV: P&G seeks new time period for series it's programmed Sunday, 10-10:30 p.m. for several years. P&G would rather stick with show but definitely wants new slot. So far issue hasn't been resolved. Benton & Bowles, New York, is P&G's agency on show.

MGM

Monday through Friday, SPeeDy Matinee Theater

WARNER BROS.

average January–February ARB – 8.1...January–

UNITED ARTISTS

February Nielsen – 12.5...Monday through Saturday

RKO

Feature Theater average January–February ARB –

ROCKET 86

13.9...January–February Nielsen – 14.8...Friday

SCREEN GEMS • SCREEN GUILD • MPTV

Feature January–February ARB – 15.1...January–

February Nielsen – 19.6...Saturday Feature January–

February ARB – 17.3...January–February Nielsen – 14.3

These premium packages form one of the largest and finest feature movie libraries available. Quality programming gives consistently high audience viewing. Current ratings prove Channel 13 advertisers receive top value advertising for low dollar cost. Ask your Katz man for the facts.

"Famous on the local scene"

WSPD-TV

CHANNEL **13** • TOLEDO

Storer Television

WSPD-TV Toledo · WAGA-TV Atlanta · WJW-TV Cleveland · WJBK-TV Detroit · WITI-TV Milwaukee

STORER BROADCASTING COMPANY

WEEK IN BRIEF


Mr. Gunn

'Shock treatment' radio sells Flako • Clinton E. Frank Inc., Chicago, found itself with a marketing problem for Quaker Oats Co.'s Flako which spot radio handled with flexibility and impact. The sales figures are secret, but the success story needn't be hid under anyone's bushel. So Buckingham W. Gunn, Frank's vice president and radio-tv director, tells about it in this week's MONDAY MEMO. Page **21.**

Ferment on tv allocations, spectrum • Heavy activity on tv allocations and the whole spectrum was underway in Washington last week: FCC struggles with tv's uhf-vhf problem, still can't resolve it. Kenneth A. Norton, propagation specialist, resurrects 1949 plan, calls for closer vhf spacing. Plan of Presidential Advisory Committee finally made public. Mobile users push for more spectrum space mostly at expense of tv; broadcast allocations defended by radio-tv spokesmen. Page **35.**

Tv sells telephones • Viewers out-buy non-viewers by three to one, sponsor tells ANA research group in case-history report. Workshop also hears Schachte admonish advertisers to face fact that advertising effectiveness cannot be measured precisely in dollar results. Page **48.**

American Airlines lands • New agency for $6 million-plus account is Young & Rubicam. Page **50.**

Coffee time at JWT • Nation's No. 1 radio-tv billing agency is appointed by Chase & Sanborn for regular and instant coffees. Account moves from Compton July 1. Page **50.**

NAB convention pulse • Survey of delegates shows three out of five approve limiting exhibits to broadcast equipment and shift of film and service firms to hospitality suites scattered around convention hotel instead of bunched as in past years. Page **56.**

Networks off and running • Gross income increases 5% in January for tv networks. Each network shows gain. Page **62.**

Responsibility of U.S. journalism • Panel of editors and writers explores a wide variety of issues touching upon responsibility of mass communications media to the public and concludes there is room for improvement. Page **69.**

Border trouble • KFMB-TV feud with XETV (TV) Tijuana, Mexico, erupts again as San Diego outlet take series of actions against Mexican tv outlet. Page **79.**

Educational tv's own network • John F. White, head of National Educational Television & Radio Center, predicts regional hookups will be connected and tv tape recording will supply new program facilities. Page **81.**

Radio-tv network showsheets • The quarterly rundown of the three tv networks and four radio networks and details of all programs and sponsors. New program cycles and sponsors starting during the next quarter are shown, too. The showsheets are divided into one-hour segments, morning, afternoon and evening, for easy reference. Page **94.**

DEPARTMENTS

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BUYING DETROIT AND SOUTHEAST MICHIGAN?

NOW! WXYZ-TV

YOUR BEST BUY IN MICHIGAN IS NOW A BETTER BUY THAN EVER!

NEW TOWER!
tallest TV tower in southeast Michigan

NEW POWER!
blanketing an even larger area with a powerful signal

NEW AUDIENCE!
wxyz-tv adds new viewers running into the hundreds of thousands

NEW COVERAGE!
wxyz adds scores of suburbs, towns and cities

Now transmitting from the heart of America's fifth market . . . center of Southeast Michigan's population shift!

This huge 1,073 ft. tower permits WXYZ-TV to blanket a larger area than ever with a powerful signal . . . adding hundreds of thousands of viewers to its coverage area! now WXYZ-TV serves more people, better!



BROADCAST HOUSE—10 Mile and Northwestern, 14 miles northwest of central Detroit

WXYZ-TV CHANNEL 7 DETROIT ABC

Represented Nationally by BLAIR-TV

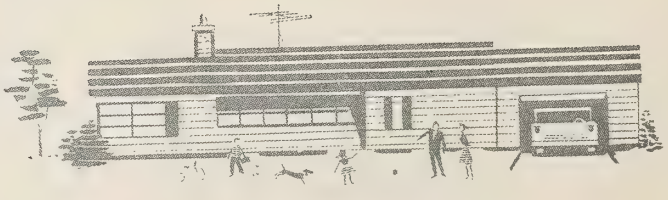
They **buy** *as a family . . .*



because they were **sold** *as a family . . .*



by their **local** *Meredith station!*



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

Miami ch. 7 case reopened by FCC

FCC Friday (April 3) made it official in announcing that it wants to take another look at Miami ch. 7 case as result of testimony before House Legislative Oversight Subcommittee (CLOSED CIRCUIT, Feb. 23). Commission announced that, by its own motion, case was being reopened to determine (1) if any commissioner should have disqualified himself; (2) whether anyone attempted to influence FCC; (3) whether any party in proceedings "directly or indirectly secured, aided, confirmed, ratified or knew of any misconduct or improprieties," and (4) whether the grant is void and whether any applicant should be disqualified.

Biscayne Tv Corp. (Niles Trammell, John Knight and James Cox) received 1956 grant over three competing applicants, East Coast Tv Corp., South Florida Tv Corp. and Sunbeam Tv Corp. Biscayne's WCKT (TV) has been operating since July 1956.

FCC said hearing would be held at future date before unnamed examiner because of testimony before Oversight Committee "which made reference to possible *ex parte* representations made during the course of the Miami ch. 7 proceeding." Justice Dept. was invited to participate as *amicus curiae*.

Ch. 7 grant is fourth case reopened as result of testimony before House subcommittee. Hearings already have been held in Miami ch. 10 and Boston ch. 5, with hearings announced for Orlando, Fla., ch. 9 (see page 80). Mr. Knight testified before House body during its investigation of Miami ch. 10 grant (BROADCASTING, March 24, 1958). His testimony was on this case, however, and not on ch. 7.

FCC refused to approve Biscayne sale of WCKR Miami to Sun Ray Drugs because of allegations made before Oversight Committee. Sun Ray since has withdrawn application to purchase radio outlet.

Westinghouse elects

Election of Mark W. Cresap Jr., president of Westinghouse Electric Corp., Pittsburgh, to additional position of chief executive officer, announced Friday by Westinghouse board of directors. Gwilym A. Price continues as board chairman and member of important committees of board and management. Mr. Price last week was elected president of U. of Pittsburgh's board of trustees. Other Westinghouse board announcements: re-election of E. V. Huggins and John K. Hodnette to vice president and chairman of executive committee, and executive vice president, respectively.

Russell B. Read, former assistant treasurer, named treasurer.

Mack trial Tuesday

Trial of former Comr. Richard A. Mack and Miami attorney Thurman A. Whiteside on criminal charges of conspiracy involving the grant of Miami ch. 10 to National Airlines due to start tomorrow (Tuesday) before U.S. District Judge Burnita S. Matthews. Defense motions to continue trial, change venue, take deposition, and for severance being argued today (Monday) as is prosecution motion to quash defense subpoena on Attorney General William P. Rogers requiring production of certain papers. Both Mr. Mack and Mr. Whiteside were indicted by federal grand jury following disclosures of alleged back-door pressures by House Oversight Legislative Committee last year.

Tv shopping center

"Today's one-stop retail shopping center is turning into a one-stop tv commercial center," Howard P. Abrahams, vice president and retail sales director, TvB, says in speech prepared for delivery today (April 6) before National Retail Merchants Assn. sales promotion convention at Eden Roc Hotel, Miami Beach. With video tape, Mr. Abrahams said, "retail commercials are much easier to produce." Tv stations can move cameras "right into your store, 'shoot' the merchandise and beam the signal right back to . . . the station. . . ." Mr. Abrahams also presents brief video tape session previously recorded in New York and transferred to film for NRMA's meeting. In it, Mr. Abrahams and three other TvB executives discussed virtues of tape for retailers, national advertisers, stations and agencies.

Transoceanic tv rumored in London

Nobody in Washington will admit that it's true, but *Boston Globe* in copyrighted story from London said Friday that negotiations now are underway between London and Washington to establish live transatlantic television circuit to cover Queen's visit to U.S. in June. *Globe* correspondent said program will originate in America and be transmitted overseas via satellite put into space by U.S.

Spokesman at National Aeronautics & Space Administration said NASA knew nothing of plan. He referred to 100-ft. passive reflector balloon scheduled to be thrown up this fall, but pointed out this will be months after June. Dept. of Defense spokesman also said no knowledge of plans; Defense's Advanced Research Projects Agency has plans to put up active repeater soon, but information is that this will utilize only narrow bandwidths. All three tv networks knew nothing of plan or negotiations. AT&T spokesman said company was not engaged in any work on transoceanic tv at present time.

But new method of transoceanic communications has been announced by Navy—use of moon as passive reflector to bounce radio communication signals between Washington and Pearl Harbor. Information on whether link now being used or when system gets underway was refused, Navy claiming information is classified.

Newscasts & Sec. 315

Sen. Gordon Allott (R-Colo.) yesterday (Sunday) was to announce plan to introduce measure exempting newscasts from equal time provision of Communications Act. Sen. Allott hit FCC 4-3 decision in Lar Daly case (BROADCASTING, Feb. 23).

"President Eisenhower has aptly described this action," senator said. "He called it 'ridiculous' (BROADCASTING, March 23). Such a policy, maintained on a broad basis applicable to all news media, would make democracy as we know it, unworkable. . . . I am determined that this part of the law be modified. . . ." Colorado Republican plans to put his bill in hopper tomorrow (Tuesday). He said it will be companion measure to two bills pending in House.

AT DEADLINE

CONTINUED *from page 9*

Daytime filing May 8

NBC received "half a loaf" Friday (April 3) in request for extension of time from FCC to file comments on proposal to liberalize operating hours of daytime stations during winter months. Network asked for extension from April 8 (Wednesday) to June 12. Commission granted extension, applying to all parties who plan to comment, only to May 8. Rulemaking would permit daytimers to operate from 6 a.m. or local sunrise (whichever is earlier) to 6 p.m. or local sunset (whichever is later). Daytime Broadcasters Assn. opposed NBC request.

• Business briefly

• Revere Camera Co., Chicago, starts saturation spot tv test campaign in four major markets April 20 for eight weeks to demonstrate new EE-127 electric Eye-matic and Cine-Zoom 8mm movie cameras. Announcements to range between 10 and 30 per week on at least two stations in each city. Spot tv to be extended to other markets after introductory drive, with possibility of later network tv purchase. Agency: Keyes, Madden & Jones, Chicago.

• Bakery Div. of Safeway Stores for its Roxbury candies, Jell-Well desserts, Fluff-I-Est marshmallows, appoints Erwin Wasey, Ruthrauff & Ryan, S.F.

• Louisiana Sweet Potato Adv. Commission reappoints Fitzgerald Adv., New Orleans.

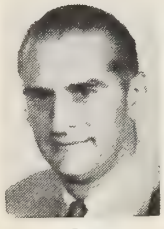
WEEK'S HEADLINERS

ALVIN KABAKER, vp and director of radio-tv for Compton Adv., Los Angeles, appointed to new post of general manager of agency's Los Angeles office. Effective immediately, all departments there will come under his management and direction. Mr. Kabaker is veteran of 22 years in agency field and, before joining Compton three years ago, had been with Dancer-Fitzgerald-Sample in Chicago, Los Angeles and New York for more than 18 years.

ALAN D. COURTNEY and CARL LINDEMANN JR. elected NBC-TV programming vp's. Mr. Courtney, director of nighttime programs since September 1957, has been named vp, nighttime programs, and Mr. Lindemann, director of daytime programs since April 1957, named vp, daytime programs. Mr. Courtney joined NBC in L.A. in 1947 and five years later transferred to NBC Station Relations Dept. in N.Y. His later duties have been as sales and programming administrator for *Today, Home* and *Tonight,* administrator for participating programs and executive producer of *Steve Allen Show*. Mr. Courtney was general manager of Metropolitan Theatres in L.A. before going to NBC. Mr. Lindemann's network positions since he joined in 1948 included associate producer of *Kate Smith Hour,* senior unit manager of *Home* and business manager of Tv Program Dept. Mr. Lindemann earlier was with Foote, Cone & Belding.



Mr. Fry



Mr. Burton

G.T.C. FRY and ROBERT R. BURTON elected senior vps, account management, Kenyon & Eckhardt. Mr. Fry, formerly vp in charge of K&E's Detroit office, continues there. Mr. Burton, who has been vp in charge of Chicago office, will join K&E's New York headquarters in May. Moving into Chicago managerial post on May 4 is ROBERT B. SHIREY, now vp and account supervisor in New York. STUART SIEBERT, vp and account executive, appointed assistant manager in Chicago and assigned responsibility for new business development. Mr. Fry had been sales promotion manager of CBS' Detroit office and national sales manager of ABC before he joined K&E in 1950. Mr. Burton has been with K&E since September 1957 as vp and manager of Chicago office, coming from Needham, Louis & Brorby where he had been vp and account supervisor in Chicago. Mr. Shirey joined K&E five years ago and before that was with J. Walter Thompson. Mr. Siebert, with K&E since 1956, had been with Weiss & Geller in Chicago.



Mr. McGavren



Mr. Quinn

DAREN F. MCGAVREN, president of McGavren-Quinn, station representative, announces change of firm name to Daren F. McGavren Co., following resignation of DONALD J. QUINN, executive vp. Mr. Quinn, co-founder of M-Q in 1956, joins WNTA - TV Newark as general sales manager. He headed station rep's Los Angeles office for two years and later was executive vp, headquartering in New York. Other McGavren changes: CY OSTRUP moves from Los Angeles to San Francisco as manager; CHARLYE KING, assistant to president, fills newly-created post of West Coast business manager; WALTER LAKE continues as Los Angeles head with JACK DAVIS joining staff to replace Mr. Ostrup.

ANTHONY S. GEE, media group supervisor at Erwin Wasey, Ruthrauff & Ryan, New York, named media director of agency succeeding HARRY D. WAY, who was appointed executive vice president in charge of EWR&R's New York office last month (BROADCASTING, Feb. 23).

HARRY E. WHOLLEY, vp, Bryan Houston Inc., N.Y., to American Home Foods (subsidiary of American Home Products Corp.) as vp of advertising. WARREN KRATZKE promoted from assistant advertising manager to advertising manager, American Home Foods. At Bryan Houston Mr. Wholley supervised advertising and merchandising of Nescafe and several Colgate products. Prior to his six years there he was merchandising manager of soap products for Lever Bros. Earlier he spent eight years with Swift & Co., where he was district manager.

ROLLAND V. TOOKE appointed executive vp of Westinghouse Broadcasting Co. effective May 1. Since 1956 he has served as WBC's Cleveland area vp in charge of KYW-AM-TV. Mr. Tooke in 1945 was made assistant general manager of WPTZ (TV) Philadelphia (now WRCV-TV), rising to general manager in 1953 when WBC bought station from Philco Corp.

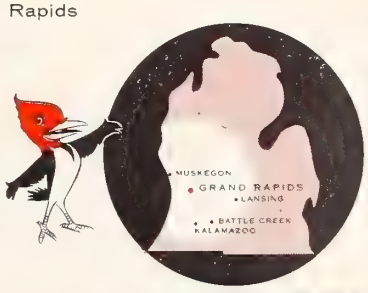
FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

IT COMMUNICATES!

The deft flick of a woven blanket over a smoldering wood-fire once translated wisps of smoke into meaning that produced action. Electronic images have replaced the smoke signals of the Mackinaws, but the sense of communication remains. Now, the "flick" switches on television sets to the only real communication WOODlanders know — WOOD-TV! It blankets their firesides, weaving messages that inspire the buying action of the whole tribe. Got the message? Signal for the Katz brave and give 'im your schedule.

WOOD-TV is first — morning, noon, night, Monday through Sunday November '58 ARB Grand Rapids

WOOD-AM is first — morning, noon, night, Monday through Sunday April '58 Pulse Grand Rapids



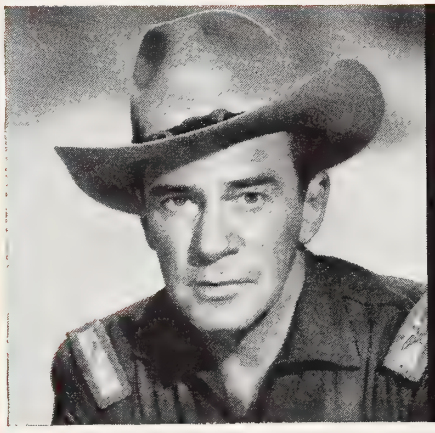
WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.



The HOT SHOWS



MACKENZIE'S RAIDERS

starring

RICHARD CARLSON

GRAND RAPIDS-
KALAMAZOO
WOOD-TV

53.4%

SHARE

30.9 RATING

BEATS Peter Gunn, Wells Fargo, Perry Como, Restless Gun, Lawman, Steve Allen and many others.



SEA HUNT

starring

LLOYD BRIDGES

BEAUMONT-
PORT ARTHUR
KPAC-TV

51.5%

SHARE

40.3 RATING

BEATS Maverick, Wells Fargo, Danny Thomas, 77 Sunset Strip, Groucho Marx, Perry Como and many others.



HIGHWAY PATROL

starring

BRODERICK CRAWFORD

DAVENPORT-
ROCK ISLAND
WOC-TV

53.2%

SHARE

25.2 RATING

BEATS Naked City, U. S. Steel Hour, Playhouse 90, Ozzie & Harriet, Phil Silvers, Cimarron City and many others.

come from ZIV!

RALEIGH-DURHAM
WRAL-TV

46.6%

SHARE

23.3 RATING

BEATS Lawman, Danny Thomas, This Is Your Life, Trackdown, Ozzie & Harriet, Cimarron City and many others.

LOUISVILLE
WHAS-TV

66.7%

SHARE

43.7 RATING

BEATS Yancy Derringer, Loretta Young, Wells Fargo, Groucho Marx, Wyatt Earp, Ed Sullivan and many others.

TOLEDO
WSPD-TV

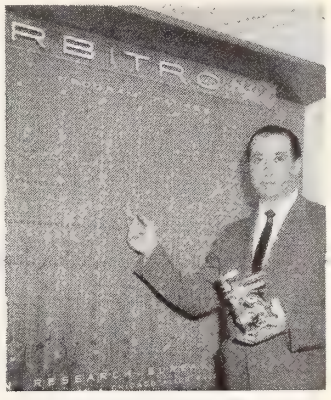
52.1%

SHARE

27.2 RATING

BEATS To Tell the Truth, Restless Gun, Texan, Perry Como, Phil Silvers, Yancy Derringer and many others.

Look at these
CONSISTENTLY FABULOUS RATINGS!



JACK GROSS, Vice President
American Research Bureau, Inc.

Arbitron, ARB's new instantaneous electronic measurement tool used in New York now and scheduled for other cities soon, and the ARB viewer diary kept in the home provide a reliable source for these and many other Ziv show ratings.

WICHITA
KAKE-TV

61.2%

SHARE

39.9 RATING

BEATS Gunsmoke, Lawman, Perry Como, Peter Gunn, Have Gun-Will Travel, Perry Mason and many others.

CHARLESTON, W. VA.
WCHS-TV

40.9%

SHARE

24.0 RATING

BEATS Loretta Young, Red Skelton, Steve Allen, Alfred Hitchcock, Rawhide, Yancy Derringer and many others.

ROCHESTER, N. Y.
WVET-TV

70.8%

SHARE

38.6 RATING

BEATS Alfred Hitchcock, Ed Sullivan, Texan, Wells Fargo, Peter Gunn, Red Skelton and many others.

ATLANTA
WAGA-TV

36.4%

SHARE

24.4 RATING

BEATS Red Skelton, Danny Thomas, Colt .45, Desilu Playhouse, Walt Disney Presents, Ozzie & Harriet and many others.

NASHVILLE
WSM-TV

51.2%

SHARE

24.0 RATING

BEATS Restless Gun, Perry Mason, Desilu Playhouse, GE Theatre, Texan, Bob Cummings and many others.

SALT LAKE CITY-
OGDEN-PROVO
KSL-TV

52.5%

SHARE

32.0 RATING

BEATS Wyatt Earp, Danny Thomas, Ann Sothern, Have Gun-Will Travel, Ed Sullivan, Peter Gunn and many others.

The Ziv man in your market can show you how to profit from using one of America's GREAT selling forces — a Ziv show!

ZIV Television

RATINGS SHOWN ARE ARB, FEB. '59



fire the fast one down the middle in Detroit



VAN PATRICK



GEORGE KELL

TIGER BASEBALL takes the spotlight in one of America's *greatest sports towns*. For your sales strategy in the rich Detroit market, FIRE THE FAST ONE DOWN THE MIDDLE! Pitch your story to the big, enthusiastic audience on WKMH with a brand new sports team— Van Patrick and George Kell. The Edward Petry Company has full details on how to crack Detroit's rich market.

tiger baseball with a brand new sports team on

Represented by Edw. Petry Company Inc.

wkmh
DEARBORN • DETROIT
Key Station for Tiger Network

knorr **BROADCASTING CORPORATION**



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

APRIL

April 5-8—**National Retail Merchants Assn.**, sales promotion division, Eden Roc Hotel, Miami Beach.

April 6-9—**National Premium Buyers**, 26th annual exposition, Navy Pier, Chicago. **Premium Advertising Assn. of America** will meet April 7, same site.

***April 7**—**Peabody Awards Luncheon**, Main Ballroom, Roosevelt Hotel, New York.

***April 7**—**Academy of Television Arts & Sciences** Chicago chapter, luncheon, Sheraton Hotel. Harry Ackerman, president of National Academy, is principal speaker. Chicago chapter is conducting own ballot for local awards, to be announced immediately following NBC-TV "Emmys" telecast May 6 on special program over WNBQ (TV) Chicago.

April 7—Trial of former FCC Comr. Richard A. Mack and lawyer Thurman A. Whiteside for conspiracy to defraud U.S. Presiding: Judge Burnita S. Matthews, U.S. District Court, Washington, D.C.

April 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. Docket 12,729.

***April 9-10**—**National Religious Publicity Council**, Mayflower Hotel, Washington. Radio-tv awards will be presented for service in coverage of religion.

April 10—**U. of Missouri** conference on more effective advertising, with agency executives participating, Columbia, Mo.

April 10-11—**Republican National Committee** meets at Sheraton Park Hotel, Washington. Host city for the 1960 nominating convention will be picked.

April 10-11—**West Virginia Broadcasters Assn.** spring meeting, Press Club, Charleston. Speakers: FCC Comr. Robert E. Lee; Al N. Sears, national president, Sales Executives International; Adam Young, president, Adam Young Inc.; Charles H. Tower, NAB labor relations dept., and Robert Mason of WMRN Marion, Ohio, chairman of the All Industry Radio Music License Committee.

***April 10-11**—**Michigan AP Broadcasters Assn.**, Leland Hotel, Detroit.

April 12-13—**Texas Assn. of Broadcasters**, spring meeting, Commodore Perry Hotel, Austin. Members of Legislature will be April 13 luncheon guests.

April 12-15—**Assn. of National Advertisers**, annual west coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

April 12-19—Technical symposium on aircraft and space communications sponsored by **Electronic Industries Assn.**, McCarren Field, Las Vegas, Nev., during First World Congress of Flight.

***April 14**—Special luncheon meeting of **Louisiana station managers and key engineering personnel** on civil defense. FCC Comr. Robert E. Lee will speak. Site is Arnaud's Restaurant, New Orleans.

***April 16**—**Public Relations Spring Conference**, Ambassador Hotel, Los Angeles, sponsored jointly by U. of Southern California and Southern California chapter, Public Relations Society of America. Theme is, "Our Publics Look at Public Relations." Twenty professional groups are cooperating.

***April 16-17**—**Illinois Broadcasters Assn.** spring meeting, Hotel Pere Marquette, Peoria.

April 17—Am, fm and tv nationwide blackout, 11:30 a.m.-noon, for Conelrad drill involving 1,200 am stations. Ordered by FCC on request of Office of Civil & Defense Mobilization.

April 20—**Radio Advertising Bureau** sales clinics at Tulsa, Okla., and Minneapolis, starting nationwide series that ends May 22. RAB will present 30 how-we-sold-it stories and exhibits.

April 20-23—**American Newspaper Publishers Assn.**, annual meeting, Waldorf-Astoria Hotel, New York.

***April 21**—"Genii" awards banquet of **Radio & Television Women of Southern California**, Beverly Hills Hotel, Los Angeles.

April 23—**Georgia Assn. of Broadcasters**, management conference, Dinkler Plaza Hotel, Atlanta.

April 23-24—**Assn. of National Advertisers** two-day workshop on advertising expenditures, Westchester-Biltmore, Rye, N.Y.

April 23-25—**Western States Advertising Agencies Assn.**, ninth annual conference, Oasis Hotel, Palm Springs, Calif.

April 23-25—**American Assn. of Advertising Agencies**, annual meeting at The Greenbrier, White Sulphur Springs, W. Va. Annual elections, other business in closed sessions April 23. April 24, presentation on "The Revolution in Rising Expectations" by correspondents, editors and publishers of Time Inc. magazines. Award-winning tv commercials, chosen by Art Directors Club of New York, and advertising films from Venice film festival will be shown both April 24 and 25. Creative session April 25 on safeguarding creativity in today's advertising agency, with discussions by Anthony C. Chevins, Cunningham & Walsh; John A. Sidebotham, Young & Rubicam, and David Ogilvy, Ogilvy, Benson & Mather, all New York. Rep. Bob Wilson (R-Calif.) to discuss legislative threats to advertising and what advertising needs to do. Other speakers to be announced. Annual banquet April 24.

April 24—**Ohio Assn. of Broadcasters**, Sheraton Gibson Hotel, Cincinnati.

***April 24**—**Oregon AP Radio Assn.**, Multnomah Hotel, Portland.

***April 24-25**—**South Dakota Broadcasters Assn.**, Sheraton-Cataract Hotel, Sioux Falls. A sales clinic is planned. Non-members invited.

April 24-25—**New Mexico Broadcasters Assn.**, Bishop's Lodge, Sante Fe.

April 25—Spring meeting of **Associated Press Broadcasters of Idaho and Utah**, Hotel Boise, Boise.

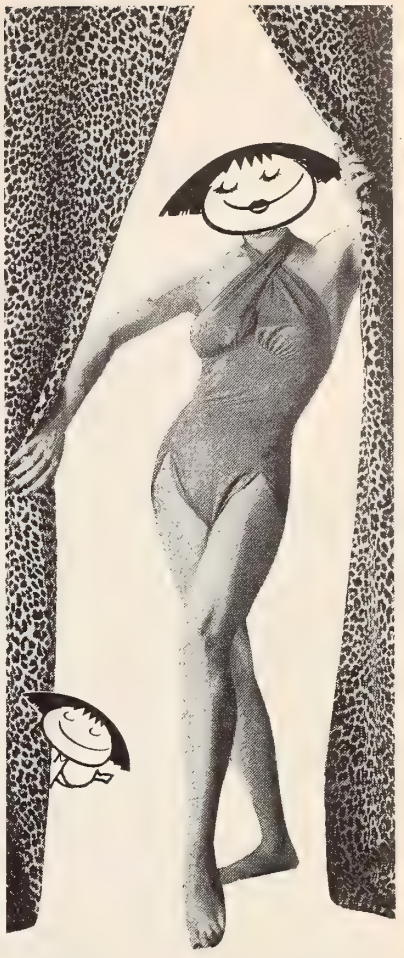
***April 25**—**United Press International Broadcasters of Connecticut**, Waverly Inn, Cheshire.

***April 25**—**Idaho-Utah AP Broadcasters Assn.**, Boise Hotel, Boise.

***April 25**—**New Mexico AP Broadcasters**, Santa Fe.

***April 26**—**Colorado-Wyoming AP Broadcasters Assn.**, Denver.

April 26-29—**National Assn. of Transportation**



My Mommy Listens to KFWB

Glamorous, amorous, working gal or lady-of-leisure... most mommies in the great Southern California area listen to KFWB.

And don't forget...for every **mommy** there's a **daddy,** and they listen to KFWB, too! Time after time, Pulse and Hooper both confirm that KFWB is the daddy of all radio stations in the L. A. area.

...So buy KFWB. **First in Los Angeles.** It's the thing to do!

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by **JOHN BLAIR & CO.**

MILWAUKEE'S
TOP VALUE



High income radio homes

Consumer spendable income is 22% above the national average. Based on Pulse ratings, any one of many 1 minute spot packages buys 1,000 quality radio homes for 51¢ on WISN.

51¢ per thousand on WISN

WISN Weekend Special
42¢ per thousand

WISN 1ST in Milwaukee
5000 watts none bigger
According to Pulse, it's BIG, adult sound reaches over 70% of Milwaukee Metropolitan homes every week.

FREE
Merchandising Aids
Ask about WISN'S complete merchandising plan that will move your product in and out of A & P, I. G. A. and Sentry stores.

WISN RADIO
5,000 WATTS
NONE BIGGER

WISN

James T. Butler, Station Manager
Represented by Edward Petry & Co., Inc.

Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 26-29—U.S. Chamber of Commerce annual meeting, chamber hdqrs., Washington.

April 27-28—Potts-Woodbury Adv. Agency Radio-Tv Farm Clinic, Bellerive Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.

*__April 27-May 2—Journalism & Broadcasters Week,__ School of Journalism & Communications, U. of Florida, Gainesville. (April 27 is Broadcasters Day. Key speakers include FCC Comr. Robert E. Lee; Matthew J. Culligan, NBC-Radio vice president; John F. Day, CBS tv news director, and Harold Krelstein, president of Plough stations.)

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

*__April 29-May 3—American Women in Radio & Television,__ annual convention, Waldorf-Astoria, New York. Open House 10:30 p.m. April 29; tours and receptions, April 30 plus 7 p.m. opening and banquet; breakfast, speakers, luncheon, special events, May 1; breakfast, panels, speakers, luncheon, receptions, May 2; business meeting May 3.

*__April 30-May 2—Alabama Broadcasters Assn.__ annual meeting, Buena Vista Hotel, Biloxi, Miss. Speakers include FCC Comr. Robert T. Bartley; Dallas Townsend, CBS News; Charles H. Tower, NAB personnel-economics manager, and John M. Outler Jr., WSB Atlanta.

April 30-May 3—4th district, **Advertising Federation of America,** Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.

May 1—National Law Day.

*__May 1—Journalism Institutes,__ Center Bldg., U. of Wisconsin, Madison.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

*__May 2—Virginia AP Broadcasters,__ spring meeting, National Press Club, Washington.

*__May 2-3__—Spring caucus sponsored by **Los Angeles Advertising Women,** Ambassador Hotel, Los Angeles. Includes business meetings, social features and awards luncheon.

*__May 3—Oklahoma AP Broadcasters Assn.,__ Lake Texoma Lodge, Durant.

*__May 3-9—Canadian Radio Week,__ sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

May 4-9—Advertising Research Foundation seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

*__May 5—American Council for Better Broadcasts,__ annual convention, Deshler-Hilton Hotel, Columbus, Ohio. Association correlates work of groups and individuals interested in better radio-tv programming. Agenda includes panels on tv music, tv and children, and great plays on tv.

May 6—National Aeronautical Electronics Conference, Biltmore and Pick-Miami Hotels, Dayton, Ohio. A panel on worldwide communications systems is scheduled.

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

In one food store it quintupled the daily sales of a gardening product. In another it quadrupled business for a KNX beer advertiser. A store traffic study made by a major food chain revealed that it was the *only* display that people could associate with the product it promoted. Such are the facts about KNX Radio's own fabulous Product Peddler... the most colorful, effective, mobile point-of-sale display anywhere. For information about this *proved* bonus merchandising service see your KNX or CBS Radio Spot Sales representative.



Represented by CBS Radio Spot Sales

KNX CBS RADIO LOS ANGELES

spot

summer radio goes where



the family goes



Vacation may mean getting awa
from home...but Radio goes along

You're traveling "right" with SPO
RADIO in your summer media plans.

Reach people—wherever they are
at home or on vacation—with SPO
RADIO.

SPONSORED BY MEMBER FIRMS OF

SRA

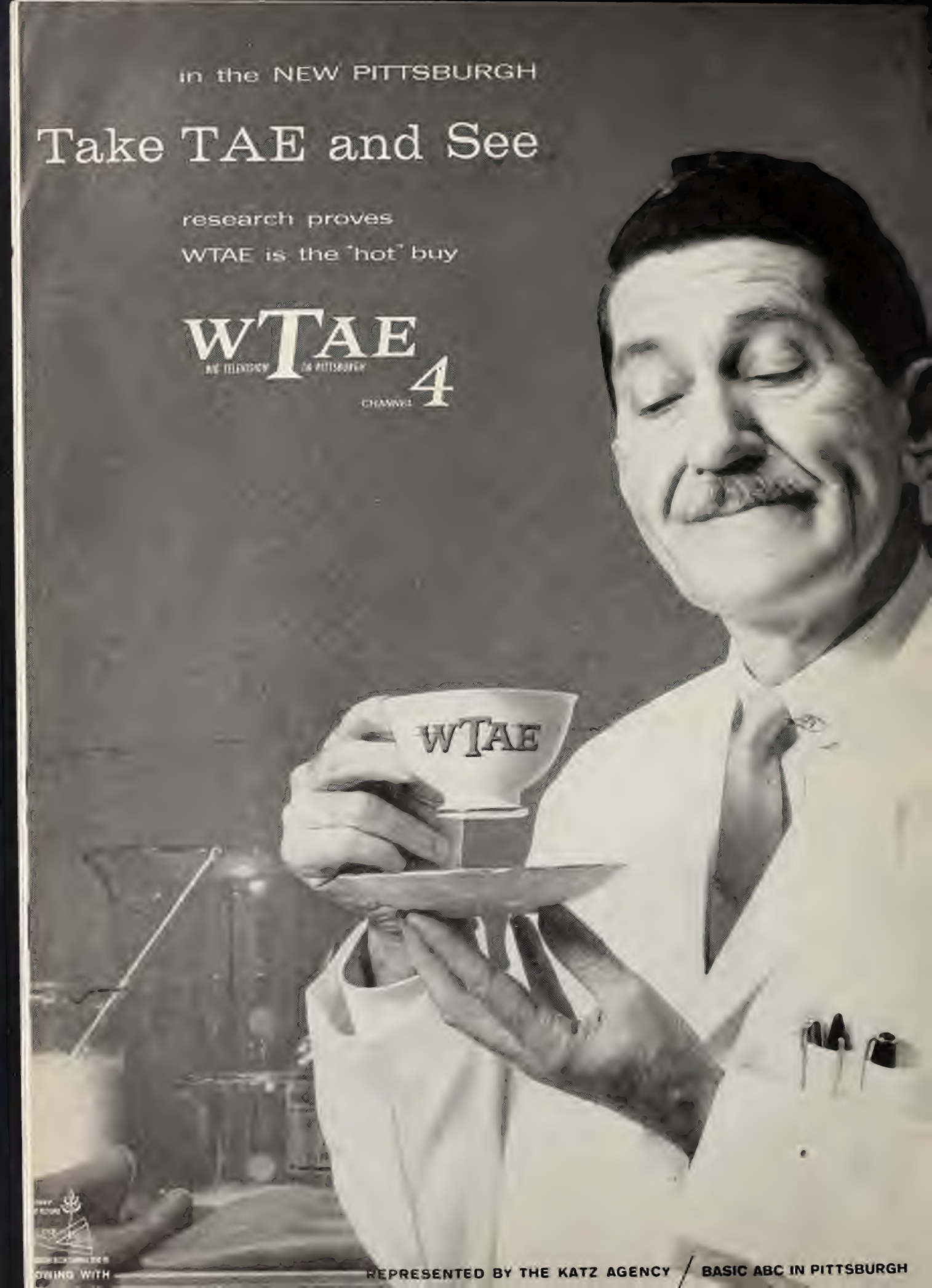
Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sale
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. In
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Compan
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell In
Peters, Griffin, Woodward, Inc. — William J. Reilly, In
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young In

in the NEW PITTSBURGH

Take TAE and See

research proves
WTAE is the "hot" buy

WTAE
NBC TELEVISION IN PITTSBURGH
CHANNEL 4



REPRESENTED BY THE KATZ AGENCY / BASIC ABC IN PITTSBURGH

MONDAY MEMO

from **BUCKINGHAM W. GUNN,** *vice president and radio-tv director, Clinton E. Frank Inc., Chicago.*

'Shock treatment' radio sells Flako

We believe in radio.

More than half of our agency's gross billing is in broadcast media and 20% of that billing is placed in radio alone. We are making radio work for most of our clients. Let us give you one example.

A little over a year ago we were given the opportunity to advertise a new line of grocery store products which recently had been purchased by one of our clients, Flako Products Div., Quaker Oats Co. Historically, these products were advertised in a hit or miss sort of way: with small space in many newspapers, scattered radio spots, a few magazine insertions, a little outdoor, etc. The products were of excellent quality, but such scatter-shot advertising won them no real importance in the market place. Additionally, they were now facing strong competition from similar product lines supported by large advertising budgets.

The Challenge • This was our challenge: to successfully advertise these products in one half of the country with a limited budget for 26 weeks and reach as many people as often as we could. This is no small task for a limited budget!

We knew that the success or the failure of the advertising would be largely dependent on the media selected for this unusual job. Guesswork was out. We had to be right in our media selection. We set up a list of the most desirable qualifications against which we would judge various media:

(1) Our medium must adapt itself to the marketing program of 40 selected markets in the eastern half of the country. (2) Our medium must reach the primary audience of housewives, who control food store purchases. (3) The medium selected should give products the opportunity to be as dominant as possible. (4) The medium, if possible, should provide coverage outside the metropolitan areas of the selected markets.

(5) The medium should lend itself to forceful presentations of appetite appeal. (6) The medium should help the establishment of strong brand awareness. (7) The medium should be highly flexible. (8) The medium should have strong merchandising impact with brokers and the trade.

As we analyzed various media against these eight desirable qualities, it became apparent that many measured up in certain respects, but fell down in others.

For instance: national magazines, network tv and network radio did not properly fit the marketing program. Grocery store magazines, while local buys in theory, were better and less expensive buys on a national basis. Sunday supplements reach the consumer just *after* the big shopping days instead of before.

Newspapers, though local and timely, would not make the most of appetite appeal in black and white reproductions and could not give our products the wide extra coverage outside the metropolitan areas. ROP color in daily newspapers would give dominant impact, it's true, but would not give us the repetition we needed. Spot tv could be exciting and highly merchandisable, but would be too costly for our budget.

The Method • And so we enthusiastically selected spot radio: because it it local, because it reaches an audience dominated by women, because it is inexpensive, because it gives extra coverage outside metropolitan areas, because it is flexible, because it lends itself to appetite-appeal selling and because it can be effectively mechandised to food brokers and the trade.

Having carefully selected radio as our medium, we concentrated on developing a highly dramatic use of that medium to do our job. We created an entirely new concept in concentrated radio saturation. We called it "shock treatment." In over 40 markets, on one or more stations in each market, we purchased a commercial announcement every 15 minutes, between 9 a.m. and 4 p.m., on Thursdays and Fridays, for a period of 26 weeks. We knew that in order to give our products the importance needed and deserved, we must dominate our markets with one important medium. Did it work?

The Results • Here is what the "shock treatment" approach gave to our client's advertising:

(1) Complete dominance in the market on the stations that housewives listen to most. (2) Concentration on the days that influence most food sales. (3) Concentrated advertising during the hours most housewives are listening. (4) Impact and selling power that only continuity and repetition can give.

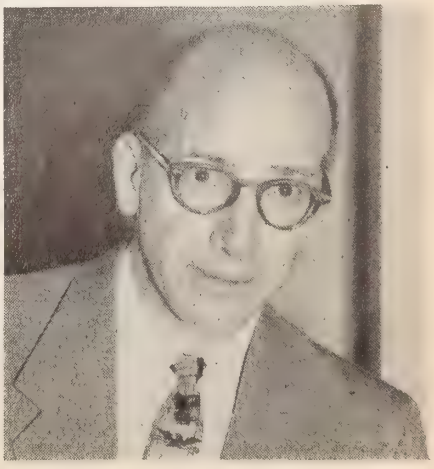
(5) A wide daytime coverage that reached outside the metropolitan areas. (6) Selling announcements that carried the endorsement of local personalities that housewives could believe in. (7) Memorable jingles for strong brand identification. (8) A dramatic "off beat" merchandising approach to the trade.

With respect to the unusual merchandising approach, we gave each of some 80 food brokers a transistor radio with a Flako display sign. They were asked to take along the radio and sign when they called on their customers and they were able to tune in Flako spot announcements on an average of every 15 minutes during actual calls. Giving them the transistor radios—for sales calls and their own personal use—generated a good deal of enthusiastic response.

The Exclusive 'Plus' of Radio • Only radio could have done this job with the money available. Only radio would have been made to work so hard.

Sales figures must be well-kept company secrets, but let it be said that our client was so happy with the results of this radio effort that a new radio saturation plan was developed for the second year's advertising and radio alone was responsible for wider distribution and increased sales.

We know that radio works. We have proved it!



A graduate of the U. of Illinois (1933), Buck Gunn served first with J. Walter Thompson Co., Chicago, then moved to WGN Chicago as program director from 1943-48. He was supervisor of radio-tv for Foote, Cone & Belding next for six years, joining the Frank agency in 1955. Under his aegis are 15 of Frank's 17 accounts (including Formfit Co., Quaker Oats Co.-Flako products, Reynolds Metals Co., Hamilton Beach and Toni Co.'s Pamper, Tame, Bobbi products). Among Frank's new accounts: Bissell Carpet Sweeper Co., Curtiss Candy and Brownsberry Ovens. Mr. Gunn has three children, Giles 21, Charles 5 and Caroline 4.



...and he had a microphone." Ray Newby (right) in 1959 recalls how he, at the age of 16 and Charles D. Herrold founded a radio station in San Jose, California fifty years ago. Credit to Herrold as the originator of broadcasting is many years overdue. While other experimenters were using their wireless equipment for point-to-point communication, Herrold thought of radio as an entertainment medium for a mass audience. Mr. Newby recounts, "Folks with crystal sets in San Jose and for miles around at first were amazed to hear voices instead of code. We'd go on Wednesday evenings and broadcast voice and music for a half hour. And sometimes we could run longer if the microphone and everything didn't get too hot."

That 15-watt station which Herrold started back in 1909 has continued, through KQW, to the present 50,000 watt KCBS in San Francisco. And, Herrold's dream to "broadcast" to a mass

"I bought a one inch coil...



audience has become a striking reality. Today, KCBS is heard by eight out of ten Northern California families each week.

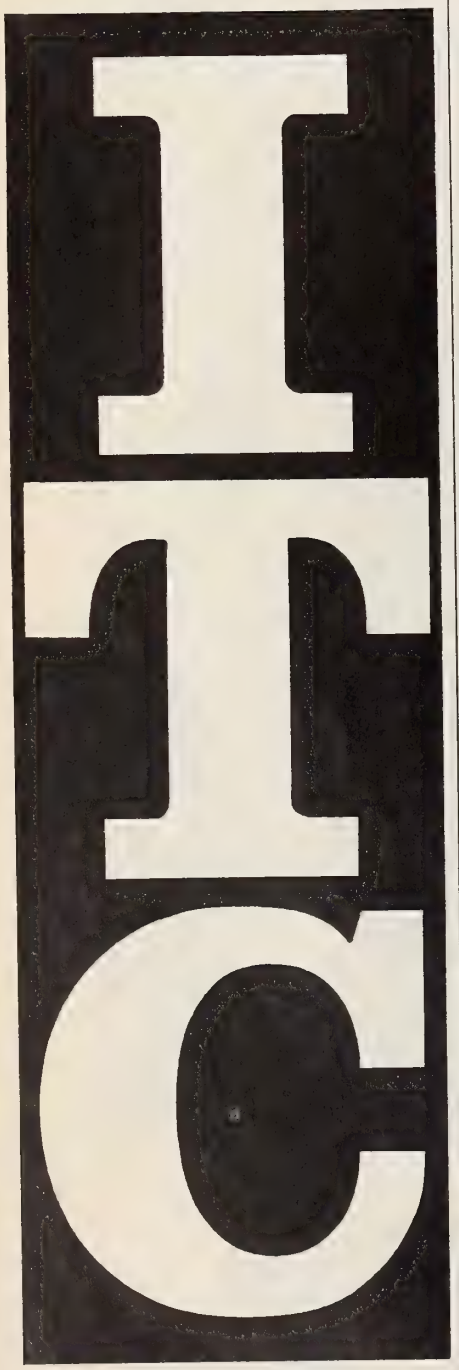
1909 The first radio broadcasting station in the world.
1959 The Bay Area's first station in the world of entertainment.

(Historical data from "Broadcasting's Golden Anniversary" by Gordon Greb, Assistant Professor, San Jose State College and published in the Journal of Broadcasting University of Southern California, Winter Edition, 1958-59. Reprints on request.)

RADIO KCBS

50 YEARS OF BROADCASTING 1909 1959

ANOTHER SURE THING FROM



ON PAGE 31

OPEN MIKE

Attention-getter

EDITOR:

For years I have been writing "Monday memos" to the staff and have always felt that like most memoranda from the front office, nobody pays too much attention. However, now that the MONDAY MEMO has appeared in your March 30 issue (page 21, "Supporting the media buy boosts sales"), my faith in human nature has been re-established.

From the comments already received, I am convinced that there are readers aplenty and all seem to react quite favorably. . . .

David Wermen
President
Wermen & Schorr Inc.
Philadelphia

This is no bull

EDITOR:

You have to see it to believe it. None other than Henry I. Christal's representative from Detroit recently taken in El Escoriel, suburb of Madrid, Spain.

This evidence will dispell all the theories that Christal salesmen throw



Bullfighter Spadea in Spain

the bull; they shy away from it. We sell and tell the facts and this picture is a fact.

Joseph R. Spadea
Henry I. Christal Co.
Detroit

Walter Damm's 'umbrella'

EDITOR:

After thoroughly digesting BROADCASTING of March 16, I could not help but think back to 1949 when the original Tv Assn. amalgamated with NAB.

It was at this time that I was promoting the "umbrella" concept which you so justly refer to in the lead editorial.

True, it takes time for things to come about. But it seems to me, and always has, that in the radio and television business it takes longer.

Here is to your continued efforts to expound the philosophy of the "umbrella" theory.

Walter J. Damm
2470 Treasure Lane
Port Royal
Naples, Fla.

P.S. I was of course considered all wet at the time mentioned above by most people in the industry.

Convention coverage

EDITOR:

As usual, BROADCASTING did an outstanding job in covering the annual NAB convention. After thoroughly reading the March 23 issue I feel well-informed on all the happenings in Chicago, and the book is certainly the next best thing to being there . . .

Oscar Elder
Committee on Appropriations
U.S. Senate

Views about the news

EDITOR:

Three cheers for Phil Wilson's view of reporting the news in depth (March 16, page 26).

We at WPEL firmly believe in a meaningful presentation to let our listeners discern the important, genuine news, not the superfluous conglomeration of odds and ends as is heard on many Top Forty stations.

M. Clare Patterson
News Director
WPEL Montrose, Pa.

EDITOR:

Concerning "News is No Circus" by Phil Wilson, news director, WANE-AM-TV Ft. Wayne, Ind., this "news show" is absolutely the correct title for a Top Forty station. It is an informative show and in accordance with the modern trend of programming.

First, it takes an intelligent news director to put together such a news program instead of the "run of the mill" type straight newscast that audiences are tired of listening to. A so called "circus" news show captures the discriminating type audience and is not a dull commodity.

And, too, there is another difference of the two types of radio stations. Some are satisfied with dining on beans; some prefer steak. Here in our area we are eating steak because we have an audience to our top 100 format and "circus-type news" along with the extra and memory tunes. If they (the listeners) didn't like this type programming we

The everyday miracles of oil



YOUR TWO GALLONS ARE ON THEIR WAY! Every day, every American uses an average of two gallons of oil products. You could carry that much home in a bucket. But—carrying two gallons for *every* American *every* day comes to over a *hundred billion* gallons a year. That takes enough tankships to outweigh the U. S. Fleet... enough tank cars and trucks to reach from Boston to Houston... enough pipelines to go eight times around the world. Quite a job! And all part of the "everyday miracles" oilmen do for you every day.

Helping to build a better future... **Standard Oil Company (New Jersey)** Esso

One of a series of messages appearing monthly in newspapers from Maine to Louisiana—the area served by Esso Standard Oil Company. Other Jersey Standard affiliates and their distributors market elsewhere in the United States and 134 other countries and dependencies.

How did it get so late so early?

Advance reservations are running heavy for the Storz Stations' Second Annual

INTERNATIONAL RADIO PROGRAMMING SEMINAR and POP MUSIC DISC JOCKEY CONVENTION

May 29-30-31, Americana Hotel, Miami Beach

Reason? Tremendous success of last year's Kansas City confab. Almost before that one adjourned, reservations started coming in for 1959, site unseen. Now that news of city, site, hotel and program is out, the mail turned heavy. Suddenly it's late—almost too late. Space in the seven hotels of Bal Harbour is going fast. Soon we'll have to berth you elsewhere on the Beach.

So don't be shut out—rush the registration form below to Bill Stewart . . . convention coordinator for the Storz Stations.

MEET AND HEAR: Harold Fellows, President, NAB
John Blair, President, John Blair & Co.
John Box, Exec. V.P., Balaban Stations
Matthew J. Culligan, Exec. V.P., NBC
Bob Eastman, President, Robert Eastman Co.
Harvey Glascock, General Manager, WHK, Cleveland
Marty Hogan, General Manager, WCFL, Chicago
Harold Krelstein, Pres., The Plough Stations
Gordon McLendon, President, the McLendon Stations
Duncan Mounsey, Exec. V.P., WPTR, Albany
Bob Purcell, V.P., G.M., KFWB, Los Angeles
Frank Stisser, President, C. E. Hooper, Inc.
Adam Young, President, Adam Young Inc.

Martin Block, WABC, New York
Ira Cook, KMPC, Hollywood
Howard Miller, WIND, Chicago

Discuss these and a score more vital subjects:
"Humanizing the Format Machine"
"Public Service in the Format Station"
"Counter Programming to Top 40"
"Programming of Music on Network Affiliates"
"Trends in Music"

Meet, hear and thrill to the big Saturday Night All-Star Show, featuring Peggy Lee . . . George Shearing . . . and many other stars to be announced.

NO COST TO YOU FOR ANY OF THE FUNCTIONS . . . including meals, Saturday night's banquet and show. These are completely underwritten by America's leading record companies—thus your expenses are limited to transportation and hotel accommodations, all of which are tax-deductible, according to competent legal counsel.

CONVENTION OPENS with cocktail party Thursday evening . . . business sessions Friday . . . Saturday and until noon Sunday.

REGISTRATION GRATIS . . . and open to all Disc Jockeys . . . Program Directors . . . Record Industry Management Personnel . . . Broadcasting Industry Management Personnel.

RUSH TO BILL STEWART

Convention Coordinator,
The Storz Stations, 820 Kilpatrick Building, Omaha 2, Nebraska

Name _____

Address _____

Station or Company Affiliation _____

Type of room _____

Rate desired (approx.) _____

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wouldn't be here, and eating all this steak. Let the listeners be the judge.

Clarence Jones,
Managing Partner
WBPD Orangeburg, S.C.

Still earth bound

EDITOR:

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truly catching up with the kilocycle events in Davos, Switzerland. Three loud yodels to your circulation dept. for fast and reliable delivery.

Serge Bergen
Jansky & Bailey Inc.
Washington, D.C.

Negro study questioned

EDITOR:

I would like to call your attention to the article, "OK Group Negro study presented," which appeared on page 144 of the March 16 issue. . . . Dr. Henry Bullock of Texas Southern U. stated in essence that the buying habits of Negro purchasers are apparently peculiar to the race. . . . Dr. Bullock bases his conclusions on a survey of 150 Negro families and 50 white families. . . . A sample of 150 out of a 14 million population hardly seems adequate to be typical or representative. From my observations of Detroit Negroes, our market preferences are no different qualitatively from those of any other ethnic group. Obviously there are economic factors that might cause quantitative variations. . . .

I further submit that it is partly because of such statements as those uttered by Dr. Bullock, many of us who are college trained in radio and tv cannot find employment, whereas our white classmates can. Here in Detroit it is virtually impossible for any of us who have university training in radio and/or tv to get jobs. . . .

It is my belief that trained Negroes are not used because the "Negro audi-

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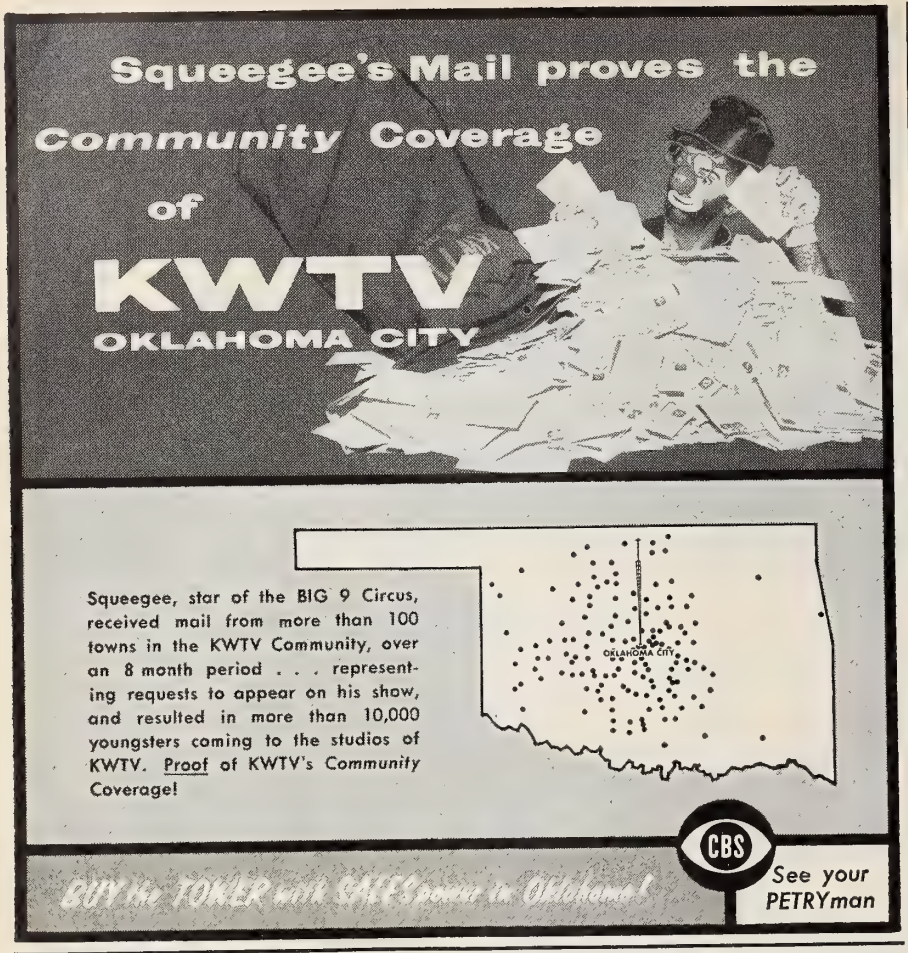
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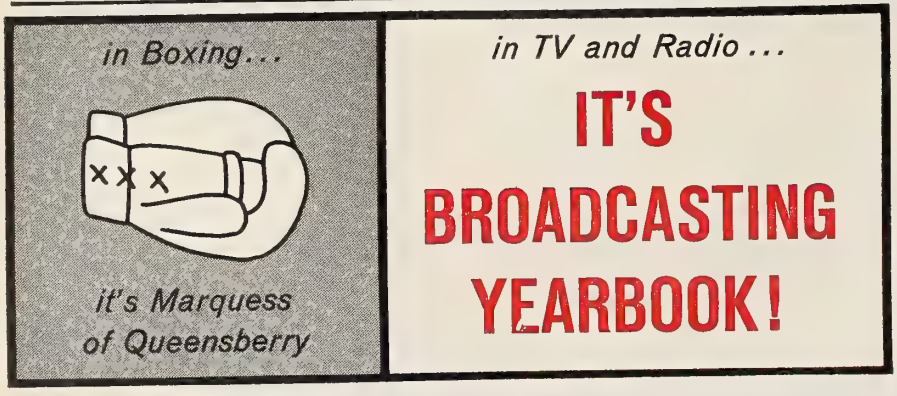
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ence" supposedly demands a special type of program appeal. Apparently the trained Negro does not have this appeal. . . . I, however, subscribe to the principle of individual differences as being the most important, general factor in human behavior. I cannot accept the theory that mass media audiences differ racially. . . .

Walter E. Brown
Wayne State U.
Detroit

Past may be prologue

EDITOR:

. . . WFHA-FM believes that the time has passed when the American family is satisfied to sit before a tv screen just because it is there to be peered at. We believe further that network radio, as known in the halcyon days, is also a thing of the past. . . . [But] we believe that "network-type" programming of the type [William] Hayward speaks of (page 26, March 9) is definitely something to be considered on a local level. With more and more of the audience looking for something other than the typical tv fare or "music and news," it is time for radio to offer something "new," no matter that it may be something that's been used before.

. . . WFHA-FM has made arrangements to program the same type programs that Mr. Hayward speaks of so glowingly . . . It is our firm conviction that we are instituting a "new" system of programming that will soon become the standard of our type operation.

Raymond H. Boyce
Program Director
WFHA-FM Red Bank, N.J.

'Air-opinions'

EDITOR:

We have come up with a different term for our on-the-air expressions, usually called editorials. Someone was fussing about using that term. We are calling them "air-opinions." It is put on the air in this manner:

REG. ANNCR: Here is one of KFMJ's *air-opinions* for today.

FEATURE VOICE: (gives opinion).

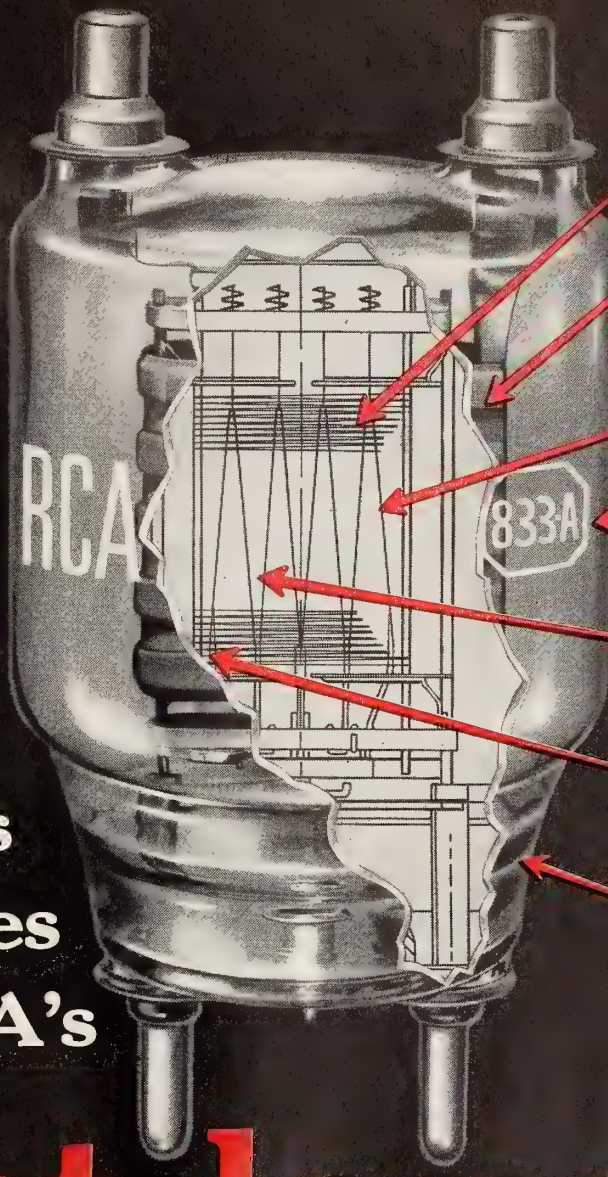
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KFMJ Tulsa, Okla.

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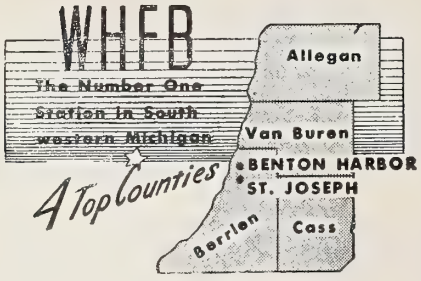
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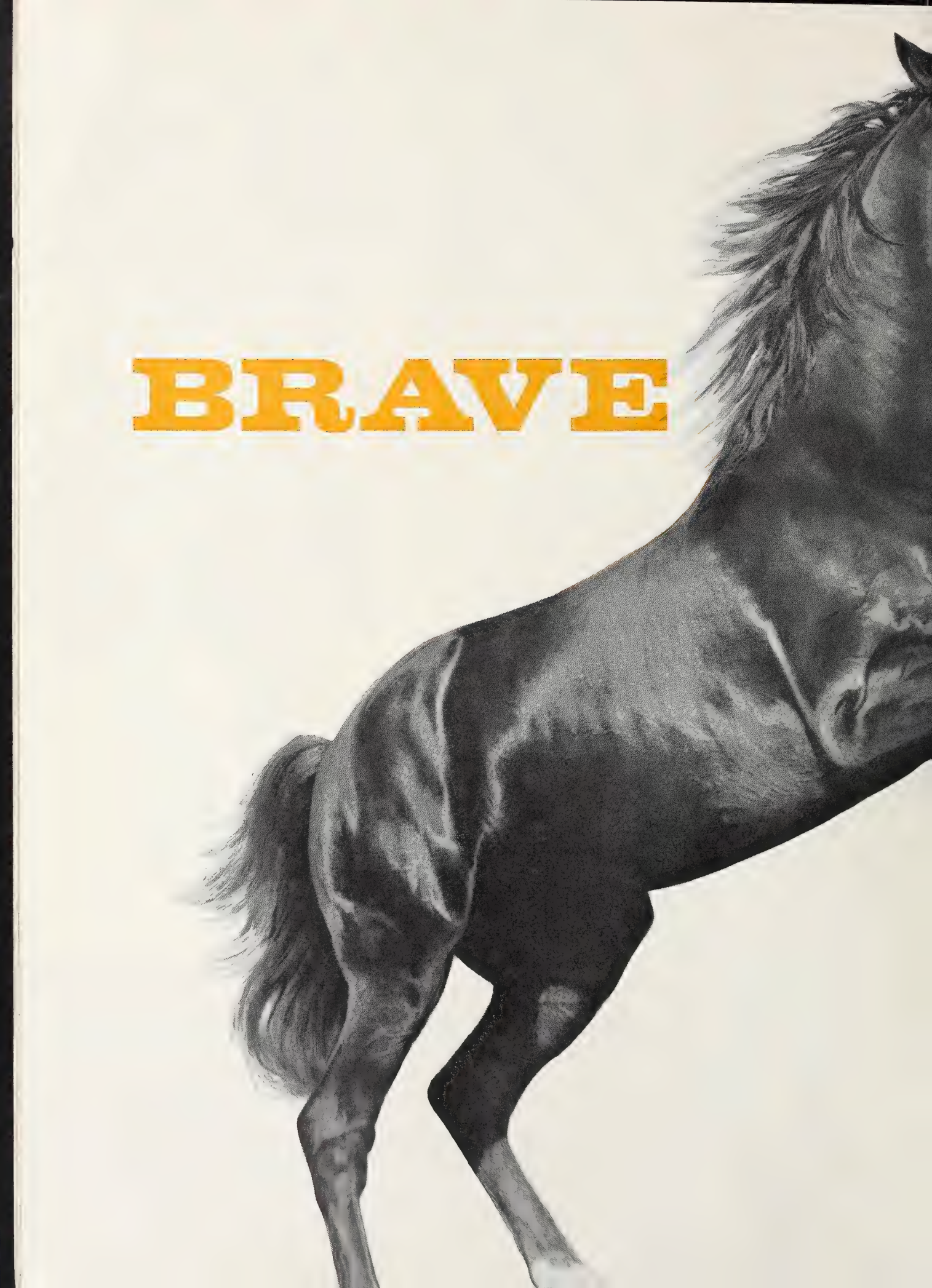


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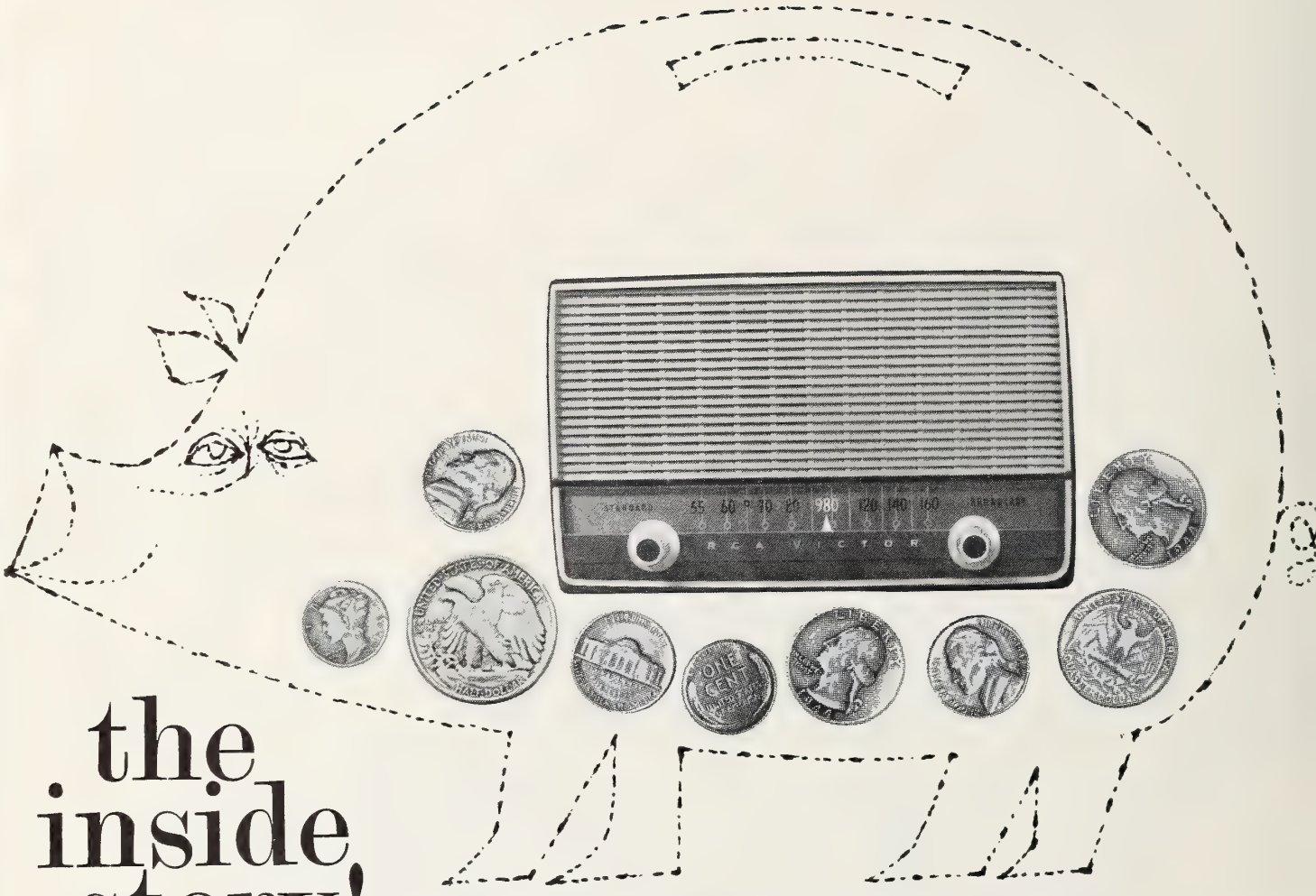
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 6, 1959
Vol. 56 No. 14

HOW TO GO ABOUT EXPANDING TV

FCC works toward plan to add some stations soon, more later

The FCC tackled the difficult tv allocations problem twice last week and, as far as can be learned, still has not been able to move off dead center.

The Commission met all day Monday and also on Thursday morning. No meeting of minds took place.

Further meetings are scheduled. An implied three week deadline was understood to have been set by FCC Chairman John C. Doerfer.

As near as could be ascertained the seven FCC members could not get together on the general outline of where tv is going—either on a long range basis or on an interim foundation.

A sentiment seems to be developing, it is understood, to agree that nothing definitive can be accomplished on the tv allocations matter until it has been determined whether or not the military services will trade some vhf space for other areas of the spectrum under FCC control.

Know in Three Months • The position of the military, it is hoped, will become known in two or three months.

If a trade is agreed upon, an all vhf tv system seems certain. The hope is to secure 38 channels contiguous to the present ch. 13 (210-216 mc), to establish a 50-channel tv system.

Failing that, the Commission seems to be at an impasse. Only FCC Comr. Robert E. Lee publicly has spoken out in favor of moving tv to uhf.

Comr. Robert T. Bartley reportedly has indicated that he might not be be adverse to moving to uhf by degrees.

At the other extreme are Chairman Doerfer and Comrs. T. A. M. Craven and John S. Cross. All three feel that a move to uhf would be disastrous.

Chairman Doerfer has from time to time made known that if no other solution is in sight, he might consider relaxing some of the present stringent regulations to permit additional channels to be assigned to troublesome areas —particularly those with less than three comparable assignments.

Cross' Thoughts • Comr. Cross presented his ideas to the FCC last month. In a communication to his colleagues, Comr. Cross suggested that the Commission accept the idea of a 12-channel vhf tv system, that some standards be relaxed to permit additional assignments to be made, and that uhf be used for translators and boosters to broaden service.

The Arkansas Democrat made no bones about his doubt that the Commission could secure additional vhf channels from the military. He said:

"Swapping some existing uhf and some existing vhf spectrum space with the military services so as to permit 25 to 50 contiguous tv channels (starting with ch. 7) involves replacing hundreds of millions of dollars worth of existing military (and allied) electronic equipment. It also has receiver compatibility disadvantages. Moreover, it involves conflicts with existing international agreements to which the United States is a party. . . . Even if the swap could be arranged, and the international agreements changed, I see no possibility of any appreciable relief from this proposal for at least 10 years. I have therefore abandoned this proposal except as a very long range possibility."

He continued:

"I therefore find myself in the uncomfortable position of being convinced that 12 vhf channels are too few; that it is too late now to change from vhf to uhf, and that the proposal to have 25 to 50 contiguous channels (starting with ch. 7) offers no appreciable relief for at least 10 years. . . ."

The answer, according to Comr. Cross, is to recognize as basic that the present 12 vhf channels "offer the only immediate opportunity" for providing the maximum amount of tv service to the maximum number of people. He suggested that the Commission work toward accomplishing two objectives: (1) multiple services to concentrated populations and (2) some service to sparsely settled areas.

U's for Small Towns • In discussing the use of uhf for small town and perhaps rural service, Comr. Cross suggested that maximum radiated power be limited to 10 kw, that separations be reduced and that translator operation be permitted on all uhf channels. He also suggested that uhf assignments be deleted from the rules and that grants be made on an application basis.

Comr. Rosel H. Hyde is believed still clinging to the hope that a combined vhf-uhf allocation—although not intermixture—can be made to work.

Comr. Frederick W. Ford generally has expressed himself as withholding a decision one way or the other until it is learned definitely whether or not extra vhf channels can be secured from government sources.

The tv allocations presentation on which the FCC is working is essentially a status report to the Congress. The Commission has been informed that when it is ready it will be asked to appear before the Senate Commerce Committee.

Hill Beckoning • This call may be coming shortly. Back with the Senate committee for the next two or three weeks is Kenneth Cox, Seattle attorney, who has acted as special tv counsel for the group. Mr. Cox is working with the committee on a matter unrelated to broadcasting.

Mr. Cox still has to submit his report on tv allocations to the Senate committee. He has let it be known that he does not intend to submit this document until the FCC has taken some action. He is also said to be waiting for answers to questions submitted by the committee to the FCC last year.

Government engineer wants more vhfs squeezed into system

A long-range plan for better management of the spectrum

Other users eye tv space, but telecasters argue to keep it



A PLEA FOR SQUEEZING IN MORE V'S

Bureau of Standards expert says shorter separations are answer

The government engineer whose calculations led to fm's present placement in the spectrum urged the FCC last week to create more vhf tv stations by reducing the distances between them.

Dr. K. A. Norton, who is now chief of the radio propagation engineering division of the National Bureau of Standards Central Radio Propagation Lab at Boulder, Colo., told the FCC it ought to radically cut down separation mileage between tv stations on the same channel.

This move would take care of the tv allocations problem, he stated in a March 27 letter addressed to FCC Chairman John C. Doerfer. The letter also was signed by Dr. Norton's three section chiefs (J.W. Hebstreit, P.L. Rice and R.S. Kirby).

Dr. Norton, as an FCC propagation engineer, was the architect of the FCC fm allocation of 1945 which put the fm broadcasting system in the 88-108 mc range it now occupies. In 1949, having moved to the Bureau of Standards, he and associates submitted recommendations like those resubmitted last week for distribution of tv channels.

AMST Attacks • The recommendation was immediately attacked by Lester W. Lindow, executive director of the Assn. of Maximum Service Telecasters. Mr. Lindow charged that the Norton suggestions were precisely the same as these advanced in 1949; "a proposal which was repudiated because it was unsound and impractical."

Mr. Lindow continued:

"They themselves conceded that television service would be concentrated around the transmitters of television stations, and that metropolitan areas would get practically all of the service at the expense of rural areas, suburban areas and other outlying districts.

". . . today some 99% of the families in the United States are able to enjoy television service. Under the proposal of these people this service would be cut to ribbons."

FCC Chairman John C. Doerfer was more astringent in his reaction to the Norton idea. He commented:

"There is an ideal of engineering symmetry, and it looks awfully good on paper. But the resolution of the tv allocations problem is not only a technical matter, it also involves economics, social philosophy and overall policy. The Commission must meld the engineering dreams into practicality."

Dr. Norton's letter began with a reference to the TASO report, submitted to the FCC last month at the NAB convention (BROADCASTING, March 23, 16).

This report represents only a majority opinion, Dr. Norton said, and this is its "strength and a weakness."

The Boulder scientists made three reservations to the findings of TASO:

(1) Methods for defining service area of tv stations are confusing. (2) Claim of the development of a useful prediction method are based on a study of the correlation between the observed and the predicted field strength variations without regard to absolute values; and (3) the finding that CRPL transmission loss prediction formula for specific terrain conditions does not increase the accuracy of prediction relative to universal curves sufficiently to justify the extra labor.

Then the writers turned to what they call the "proper understanding of technical principles of allocation."

Refers to 1949 • The Norton letter refers to the 1949 ad hoc committee report and an addendum written in 1950, in which it was recommended that the FCC should attempt to "maximize the service area per channel rather than maximize the service area per station."

This still seems the correct procedure to adopt, the government radio engineer stated.

Using the information then available the conclusion was reached that stations could be co-channel spaced as little as 110 miles apart and for adjacent channel as little as 40 miles apart. With the TASO information at hand, the letter continued, the FCC could "simply adopt" a reasonably small minimum spacing (e.g., 100 miles) between high power co-channel stations as a basis for a technically efficient and yet administratively convenient method of allocation. Even spacings closer than 100 miles might sometimes be justified, Dr. Norton stated.



Dr. Norton: his instrument, a shoehorn

The present FCC allocation principles of maximum power, maximum antenna height and required spacing appear to be wasteful, the Norton letter stated. This cannot be afforded any longer where the demand for other legitimate and important uses is so great, he said.

Today's Standards • Present FCC television standards require vhf co-channel stations to be no closer than 170 miles in Zone I, 190 miles in Zone II and 220 miles in Zone III. Spacings for uhf co-channel stations are less than these separations. Power and antenna height maximum are based on bands of frequencies—chs. 2-6, 100 kw at 1,000 ft.; chs. 7-13, 316 kw at 1,000 ft., and chs. 14-83, 5,000 kw at 2,000 ft. Antenna heights in Zones II and III—the western regions and the gulf coast respectively—may be 2,000 ft. with these powers.

The Norton letter continued:

"We believe that the trouble the FCC has been having in the allocation of television channels arised from its desire to satisfy everyone, and a tendency to lean too heavily on the advice of industry engineers who obviously have their own selfish interests to protect."

The present allocation was based on the FCC desire to serve rural televiewers, the letter stated, but this is "fallacious". The answer, Dr. Norton said, is that "you can't satisfy everyone—only the majority." Since the majority of people live in metropolitan areas, he continued, rural televiewers will necessarily suffer interference if spacings are shortened.

The move of tv to uhf not only would be economically unsound, Dr. Norton said, but it would be an inefficient solution since the demand for channels will never be wholly met using present wide spacing between tv stations.

Vary Powers • The CRPL letter advocated the use of varying powers for individual stations and also the use of low power vhf translators and boosters. This would encourage "many thousands" of such translators and boosters in the less populous regions. It concluded:

"We believe there is a good chance that all of the really important and economically feasible television requirements of this country can be accommodated on the present 12 vhf channels by

PROS

who pack a punch



Some radio stations call them announcers. At WITH, we call them *personalities*. The difference? First, *experience*—110 years of it, and most of it on WITH. Second, *approach*—these men manage to put *personal* selling into even a transcribed commercial. Third, *popularity*—each has his own big band of fans that multiply during our 24-hour broadcast day. The result? PRO-fitable PRO-motion of your PRO-duct!

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permitting closer spacing between the stations. This will lead to an actually greater coverage of area per channel, and to a very large number of additional stations."

If additional channels are needed, these can come from the present vhf band, Dr. Norton said.

The present uhf band should be abandoned for television use, he stated.

This same approach, also by Dr. Norton, is contained in the Fourth Summary Annual Report of the Boulder Labs. for the year ending June 30, 1958. In it the radio propagation engineering chief declared that the information on which the FCC based its tv allocation was biased. These data were obtained at receiving sites in open terrain, especially selected to be representative of smooth earth, the report said.

However, data obtained in a series of randomly chosen sites in Ohio actually used for television reception showed that tv stations could be placed about 25 miles nearer to each other.

NBS-CBS Measurements • In the same CRPL Report, mention is made of field strength measurements underway in cooperation with CBS. The purpose of this study is to obtain vhf and uhf field strength data on irregular terrain factors and fading of signals beyond the horizon.

First steps were taken by the National Bureau of Standards in a study of such measurements in the Albany, N.Y., area. The second part will be a study of recorded program material using commercial tv transmitters at various locations and the third step is a measurement program to be undertaken by NBS on height and antenna gain within service areas of vhf and uhf tv transmitters.

Some preliminary results have been obtained from a statistical analysis of Phase I, the report said. The other two programs are in preliminary stages.

MANAGING THE SPECTRUM

Special committee report at last disclosed

The rumor-surrounded report of an Administration *ad hoc* spectrum committee became officially available last Thursday (April 2).

Subject of controversy that ranged all the way from the Capital broadcast fraternity to the NAB convention in Chicago (BROADCASTING, Feb. 9, March 23), the report emerged after three months of government review.

A five-man committee headed by Victor E. Cooley, retired board chairman of Southwestern Bell Telephone Co., submitted the report Dec. 29 to Leo A. Hoegh, director, Office of Civil & Defense Mobilization.

The advisory group proposed a study of spectrum management and use by a three-man board to be appointed by the President "by and with the advice and consent of the Senate."

Director Hoegh overruled his *ad hoc* committee in part last Feb. 5 by proposing the study be conducted by a five-man Presidential commission. The Hoegh proposal drew bi-partisan protests from Capitol Hill where legislators said membership of any spectrum commission should be chosen with Congressional participation. Proposed legislation (SJRes 76, HJRes 292) calling for Congressional authorization of a Presidential study is pending.

Other members of the Cooley committee, appointed Nov. 4, 1958, were Frank G. Kear, of the Kear & Kennedy consulting firm; William G. Thompson, retired assistant vice president of the American Telephone & Telegraph Co.; Maj. Gen. W. Preston Corderman (retired), vice president of Litton Industries, and Dr. Irvin Stewart, onetime member of the FCC and former president of the U. of West Virginia.

Need for More Space • This reference was made in the report to the industry's problem: "Non-government users of the spectrum, for example the broadcasters, have indicated a need for additional channels in certain frequency ranges not now available."

The *ad hoc* committee noted the importance of telecommunication systems to national security and the vastly increased need for spectrum space. It spoke critically of the "numerically inadequate" staff of 12 telecommunications people at OCDM. This later drew from Director Hoegh a promise to increase the staff.

Interdepartment Radio Advisory Committee (IRAC), giving technical guidance in assignment of frequencies to government agencies, was described as "primarily a group of co-equal users and as such is not an appropriate group to act, nor does it act, as a policy making or authoritative body." FCC, it was explained, has a staff of 1,000 people, with seven commissioners providing high-level direction.

Under the Communications Act of 1934 the President has the responsibility for assigning radio frequencies to federal agencies and the FCC to commercial and private users, including state and local governments. This sets up a dual control over a single resource, a point stressed by the report of the



wherever they be it's WOV 5000 Watts IN N. Y. C. and VICINITY first in the Negro Community



Wonderful people, Wovbugs. We're just mad about them. They're just mad about WOV. You'll be wild about the sales results they'll work for you. Reach the Wovbugs and you reach the largest Negro Listening Audience in the entire 17 County Area of Greater New York.

Seriously, this alert Negro Community encompasses 1,500,000 people living in New York, New Jersey and Connecticut. Its population has grown over 40% in the past 10 years. Its income level has grown even more. It spends more of its spendable income than any people in America.

WOV programs 11½ hours a day to the needs and interests of this powerful economic force. It is the only radio station of its kind in the market that reaches every one of the 17 counties in it. That's why — in your media strategy it makes sense to include WOV on the schedule.

WOV NEW YORK
Representatives: John E. Pearson Co.

President's Communications Policy Board in 1951.

FCC is Expert • The *ad hoc* group was struck by the lack of high-level consideration by the government of many vital telecommunications, matters whereas the FCC "provides a vehicle for adequate consideration in the non-government area." It added, "There is also an unfortunate absence at present of anyone in the Executive Branch with adequate knowledge, experience and stature to act for the President in these (government vs. non-government) matters and there is not available therein an organization adequate to accumulate the information and experience upon which to base sound action."

In its conclusions the *ad hoc* group felt the Executive Branch should strengthen its telecommunications management and opposed the vesting of additional powers in this area to the FCC.

The proposed three-man board would know plans of all agencies it serves and have a bearing on war plans and production of civilian and military gear.

The board, it was recommended, should study use of frequencies, become familiar with military and civilian operations and research, suggest areas of research, maintain continuing review of allocations, review international telecommunications and advise the President of developments in the field. Provisions for an adequate staff were set out, with the FCC not to be disturbed in its work. The board would have "no responsibility for the operation of any telecommunications." Procedure suggests the President ask for legislation and draft language was submitted.

OTHER USERS STAKE CLAIMS ON UHF

But AMST submits study showing need for both u and v bands

The FCC's touted grand inquiry into the use of the radio spectrum between 25 and 890 mc has turned into a slugging match between AT&T on one side and private mobile radio advocates on the other—and a general game of dart-throwing at the uhf television allocation.

Basic difference between AT&T and others commenting on the requirements of mobile radio users is one of policy.

AT&T recommended a wide-band allocation under common carrier auspices to handle all mobile radio usage —ranging from taxicab service to citizens radio.

Private mobile advocates, led by Motorola, bitterly attacked this principle and plumped hard for a separate, privately-run individual service for each of the mobile services.

But both AT&T and Motorola—and others in the Motorola camp—hit hard at what they termed the large number of television frequencies not heavily used—the uhf. Motorola went one step further and recommended the elimination of chs. 2-6.

Television Defended • Defense of the television allocations was vigorously made by the Assn. of Maximum Service Telecasters and NAB. The present fm allocations were defended by FM Broadcasters.

The 25-890 mc study was instituted by the FCC in 1957. A second inquiry involves the use of the spectrum above 890 mc. Both are designed to tell the FCC the present and future needs of radio users in these two major areas.

The presentations filed last week were in the nature of direct testimony, as requested by the FCC. More than 50 papers were filed at deadline last Monday. The next step, according to the FCC, may be an open hearing.

A digest of the more important filings —particularly those affecting broadcasting frequencies—is contained below:

Maintain Tv Principles • Assn. of Maximum Service Telecasters, a group of 120 top drawer tv stations most of which operate in the vhf band, defended vigorously television's present position in the radio spectrum and urged the FCC not to make any changes in standards or techniques without exhausting all tests to make sure they work. The presentation was made by Lester W. Lindow, executive director.

Mr. Lindow urged that the FCC maintain the present vhf and uhf bands for tv. He also stated that uhf frequencies should not be removed from their allocation to the tv service unless comparable vhf frequencies were added as compensation.

Technical presentation was made for AMST by Howard T. Head, of A. D. Ring & Co., AMST's consulting engineering firm. The fact-packed AMST document presented a channel breakdown of the radio spectrum between 25 mc and 890 mc showing that tv occupied only 82 channels (3.5% of all non-government allocations) in this portion of the spectrum (as against other services' usage ranging as high as 547 for public safety).

AMST agreed that on the basis of space alone, tv uses almost half of the 25-890 mc space. But, it continued, this is "unrealistic" and actually "distorts" the allocations picture.

If only vhf is considered, AMST related, tv has 12 channels, or less than 0.6% of all such channels above 25 mc. Even in uhf, tv has only 70 channels (less than 15%) of all uhf allocated to non-government services.

Vital to American Public • Not only is television vital to the American public in bringing news, education and information but tv has contributed to the expansion and vigor of the economy. "Television well deserves its title of the '$100 Billion Pump Primer'" AMST said.

Between 85% and 90% of all tv homes in the U. S. are served by at least three stations. The average U. S. television home has a choice of at least five different signals, and actually views more than three stations.

There are now more than 50 million tv sets in 44 million tv homes (147 million people). There are actually more tv homes than those with telephones (39 million), electric toasters (37.8 million), electric washing machines (43 million), electric irons (43.5 million), electric clocks (36.4 million) or bathtubs (41.2 million).

Moreover, AMST said, "more than 20% of the entire waking life of the average tv viewer is spent watching tv."

Tv's utilization of the spectrum is heavy, AMST said. As of Feb. 21, 708 stations were on the air, 216 additional stations were authorized but not yet on the air, and applications were pending for still another 91 stations. These include translators.

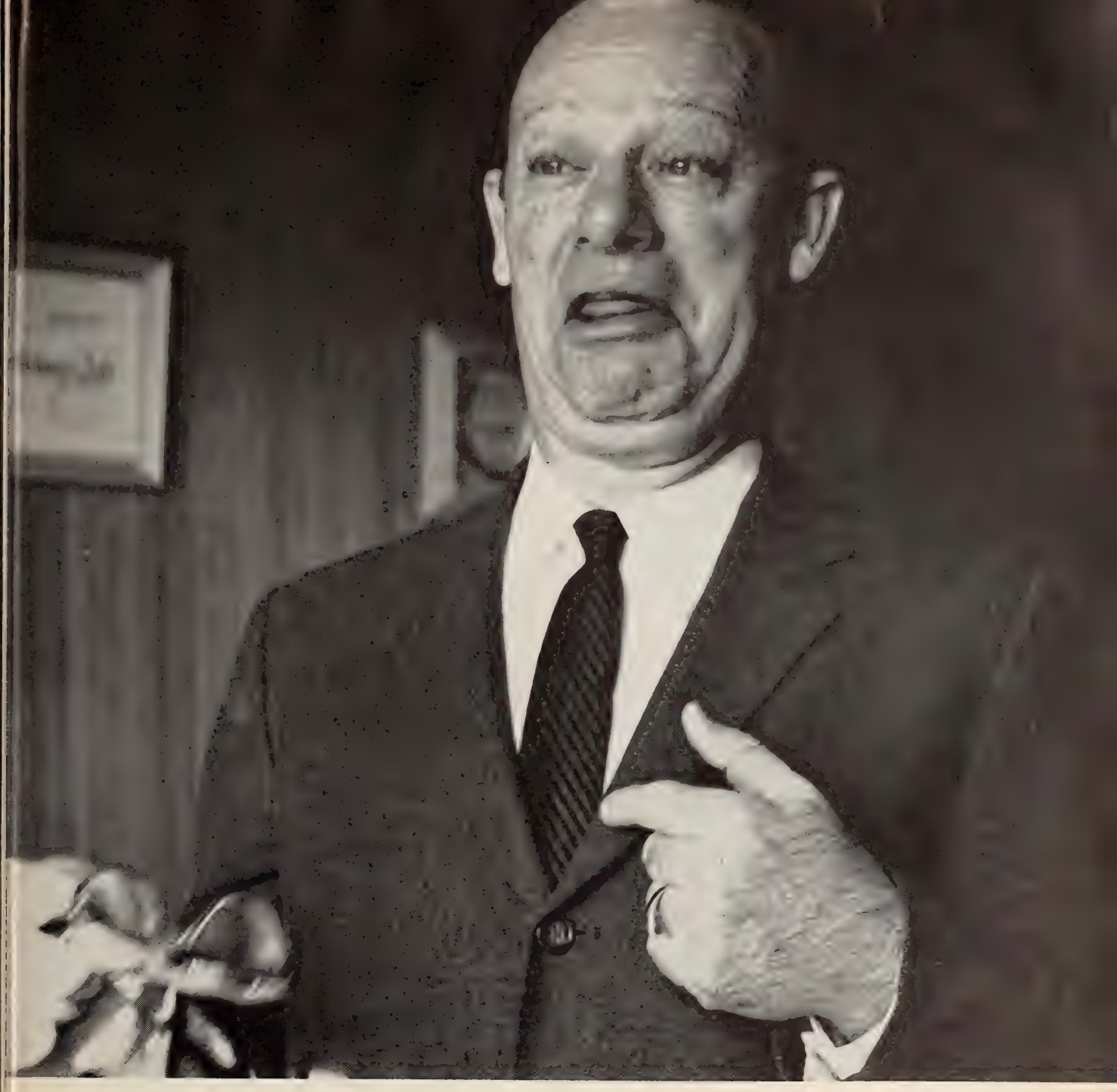
In the 12 vhf channels, 543 stations were on the air authorized or pending. More than 85% were actually on the air. In uhf, 472 stations were assigned, with more than 50% on the air.

The loading of frequency channels is another method of determining usage, AMST said. The 924 on-the-air and authorized stations and translators mean that each frequency has an average load of 11 stations. If only on-air stations are used, the average frequency loading is more than eight stations per channel.

"This is a much higher average frequency loading for television broadcasting than there was for standard broadcasting at a comparable stage in its development," AMST said.

This average is also higher than for fm radio, AMST pointed out. Fm, now in its 18th year, has an average of eight authorized stations on each of its 100 channels.

Segregating the vhf and uhf portion of the tv band, the 12 vhf channels have an average frequency loading of



"Don't tell me Roanoke has 420,000 tv families."

We won't. That's the number of tv families in the greater Roanoke *market,* which is bigger than all of us.

"Top 50" buyers ought to scrutinize our market before they leave us off a schedule. *Whoa, man, that's negative.*

* * *

Well, how's this?

Careful buyers who plan tv schedules for results get what they plan for with WSLS-TV. With full power of 316,000 watts on Channel 10, a healthy assist from NBC, strong local programming, and a signal that leaps off a mountain 3934 ft. high, WSLS-TV welds a 58-county area into the greater Roanoke market of 420,000 tv homes.

For more information, listen to Blair Television Associates.

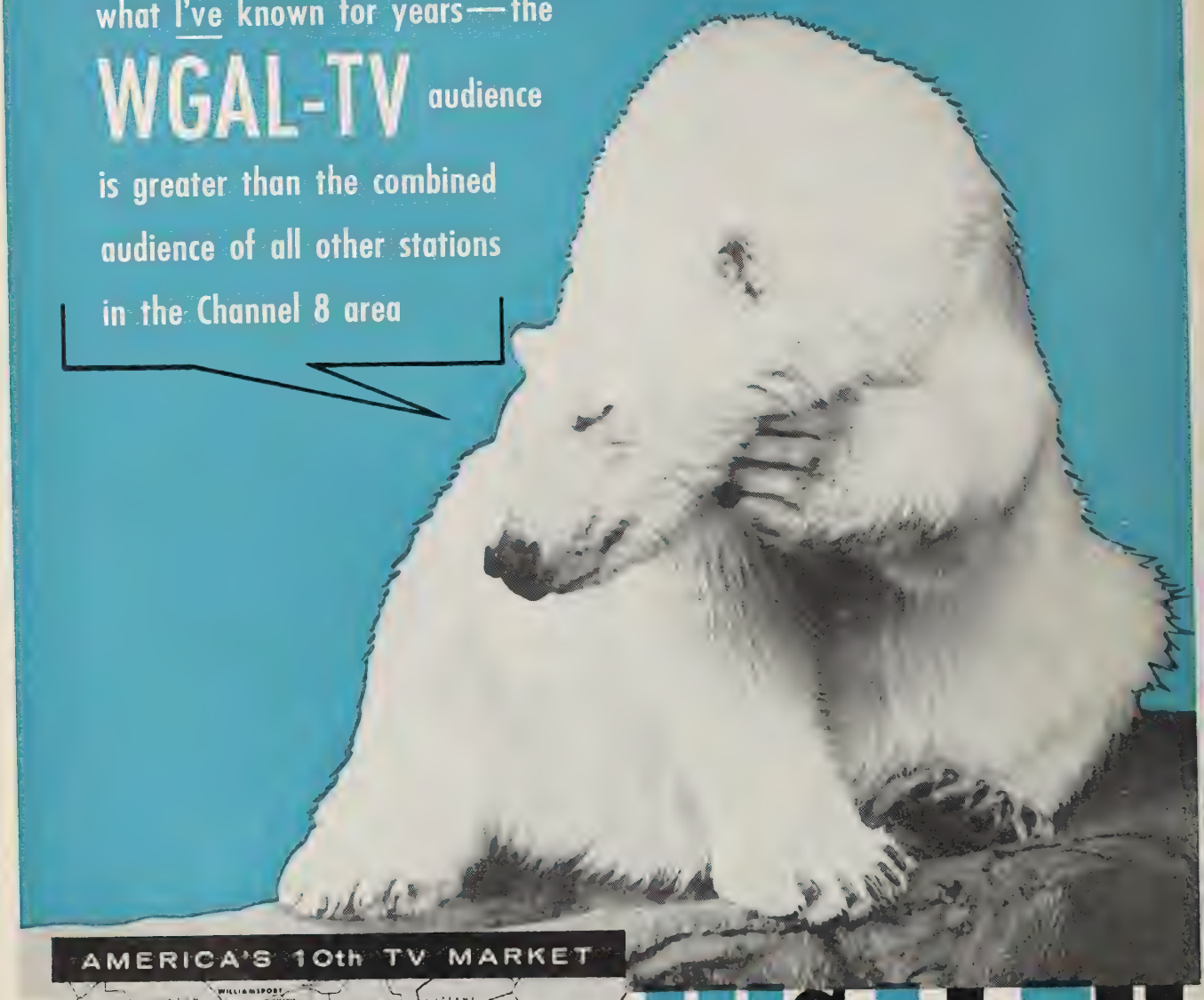
WSLS-TV

Channel 10 • NBC Television

Mail Address: Roanoke, Va.

A broadcast service (with WSLS Radio)
of Shenandoah Life Insurance Company

Well, statistics confirm
what I've known for years—the
WGAL-TV audience
is greater than the combined
audience of all other stations
in the Channel 8 area



AMERICA'S 10th TV MARKET



WGAL·TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

•

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

42 on-the-air and authorized stations. If pending, non-duplicated applications are counted, this figure increases to 45.

Investments Heavy • As of the end of 1957, AMST said, the 3,076 operating, non-network owned radio stations had an average investment in tangible property of $100,575 and expenses of $125,900. Television's 485 operating, non-network stations had an average investment in tangible property of $871,800 and expenses of $795,900. Tv stations, AMST noted, cost 8.7 times as much as am radio to construct and 6.3 times as much to operate.

All but four of the 82 channels allocated to tv have a station either on the air, authorized or pending a grant, AMST cited. This means that more than 95% of the channels allocated to tv either were in use, authorized or applied for by late February 1959, AMST said. Nearly 80% of the channels were occupied by operating stations. Stations are operating on all 12 vhf channels and 52 of the 70 uhf channels.

The investment figure in tangible broadcast property for tv, AMST said, approximates $600 million under original costs.

From 1946 to 1958, AMST estimated the public invested more than $25 billion in tv receivers, antenna and other components, installation repairs and replacement parts. The public is spending $2.7 million annually on receivers and allied equipment and services, AMST said that Electronic Industries Assn. had estimated.

Each vhf channel serves almost 50.5 million people, AMST noted. Stations on ch. 4 alone, it pointed out, serve more than 87 million persons.

In the uhf band, 71 of the 83 tv stations on the air (not counting translators) bring tv directly to an average of more than 324,000 persons per channel. Stations on nine of the uhf channels serve more than 1 million persons per channel and stations oper-

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending March 7

AVERAGE AUDIENCE ‡

Rank	No. Homes (000)
1. Gunsmoke	17,248
2. Wagon Train	16,808
3. Have Gun, Will Travel	15,136
4. Rifleman	14,872
5. Danny Thomas	14,300
6. I've Got a Secret	13,860
7. Wells Fargo	13,332
8. Peter Gunn	13,244
9. Maverick	13,200
10. Real McCoys	12,672

Rank	% Homes*
1. Gunsmoke	40.0
2. Wagon Train	38.9
3. Rifleman	35.7
4. Have Gun, Will Travel	35.1
5. Danny Thomas	33.0
6. I've Got a Secret	31.9
7. Maverick	31.4
8. Wells Fargo	30.9
9. Peter Gunn	30.5
10. Real McCoys	30.1

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

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PULSE

TOP 20 NETWORK PROGRAMS

Tv report for Jan.-Feb.

Once A Week	Rating Feb.	Jan.
Gunsmoke	33.1	35.2
Wagon Train	33.1	31.9
Perry Como	31.8	32.3
Danny Thomas	29.3	30.2
Loretta Young	28.8	29.7
Have Gun, Will Travel	28.1	29.1
Maverick	28.0	27.6
Rifleman	27.0	27.8
Alfred Hitchcock	26.9	26.9
Desilu Playhouse	26.9	28.4
Ann Sothern	26.6	26.2
Playhouse 90	26.6	26.9
Wyatt Earp	25.4	26.0
Ed Sullivan	25.3	
Father Knows Best	25.3	25.9
I've Got A Secret	25.1	25.1
Wells Fargo	25.0	25.6
GE Theatre	24.6	
Price Is Right	24.6	
Perry Mason	24.5	

Multi-Weekly	Rating Feb.	Jan.
CBS News-Edwards	12.2	12.4
American Bandstand	11.8	11.8
Mickey Mouse Club	10.6	10.4
Price Is Right	10.6	10.7
Adventure Time	9.8	9.8
Guiding Light	9.4	9.0
NBC News	9.2	
Search For Tomorrow	9.2	8.9
Concentration	9.1	8.8
Jack Paar Show	8.5	9.0

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Adventure Time (ABC-127): participating sponsors, Tues. & Thurs. 5:30-6 p.m.

American Bandstand (ABC-101): participating sponsors, Mon.-Fri. 4-5:30 p.m.

CBS News (CBS-161): various sponsors, Mon.-Fri. 6:45-7 p.m.

Cheyenne (ABC-127): Johnson & Johnson (Y&R), Armour (FC&B), Harold Ritchie (K&E), Tues. 7:30-8:30 p.m.

Perry Como (NBC-172): various sponsors, Sat. 8-9 p.m.

Concentration (NBC-152): various sponsors, Mon.-Fri. 11:30 a.m.-noon

Desilu (CBS-121): Westinghouse (M-E), Mon. 10-11 p.m.

Father Knows Best (CBS-154): Lever Bros. (JWT), Scott Paper (JWT), Mon. 8:30-9 p.m.

GE Theatre (CBS-147): General Electric (BBDO), Sun. 9-9:30 p.m.

Guiding Light (CBS-129): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-148): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-164): Bristol Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-196): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Maverick (ABC-133): Kaiser (Y&R), Drackett (Y&R), Sun. 7:30-8:30 p.m.

Mickey Mouse Club (ABC-127): participating sponsors, Mon., Wed. & Fri. 5:30-6 p.m.

NBC News (NBC-127): various sponsors, Mon.-Fri. 6:45-7 p.m.

Jack Paar (NBC-129): participating sponsors, Mon.-Fri. 11:15 p.m.-1 a.m.

Perry Mason (CBS-146): various sponsors, Sat. 7:30-8:30 p.m.

Peter Gunn (NBC-181): Bristol-Myers (DCS &S), Mon. 9-9:30 p.m.

Playhouse 90 (CBS-156): various sponsors, Thurs. 9:30-11 p.m.

Price Is Right (NBC-153): various sponsors, 11-11:30 a.m.

Price Is Right (NBC-161) Lever Bros. (OB&M), alternating with Speidel (NC&K), Wed. 8:30-9 p.m.

Real McCoys (ABC-123): Sylvania Electric (JWT), Procter & Gamble (Compton), Thurs. 8:30-9 p.m.

Rifleman (ABC-137): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

Search for Tomorrow (CBS-131): Procter & Gamble (Compton), Mon.-Fri. 12:30-12:45 p.m.

Some of Manie's Friends (NBC-162): Liggett & Myers (M-E), March 3, 7:30-9 p.m.

Ann Sothern (CBS-192): General Foods (B&B), Mon. 9:30-10 p.m.

Ed Sullivan (CBS-179): Eastman Kodak (JWT), Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Danny Thomas (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-171): Ford Motor Co. (JWT) alternating with R. J. Reynolds (Esty) and National Biscuit Co. (M-E), Wed. 7:30-8:30 p.m.

Wells Fargo (NBC-164): American Tobacco (SSC&B), alternating with Buick (M-E), Mon. 8:30-9 p.m.

Wyatt Earp (ABC-136): General Mills (D-F-S), Procter & Gamble (Compton) Tues. 8:30-9 p.m.

Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

ating on ch. 22 alone serve more than two million people.

AMST said that in the spring of 1958, there were more than 3.5 million active uhf tv viewing homes, or an aggregate of 12 million persons.

The 162 translator stations in operation in mid-February, all using the upper uhf band, serve almost 1 million persons, AMST said.

Only 26 stations in the continental U. S. are not affiliated with a network, AMST noted. Nineteen of these are in markets already served by three stations which are affiliated. Eight are located in New York and Los Angeles.

The average tv station furnishes service for about 14½ hours per day, AMST said. For the 546 stations now on the air, this equals 7,900 hours per day, 55,000 hours per week and nearly 3 million hours per year.

This does not count the 162 translators on the air.

Service to Farmers • More than 68% of the 5.3 million farm households have tv, AMST pointed out. This covers more than 14 million persons. Tv, AMST said, is the leading medium on farms—with radio second and reading third.

During the week of Feb. 13-19, 94.7 million persons over 12 years of age—74.9% of the adult population—watched tv some time or other. More people watched tv than listened to the radio, read magazines or attended movies. Although more people over 12 read newspapers than watched tv, AMST pointed out, the total time spent watching television was nearly five times the total spent reading papers.

"In fact, more time was spent by persons over 12 years of age watching television than was spent listening to the radio, reading newspapers, reading magazines or attending movies combined," AMST stated.

The AMST position was predicated on two counts: "Maintain the present high technical quality of American tv and the present wide availability of multiple tv services throughout the country."

Tv's present heavy utilization of existing spectrum space is not the sole criterion, AMST warned. Tv broadcasting is "dynamic and expanding" and requires room for growth.

Move to Uhf? • If tv were reallocated to uhf, a major portion of the investment by broadcasters and the public, exceeding $26¼ billion, would be obsoleted, AMST warned. It added:

"In order to continue to provide the American public with the volume of service which it now receives and to provide room for growth, all 12 vhf channels as well as each of the 12 vhf channels must be preserved for television broadcasting and the 70 uhf channels must also be preserved for television unless an appropriate number of additional vhf channels is allocated in exchange."

If tv were moved to uhf, AMST warned, more than 25% of the total land area of the U. S. would be without "service of consistently good quality," in quoting the "critical distances" developed by the Television Allocations Study Organization.

In spelling out some of these losses, AMST estimated that Iowa would lose 23,700 square miles, or 42% of the total state area. Virginia, for example, would lose 8,100 square miles, or 20% of its land area.

Actually, AMST pointed out, these figures are conservative. The critical distances in uhf become less and less as the frequency is higher in the spectrum. TASO reported, AMST recalled, that the "critical distance" for the upper uhf (chs. 41-83) is only 30 miles—75% of the critical distance for chs. 14-40. The critical distance for the low uhf channels was estimated by TASO to be 40 miles from a transmitter.

"Taking into account long range consideration," AMST said, the most advantageous allocation would be additional vhf space for tv.

AMST also demolished the possible contention that tv should be operated via wire lines. It would cost, AMST said, from $12 to $50 million to install the cable for just one market, Los Angeles. One proponent of pay tv, AMST noted, estimated that a wired system designed to serve 150,000 subscribers in a single market would range from $11 million to $18 million. This is a capital investment of $73.50 to $122 per subscriber.

A wired tv service, AMST said, would serve only the great centers of population in metropolitan areas; at least 36% of the population living in rural and small towns would lose service they now receive from free, broad coverage tv, the organization pointed out.

AMST also insisted that present standards be maintained—a 6-mc channel, directional antennas, precise and very precise carrier frequency control operations. AMST said:

"With respect to these techniques, the TASO Report recognizes that further investigation and reliable field testing in particular is required. Accordingly, AMST respectfully suggests that, until completion of the essential tests, it would be premature to attempt to present details on the feasibility of such techniques and it would be premature for the Commission to consider them, at this time, as a means of reducing the spectrum space now allocated to television broadcasting."

Keep Status Quo • Harold Fellows, president of NAB and speaking presumably for the entire broadcast industry, asked the FCC to maintain the status quo until the findings of the TASO report have been evaluated and until the government has completed its analysis of government and non-government spectrum occupancy.

"It is obvious", Mr. Fellows said, "since television occupies more than 50% of the non-government space between 25 mc and 890 mc that that service holds the key to the entire band."

Tv should be a nationwide, free competitive service, the NAB president said. An allocations plan involves considerations which include economics, social objectives, political aspects and technical factors. It cannot be known at this time whether tv should have 40, 60 or 80 channels. "But I do believe," Mr. Fellows stated, "that it is important that sufficient channels be reserved so that growth will not be stunted."

Mr. Fellows foresaw the day when small television stations serving local communities will be required to serve as outlets for the huge increases in advertising and expenditures to move tremendous upsurge in goods and servicing that will be the economy of tomorrow (A.D. 2000, 273 million people, $900 billion gross national product).

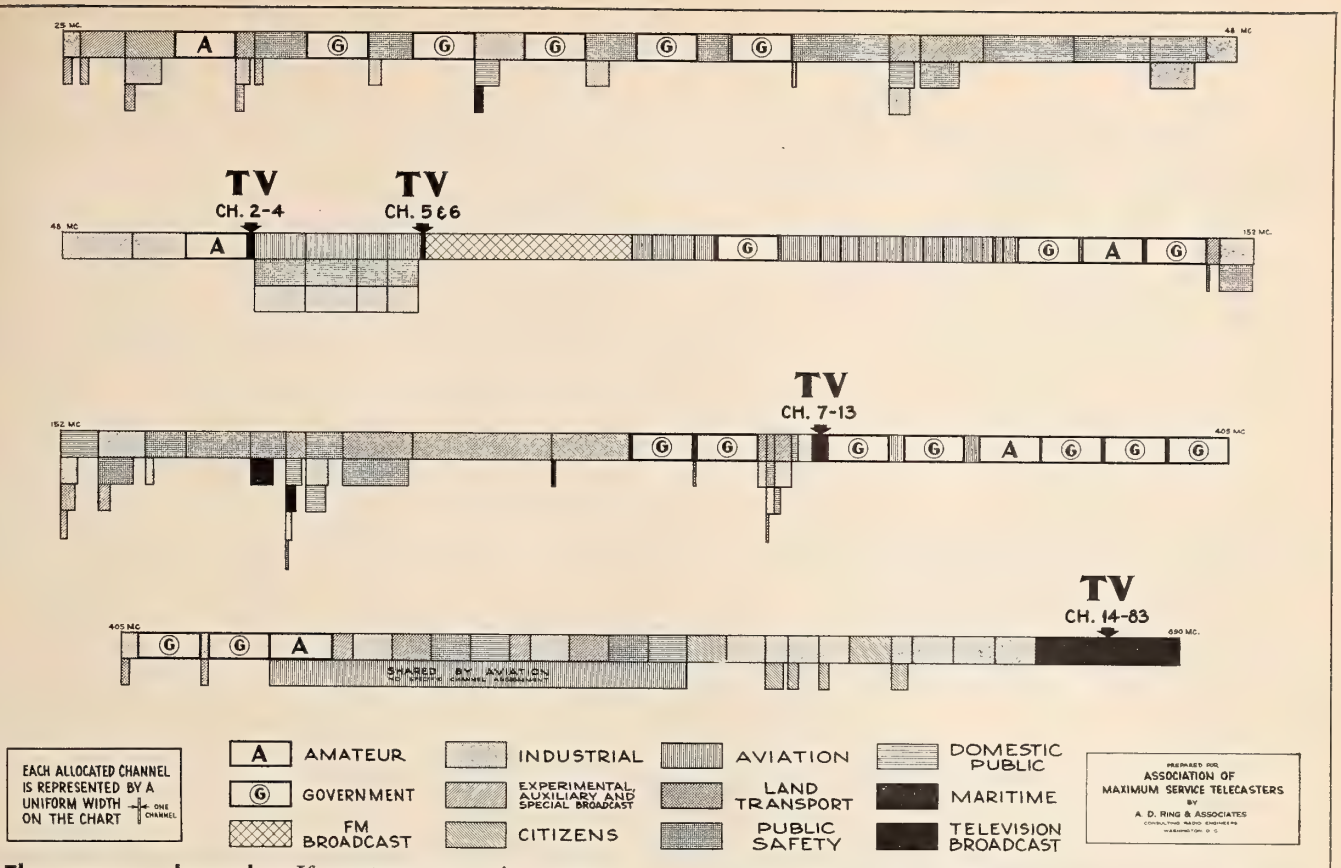
Mr. Fellows also estimated that by 1968 there will be more than 78 million tv sets in use (vs. 48 million today).

"To that end," Mr. Fellows concluded, "it not only is necessary to have sufficient allocations for present usage, but it is doubly important that sufficient space be reserved for the station of tomorrow." And he said:

"No steps [should] be taken which would preclude the reservation of an adequate number of channels for a nationwide competitive television service based upon anticipated growth in the nation's population and economy."

Auxiliary Services • A. Prose Walker, NAB engineering manager, urged that allocations for broadcast and television remote pickup channels in the 25-26 mc area be retained as there are about 1,500 authorizations in these areas. The same should be done with the broadcast pickup bands in the 152-153 mc area, Mr. Walker stated. Mr. Walker asked that the six channels now proposed to be allocated to broadcast at 161 mc be expanded to 10 channels. He also asked that two bands of 10 channels each, separated by about 5 mc, be made available for broadcasting in the 450 mc region. He also called on the present channel width at 160 mc to be retained.

Future of Tv First • American Broadcasting-Paramount Theatres: AB-PT said that "it does not at this point de-



The score on channels • If spectrum usage is measured by the number of channels allocated to various services, instead of the amount of space they occupy, television is the poor relation. This diagram was submitted to the FCC last week by the Assn. of Maximum Service Telecasters. It shows the spectrum from 25 mc (upper left) to 890 mc (lower right) in terms of the channels occupied by various services—not the relative spaces they occupy. Tv has a total of only 82 channels. Other services have many more: public safety, 547; industrial, 541; land transportation, 385; aviation, 256; domestic public, 178; maritime, 106; fm, 100; citizens, 94. The only service that has fewer channels than tv is experimental and auxiliary broadcast, with 57. There are no figures for the number of channels used by the government and the amateur services in this portion of the spectrum.

sire to submit evidence" in the 25-890 mc proceeding. ABC called attention to the TASO report, its own 1957 pleading with the Commission for more vhf channels in major markets and other moves to solve the tv problem.

"Accordingly, . . . ABC remains of the view that the future of television allocations should be determined before any overall reallocation of frequencies in the 25-890 mc band is attempted," the network stated.

Hold Fm Untouched • Ben Strouse, WWDC-AM-FM Washington, director of Fm Broadcasters, championed fm as the only hope for truly satisfactory broadcast stations and strongly urged the FCC to leave untouched the space currently assigned to fm.

"The 88-108 mc band presently allocated for fm broadcasting must in the public interest remain intact," Mr. Strouse said. "Fm should not be transferred to another portion of the spectrum, nor should it be deprived of any of the frequencies presently available . . . and the width of fm channels should not be diminished."

This is required, Mr. Strouse emphasized, because present provisions "provide the best possible allocation in the context of present broadcasting and other radio requirements and because fm broadcasting is now in the process of a second period of substantial growth and popularity which clearly shows that fm frequencies will be utilized to a greater extent and for more significant purposes than any alternative use of those frequencies which might be proposed."

Mr. Strouse pointed out that current fm space was assigned by the Commission in 1945 after lengthy proceedings. He continued: "There can be no claim that frequencies should be deleted from the fm service because its development in the past 12 years has failed to fully utilize the spectrum set aside for it.

No Error • "No evidence has been adduced which indicates that the Commission erred in concluding that fm can function best in the 88-108 mc band. Moreover, it is clear that any shift from that band would virtually doom the ultimate development of fm." He pointed out that there are now 15 million fm receivers in the hands of the public, representing an investment of $500 million. Investment of 591 operating fm stations is approximately $25 million, he stated.

High Fidelity • Alfred M. Zuckerman, chief engineer, Bogen-Presto Co., for the Institute of High Fidelity Manufacturers (85 members, 25 associate members) declared: Fm is the "most effective single service" which stimulates and meets the public demand for high fidelity music and speech. He urged that the present fm allocation be retained. It is "the only reservoir for unlimited aural broadcasting," he stated.

Educational Radio • Harry J. Skornia, executive director, National Assn. of Educational Broadcasters, dwelled principally on the role fm has played in educational broadcasting and urged the Commission not to molest current assignments.

He pointed out that educational radio has survived and grown despite lack of support in the past by the government. During early development stages, educators were constantly shifted around in the spectrum—never

having am space and now with only 20 reserved fm channels (between 88 and 92 mc).

"That an fm service for education exists at all today in the U. S., in view of the reverses it has suffered, is a miracle," Mr. Skornia stated.

Don't Hinder Educational Tv • Ralph Steetle, executive director, Joint Council on Educational Television, urged the FCC not to do anything in the present proceeding that would hinder educational tv. "The underlying strength of the etv movement in the U. S., reflected in its achievements during the past seven years," he said, "is both the desire and demand of American citizens to strengthen the keystone of democracy—an education for all members of this society.

"It is of the utmost importance that this demonstrated demand for educational opportunity through the use of tv . . . is not thwarted in the months and years to come."

Reallocate Tv • Motorola's Daniel E. Noble called for the reallocation of tv to a 30-channel band beginning at 174 mc (present ch. 7) and extending upward in a continuous band to 354 mc. This is similar in part to the proposals of Comrs. T. A. M. Craven and Frederick W. Ford. Mr. Noble added:

"As distasteful as this at first may appear, it is a feature which can be accommodated with proper planning so as to minimize negative reactions. The benefits that will accrue are definitely the lesser of evils. Such an adjustment can be managed over a 10-year period minimizing the obsolescence to set owners. The equipment changes required of the broadcasters are comparatively minor and can be accommodated with minimum hardship."

The Motorola executive vice president also called for the establishment of a single government authority having jurisdiction over both government and non-government allocations.

"No rational pattern for the control of spectrum occupancy will ever be achieved," Dr. Noble stated, "until a single authority is established. . . . The FCC, with its vast experience of federal radio regulation, might be expanded to the degree necessary to extend these activities over the entire spectrum. . ."

The Motorola presentation asked for an additional 55 mc to be allocated to the private land mobile service in the 50-72 mc, 140-150.8 mc, 162-166 mc, and 470-489 mc bands.

The need is imperative, Dr. Noble said. There are today about 700,000 transmitters operating in that service. Electronic Industries Assn. has estimated that by 1978 there will be 5 million such transmitters operating, the Motorola executive noted.

Bell Plan • Harold R. Huntley, chief engineer, AT&T, urged broadband public mobile service on common carrier basis to handle all elements of public service to public and to institutions. He asked for 75 mc of space, running from 765 mc to 840 mc. This is upper uhf television band, ranging from ch. 63 to ch. 83. The presentation was accompanied by exhibits showing locations of uhf stations operating in this area, also translators operating in this area. Mr. Huntley said: "Together these exhibits show that very little use of the spectrum has been made or is planned in this frequency region."

Mr. Huntley continued:

"But equally important is the fact that these stations are so located as to result in minimal interference to public mobile service in metropolitan areas which would be early candidates for this service . . . No broadcast stations and only a few translators are in operation within interference range of the 20 largest metropolitan areas (above about 700,000 population) and only a small handful is planned."

Other elements of the AT&T testimony were presented by John J. Hanselman, Robert Bright and Paul W. Blye.

Manufacturers Speak • For Electronic Industries Assn. the following testified:

Robert Casselberry, manager, product planning and marketing research, communication products department, General Electric Co.:

Mr. Casselberry said land mobile services require 1,200 voice channels or 40.8 mc of spectrum by 1960, for growth between 1962 and 1968, apportioned as follows: below 100 mc (4.8 mc or 240 channels); 100 mc to 300 mc (18 mc or 600 channels); above 300 mc (but below 890 mc) (18 mc or 360 channels).

He said requests by the telephone industry for the 75 mc band between 765 and 840 mc should be dismissed because the 50 mc of space between 890 and 940 mc, reallocated to government use, has been adequately replaced by an allocation of 90 mc between 2110 and 2200 mc.

E. C. Tracy, RCA, chairman of EIA's broadcast and closed-circuit tv equipment section, said various members have studied possible uses of portions of the uhf tv band for distribution of educational program material to supplement closed circuit systems now planned and in use. It appears that while the cost of distribution of educational program material from a central studio site over a whole county or state may be prohibitive using coaxial cables or microwave, this activity may be entirely practical through supplemental broadcast type transmission from one or more strategically-located low power uhf transmitters, he said.

The FCC should consider clarifying the eligibility of educational institutions to use designated uhf tv channels for transmitting classroom program material as part of an associated distribution network, Mr. Tracy said.

Other Testimony • Robert J. McNutt, chairman, Communications & Radio Committee, American Municipal Assn.—"We request that a 'long hard look' be taken at the present allocation of all the frequencies between 470 mc and 890 mc for television . . . [these] are little used . . . [and] not usable in the economic competition with vhf." Recommends use of frequencies between 470 mc and 890 mc for mobile services and reducing uhf television from 70 uhf channels to 56.

Don Rettick, San Francisco service engineer, in behalf of himself and similar companies—Only region available is uhf television. Some of this should be allocated for non-common carrier use for urban, industrial exploitation. Urges that public safety, land transportation and industrial services be expanded either immediately above or below 150-162 mc.

International Municipal Signal Assn. —Fire radio service needs 30 more mobile channels in the 100-890 mc area. Also four or more frequency pairs in the 450-860 mc region.

Lenkurt Electric Co. (equipment supplier to large communications users), Alan F. Culbertson, manager of mobile telephone division—Mr. Culbertson asked exclusive assignment of 840-890 mc (uhf chs. 70-83) for common carrier fixed service. He said Lenkurt concurs in the AT&T proposal that 765-840 mc be allocated to domestic public mobile radio service for use by land line common carriers and that these frequencies be made available to fixed common carrier service on a secondary shared basis.

R.H. Herrick for United States Independent Telephone Assn.—wants the transfer to the common carrier fixed service of the 840-890 mc frequency band . . . "A reduction of 50 mc from this large uhf portion for the essential services of telephone companies would be justified and wholly equitable from the standpoint of the public interest."

United States Independent Telephone Assn. by Donald C. Power, chairman of Gen. Telephone & Electronics—has "an unsatisfied need for frequencies for fixed service located near the upper limit of the spectrum . . . for substituting frequencies immediately below 890 mc. . . ."

Charles R. Cutler on behalf of Alaska Aviation Radio Inc.—"Frequencies between 76-100 mc are also available

Hams Dairy
MF Pinspotters
merican Tobacco Co.
thur Theaters
sociated Grocers Co.
sociated Retailers Ass'n.
nk of Ferguson
nk of St. Louis
echnut Chewing Gum
ttendorf's Super Mkts.
tty Crocker Pizza
1 Bottling Co.
lgere Chevrolet Co.
rden Ice Cream
owling Prop. Ass'n.
istol-Myers C
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in Alaska for operational fixed use on a shared basis with the government frequencies in both of these bands are presently licensed, for example, by AARI for transmitter link and control purposes. The continued availability of these freqeuncies is essential."

Use of spectrum space should be probed: FCC

Any investigation to be conducted of the radio spectrum should consider not only the space allocated to various users, but also just how that space is being utilized, the FCC told the Senate Commerce Committee last week.

The Commission was commenting on S J Res 76, introduced by Committee Chairman Warren Magnuson (D-Wash.) at the request of President Eisenhower (BROADCASTING, March 16). The White House acted after the Cooley telecommunications advisory group had recommended that such a study be made.

Members of Congress and broadcasters, in past pleadings for a spectrum investigation, have pointed up the secrecy surrounding the use made of military-allocated space. Many, such as Rep. William Bray (R-Ind.), have charged the military is wasting space that could be utilized by commercial tv.

The FCC also suggested to Sen. Magnuson that the resolution be amended to specify that the investigative commission have authority and access to such classified information. Also, the FCC stated, life of the investigation should not be limited to one year (as now spelled out in the bill) because there is "some doubt" the work could be completed in such a short period.

Title of the bill should be clarified to specify the investigation would be of the radio spectrum. The FCC said. The broader term "telecommunications," which is used, could be construed to include wire and cable transmissions, the Commission pointed out.

"We continue to believe that a comprehensive study of present and future radio frequency spectrum usage and needs as well as of the organization and procedures employed by the federal government for spectrum management would be useful," the FCC said. In its comments to the Senate, the Commission did not mention a study already announced by Rep. Oren Harris (D-Ark.) for his House Commerce Committee.

Sen. Magnuson also asked for comments on SJ Res 76 from the Dept. of Commerce, Comptroller General, Civil Service Commission, Civil Aeronautics Board, Dept. of Defense, Federal Aviation Agency, General Accounting Office, Dept. of Interior, National Aerounatics & Space Administration, Office of Civilian & Defense Mobilization and the State Dept.

BROADCAST ADVERTISING

VIDEO AND THE TELEPHONE

ANA workshop gets phone success story; Schachte, Ogilvy heard on ad scientifics

A case history showing how television softens up the advertiser's prospects—producing three times as many sales in this case—was detailed by a New York Telephone Co. executive last week.

Speaking at a research workshop conducted by the Assn. of National Advertisers in New York last Wednesday (April 1), Pitt F. Carl Jr., assistant vice president of the telephone company, reported on studies conducted among both viewers and non-viewers of *Weather 6-1212,* a five-minute early-evening program sponsored by his company on WRCA-TV New York.

Mr. Carl was one of a number of speakers at the closed session, including Henry Schachte, executive vice president of Lever Bros. and chairman of ANA; David Ogilvy, president of Ogilvy, Benson & Mather, and Maxwell Ule, senior vice president of Kenyon & Eckhardt.

Viewer Reaction • Mr. Carl said telephone company statisticians ran monthly telephone surveys to get viewer reaction to the program and its commercials. Later, he said, they chose about 500 who had said they watched the program and matched this group with a comparable sample of non-viewers. Then the business office put girls to work "calling these two groups on a cold canvass to try and sell them extensions or any other items of residence telephone equipment."

The results:

"Sales to viewers were better than three times as great as sales to non-viewers.

"Quite a few of those called said they were planning to redecorate or make some changes in the spring and asked that they be called then. This ran just about three-to-one in favor of viewers.

" . . . In doing this particular study we were able to isolate the effectiveness of our weather show from all other media we use, since it must be assumed that both groups, viewers and non-viewers, were more or less equally exposed to all our other sales advertising."

More Long-Distance • Mr. Carl said another survey among the same groups, completed last Monday (March 30), showed the average viewer was using long-distance service—also promoted on the program—more than non-viewers were.

The monthly surveys started last fall dealt primarily with sponsor identification, reaction to the program and commercial remembrance. The telephone company started sponsoring the program in August. The surveys, reaching 1,500 to 2,000 customers each month, were started in September. At that time, Mr. Carl reported, sponsor identification was 61%—and increased to 89% in November. In September, 48% could recall a commercial; in November the figure was up to 82%, and the average viewer recalled two commercials.

Schachte on Sales Results • In another feature of the workshop program Lever's Mr. Schachte said flatly that advertising management should face up to the fact that the effectiveness of advertising expenditures cannot be measured in terms of dollar sales returns. Nor can it ever be, he asserted, adding: "Isn't it enough that we sell more?" When advertising people stop worrying about "what we can't measure," he said, they will have more time to spend on "what we can," and thus create better advertising.

Mr. Schachte saw an analogy between medicine and advertising, and suggested that advertising work be called "the practice of advertising," as doctors refer to theirs as "the practice of medicine."

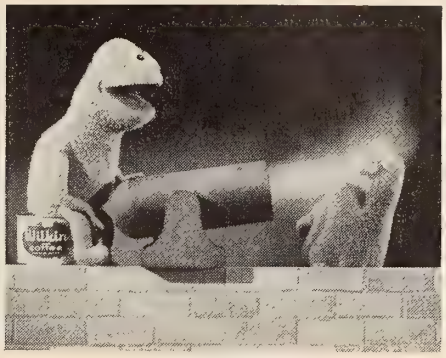
Oglivy on Research Costs • Mr. Ogilvy said advertisers were "short-sighted" when they require agencies to pay for research to evaluate their advertising. "Why spend millions on space and time but refuse to spend a penny on evaluating the message used in that space and time?"

Mr. Ogilvy advised advertisers, "Abandon your attempts to get your agencies to furnish free, unprejudiced evaluations of their own performance. Instead, set aside a small percentage of your total advertising budget and turn it over to the best independent research organization you can find; let *them* evaluate the message."

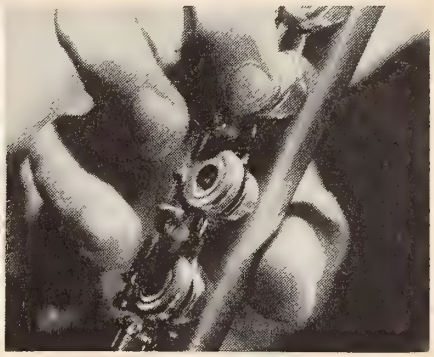
New York Art Directors Club: annual tv awards



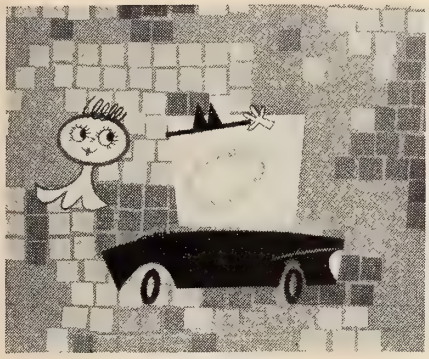
Johnson & Johnson (Mr. Frankfurt)



Wilkins Coffee



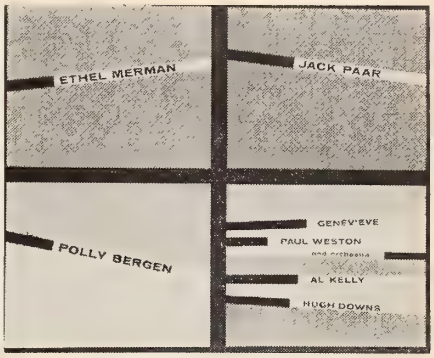
Anheuser-Busch



Esso Imperial



CBS-TV



'Chevy Show' (gold medal)

Winners were named March 31 at the awards luncheon of the 38th annual national exhibition of advertising and editorial art and design of the Art Directors Club of New York. On display from March 31-April 8 in the Astor Gallery of the Waldorf Astoria Hotel in New York are a total of 487 entries from more than 14,000 submissions in 30 major classifications.

For the second consecutive year NBC won the club's gold medal for television. The winning entry was the titling for the *Chevy Show* starring Ethel Merman, colorcast March 30, 1958. Edward J. Bennett, manager, design and art for NBC, and Guy Fraumeni, artist-designer, accepted the medal.

A special medal was awarded to Stephen Frankfurt, tv art director-production director, Young & Rubicam, for general excellence of a group of tv commercials for Johnson & Johnson products.



Mr. Frankfurt

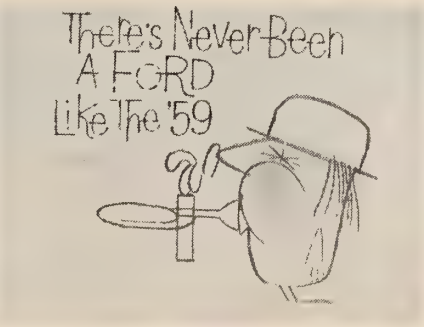
All judging was determined by a jury under the direction of Henry Wolf, art director of *Harper's Bazaar*, and chairman of the exhibition committee.

Recipients of certificates of distinctive merit, their agencies and advertisers in the various classifications of the tv category are:

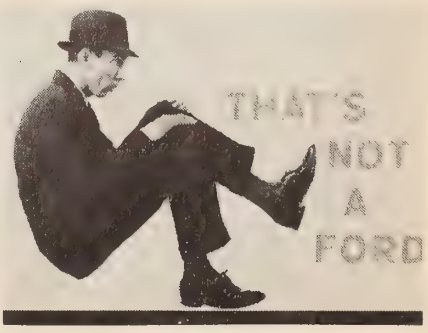
Tv live action (minimum of 90% live action)—Bob Johnson, D'Arcy, Anheuser-Busch Inc. Tv animation (minimum of 90% animation), two winners—Abe Liss, MacLaren Adv., Esso Imperial; Jack Wohl, J. Walter Thompson Co., Ford Motor Co. Tv limited technique, still art or photography with or without camera movement—Jack Wohl, J. Walter Thompson Co., Ford Div., Ford Motor Co. Tv full stop motion, three dimensional (puppets)—James Henson, M. Belmont ver Standig Inc., Wilkins Coffee. Tv color (in any or all techniques—Robert Gage, Doyle Dane Bernbach, Chemstrand Corp. Tv still art—George Olden, CBS-TV.



Chemstrand



Ford (animation)



Ford (still art)

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week March 26-April 1 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., March 26	Real McCoys (8:30 p.m.)	ABC-TV	24.2
Fri., March 27	77 Sunset Strip (9:30 p.m.)	ABC-TV	27.5
Sat., March 28	Perry Como (8 p.m.)	NBC-TV	26.3
Sun., March 29	Maverick (7:30 p.m)	ABC-TV	23.3
Mon., March 30	Desilu Playhouse (10 p.m.)	CBS-TV	28.0
	Restless Gun (8 p.m.)	NBC-TV	28.0
Tue., March 31	Rifleman (9 p.m.)	ABC-TV	28.5
Wed., April 1	Wagon Train (7:30 p.m.)	NBC-TV	33.3

Copyright 1959 American Research Bureau

Prudential shopping for alternate sponsor

The Prudential Insurance Co. of America would like to buy network tv for next fall prudently, but in the unpredictable buying season wisdom apparently is not enough. It also takes a dose of luck.

The insurance advertiser, identified with its $4 million sponsorship of the prestige series, *The Twentieth Century*, on CBS-TV, wants to retain identification with that show and buy into a nighttime program but without having to knock the budget into a cocked hat.

Prudential has *Twentieth Century* firm for next season on a 52-week basis. The insurance firm would sell off one-half the series to another "suitable" advertiser if Prudential also could obtain a "suitable" advertiser to share costs on a new fall show on CBS-TV called *Twilight Zone* (tentatively set for Friday, 10-10:30 p.m.).

Objective: identification with two programs appealing to two different audiences at about the same cost for one series.

As of Thursday (April 2), Prudential had no indication whether or not CBS-TV could accommodate its wants on *Twilight*. This part would have to be settled before it could begin contacting other advertisers as possible customers for half of *Twentieth Century*.

Negotiating for Prudential is its agency, Reach, McClinton, New York.

Radio-tv prescribed to pre-sell insurance

The insurance industry was urged Friday (April 3) to consider broadcast media as personal salesmen.

The speaker was Robert H. Teter, vice president and director of radio for Peters, Griffin, Woodward, station representative. The audience: members of the Life Advertisers Eastern Round Table meeting in New York.

Mr. Teter saw radio and tv as preconditioners of the home audience making them aware of the services and relieving "apathy toward the initial contact of the individual insurance salesman."

He said insurance people ought to consider broadcast media as the route to "educate and pre-sell your prospect . . . With radio and televison you are reaching a family audience."

American Airlines account lands at Y&R

American Airlines Inc., New York, last week chose Young & Rubicam as its new advertising agency, to handle an estimated $6 million budget.

Before the year is out, the airline budget is expected to go higher, probably $7 million or more.

About $1.2 million of the budget is in radio.

The account formally lands at Y&R June 1. The airline on March 10 announced termination with Lennen & Newell where it had been for 3½ years (BROADCASTING, March 16).

Charles A. Rheinstrom, executive vice president of American Airlines, had said then American was interested in tv "if we can find a way to use the medium effectively."

Radio sponsorship consists of the late evening-early morning *Music 'Til Dawn* in nine major markets and spot (RAB reported the spot investment for 1958 at about $1 million).

Y&R ranked third last year among U.S. agencies in broadcast billing. It handles an estimated $220 million per year of clients' advertising, of which nearly $100 million is in the broadcast media.

Maine advertising tax

Legislation aimed at imposition of a 3% state tax on advertising awaits action in a joint House-Senate committee of the Maine legislature. The Maine Assn. of Broadcasters testified at a hearing before the joint group, pointing to the defeat of a similar tax imposed last year by the city of Baltimore.

AFTER 10 YEARS Chase & Sanborn back on shelf at Thompson

Chase & Sanborn last week delivered a coffee break for J. Walter Thompson, worth an estimated $6.5 million in yearly advertising.

For the two it was a reunion after a 10-year separation. In the interval, C&S was Compton's account. The coffee billing includes both regular and instant.

Standard Brands Inc., New York, which markets Chase & Sanborn, appointed JWT on Thursday (April 2), only two days after it had dropped Compton effective July 1.

A substantial portion of the account is in the broadcast media.

No "Outsider" • In picking up the new business, J. Walter Thompson, already the nation's top agency both in total advertising revenue and in radio-tv billing, added a feather in its cap. JWT is no "outsider" at Standard Brands, for in addition to its former handling of Chase & Sanborn, the agency also services other Standard Brands' products (namely Fleischmann's yeast and Tender Leaf tea and one or more of the Royal products).

With Compton going, JWT and Ted Bates are the two agencies with the bulk of Standard Brands' food products. In fact, it was Bates and not Thompson to which handicappers initially had given the inside track.

JWT last year had a conservative estimate of $113.5 million in radio and tv combined. Compton, ninth agency on the national listing, had some $47.2 million in radio-tv.

There had been reports at Compton of trouble long brewing with Chase & Sanborn, fomented principally by increased competition in the coffee field (along with the growth of regional and local coffee brands). Standard Brands recently effected changes in marketing personnel.

At one time Chase & Sanborn and competitor Maxwell House (marketed by General Foods Corp.) sold the most coffee in the country. And typically Maxwell House and Chase & Sanborn were associated with the most popular network radio shows.

Majors in Tv • Now Chase & Sanborn's major broadcast effort is in television. In network, the coffee brand sponsors daytime shows. It also is in spot tv and has been active in radio. Television Bureau of Advertising's listings for 1958 show C&S investing more than $2.3 million in network tv and nearly $2 million in spot television (these figures, however, represent gross time charges).

Broadcasting has never had so many opportunities to do so much

"If only someone had stopped and taken the time to try to understand me . . . if only they had!"

Here's the story of a delinquent, beginning when he was 12 years old, told by him *in his own voice* as he lived it. His experiences – muggings, dope-pushing, larceny, and other crimes – were recorded by Helen Parkhurst, eminent psychologist and educator, over a period of twelve years, as they took place.

Last week this unusual and tragic story was presented by the Westinghouse Broadcasting Company in a series of five consecutive nightly one-hour broadcasts called "Autobiography: My Road to Crime"... heard across the country, from Boston to Portland, Oregon, on all six WBC radio stations.

For mothers and fathers, educators and public officials, this WBC-*initiated*, WBC-*produced* series was a definitive and penetrating attempt to understand this serious problem. *(The Saturday Evening Post* adapted the WBC material into a 3-part serialized story; last installment is in the current issue.)

It represented another great opportunity for radio service. For what better way is there to understand and help these youths than to listen to the words of one of them . . .

. . . to actually hear the anger, the problems and decisions, the revolt as it stirs in what is probably the most troubled mind of our times . . .

the mind of a delinquent

IT COULD ONLY BE HEARD ON RADIO!



WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX
TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX

Your Salesman for More Than 700,000

CALLS ON SIGHT IN THE SOUTHEAST'S BIGGEST, RICH MARKET



WSJS TELEVISION WINSTON-SALEM

Put your salesman where he can make the most calls at less cost. Buy WSJS-television's 713,062 TV sets in 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for { *Winston-Salem* / *Greensboro* / *High Point* }

Call Headley-Reed

Liquor ads boost SatEvePost revenue

The *Saturday Evening Post,* which waited 230 years before accepting alcoholic beverage advertising in its Oct. 4, 1958, issue, has reported revenues exceeding $750,000 from that source in the last quarter of 1958.

And, unlike broadcasters who were thoroughly castigated for considering relaxing radio's voluntary ban on such advertising, the publication's new policy has detonated no explosions.

Peter E. Schruth, vice president and advertising director for the family magazine, said, "we are more than encouraged by the initial reaction of the liquor industry to our acceptance of alcoholic beverage advertising." It is estimated that *Post* revenues from liquor advertisers in 1959 will top $5 million.

When asked about reader response to the new policy, a *Post* spokesman replied: "We are surprised by the smallness of the reaction." Aside from protesting letters received from the WCTU and church groups, the general tone has been one of "calm acceptance," he stated. "We have received several letters commending us for being modern," he added.

The advertising switch was contained in an announcement made last August by Robert E. MacNeal, president of Curtis Publishing Co. He explained then that the change in *Post* policy "is deemed appropriate at this time and compatible with the viewpoint of the vast majority of its present and potential audience."

This judgment was backed up by figures released in February which revealed that the circulation of the *Saturday Evening Post* hit an all-time peak of 6,100,000 with its Feb. 14 issue.

Mr. Schruth listed a dozen distillers and breweries currently using the *Post* as an advertising medium, including Anheuser-Busch, Seagrams-Distillers, P. Ballantine & Sons and Four Roses Distillers. Three new accounts reported in the last week are Schaefer Brewing, Miller Brewing and the Wine Advisory Board. A total of 18 liquor advertisers have bought space in the *Post* so far.

Commenting on this advertiser interest, Mr. Schruth said that "business now on the books for 1959 exceeds our most optimistic estimates for advertising revenue in this category."

The Curtis Publishing Co. also publishes *Holiday* magazine, which has accepted liquor advertising since its beginning in 1947. There is no alcoholic beverage advertising in the other Curtis publications, which are *Ladies' Home Journal, American Home* and *Jack and Jill,* a children's magazine.



Lipstick and romance • The glamor of the Orient becomes a promise of new beauty in Pink Jade, product introduced yesterday (April 5) by Max Factor & Co. in a major-market tv spot drive being placed through Kenyon & Eckhardt, Los Angeles. New line is the company's first major promotion of 1959, its 50th anniversary year. The one minute spot uses the Oriental setting to create an emotional appeal for such copy lines as "Pink Jade lights your lips with a seductive glow . . . makes them the most precious jewel you own."

STANDARDIZING Burnett suggestions on tv-tape given NAB

Suggestions for standards being prepared by NAB for video-tape were offered by an executive of Leo Burnett Co. last week.

They were contained in a letter from David W. Dole, vice president in charge of broadcasting business, to Harold P. See, general manager of KRON-TV San Francisco and member of the NAB video-tape usage advisory committee. The Burnett agency has been active for Kellogg Co. and other accounts in taping tv commercials.

Mr. Dole advised Mr. See that Burnett is submitting a standard provisions agreement draft to producers of videotape. Because of the importance of positive identity of the tape, and the large cost of equipment necessary to allow each handler to identify the material recorded, Burnett suggested inclusion of a "coding" provision in NAB's uniform procedures.

Mr. Dole's recommendations also covered "commercial insertion standards" and quantity copying.

Identification • Mr. Dole felt "correct, foolproof, simple and automatic identity of every copy made of the master tapes to be copied is essential" and should "be a part of the industry standards." He pointed out that the "producers of programs and/or commercials on video-tape will not have sufficient machine-hours available for quantity duplication of copies of commercials . . . nor will the economics of duplication . . . operate properly if the overhead of studios, camera, crews and production costs have to be amortized against machine hours used for copying. Just as the film producer uses the film labs, the tape producer needs a 'tape lab' for such service."

Mr. Dole described Burnett's use of film production contracts covering job specifics and standards provisions.

He concluded that coding and other handling details "are problems of the future . . . but this future is coming at us at a terrific rate." He warned: "All that needs to happen to make it a real 'must' is for one completely coded commercial to be sent to stations now equipped with video-tape recorders and have it turn out to be the wrong one. Who indemnifies whom . . . for station time, tape production, copying and shipping costs and the entire carefully worked out, then loused-up advertising campaign?"

Lestoil's competition

Procter & Gamble's new liquid detergent—Mr. Clean—soon expects to blanket the country with spot tv leading the way. It's already in New England, and moved into New York last Wednesday (April 1). It will soon follow with

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,564,000 people in the U.S. over 12 years of age during the week March 13-19*. They spent:

2,198.7	million hours	Watching Television
1,201.1	million hours	Listening to Radio
485.6	million hours	Reading Newspapers
233.6	million hours	Reading Magazines
381.4	million hours	Watching Movies on Tv
126.0	million hours	Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of March 1, Sindlinger data shows: (1) 114,011,000 people over 12 years of age have access to tv (90.1% of the people in that age group); (2) 44,558,000 households with tv; (3) 49,201,000 tv sets in use in the U.S.

*"Activity" summary was not published for the week March 6-12 because of clerical problems.

(Copyright 1959 Sindlinger & Co.)

other regions agency is Tatham-Laird, Chicago). P & G tested its product successfully in California and has adopted a formula of saturation tv spot (minutes and 20-second spots) and some spot radio.

Lever's Handy Andy, via Kenyon & Eckhardt, N.Y., says it entered the last section of the country only last month. It has been using network tv augmented by spot tv in specific markets.

Colgate-Palmolive's contender—Genie—through Street & Finney, concedes the lead to Handy Andy but says it was the first liquid detergent to land on the West Coast. It has extended its spot tv coverage to include that entire region and is testing on the East Coast with plans nearly ready to go.

All three brands are the top companies' answer to Lestoil, No. 1 spot tv brand spender in 1958. Lestoil spent more than $12.3 million at gross rates and expects to be up to the $14-15 million spot level by end of year.

• Business briefly

Time sales

• Pontiac, through MacManus, John & Adams, is planning another series of eight one-hour-long tv specials for the 1959-60 season: with heightened competition anticipated for "special-time" in the coming season, the advertiser is considering placing all shows on one network if necessary in order to attain satisfactory scheduling.

• Barnhart-Morrow Consolidated, Los Angeles, has purchased $1 million worth of time on KHJ-TV Los Angeles, to be used for spots, at all times in the station's schedule over a period of months, to advertise Perky Parakeet Seed and Kitty Kat Products, made by Maginot Products, L.A. Following its purchase of time on KHJ-TV, one of the largest single time buys in west coast history, Barnhart-Morrow is preparing plans to use other tv stations in Los Angeles, New York, Chicago and San Francisco. The company is buying time directly, with no advertising agency involved. Barnhart-Morrow, primarily in oil, has just acquired Maginot Products.

• Dodge Div. of Chrysler Corp. begins a $330,000 spot radio campaign today (April 6). Involved are 150 markets over a six-week period. Agency: Grant Adv., Detroit.

• The heavyweight championship bout between Floyd Patterson and challenger Brian London of England will be broadcast on radio and tv by NBC. Scheduled for May 1 from Convention Hall, Las Vegas, Nev. (10 p.m. EDT), its sponsor is the Gillette Safety Razor Co., through Maxon Inc. NBC has also acquired radio-tv rights to two additional heavyweight title fights over an 18-month period starting May 1, excluding the Patterson-Ingemar Johansson June 25 bout.

• Florists' Telegraph Delivery will repeat its pre-Easter radio-tv saturation campaign for the 12 days prior to Mother's Day, May 10. The schedule calls for spot radio in about 150 markets (an average of 10 spots per week per station) during peak traffic periods and also spot tv in about 25 markets (over 10 per week, per market). Similar campaigns are planned for upcoming peak promotion periods. Agency: Keyes, Madden & Jones, Chicago.

• American Tobacco Co., through Lawrence C. Gumbinner, and Whitehall Labs Div. of American Home Products Corp., through Ted Bates, will alternate sponsorship of *Bachelor Father* when that situation comedy film series moves from CBS to NBC in mid-June. New time period: Thurs. 9-9:30 p.m. From April 16 until arrival of *Bachelor Father*, NBC will be replacing *Behind Closed Doors* with new panel show, *Laugh Line*, sponsored by Whitehall.

• NBC Radio estimates business for the first three weeks of March at nearly $1,700,000 in net revenues. Latest orders, totaling $1,190,596: Liggett & Myers' purchase of *Stardust* series for 13 weeks beginning May 18, through Dancer-Fitzgerald-Sample; Pepsi-Cola's order for 10-week schedule of 30-second spots, which began March 18, through Kenyon & Eckhardt; Chrysler Motors' (for Simca autos) sponsorship of 19 segments per week in *Monitor* for five weeks beginning May 30, through Richard N. Meltzer, San Francisco; American Machine & Foundry Co.'s order for report on stockholders meeting (one shot April 21) through Cunningham & Walsh; 14 weeks of sports segments in *Monitor* starting May 2 for Raybestos Div. of Raybestos-Manhattan Inc., Stratford, Conn., through Gray & Rogers, Philadelphia, and renewal of *Hour of Decision* (Sun. 10-10:30 p.m.) by Billy Graham Evangelical Assn. through Walter F. Bennett, Chicago.

• American Home Products, N.Y., through Ted Bates, N.Y., has purchased nine weeks of *Laugh Line* (NBC-TV Thurs. 9-9:30 p.m.), a game show which begins April 16.

• Perma-lift (women's underclothes), Chicago, will run 30-second announcements on NBC's *Monitor* starting April 25 for four consecutive weekends. The company is suggesting that stores tie in the commercials with 10-second ID spots. Perma-lift reports that 72% of the tie-ins have been bought. Agency: Cruttenden Adv., Chicago.

Agency appointments

• Wheatena Corp., Rahway, N.J., appoints Charles W. Hoyt & Co., replacing Cunningham & Walsh, effective last Wednesday (April 1). Budget and media plans were not disclosed, though the account has used spot radio-tv.

• American Dairy Assn. of Iowa appoints Truppe, LaGrave & Reynolds Adv., Des Moines.

• Norris Manufacturing Co. (sports shirts), Taylors, S.C., appoints Henderson Adv. Inc., Greenville, S.C.

• American Silicone Co. (cleaning-polishing products), Denver, appoints Cunningham & Walsh, San Francisco, to handle its full product line. The company entered field in 1957 when it began producing silicone concentrates for Convair B-58s to increase air speed and reduce maintenance problems and has since adapted its products for general consumer and commercial use. Plans are not set on radio-tv use.

• Molinos Nacionales, Caracas, Venezuela, subsidiary of International Milling, Minneapolis, names Young & Rubicam Inc., Caracas office, for its all-purpose flour.

Almost everyone in Eastern Iowa watches WMT-TV.



KEEP NAB CONVENTION EXCLUSIVE

Broadcasting's annual Pulse survey shows they like limitations

What do broadcasters think of the annual NAB convention, held March 15-18 in Chicago? Which programs do they prefer? What about limiting delegate participation to ownership-management executives?

The questions broadcasters ask themselves and each other are answered in a survey conducted during the convention by The Pulse Inc. BROADCASTING commissioned the research firm to conduct delegate interviews during the convention.

With a 200-delegate and random sample base taken from NAB's official registration list, interviewers contacted delegates registered in the Conrad Hilton Hotel. This formula resulted in a somewhat smaller number of interviews for delegates in the North Central area.

A higher representation of ownership-management delegates was shown than was the case in a similar BROADCASTING survey conducted at Los Angeles a year ago by Pulse.

Three out of every five delegates at the March 15-18 NAB convention approved the new format limiting exhibitions to broadcast equipment.

Seven out of every 10 approve the effort to limit delegate attendance to ownership-management executives.

These findings in the second annual convention survey conducted by The Pulse Inc. are among the opinions voiced by a sample of 200 of the 2,400 registered delegates. Only broadcaster delegates were included in the results.

Biggest Draw • The best attended convention function (not including the annual banquet) was the March 18 luncheon addressed by FCC Chairman John C. Doerfer, according to Pulse results, with 58.9% of delegates present. Second-ranking was the luncheon addressed by NAB President Harold E. Fellows, with the Keynote speech of Robert W. Sarnoff, NBC chairman, running a close third.

Nearly four out of five delegates interviewed felt the convention sessions were of value to them, citing a variety of reasons.

The March 16 labor clinic drew the top vote (55 delegates) as most valuable session, with 41 citing the FCC-industry roundtable and 37 specifiying the Radio Advertising Bureau presentation.

The poll showed that 68% of delegates were in the top management bracket, 21.3% in engineering and 5.6% department heads.

Seven-eighths Satisfied • Seven out of eight convention delegates consider NAB an effective trade organization. The other one-eighth mentioned assorted ways they thought the organization could be improved.

Pulse pollsters found that over half of delegates believe the FCC is doing a good job on allocations, with one-fourth taking the opposite view. Seven out of 10 believe the Commission is subject to political pressures; two out of five believe the Commissioners are influenced by private talks.

The vote in favor of confining exhibits to broadcast equipment thus eliminating the annual film-transcriptions-service "carnival floor," was far off the 1958 Pulse survey (BROADCASTING, May 12, 1958). That poll had indicated that only a small minority, 19.5%, were in favor of limiting exhibits to broadcast equipment, with 63.1% at that time favoring combined equipment and program service exhibits.

Last year's figures closely followed this year's pattern in the percentage who attend conventions regularly, attend autumn regional meetings, percentage of top management (73.4% last year, 68% this year), reason for attending convention (mainly a group category of "new ideas, information, knowledge gained from others and meetings").

Code Vote • About one out of three delegates (34.5%) consider the NAB's Tv Code effective compared to 74.7% a year ago; 29.5% consider it not effective compared to 14.9% a year ago; 36% had no opinion this year compared to 10.4% a year ago. On the other hand only 42.2% felt the code can be improved, compared to 53.9% who saw room for improvement in 1958. Those who wanted improvement cited mainly the need for more enforcement, better definitions of practice and more policing.

Similarly the number of delegates who felt the FCC is doing a good allocations job fell off from 74.1% in 1958 to 53.8% this year. A larger number, 70.6%, felt the FCC is subject to political pressures, compared to 55.8% last year; 39.6% felt the FCC is influenced by private talks compared to 27.3% a year ago.

A year ago 57.8% favored the plan to limit conventions to top management-ownership delegates. At that time 73.4% of the delegates interviewed were in that category. This year 70.1% preferred the ownership-management limitation, but 68.0% of delegates were in this category.

Two-Year Favorite • The choice of the labor clinic as favorite program repeated the results of last year's survey.

Complete results of the survey follow:

Question 1

Do you attend NAB Conventions regularly?

	#	%
YES	167	84.8
NO	30	15.2
TOTAL	197	100.0

Question 2

Do you attend NAB Autumn Regional Conferences regularly?

	#	%
YES	98	49.8
NO	99	50.2
TOTAL	197	100.0

Question 3

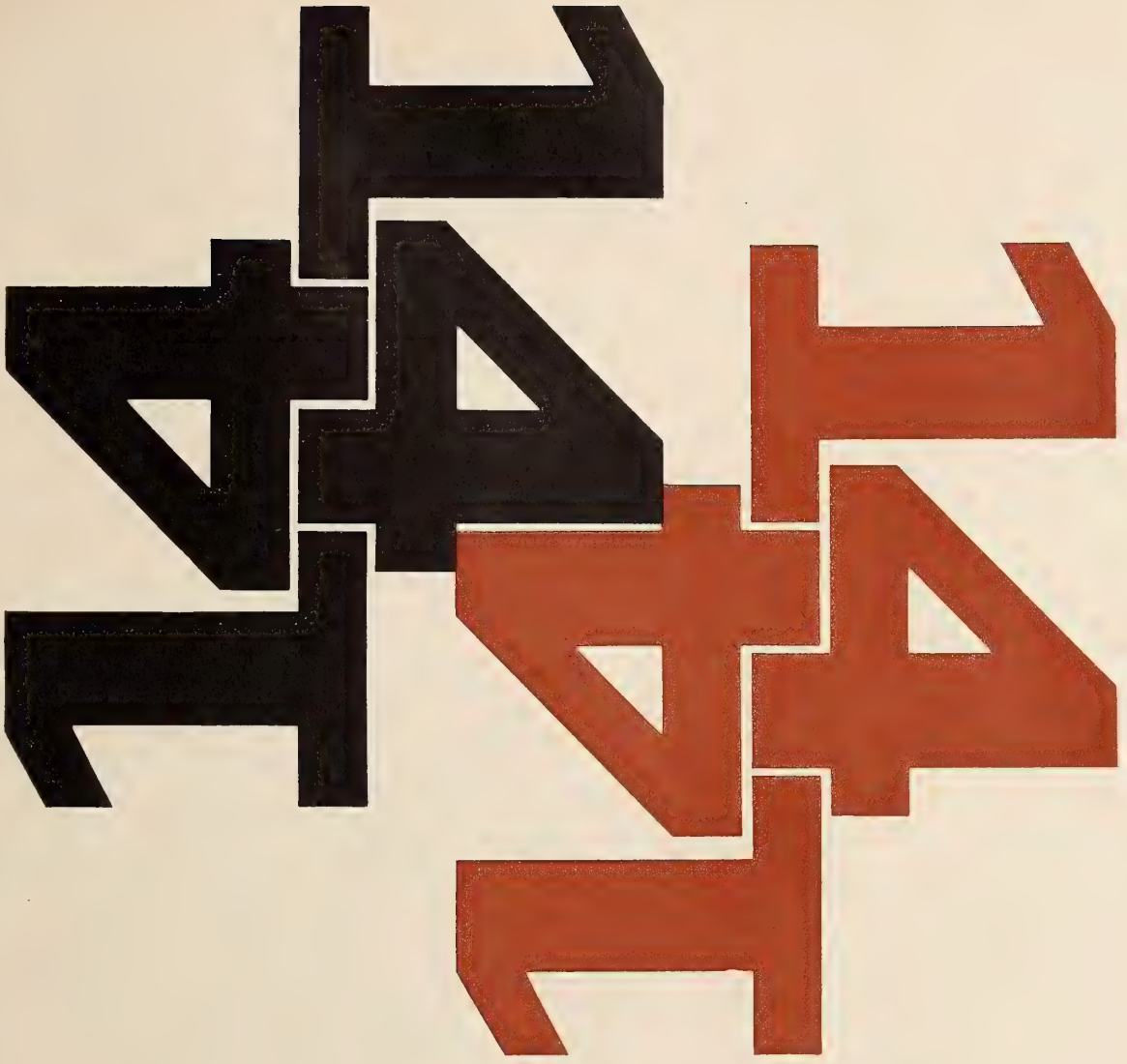
What part of the country do you come from?

	#	%
NORTHEAST	37	18.8
SOUTHEAST	55	27.9
NORTHWEST	28	14.2
SOUTHWEST	37	18.8
NORTH CENTRAL	23	11.7
SOUTH CENTRAL	16	8.1
CANADA	1	0.5
TOTAL	197	100.0

Question 4

What category of management and/or ownership do you represent and for which types of stations?

I. By Level of Management	#	%
TOP MANAGEMENT	134	68.0
DEPARTMENT HEAD	11	5.6
ENGINEERING	42	21.3



First for four ... in the 14th

WISH-TV is first in the nation's 14th television market . . . as it has been *in every survey* for the last 4 years! This great station serves almost 2,500,000 people with over $4 billion in buying income. Represented by Bolling.

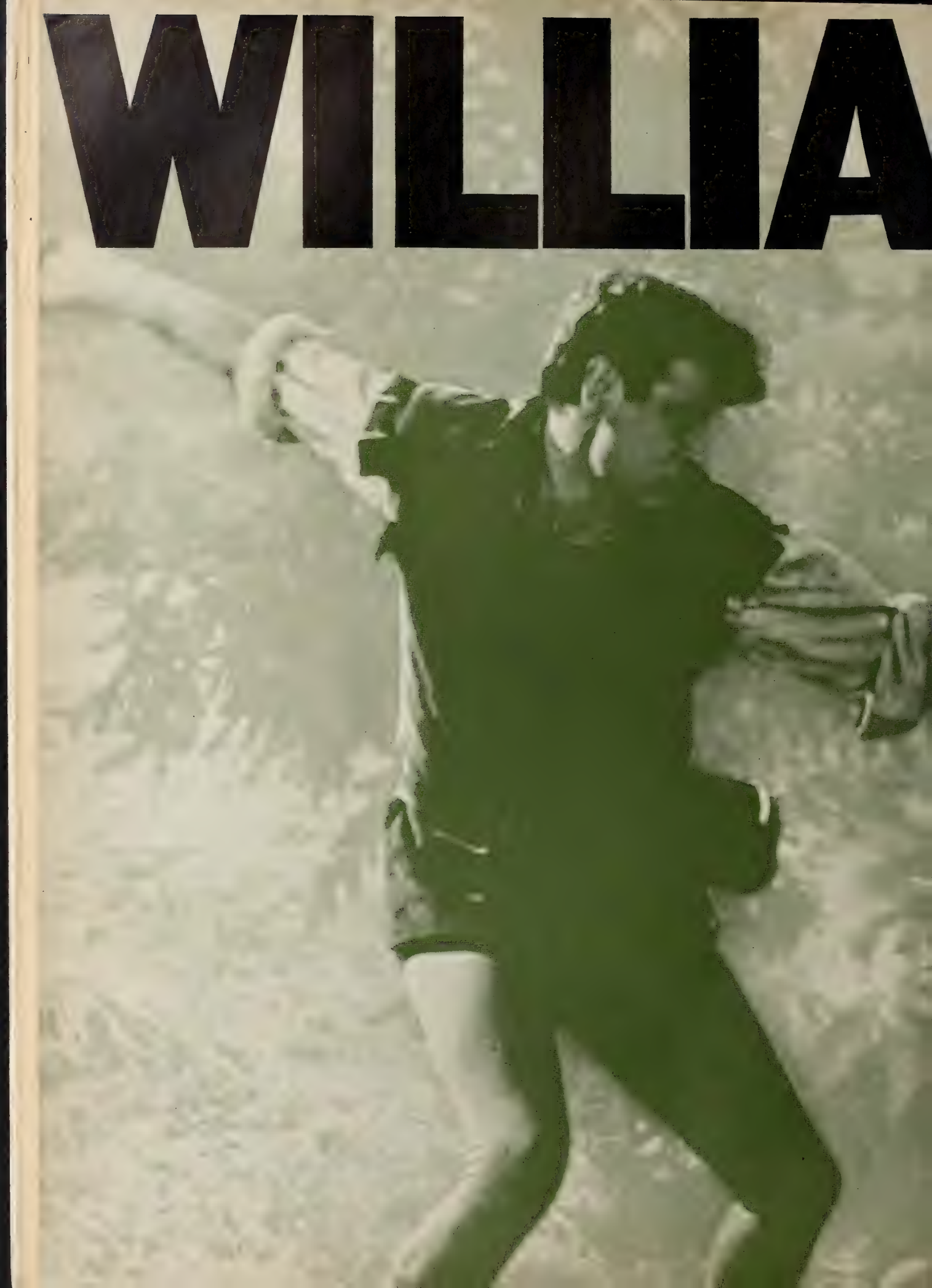
SOURCES: ARB, NIELSEN, TELEVISION MAGAZINE, SALES MANAGEMENT

WISH-TV INDIANAPOLIS

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

WILLIA



M TELL



PACKS THE BIG SELLING PUNCH! BEATS ALL COMPETITION IN THE HOTLY COMPETITIVE N.Y.C. SEVEN-STATION MARKET

Look at William Tell after only three weeks on the air in New York: Mar. 4 Arbitron shows the program catapulted into number 1 position in its time period with a resounding 8.6 rating, 25.9 audience share. This beats all other competition in this tough 5:00 to 5:30 time period. And William Tell does it all alone! As WPIX's first commerical program of the day, stepping off from a 1.8 public service show lead-in, William Tell increases the WPIX audience almost 500%.

That's how "William Tell's" all-family costume drama appeal works for TROPICANA ORANGE JUICE in New York. It works all around the country, too... punching up sales for such advertisers as MEADOW GOLD DAIRY, FISHER FOODS, LUCKY 7 STORES, GARDEN FRESH FOOD CHAIN in Pittsburgh, Cleveland, Houston, and Clarksburg, W. Va. More important, "The Adventures of William Tell" packs the same big punch for you! For complete details, phone, wire, write

NTA PROGRAM SALES, A DIVISION OF NATIONAL TELEFILM ASSOCIATES, INC., 10 COLUMBUS CIRCLE, NEW YORK 19, N. Y., JU 2-7300

NTA PROGRAM SALES

OTHER	10	5.1
TOTAL	197	100.0

II. By Type of Station

TV	111	56.3
AM	133	67.5
FM	56	28.4
TOTAL RESPONSES	300	
TOTAL RESPONDENTS	197	*

III. Management Level by Type of Station

a) Top Management or Ownership:

TV	85	54.5
AM	111	71.2
FM	41	26.3
TOTAL	156	*

b) Department Head By Type of Station

TV	5	41.6
AM	5	41.6
FM	2	16.8
TOTAL	12	100.0

c) Engineering By Type of Station

TV	16	69.6
AM	16	69.6
FM	10	43.5
TOTAL	23	*

Question 5

Why do you attend these conventions?

	#	%
EXCHANGE OF IDEAS WITH OTHERS	45	22.8
VISITS, CONTACTS, AND FELLOWSHIP WITH OLD FRIENDS AND ACQUAINTANCES	69	35.0
NEW IDEAS, INFORMATION, KNOWLEDGE GAINED FROM OTHERS AND MEETINGS	84	42.7
PART HOLIDAY AND VACATION AND PLEASURE	2	1.0
VISIT EXHIBITS, SEE NEW EQUIPMENT, NEW PRODUCTS	39	19.8
ATTEND NETWORK (AFFILIATES) MEETINGS	1	0.5
REGULAR HABIT AND TRADITION OF ATTENDING	3	1.5
SENT BY MANAGEMENT	2	1.0
MISCELLANEOUS	7	3.5
NO SPECIFIC REASON	10	5.1
TOTAL RESPONSES	262	*
TOTAL	197	

Question 6

Which sessions did you attend?

Monday, March 16	%**
LABOR RELATIONS	36.5
FM MEETING	26.4
KEYNOTE SPEECH (FORMAL OPENING)	54.3
LUNCHEON-PRESIDENT FELLOWS (MANAGEMENT)	57.3
RADIO MEETING-AFTERNOON (MANAGEMENT)	39.6
TV MEETING-AFTERNOON (MANAGEMENT)	22.8
Tuesday, March 17	
RADIO MEETING-MORNING (MANAGEMENT)	41.2
TV MEETING-MORNING (MANAGEMENT)	29.4
LUNCHEON-FCC CHAIRMAN DOERFER	58.9
Wednesday, March 18	
JOINT SESSION WITH FCC PANEL	44.2
LUNCHEON-LT. GEN. ARTHUR G. TRUDEAU	41.5
RADIO MANAGEMENT MEETING-(AFTERNOON)	17.2
TV MANAGEMENT MEETING-(AFTERNOON)	28.6

Question 7

Were these sessions of value to you?

	#	%
YES	155	78.7
NO	12	6.1
NO OPINION	30	15.2
TOTAL RESPONDENTS	197	100.0

Question 8

Which of the sessions you attended were the most valuable?

	#
LABOR CLINIC	55
JOINT SESSION FCC PANEL	41
RADIO ADVERTISING BUREAU	37
RADIO MANAGEMENT-PROGRAMMING TRENDS	27
FM MEETING	26
KEYNOTE SPEECH	19
PRESIDENT FELLOWS' LUNCHEON	18
TV MANAGEMENT-GOVERNMENT RELATIONS	15
TV MANAGEMENT-DISCUSSION OF TV SPECTRUM	12
TV MANAGEMENT-TV BUREAU OF ADVERTISING	12
RADIO MANAGEMENT-AUDIENCE RESEARCH	11
RADIO MANAGEMENT-RADIO CODE PRACTICES	8
TV MANAGEMENT-FILM & TAPE DEVELOPMENT	8
TV MANAGEMENT-TRENDS IN SALES & COSTS	7
TV MANAGEMENT-TV CODE DEVELOPMENTS	7
RADIO MANAGEMENT-STATION PROSPECTS IN 1970	4

Question 9

How do you feel about the size of the convention?

	#	%
TOO SMALL	6	3.0
TOO BIG	43	21.8
ABOUT RIGHT	143	72.6
NO OPINION	5	2.5
TOTAL RESPONDENTS	197	100.0

Question 10

How do you feel about the NAB Code for tv? Is it effective? Could it be improved?

Effectiveness	#	%
EFFECTIVE	68	34.5
NOT EFFECTIVE	58	29.5
NO OPINION	71	36.0
TOTAL RESPONDENTS	197	100.0
Possible Improvement		
CAN BE IMPROVED	83	42.2
CANNOT BE IMPROVED	61	30.9
NO OPINION	53	26.9
TOTAL RESPONDENTS	197	100.0

Question 11

Do you feel the NAB is an effective trade organization? Could it be improved?

Effectiveness	#	%
YES	173	87.8
NO	18	9.1
NO OPINION	6	3.1
TOTAL RESPONDENTS	197	100.0
Possibility of Improvement		
YES	120	61.0
NO	55	27.9
NO OPINION	22	11.1
TOTAL RESPONDENTS	197	100.0

Question 12

What do you think of the FCC? As a body are they a) doing a good job on allocations? b) subject to political pressures? c) influenced by private talks with applicants?

Allocations Job	#	%
DOING A GOOD JOB	106	58.8
NOT DOING A GOOD JOB	50	25.4
NO OPINION	41	20.8
TOTAL RESPONDENTS	197	100.0
Political Pressure		
SUBJECT TO PRESSURE	139	70.6
NOT SUBJECT TO PRESSURE	32	16.2
NO OPINION	26	13.2
TOTAL RESPONDENTS	197	100.0
Influence of Private Talks		
INFLUENCED BY PRIVATE TALKS	78	39.6
NOT INFLUENCED BY PRIVATE TALKS	71	35.0
NO OPINION	48	24.4
TOTAL RESPONDENTS	197	99.0

Question 13

Do you approve of the new NAB limit on convention participants to top management & ownership delegates? If no,

* **Total over 100% because of multiple responses.**

† Based on registration as of Sunday evening—culled from registration book issued Monday morning.

** *Important*-Percentage adjusted to correct for possibility of attendance by time interview was made.



– to the master silversmith each new assignment presents an exciting challenge . . . . to better his best! It is basic where "quality" is paramount. This very same exciting challenge is also what sets apart great radio and television stations . . . maintaining, always improving that "quality touch"!

WFAA
radio & television
dallas

BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

do you prefer the convention as it was before?

	#	%
YES	138	70.1
NO	46	23.3
NO OPINION	13	6.6
TOTAL RESPONDENTS	197	100.0

Prefer Previous Status

YES	38	82.6
NO	4	8.7
NO OPINION	4	8.7
TOTAL OPPOSED TO LIMITING CONVENTION	46	100.0

Question 14

This year the convention exhibits are limited to manufacturers of broadcast equipment, with program and service companies restricted to hospitality suites around the hotel instead of being bunched on a special floor. Do you approve?

	#	%
YES	118	59.9
NO	65	33.0
NO OPINION	14	7.1
TOTAL RESPONDENTS	197	100.0

Five more in ABC fold

ABC Radio last week signed three new affiliates, all effective April 27, the network announced. The stations are WLOW Norfolk-Portsmouth Va., WKAL Rome-Utica, N.Y., and WLST Escanaba, Mich.

The new trio follows two affiliates added the first of this month. These were KWJJ Portland, Ore., independent since its founding in 1925, and KLRA Little Rock, Ark., reaffiliating after one month's operation as an independent.

WLOW, owned by the James Broadcasting Corp., operates on 1400 kc with 250 w. Michael Henry is general manager. WKAL (Mid New York Broadcasting Corp.) is on 1450 kc, 250 w. Gordon Gray is president and Richard Gessner general manager. WLST (Lake Michigan Broadcasting Co.) operates with 1 kw on 600 kc. William C. Johnson is general manager and Jay Merrick is station manager.

KWJJ operates on 1080 kc, 10 kw. Rod F. Johnson is president and general manager. KLRA is on 1010 kc, 10 kw day and 5 kw night. Leonard Coe is president.

Headliner Club awards

WWDC Washington has been chosen as the station that most consistently presents outstanding radio editorials, in the National Headliner Club Award. Other winners in the radio and television categories:

CBS Radio and CBS-TV won top honors for their newscasts. WJJD Chicago and free lance photographer-newsman Dick Elliot won awards for their coverage of the December Chicago school fire. WPTR Albany, N.Y., won the local public service award. KOMO-AM-TV Seattle won for "extraordinary effort by a local station covering the Washington U. boat race crew in foreign competition." WTAE (TV) Pittsburgh and news director Herbe Morrison won the award for local tv newscasts.

Overseas newsmen cite 9 in radio-tv

Overseas Press Club of America Inc., New York, announced winners in 10 categories and made 15 citation awards at the club's 20th annual awards dinner March 28 at the Waldorf Astoria Hotel. A record 250 entries were submitted for the 1958 OPC awards by newspapers, radio and tv stations, magazines and book publishers, said William L. Laurence, chairman of the awards committee.

Award and citation winners in the broadcast field:

Best radio or tv reporting from abroad: Winston Burdett, CBS; citations to Joseph C. Harsch, NBC, and John Secondari, ABC.

Best photographic reporting (motion pictures) from abroad: Josef Oexle, NBC; citation to George Markham, CBS.

Best American radio or tv interpretation of foreign affairs: Chet Huntley, NBC; citations to Louis Lyons, WGBH-TV Boston, and Howard K. Smith, CBS.

The Robert Capa Award "for superlative photography requiring exceptional courage and enterprise abroad": Paul Bruck, CBS.

KTTV (TV) sales force

Expansion of KTTV (TV) Los Angeles' sales department, inauguration of a new service concept and creation of a new commercial operations manager post have been announced by John Vrba, KTTV vice president in charge of sales. Changes, he said, are aimed at providing advertisers with the most comprehensive sales information and servicing in television.

Account executives at KTTV are being given sales assistants to help them service clients, prepare availability lists, confirm orders and follow through on orders placed. These sales assistants are either college graduates who have majored in advertising and marketing or young men with business experience in these fields.

NETWORK GROSS UP
TvB reports January 5% ahead of last year

The three tv networks started off 1959 by ringing up more than $52 million in gross billing for January, a gain of 5% over that month's total in 1958.

ABC-TV increased its time billing the most—up 16.1%. CBS-TV was up 0.2% and NBC-TV 5.2%.

Broken into different times of the day, the nighttime slice decreased 2%, with daytime climbing a hefty 21.4%.

Complete data as issued by Television Bureau of Advertising last week based on compilations of Leading National Advertisers and Broadcast Advertisers Reports:

	January 1958	January 1959	Change
ABC-TV	$9,168,609	$10,647,078	+16.1%
CBS-TV	22,094,015	22,129,248	+ 0.2
NBC-TV	18,344,111	19,299,853	+ 5.2
	$49,606,735	$52,076,179	+ 5.0

Day Parts

	January 1958	January 1959	Change
Daytime	$15,090,338	$18,321,279	+21.4%
Mon.-Fri.	12,792,626	15,162,498	+18.5
Sat. & Sun.	2,297,712	3,158,781	+37.5
Nighttime	34,516,397	33,754,900	— 2.0
	$49,606,735	$52,076,179	+ 5.0

LNA-BAR: Gross time costs only.

U.S. Leasing Corp. eyes tv station market

"Need new equipment for your television station? You might be better off leasing it than buying it."

That's the sales pitch of the United States Leasing Corp., San Francisco (CLOSED CIRCUIT, March 9). The company is eyeing the television station market as a prime prospect for its business—buying equipment of all types to the client's specification and then leasing it under an arrangement extending over a specified period of years (with monthly, quarterly, semi-annual or annual payments).

The leasing of tv station equipment is virtually a pioneering effort. In fact, the leasing business itself has become big business only in the last five years, although leasing has existed for many years. U.S. Leasing, regarded as one of the top three or four companies of its kind, is only two years old in its present form; it is an amalgamation of four other leasing organizations. In 1952, the original U.S. Leasing Corp. had rentals receivables (the total amount due to the company on existing leases) of $263,000. At the close of 1958, Leasing's rentals receivables had jumped

kitchen cues and parlor patter





MEET THE Millers

MONDAY thru FRIDAY
1 to 1:30 pm on WBEN-TV

Western New York's hosts to over a million families

In the WBEN-TV coverage area, taking in well over a million television families, Bill and Mildred Miller are the authorities on better cooking, better serving, better entertaining and better living. Why? Because, since 1949 they have been doing this type of Mr. and Mrs. show better! Troupers, turned gentleman and woman turkey farmers, the Millers bring to their TV shows a warm professionalism, an inherent affability and the sophistication and background that their years of travel and experience have given them.

In this interesting atmosphere of entertainment and information they do a real selling job for their sponsors. And their sponsors read like a "who's who" of the package goods field.

We suggest you MEET THE MILLERS and showcase your product where more homemakers see it and create a desire to buy it.

HARRINGTON, RIGHTER & PARSONS, our national representatives, will be happy to arrange the introduction.

WBEN-TV 4

CBS IN BUFFALO

The Buffalo Evening News Station Ch.

STATIONS PRAISE GENERAL

"Saved cost"...





WIIC, Ch. 11, Pittsburgh
"Our transmitter dumps 100 KW into the antenna . . . this input power is no problem for our VHF helical and our signal blankets the Tri-State Area right up to the base of our tower."

Robert Mortensen,
General Manager



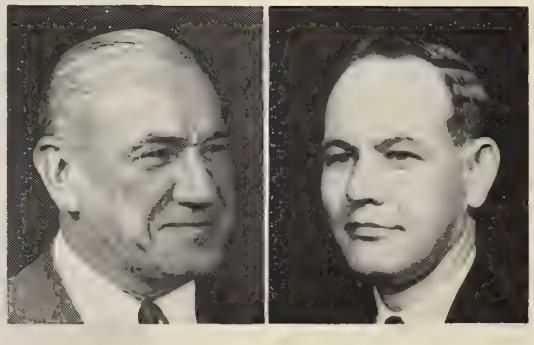
WQED, Ch. 13, Pittsburgh
"Simple power division of our sectionalized VHF helical antenna puts our signal in close to our downtown antenna site too . . . a G-E UHF helical antenna for our second educational channel (WQEX) rides piggyback atop the VHF helical — saved cost of another tower."

Edward Horstman,
Director of Engineering



WTEN, Ch. 10, Albany, N. Y.
"Charlie Heisler, our chief engineer, and I are delighted with the performance of the VHF helical. We went on air Dec. 1, 1957, and the only complaint I have heard to date is from the poor fellow who has to climb 1400 feet to change the beacon light."

Tom Murphy,
General Manager



WAST, Ch. 13, Albany, N. Y.
"Extensive field strength tests (and our mail) show that we're putting a good signal where we want it, and that we're meeting FCC requirements to a tee."

W. G. Riple, General Manager
Elmer Snow, Chief Engineer



WJMR-TV, New Orleans, La.
"We've been simulcasting on experimental station KK2XFW, Ch. 12, since September, 1957. Our VHF helical has performed perfectly, both directionally and non-directionally. We've had no pattern variations caused by weather, and no maintenance problems."

George Mayorall,
General Manager & Chief Engineer

ELECTRIC VHF HELICAL ANTENNA

"Delighted"... "Good signal"... "No problems"

STRONGER, SIMPLER, GIVES BETTER RECEPTION IN DIFFICULT AREAS

90% Fewer Components, Easier to Maintain The helical antenna is simpler in design than any other type. Gain for gain, it has 90 percent fewer junctions, feed points and other connections. Transmission lines are *inside* the mast, completely protected from weather and shielded from the RF field. The helical antenna withstands winds up to 112 miles per hour, while its superior rigidity prevents pattern fluctuations. The radiating helix doubles as its own de-icer.

Greater gain, custom coverage General Electric helicals are available with power gains of up to 25. Horizontal field patterns can be directionalized by means of simple tuning stubs on the helix. Power division and phasing between sections provide desired null fill-in. Antenna experts at Electronics Park will work with your consultant for the best coverage patterns.

The helical antenna has been proved in use by TV stations in every section of the country. For further information, contact your nearest G-E Broadcast Equipment representative, or write Broadcasting Equipment, General Electric Company, Electronics Park, Syracuse, N. Y. In Canada: Canadian General Electric Co., Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Outside the U. S. A. and Canada: International General Electric Co., Inc., 150 E. 42nd St., New York, N. Y.

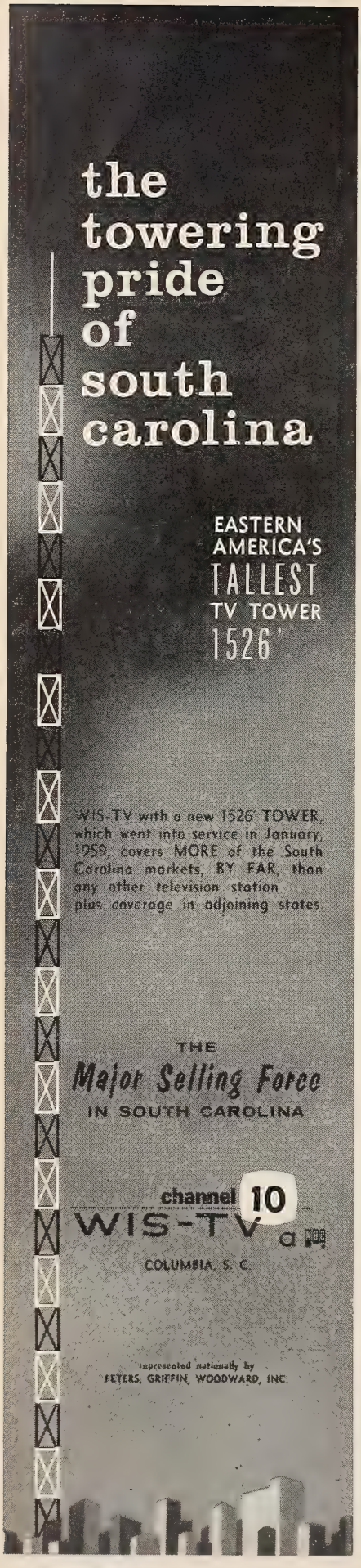


NEW—VHF LOW-CHANNEL WRAP AROUND HELICAL
All the advantages of standard helicals but utilizes tower structure as mast. Stations now using include WKTV, Ch. 2, Utica, N. Y., and KVIE, Ch. 6, Sacramento.

Outstanding Advantages of the G-E VHF Helical

- Fewer feed points and feed lines greatly reduce air leak and coupling problems.
- Another antenna can be "piggy-backed" on the helical, permitting two or more stations to use the same tower.
- Feed lines inside mast protected from weather and shielded from RF field.
- Helical can be readily sectionalized for emergency operation.
- Choice of self-diplexing dual-line feed or diplexed single-line feed.
- Has no separate heating elements for de-icing; using helix as own de-icer takes less power.
- No feed lines smaller than 3⅛" diameter — rugged, durable with high load capacity.
- Structurally rigid; resists shifting of feed lines, eliminates pattern fluctuations in winds.

GENERAL ELECTRIC



to $29 million and is expected to rise to $41 million in 1959.

No Limitations • Eric H. Biddle, vice president and general manager of Leasing's New York office, told BROADCASTING: "We will lease anything. Just let us know what's wanted and we get it. Television station equipment is a new phase of the business for us—we think it will grow. . . ."

Mr. Biddle said he preferred not to disclose the identity of Leasing's several tv station clients. As a matter of public record, Mr. Biddle added, he appeared before the FCC a few weeks ago to explain details of a lease contract planned for Tampa Telecasting Inc., one of six applicants for a Florida vhf channel. If successful in securing the grant, Tampa Telecasting will receive approximately $350,000 worth of studio equipment on lease, payable back over five years at $7,000 per month. Equipment includes four Ampex video recorders (two in mobile units), one helicopter, three station wagons and various lighting apparatus.

Leasing equipment eventually will cost a company more in the long run than if it had bought the equipment in the first place. Mr. Biddle explained that rental charges will cover the purchase price, interest cost on the borrowed money (leasing organizations borrow substantially from lending institutions) and a service fee to the leasing organization. The term of the lease contract is closely related to the useful life of the equipment—usually about 75-80% of its useful life. The leasing organization stands to make more than 50% of its profits on re-sale of the leased item.

Why do companies lease equipment, rather than buy it, even though it costs them more in the long run? Mr. Biddle gives this explanation: Leasing is advantageous for many companies because it is often the only sound means of acquiring equipment without seriously depleting working capital; others figure their money could be invested more profitably elsewhere; some companies lease because they need their credit line for more pressing funds.

More stations ready for baseball season

Further plans for the 1959 baseball season are being finalized by broadcasters and major league clubs in preparation for this week's opener (BROADCASTING, March 16). Among further reports:

Pabst Brewing Co. through Young & Rubicam, Los Angeles, and American Tobacco through BBDO, New York, are sponsoring KTTV (TV) Los Angeles coverage of 11 games that the Los Angeles Dodgers will play with the San Francisco Giants in San Francisco. Pabst and American Tobacco will underwrite the Dodgers' full 1959 season on a network of which KMPC Los Angeles is the key station.

The Dodgers-KTTV arrangement this year is similar to that of 1958 except that last year the decision to permit the telecasting of the games with the Giants in San Francisco was not reached until after the season had begun and several such games had been played (BROADCASTING, May 5, 1958).

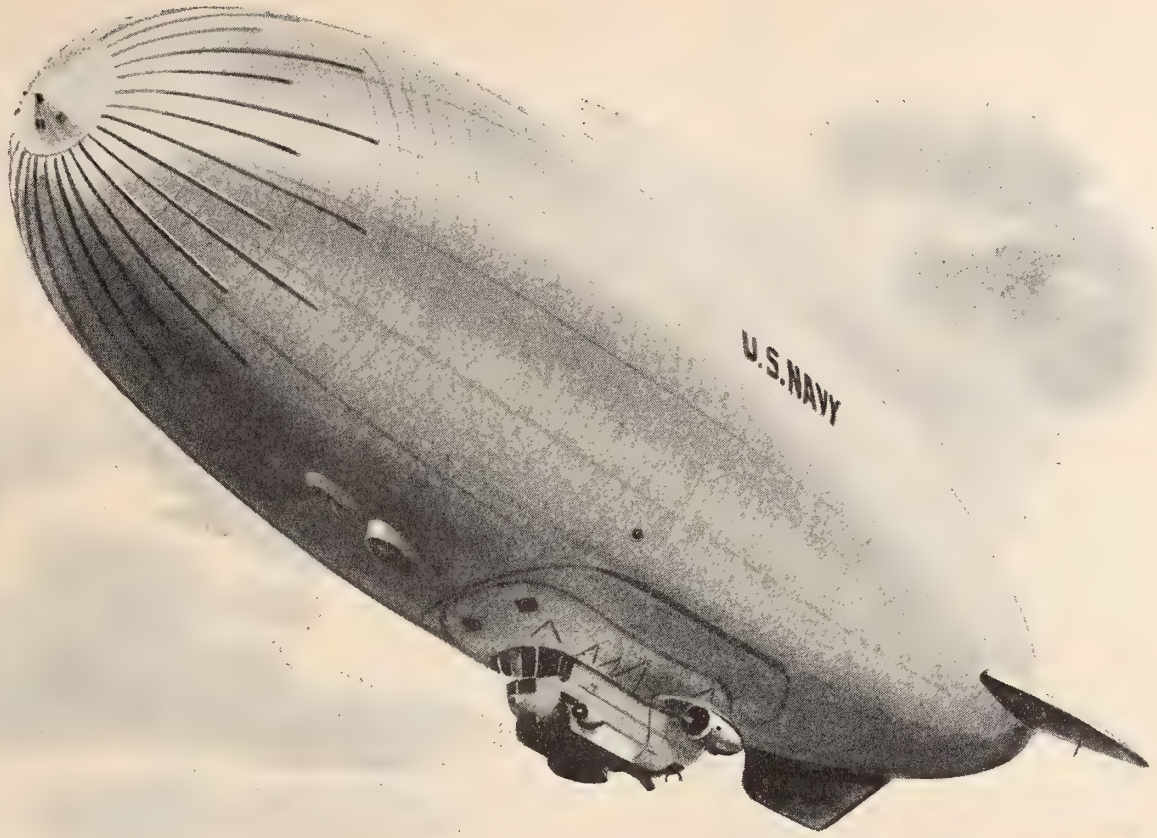
Detroit Tigers' games this season will be carried on a seven-city tv network sponsored by Goebel Brewing Co., Speedway Petroleum Corp., both Detroit, and Phillies cigars, Philadelphia. This is the 18th year that Goebel has underwritten the Tigers' broadcasts. Speedway has sponsored the games for six years. Stations lined up for the 40-game schedule: WJBK-TV Detroit; WSPD-TV Toledo, Ohio; WJIM-TV Lansing; WKZO-TV Kalamazoo; WWTV (TV) Cadillac; WPBN-TV Traverse City, and WJRT (TV) Flint, all Michigan. Games also will be broadcast on a radio network of some 40 stations, with the same sponsorship.

Falstaff Brewing Corp., St. Louis, Mo., is renewing sponsorship of half the KSFO San Francisco coverage of San Francisco Giants schedule. J.A. Folger & Co. (coffee), that city, and American Tobacco Co. (Tareyton cigarettes), split the remaining half. The Giants' games are to be carried by Golden West Network (KFBK Sacramento, KBEE Modesto, KMJ Fresno, KCRE Crescent City, KSYC Yreka, KCNO Alturas, KIBS Bishop, KHOE Truckee-Tahoe, all California, and KOH Reno, Nev.).

N.Y. access bills

The Radio-Newsreel-Television Working Press Assn. and the NAB Freedom of Information Committee have condemned the failure of the New York State Legislature to pass the Mitchell-Savarese bills, which would have permitted radio-tv news coverage of certain proceedings at which witnesses are appearing or may appear under subpoena. The legislative session ended March 25.

The bills would have amended section 52 of the state civil rights laws, which now prevents radio-tv coverage of such proceedings. The amendment would have left such coverage to the discretion of the presiding officer at hearings of the legislature, its committees or of temporary state commissions. The bills were still in committee when the session ended.



YOU MAY NEVER FLY A BLIMP* —

BUT... Your WKZO Radio Will UP Your Audience In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — MARCH 1958
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

The one sure way to get *highest* listenership in Kalamazoo-Battle Creek and Greater Western Michigan is to use WKZO Radio. Pulse rates WKZO Radio undisputed leader (6 A.M.—12 Midnight, Monday through Friday) in *360* quarter hours.

And that's not all—WKZO Radio's audience is 43% larger, *day and night*, than that of the next station.

Ask Avery-Knodel for avails!

**U.S. Navy blimp ZPG-2 made a record flight of 8 days, 8 hours, 4 minutes in May, 1955.*

AM–TV–FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

TALK, TALK, TALK
But musical spots click under new KLIQ policy

"Top 30" may become the new cry in radio broadcasting if KLIQ Portland, Ore., is successful in its all-news and no-music format which uses 30 different announcer voices for six days a week.

A 1 kw daytimer, KLIQ abandoned its former semi-good music policy March 18. Les Malloy and Stan Bryer, who bought the station March 1, had been planning an all-talk station for years.

There is no music on the independent outlet except for the musical commercials, which stand out like "sequoia trees on an Arizona desert," according to Station Manager Dick Calender.

There are four basic parts of the KLIQ all-news schedule:

• Four staff announcers (replacing three d.j.'s under the old regime) handle headlines, weather and miscellaneous information off the UPI radio and news wires.

• A "topic of the day" is discussed by station listeners via telephone for 25 minutes of every hour. The April 2 topic upon which listeners expounded: "What do you think of organized labor?"

• A staff of six reporter-announcers in San Francisco read items from some 15 national magazines (including *Time, McCall's, Cosmopolitan*) 2-10 days before publication under a special agreement paid for by KLIQ.

• BBC, London, jets to the station daily an hour tape of interviews by correspondents in England and Europe. These are aired in three-minute segments.

Owner Malloy has laid down a dictum that no one may talk longer than 3-5 minutes at a stretch. His scatter-talk approach has brought encouraging results, including 15 new accounts. Only five written complaints have been received from listeners.

KLIQ gives its announcers a day of rest on Sunday when it offers uninterrupted music except for headlines on the half-hour. Operations manager Allan C. Henry summarized the station's initial reaction: "We've found that people stick with us longer than we dared dream. And the people who do stick with us are the persons all alone who want someone to talk with. In a word, the results are fantastic."

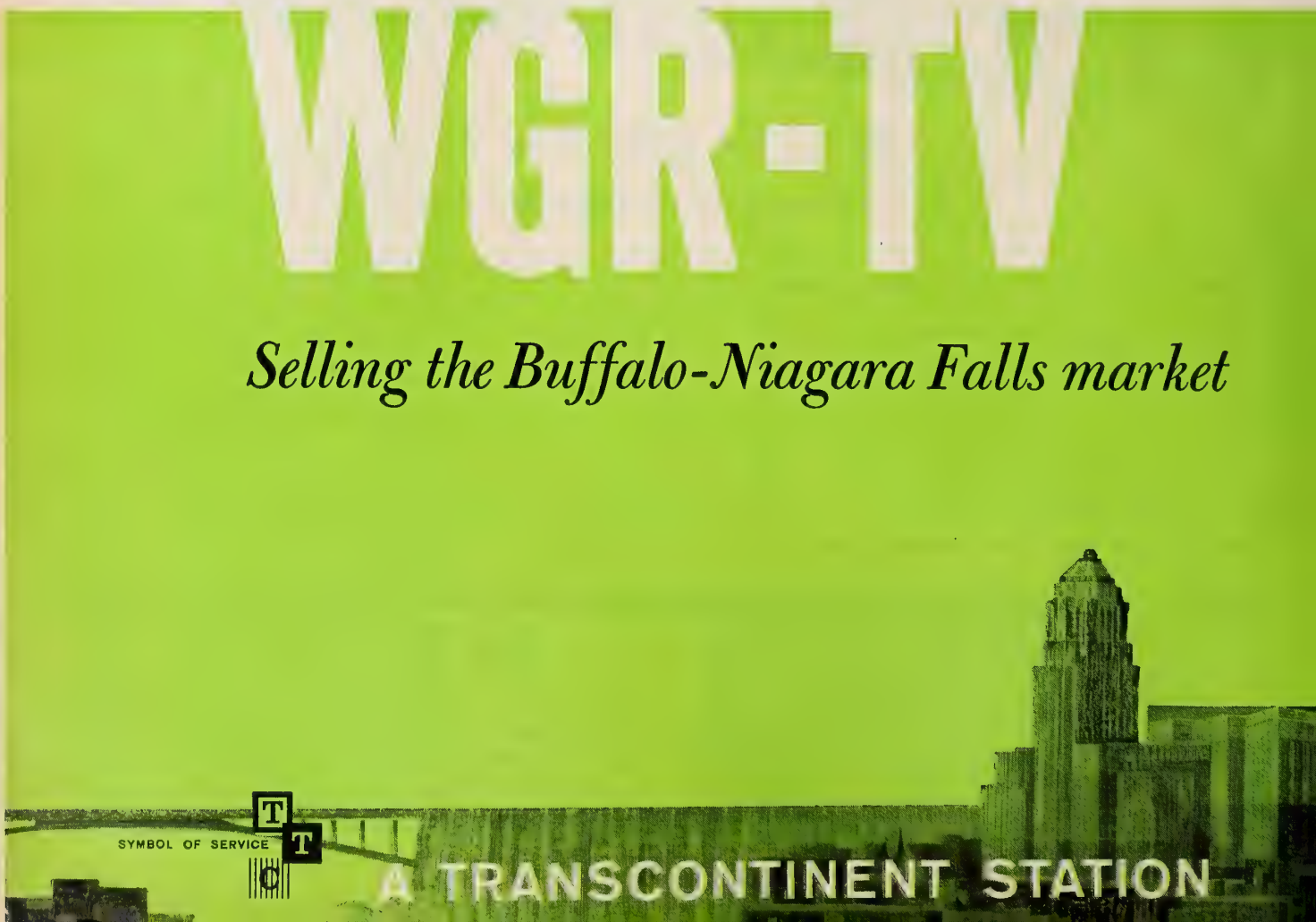
RAB adds 53 members

Radio Advertising Bureau signed 53 stations into membership in March, the highest total for a single month in its history (CLOSED CIRCUIT, March 23). The previous monthly high was 32, set in May 1958.

In announcing this development today (April 6), Warren Boorom, RAB member service director, reported that bureau membership now stands at 938. The total includes stations, networks and representative firms. New RAB members include two stations operated by the Hearst Corp.—WBAL Baltimore and WISN Milwaukee and a group of five southern stations owned by R. E. Hook.

News in depth

"It's the details that count." So Walter C. Shaefer, general manager of WFRX West Frankfort, Ill., has abolished all five-minute newscasts and WFRX now presents three 30-minute newscasts daily, 7 a.m., 12 noon and 4 p.m. WFRX presents 10 minutes of world news, 10 minutes of local news and five minutes each of sports and weather. "The response has been overwhelming," Mr. Schaefer adds. "News is our number one program service."



ARB instant ratings shuttered in Chicago

American Research Bureau shut down its Arbitron instant-rating service for Chicago local tv programs last week before it officially started.

James W. Seiler, ARB director, said the Chicago service failed to get local station support because it showed nighttime ratings about 15% below those reported by another rating service. For some weeks prior to the April 1 scheduled start of commercial operations, the Chicago Arbitron installation had been in operation, with reports distributed free.

ARB's regular diary service will continue in Chicago. So will the Chicago portion of Arbitron's multi-city network report. The Chicago homes linked for the multi-city operation had been augmented by additional homes to make possible a separate Chicago local report. Cost of the additional facilities for the local report was estimated at less than $25,000.

Mr. Seiler said the abandoned local service was a "beautiful" one with a "perfect" sample and equipment operations. He said there was no question about the accuracy of the ratings. But, he said, another service was showing higher nighttime ratings and stations accordingly feared that use of the Arbitron reports might make it necessary for them to reduce their nighttime rates.

The Chicago local service needed about $8,000 a month to break even. Rate to the stations was to be about $1,500 a month, which, with four stations, would amount to $6,000. This was to be augmented by sales to agencies.

Abandonment of the Chicago local service will not affect other Arbitron operations, Mr. Seiler asserted.

ABC, MBS, Don Lee

ABC Radio reported last week that it is continuing negotiations with West Coast stations formerly affiliated with the Don Lee regional network, saying that 99% of those stations have agreed to continue carrying the Don Lee business under ABC auspices. However, none of those stations has entered into affiliation agreements with ABC itself.

BROADCASTING'S story March 30, which reported that 20 of the Don Lee stations would affiliate with ABC, was based on information which proved to be incorrect. Most of these stations have separate affiliation agreements with the Mutual Broadcasting System.

JOURNALISM ROLE CBS-TV show surveys media responsibility

Is American journalism meeting its responsibilities?

A panel of news executives explored this question on CBS-TV's *The Great Challenge* series March 29 (3-4 p.m.) and produced varying answers. But the panel appeared to reach this conclusion: journalism is making an effort to live up to its responsibilities. However, there is opportunity for improvement. (An edited version of the program was presented March 31 on CBS Radio, 4:30-5 p.m.)

The program was the first of a two-part series scrutinizing U.S. journalism. The second was to be presented (yesterday) April 5 on tv and April 7 on radio and will center around this question: "Is the American public getting the information it needs?" The series is produced by the public affairs department of CBS News in cooperation with Sigma Delta Chi on the occasion of the journalism fraternity's 50th anniversary of its founding.

The panel examining the responsibilities of journalism consisted of Barbara Ward, author and formerly for-

REPEAT ORDERS in the nation's 14th market, as anywhere else, are the best evidence of television's selling ability. WGR-TV, NBC in Buffalo, is proud that 25 national and 21 local advertisers, who have used the station continuously since it started in 1954, have renewed for 52 weeks of 1959.

These, and newer advertisers, will get even better sales results in 1959, as WGR-TV continues to provide better service for more viewers in the mighty and prosperous market known as the Niagara Frontier.

Two recent developments that emphasize WGR-TV's continuing leadership in Buffalo are the installation of the first videotape equipment in the area and the purchase of a new tower—300 feet taller—to further extend its coverage in Western New York.

For best results from America's most powerful selling medium, be sure to call Peters, Griffin, Woodward about availabilities in Buffalo.

NBC • CHANNEL 2 • BUFFALO





The panel (l to r): Sevareid, Fischer, Mickelson, Ward, Pulliam, Wiggins

eign affairs editor of *The Economist*, a London weekly; John Fischer, editor-in-chief of *Harper's* magazine; Eugene C. Pulliam, publisher of newspapers in Indiana and Arizona and president of WIRE Indianapolis and WOAV Vincennes, Ind.; J. Russell Wiggins, vice president and executive editor of the *Washington Post and Times Herald*, and Sig Mickelson, vice president of CBS Inc. and general manager of CBS News. Eric Sevareid of CBS News was moderator.

The panel participated in a spirited discussion of the "equal time" issue of political parties. Except for Miss Ward, the panel agreed that it was not the prerogative of the government—but of the individual station or network—to decide how much time to give particular candidates with the criterion being the newsworthiness of the candidates.

Miss Ward indicated that as the media of mass communications become larger and start to rely more and more upon advertising, they tend to present news or programming that will appeal to large masses and to minimize significant news developments, such as the Berlin crisis.

Mr. Mickelson disagreed. He contended that the communication media needed "bigness" to provide the tools and the mechanical devices to accumulate information, sort it out, analyze it and make it understandable to the general public. He claimed there was also room for "smallness," citing the function of *Harper's* magazine.

Miss Ward continued: "I think I meant something slightly different from that, and that is, if the program—this is particularly, I imagine, true, in television (certainly it has happened in Britain)—has to get out to a mass audience, don't you find that the programs themselves have to be, say, of a nature that has greater emphasis on westerns and fun and *I Love Lucy*? This sort of program will inevitably shut out the serious program on the crisis of Berlin and this is one of the elements of our program."

Mr. Mickelson reported that the information media have been covering the Berlin crisis "moderately well," despite the presence of entertainment elements on the air and in the newspapers.

Mr. Pulliam defended large circulation newspapers, claiming the more readers a paper has, the better the opportunity "to focus people's attention if you really have a sense of responsibility." He said that in the past 10 years, the *Indianapolis Star and News* has increased its readers' interest in foreign news.

Mr. Wiggins observed: "I think on the fundamental point that quality and quantity of readership are incompatible, that is not so . . . as the level of education steadily increases, I believe it's possible to have a mass audience and still to have the media, whether it be on the air or in print, one with a rather high quality of content and I think the gulf or abyss between the lady and the lady's maid is nowhere near as great as we often imagine and the range of interest is a lot more universal and more uniform than we might imagine. So you can do both."

Mr. Fischer at one point expressed the view that journalists are doing an inadequate job, failing to focus "on central facts and issues." He felt they tend to underestimate the intelligence of their audience.

At the conclusion, Mr. Sevareid asked whether journalism is meeting its responsibilities in informing the public on the "fallout" problem. The panel agreed that providing this information would be extremely difficult and recommended that a corps of scientifically-trained journalists be developed.

Network unions study closer cooperation

Seven labor unions with network contracts held a closed-door meeting in New York last Thursday (April 2) to discuss the possibility of stronger inter-union cooperation in future industry negotiations.

None of the union officials in attendance would comment later on developments at the session. Representatives at the meeting were from the American Federation of Television & Radio Artists, the American Federation of Musicians, the International Alliance of Theatrical Stage Employes, the International Brotherhood of Electrical Workers, the Radio & Television Directors Guild and the Writers Guild of America.

The meeting was arranged by the National Assn. of Broadcast Employes & Technicians, which holds contracts for technical staffers at both NBC and ABC. G. Tyler Byrne, NABET international executive vice president, said it was the first such gathering of broadcast unions. He pointed out, before the session, that networks cooperated closely during labor negotions but there was no such unity among the unions. He stressed that the session was not called because of any specific dispute now under consideration.

It was reported that some labor organizations, particularly those representing the technical crafts, fear possible displacement of employes because of the increased use of video-tape, leading to stockpiling of programs, and to plans by networks to produce more programs abroad via tape.

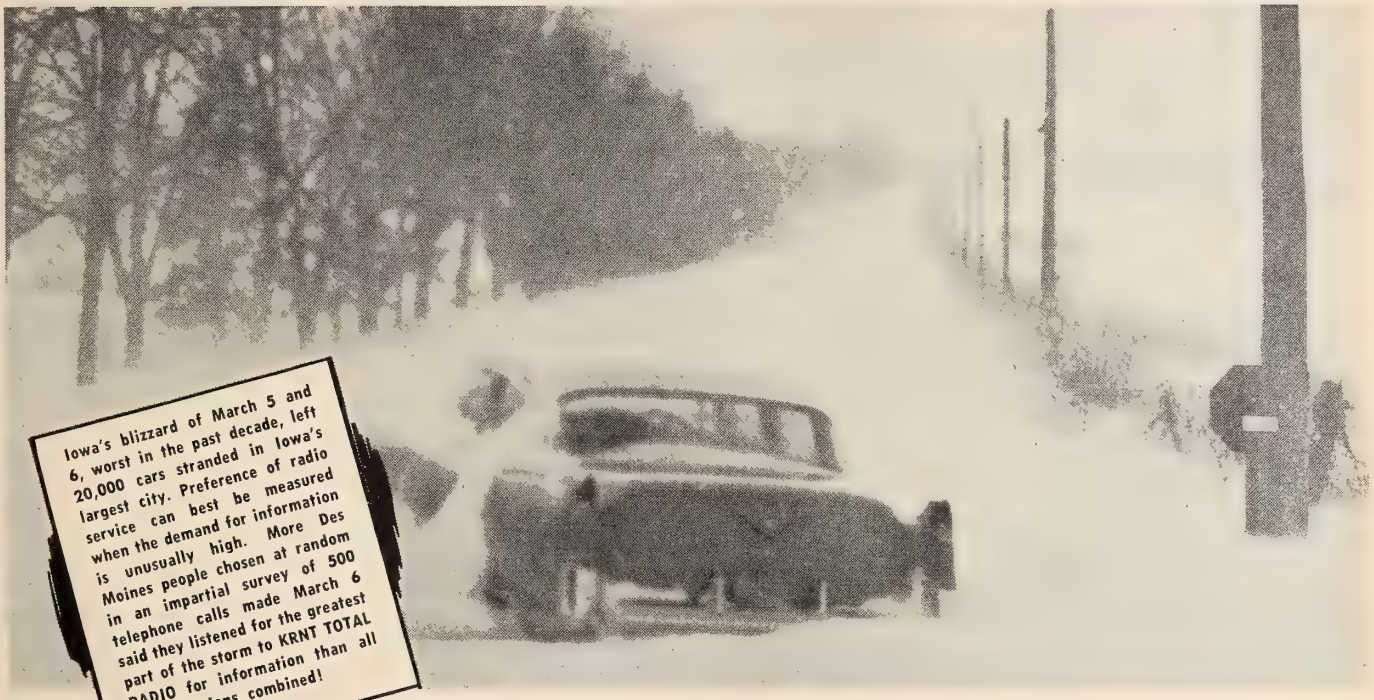
FCB told fm is for 'the thinking ad man'

Fm broadcasting was called "a thinking ad man's medium" Thursday (April 2) in a presentation made to media personnel of Foote, Cone and Belding, Los Angeles, by Fm Broadcasters of Southern California. Jack Kiefer, KMLA (FM) Los Angeles, president of the association, described the luncheon session as the first industrywide presentation of fm broadcasting ever made to an agency.

The presentation traced fm's history, described its audience and quoted liberally from the MONDAY MEMO of agency principal Joe Gans (BROADCASTING, Dec. 15, 1958), stating that fm advertising works, and cited statistics on fm sets, homes and income.

It was also claimed that most fm stations strengthen their appeal to intelligent adult listeners by limiting the number of commercials and by banning shouted sales pitches.

76.2% of Des Moines Listened to Radio



Iowa's blizzard of March 5 and 6, worst in the past decade, left 20,000 cars stranded in Iowa's largest city. Preference of radio service can best be measured when the demand for information is unusually high. More Des Moines people chosen at random in an impartial survey of 500 telephone calls made March 6 said they listened for the greatest part of the storm to KRNT TOTAL RADIO for information than all other stations combined!

and more Listened to KRNT Radio than all other stations combined!

During and following a traffic-crippling snowstorm in Iowa last month (March 5th), public demand for information about impassable roads . . . concern for whereabouts and welfare of relatives was critical!

Fortunately, most people in this area have learned from past experience that KRNT always provides service to fill these personal needs. They knew that KRNT would help, and a thousand business executives, school principals and individuals used KRNT'S aired-telephone interview service with the familiarity of daily routine.

The fact that KRNT is the preferred source of help and information in times of emergency stands as proof of KRNT's image of dependability in the minds of people in Central Iowa. Obviously, KRNT has earned this recognition with long-standing excellence in public service . . . reliability that is vital in all selling! KRNT advertisers know this. They used twice as much KRNT Radio in February of 1959 as in the same period a year ago. It's no wonder that most people listen to, believe in, and depend upon the COMPLETE radio station in Des Moines, KRNT TOTAL RADIO!

KRNT

TOTAL RADIO in Des Moines

According to another recent survey (when there was no emergency) . . . a depth study by Central Surveys, Inc.,

KRNT RATED AS THE TOP DES MOINES STATION:

- MOST PEOPLE LISTEN TO MOST
- MOST RELIABLE NEWS
- MOST BELIEVABLE PERSONALITIES

Represented Nationally by **THE KATZ AGENCY**

AB-PT GROSS: $245 MILLION

Goldenson reports 'significant gains' for ABC Broadcast Div. to stockholders

Record gross income of $244,821,000 was set by American Broadcasting-Paramount Theatres Inc. in 1958, Leonard H. Goldenson, AB-PT president, announced last week.

In the annual report to stockholders, Mr. Goldenson stated that the ABC Broadcasting Div. showed improvement in income and earnings in 1958, with ABC-TV "making the most significant gains in audience and billing in the industry." Other highlights of the report: "profitable improvement" was made by the five owned tv stations; ABC radio network operation was streamlined in 1958; the theatre division's profits were about equal to those of 1958.

Gross income for 1958 compared with $215,877,000 in 1957. Consolidated earnings after taxes in 1958 rose to $6,116,000, or $1.40 per share, from $4,894,000, or $1.10 per share, in 1957.

ABC's Record Income • Mr. Goldenson reported that the ABC operating income in 1958 reached a record high of $136,967,000, as against $109,393,000 in 1958.

The ABC Radio loss, he continued, is being kept to a minimum by "streamlining the operation and yet providing the public, our affiliates and advertisers with a well balanced programming structure."

The net worth of AB-PT in 1958 was placed at $85,146,000, equal to $18.97 per share, as against $83,718,000, equal to $18.62 per share, in 1957.

At the year's end, AB-PT had 511 operating theatres as against 537 in 1957; ABC-TV had 228 affiliates, compared with 216 in 1957 and ABC Radio had 330 affiliates, as against 229 in 1957.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WEAR-TV Pensacola, Fla.: Sold to Rollins Telecasting Inc. (O. Wayne Rollins) by Charles W. Smith, Mel Wheeler, and others for $1.5 million. Mr. Wheeler, who owns WJDM (TV) Panama City, Fla., will remain with the station as general manager under the new ownership. The sale was handled by Blackburn & Co.

Other Rollins stations include WNJR Newark, N.J., WBEE Harvey, Ill., KATZ St. Louis, Mo., WRAP Norfolk, Va., WGEE Indianapolis, Ind., WAMS Wilmington and WJWL Georgetown, both Delaware, and WPTZ (TV) Plattsburgh, N.Y. Rollins has applied for Wilmington ch. 12 (BROADCASTING, Feb. 23).

• KRKD-AM-FM Los Angeles, Calif.: Sold to Communications Corp. of California for $1.2 million by Continental Telecasting Corp. (Frank Oxarart, Jack Feldman and Albert Zugsmith).

Continental, in addition to KRKD, owns extensive real estate for which oil drilling is in negotiation, and has other radio-tv applications before the FCC. CCC is owned by a syndicate headed by Bob Yeakel, Paul Anka (singer), Bob Fox (KRKD sales manager), Albert Marks, Syd Sundheim, E.L. Brooks (KRKD account executive), Dawkins Espy (broadcasting consulting engineer), Robert Smith (MGM writer-producer), Irvin Feld (Mr. Anka's manager), and Messrs. Oxarart, Feldman and Zugsmith. KRKD general manager Feldman, who has signed a five-year contract with the station, announced that no changes in personnel or operating policies are contemplated.

KRKD is on 1150 kc with 5 kw, day, 1 kw, night. KRKD-FM is on 96.3 mc with 54 kw.

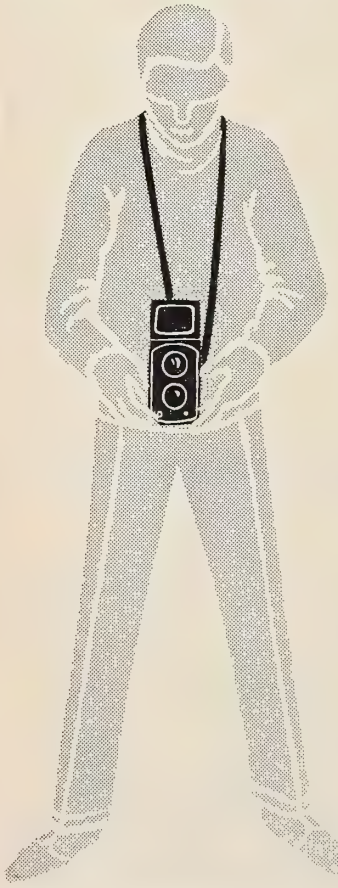
• WAGA-AM-FM Atlanta, Ga.: Sold by the Storer Broadcasting Co. to Plough Inc. for over $800,000. Storer is selling WAGA-AM-FM, it was announced, to obtain FCC approval for the purchase of KPOP Los Angeles (AT DEADLINE, March 30) on the maximum ownership question. Plough Inc. stated that it intends to retain the present management and other personnel of WAGA.

Other Plough stations are WMPS Memphis, Tenn., WJJD Chicago, Ill., WCAO Baltimore, Md., and WCOP Boston, Mass. Multiple owning Storer Broadcasting is to retain WAGA-TV in its present quarters, while WAGA-AM-FM moves under its new management. The sale was handled by R.C. Crisler & Co.

WAGA is on 590 kc with 5 kw, directional antenna night, and is affiliated with CBS. WAGA-FM is on 103.3 mc with 36 kw.

• WEDR Birmingham, Ala.; Sold to Vincent A. Sheehy Jr. (majority owner)

Let's look at the picture



Take a candid view of your radio or television station purchase, sale or negotiation. You'll find that the picture is clearer—sharper—and better when you deal through Blackburn and Company.

Blackburn & Company

NEGOTIATIONS
FINANCING
APPRAISALS

EAST
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

SOUTH
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-6460

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

and James Bonfils, one time general manager of WTTG (TV) Washington, D.C., by Edwin H. Estes for $225,000. The sale was handled by Blackburn & Co. WEDR is on 1220 kc with 1 kw, day.

• KGHI Little Rock, Ark.: Sold to Michael Heller and Eugene M. Kramer (each 50%) by multiple owner Harold King (who also sold WTTT Jacksonville, Fla., see below) for $125,000. The sale was handled by Blackburn & Co. KGHI is on 1250 kc with 1 kw, day, and is affiliated with MBS.

• WTTT Arlington, Fla.: Sold to Ted and Janet Weber by multiple owner Harold King (who also sold KGHI Little Rock, see above) for $125,000. Ted Weber is a former sales manager of WGN-TV Chicago and Jane Weber is an account executive with Walter Schwimmer, radio-tv producer. The sale was handled by Blackburn & Co. WTTT is on 1220 kc with 250 w, day.

• KTUR Turlock, Calif.: Sold to Danny Landau and others by A.R. McMillen and others for $115,000. Mr. Landau is in advertising and is a broadcasting personality. The sale was handled by Allen Kander & Co. KTUR is on 1390 kc with 1 kw, directional antenna night.

• WALY Herkimer, N.Y.: Sold to Richard Thorman and George A. Baker (former program director of WRC-TV Washington, D.C.) by Louis Adelman (WLLY Richmond) and D.C. attorneys Norman E. Jorgensen and Seymour Krieger for $75,000. The sale was handled by Blackburn & Co. WALY is on 1420 kc with 1 kw, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (also see* FOR THE RECORD, *page 101):*

• KDDD Dumas, Tex.: Sold to Dumas Broadcasters Inc. (Kenneth E. and Eleanor M. Duke and Alfred A. Tremble) by Lucian W. Spencer and others for $100,835. KDDD is on 800 kc with 250 w, day.

• WDSR Lake City, Fla.: Sold to WDSR Inc. (Charles B. Britt, president, and other stockholders own WIRY Plattsburgh, N.Y., and WJBS De Land, Fla.) by Deep South Radioways for $95,000. WDSR is on 1340 kc with 250 w and is affiliated with MBS.

Wometco registers stock sale with SEC

Wometco Enterprises Inc. (families of Mitchell Wolfson and Sidney Meyer) have filed a registration statement with the Securities & Exchange Commission proposing to sell 325,000 shares of its

Doing the job by going places

In this jet age, where you are has no relation to where you can be in a few hours.

That's why we have built up personnel on the east and west coasts to reach almost any city in the country within a business day.

Our staff comprises a highly experienced service team in the broadcasting field. We criss-cross the continent day and night to contact clients.

We know what's going on, and we discover new things every day. It isn't done by occupying offices.

It's done by traveling in planes, trains and automobiles to see you—when and where you want to discuss buying or selling a TV-Radio property.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Important Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
WEST COAST	**915 North Commerce St., Stockton, Calif. HOward 5-7367**	

outstanding Class A common stock.

Official name of the firm, which owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N.C., and 20% of WFGA-TV Jacksonville, Fla., now is Wolfson-Meyer Theatre Enterprises Inc. It is to be changed to Wometco.

Under the plan filed with the SEC, the Meyer family is selling the 290,000 Class A shares it owns to the public through Leo Higginson Corp., underwriter. The Meyer family will retain 82,000 shares of Class B common (10% of Wometco).

Mitchell Wolfson and his family propose to sell 35,000 Class A shares to officers and employes of Wometco. The family group will retain 35,000 Class A shares (9.6% of the total outstanding) and the 458,000 Class B shares it now owns. Mr. Wolfson, individually, will retain 5,481 Class A shares (one-half of what he now owns) and 70,468 Class B shares.

Wolfsons to Control • After the sale is completed, the Wolfson family will hold 55% of Wometco, the Meyer's 10%, and the public 35% (CLOSED CIRCUIT, March 9). Wometco is authorized to issue 3 million shares, of which 540,000 Class B shares and 360,000 Class A shares are outstanding. The stock to be sold has a par value of $1 per share. The estimated offering price is $12.50, with approximately $4 million to be realized from the sale.

After the current stock sale is completed, Wometco shares will be offered over-the-counter.

Sidney Meyer will retire from active participation in Wometco but will remain as honorary board chairman and director. In addition to the broadcast properties, Wometco also owns 22 theatres in Florida and a chain of coin-operated vending machines.

As an adjunct of the stock sale, the FCC last week granted transfer of control of Wometco to the Wolfson family. The company formerly was equally owned by the Wolfson and Meyer families.

10-year trend

The operation of ch. 4 WTVJ (TV) Miami has proved a profitable investment for Wometco Enterprises over the past 10 years. The following WTVJ financial figures were included in a Wometco registration of a public stock offering filed last week with the Securities & Exchange Commission:

	Broadcast Income	Broadcast Expenses
1949	$ 130,949	$ 222,078
1950	551,244	463,153
1951	1,184,814	911,725
1952	1,787,191	1,407,931
1953	2,491,322	1,921,830
1954	3,358,519	1,973,770
1955	3,142,745	1,632,932
1956	4,334,556	2,773,542
1957	4,297,396	3,088,223
1958*	4,476,297	3,432,106

* Includes three-months operation of WLOS-AM-FM-TV Asheville, N. C.

WTVJ was the only tv station in Miami until July 1956 and was the only station owned by Wometco until its purchase of WLOS-TV last September. WTVJ's gross revenue for 1958 was $4,328,490, with 13% coming from NBC-TV affiliation, 47% from national advertisers and 31% from local business. WLOS-TV grossed $547,063 in 1958 (22% from ABC-TV, 47% national and 31% local). Wometco said that the WLOS stations are not making money and that the am-fm revenue is "not significant."

CBS INC. OUTLOOK
Security analysts hear bullish report

A bullish report on the outlook for CBS Inc. and its various operating divisions was submitted by President Frank Stanton last week to the New York Society of Security Analysts.

His speech at the Monday (March 30) luncheon of the society followed the broad pattern of the company's recently released annual report for 1958 (BROADCASTING, March 30) and also ranged across other areas. Highlights of the speech and a subsequent question-and-answer session included:

• CBS invested $53.1 million in television "before we began to make a profit from it."

• The company's tv film sales activities abroad are "only beginning. There are roughly as many television stations in the free world outside the U.S. as there are at home—500 stations ranging from Hamburg to Hong Kong—and they need what we can give them." In addition, the CBS-TV Stations Div., in association with local partners, is building a studio plant and transmitter in Buenos Aires.

• Of CBS Radio's new Program Consolidation Plan: "We believe this new plan gives us a justified hope that we will be able to plug [the] drain on [network radio] profits." Though the plan has been in operation only three months, network audiences are up 29%.

• He displayed a "mesa transistor" not much larger than a speck of dust. Although "barely visible to the naked eye," it "will amplify or switch electronic signals so efficiently that it is opening new fields in electronics." It has military and industrial applications —but limited at present by cost ($45 each)—and may or may not have "entertainment applications."

• Program plans of the CBS News Div. include "a project to deal with the whole question of money management for the general audience—a program that will attempt to provide information on investments, budgeting and related matters."

• There is "every reason to believe" that television sets, now numbering 47 million—"could exceed 100 million units in the not too distant future." And "there are definite signs . . . that developments already in the laboratory appear to produce increased efficiency in television receivers that could double the range of reception."

• He isn't worried that CBS-TV's market share is declining. "It is inevitable that in times of high demand the more the gap will close between the leader and the followers. This is fine; we want to be the leaders of a healthy industry, not of an ailing industry."

• If FCC abolishes option time, this "would create serious problems for the public, the stations, the national advertisers and the networks." CBS also intends to fight the proposal to bar network organizations from spot representation.

• Most entertainment tv programming has moved or will move to Hollywood for origination, Dr. Stanton felt. He recalled that this happened in radio. He did think some entertainment shows would always be done in New York because the talent would not want to move to the West Coast.

• Television is not pricing itself out of the market. As long as cost-per-thousand remains steady or goes down, there is no danger.

CBS Radio's Hayes urges 'free' medium

The importance of recognizing "the role of free broadcasting in our society" and of safeguarding its "freedom from the narrow interests of special groups and from ill-considered legislation" was stressed last week by Arthur Hull Hayes, president of CBS Radio.

He addressed the Downtown Assn. of San Francisco and the San Francisco Advertising Club last Wednesday (April 3). Coincidentally, CBS-owned KCBS San Francisco was honored on its "50th anniversary," based on recently published claims that its predecessor, KQW, was started in 1909 by Charles David Herrold, founder of the radio school (BROADCASTING, Feb. 16).

Mr. Hayes said Mr. Herrold's "unique contribution" was the concept "that radio could talk to all people." In recognizing and demonstrating this function

NEW

RCA 500- AND 1000-WATT AM TRANSMITTERS pace the latest trends!



New BTA-500R/1R 500- and 1000-watt transmitters in a choice of colors: red, blue, green, and dark umber gray.

The design philosophy behind these ne broadcast transmitters is based on years experience in developing the most reliable broadcast transmitters, but the features a radically new. Simplified tuning, reduced insta lation time, and built-in provision for remo control are some of the improvements. Al included in the design are provisions for remo Conelrad switching.

NO NEUTRALIZATION REQUIRED
Tetrodes throughout simplify the tuning.

BUILT-IN PROVISION FOR REMOTE CONTROL
Terminal strips are provided in the transmitter for connection of a remote-control unit.

BI-LEVEL MODULATION
The very low order of distortion results in improved soundability.

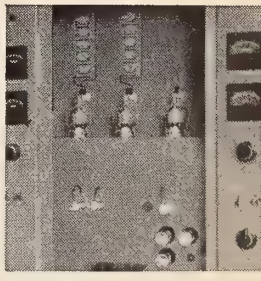
FEWER TUBES
Smaller tube inventory means reduced cost of operation.

ACCESSIBILITY
Vertical construction permits easy access for maintenance.

SIMPLIFIED TUNING
Only one tuning control—on the front panel. All operating controls are conveniently located on front, at both sides of door.

FUNCTIONAL COLOR STYLING
Fits into any surroundings through choice of color for doors—blue, green, red or gray.

EASE OF ACCESS
All tubes can be reached from the front by merely opening the door. Access to the rear is provided through two interlocked panels behind the transmitter. These panels are easily removed with thumbscrew fasteners. Typical RCA vertical construction permits easy access and maintenance. Removable base makes the transmitter easy to move.



NEW OSCILLATOR
Three switchable temperature controlled crystal units, a spare on t main frequency, plus one for automatic Conelrad switching are inc porated in the new crystal oscillator of both transmitters. Six thum screws hold the etched oscillator-buffer circuit board to the exci subassembly. All oscillator and buffer connections are made through plug type terminal strip. Frequency stability is ±5 cycles for the n RCA crystal units.

SIMPLIFIED POWER INCREASE
The exciter unit is the nucleus of the basic transmitter; all low-le rf and audio stages are built into a single unit used in both 500- a 1000-watt transmitters. Thus, power increase is made easier.

For further information about these and other transmitters, call the nearest RC Broadcast Representative. In Canada call: RCA VICTOR Company Limited, Montre

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

of radio, Mr. Hayes said, "he contributed to a phenomenon which has helped maintain our political and economic security."

BBDO's Tiss warns of hidden toll in pay tv

If toll tv ever materializes, "there are many palms that may have to be greased along the way," with costs probably passed on to set owners, Wayne Tiss, vice president in charge of BBDO's Chicago office, asserted last week.

Addressing the Chicago alumni chapter of Alpha Delta Sigma, national advertising fraternity, at a dinner meeting Tuesday evening, Mr. Tiss felt it conceivable that, free of FCC control, "not only cities but everyone from big development planners down to tract contractors might demand, and get, a percentage of pay tv's take in return for granting their own 'franchises' in developments, tracts, apartment houses and hotels."

On the other hand, he commented, with FCC now prepared to accept applications for subscription television tests, "there may be some results that will show the public is ready to accept some sort of plan." Yet, with the bulk of social, legal, technical and economy "problems" involved, he added, the whole concept of pay tv may be "tied up for years."

Mr. Tiss quoted the belief of "most experts" that California is "the most likely spot" for a tryout if the Commission proceeds with pay tv tests. He claimed it would probably have to cover a broader segment of population than the Zenith Chicago test in 1951, or that of Telemeter in Palm Springs, (Calif.) and Video Independent Theatres in Bartlesville (Okla.) in recent years.

The BBDO executive also said that "with the exception of first-run movies, there's precious little in the 'golden era' prospectus that we don't get now," under free tv. He added:

"I have a horrible vision of some disenchanted pay-tv booster summing it all up in a column written three or four years hence: 'Alas, the programming we're getting now is just like the programming we were getting back in 1959. There's just one difference: Now it can be tolled.' "

• Media reports

• The National Educational Television & Radio Center, Ann Arbor, Mich., has received a $5 million grant from the Ford Foundation, the center's President John F. White announces. The grant, beginning next year, will go toward five years of operating expenses.

• WHYN-TV Springfield - Holyoke, Mass., has become a primary ABC-TV affiliate. Licensee of the ch. 40 outlet is Hampden-Hampshire Corp. of Springfield.

• H-R Representatives Inc. and H-R Television Inc., which for years have run campaigns on the "working partners" theme, this month begin emphasizing the additionl theme of values and advantages of spot advertising. The campaign is all part of H-R's new and concerted effort to "promote the spot medium," or as Frank Pellegrin, vice president of the firm, noted last week: competition for the ad dollar is "fierce" —print media are stepping up attacks on broadcast advertising and "spot broadcasting needs all the promotional support it can get."

• Four formerly independent radio stations have been signed for affiliation with Mutual, and 13 additional stations have applied for affiliations within the past six weeks, MBS announced Thursday (April 2). With two of the four already programming MBS—KMRC Morgan City, La., and WELY Ely, Minn.—network service was to start yesterday (April 5) to WCBC Anderson, Ind., and April 9 for KSIG Crowley, La. KMRC began airing Mutual programs on March 16 and WELY joined the hook-up on March 30.

• Corinthian Broadcasting Corp., N.Y., reports that starting today (April 6), News Assoc., Washington, D.C., will create a special Washington news service tailored to meet the local and regional requirements of Corinthian stations KOTV (TV) Tulsa, KGUL-TV Houston, WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis.

• Mr. and Mrs. Samuel I. Newhouse have added magazines to their radio-television-newspaper interests. They have purchased what is thought to be a controlling interest in Conde Nast Publications Inc., Greenwich, Conn., for an estimated $5.4 million. In this transaction they are said to have acted as private investors, and no resulting personnel changes are contemplated at Conde Nast beyond their appointment to the board. The company's publications include *Vogue, House & Garden, Glamour* and *The Vogue Pattern Book*. The Newhouses and family own 14 newspapers plus radio and tv stations in St. Louis, Mo.; Portland, Ore.; Syracuse, N.Y.; Birmingham, Ala., and Harrisburg, Pa.

• "New KRIB [Mason City, Iowa] Day" was proclaimed March 15 by Gov. Herschel Loveless on the station's first anniversary. An open house, at which state Senator Walter Edelen was guest of honor, attracted about 2,000 to KRIB.

• Benedict P. Cottone and Arthur Scheiner announce the relocation of their law offices of Cottone & Scheiner in suite 1228, 1001 Conn. Ave., N.W., Washington 6, D.C. Telephone: Executive 3-4477.

• N.E. Paton Jr. Assoc., Kansas City public relations consulting firm, announces the establishment of consulting service for broadcasters in fields of public relations, promotion and sales counseling. The firm also offers a new type of programming for radio stations.

• KPLR-TV St. Louis, Mo., has received a new antenna from Siemens & Halske, Munich. The antenna, said to be the first German-made one in the U.S., is being erected 1,100 ft. above ground at Lemay, Mo. The continuous transmission line (no splicers or couplings between antenna and distribution) arrived in three 17-ft.-round drums each weighing six tons. It is claimed that the S&H product needs no gas or fluid for dehydration nor de-icing devices, as it operates regardless of the thickness of ice. Two German technicians are in St. Louis to help install the antenna.

• KPUG Bellingham, Wash., started operating under a one-rate structure Wednesday (April 1). The station became an independent Jan. 1 after many years with Mutual-Don Lee network affiliation.

• WKCB-WKCQ (FM) Berlin, N.H., starts stereophonic broadcasting next week. The stations will air stereo music on afternoons when they are not carrying Boston Red Sox games. During these two-hour musical stints. WKCB-WKCQ will deliver commercials in stereo.

• The *La Grande* (Ore.) *Evening Observer* has been purchased by John McClelland, Robert Chandler and Marvin E. Johnston of KWLK Longview, Wash., according to Hamilton, Stubblefield, Twining & Assoc. Inc. which handled the sale. The price paid for the paper was $275,000.

• Rep appointments

• WDIA Memphis names The Bolling Co., N. Y.

• WGHN Grand Haven, Mich., appoints John E. Pearson Co.

• KPLR-TV St. Louis has appointed Peters, Griffin, Woodward Inc. as its national representative, according to announcement being made today (April 6).



Who pays the bill for "Public Power"?

Every American pays part of the cost of federal government "public power" even though this electricity goes only to a few.

So far, more than $5,500,000,000 in taxes has been collected for federal government power dams and plants. But even that is just a drop in the bucket as far as the "public power" pressure groups and lobbyists are concerned. They are pressing hard for $10,000,000,000 more—with still more and more beyond *that*. All is to be collected from the taxpayers, of course.

Yet the promoters of government electricity can't even point to a justifiable *need* for this multi-billion-dollar spending. America's independent electric light and power companies are ready and able to provide all the power the nation needs—*without* depending on taxes.

So far, "public power" pressure groups have been able to get away with this scheme because most Americans don't realize they are footing the bill. But informed citizens can put a stop to it.

Will *you* help spread the word?

America's Independent Electric Light and Power Companies

Company names on request through this magazine



It's this easy

to get programs and sponsors together, anytime

When television programs and commercials are Videotape* recorded, they can be scheduled to run in almost any combination and at any time. Stations can dovetail schedules for local, network and special events*quickly and easily. "Live" spots can be run at any availability. And both can be timed to reach pre-selected audiences.

And with Videotape recording, stations can plan more "local live" programs . . . increase the number of "local live" commercials . . . build up station income.

But this is just part of the story. Let us tell you how completely the Ampex VR-1000 Videotape Recorder is changing the face of television. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

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Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*Trademark

KFMB-TV, XETV (TV) fight flares again

KFMB-TV San Diego's across-the-border dispute with XETV(TV) Tijuana has erupted again.

This time the San Diego outlet, is allying with other border radio and tv stations, it was understood, to seek legislation to prohibit U.S.-originated programs from being transmitted—physically or otherwise—to Mexican stations which broadcast them back across the border.

KFMB-TV also has complained to the Federal Trade Commission that XETV is misrepresenting itself as a U.S. station and has asked FCC to investigate the production of programs by California Western U. of San Diego for broadcast on XETV.

Meanwhile, ABC-TV, which transmits programs to XETV under FCC permit, has asked the Commission for renewal of the "affiliation" authorization. KFMB-TV is CBS-TV primary and ABC-TV and NBC-TV secondary.

KFMB-TV asked FTC to move against Bay City Television Inc., San Diego, XETV sales agent in the U.S., on the ground the station is advertising itself as a U. S. station.

'Educational' Programs • KFMB-TV told the FCC it believes commercial programs are being produced at California Western U. for broadcast on XETV and asked the FCC to investigate. KFMB-TV said the FCC had indicated the institution would produce only non-commercial programs in issuing a permit to the college for such production in April 1958.

FCC officials explained last week that its permit to the college covered program material transmitted to XETV by microwave relay or other means—not physical transmission of films, records and transcriptions. The college's permit for non-physical program transmission expired last February and since programs apparently no longer involve electrical transmission, no permit is required by law, it was indicated.

FCC sources said the U.S. Supreme Court's decision in the Baker case in 1937 found that mere physical transmission over the border to Mexico of films, records, etc., does not violate the applicable section of the Communications Act and that an FCC permit is required only when the transmission to Mexico takes place through electronic process.

The FCC's original permit for ABC-TV to transmit programs to XETV was finalized only after a hearing and an appeal to the U.S. Court of Appeals in Washington in 1957. The court remanded the case, but not on the basic question of the right to transmit programs across the border to Mexico. FCC afterward affirmed the permit.

State tax bites on outside firms probed

The Senate Small Business Committee will begin public hearings Wednesday (April 8) on the impact of recent Supreme Court decisions upholding the right of states to tax firms doing business in interstate commerce.

The hearings are the first step in a "thorough" study of the problem, Sen. John Sparkman (D-Ala.) said last week in announcing the inquiry. He cited three Supreme Court decisions late in February and early March which ruled that a state could tax interstate corporations for business conducted within that state (BROADCASTING, March 2).

NLRB clears IBEW in WKRG Mobile case

The campaign of International Brotherhood of Electrical Workers to drive advertisers away from WKRG-AM-FM Mobile, Ala., did not violate the National Labor Relations Act, according to an April 2 ruling by the National Labor Relations Board.

NLRB affirmed a report by Trial Examiner William F. Scharnikow holding the IBEW practices were not unfair (BROADCASTING, Sept. 1, 1958). The examiner held the union's "sole object and motive for its action was to protect the bargaining with competing union stations by increasing their advertising revenues through a transfer of WKRG's advertising and, by this showing of advantage in operating under union conditions, to enable the respondent union to preserve for the union stations' employes their existing wages and working condtions."

IBEW had lost its representation at WKRG in 1957 at an NLRB election. The union had opposed adoption by the stations of a "combo operation" with announcers operating the control board.

Last Jan. 28 a Mobile local union was certified as technicians' bargaining agent at WKRG-AM-TV after an NLRB election (BROADCASTING, Feb. 16). The vote was 16 to 1 in favor of the local. IBEW abandoned its picketing and advertiser contacts after results of the election were announced by NLRB.

Spot Perfection —"Live"



Mr. George Gould, President
NTA's Telestudios, Inc.
New York

"Agencies and advertisers that use our production facilities demand all the here-and-now intimacy, the depth, the dramatic impact of live delivery – plus the perfection and protection of pre-recording. That's why Norman, Craig & Kummel, Inc. came to us for Videotape* recording of the Speidel Corporation's watch band sales messages."

AMPEX
CORPORATION
934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

WKIS asks 'master' hear Orlando ch. 9

WKIS Orlando, Fla., last week asked the U.S. Court of Appeals in Washington to appoint a "special master" under court jurisdiction to rehear the remanded Orlando ch. 9 case. The FCC's 1957 grant of ch. 9 to WLOF Orlando was remanded by the U.S. Supreme Court last October for reconsideration in view of testimony in 1958 on Capitol Hill alleging an *ex parte* representation had been made in behalf of WLOF during adjudication (BROADCASTING, Nov. 3, 1958.

FCC has notified the court it is ready to hold a rehearing of the case as soon as it gets instructions (BROADCASTING, March 30).

Losing applicant WKIS said the court should order a special master to hold the hearing because FCC "would be reluctant to disturb their grant" to WLOF. WKIS added that FCC's "mind has already been made up as to the innocence" of WLOF, although the FCC has told the court that its investigation indicates a new hearing is warranted. The information from this investigation has not been disclosed to WKIS, the station said.

WKIS said the special master should determine from the hearing whether WLOF should be disqualified. If WLOF is found disqualified, WKIS said, the court should remand the case to FCC for "further proceedings not inconsistent with any action taken."

Allegations were made in testimony in June 1958 before the House Legislative Oversight Subcommittee that Florida attorney William H. Dial had made representations to former FCC Comr. Richard A. Mack which favored WLOF.

Appeals court upholds FCC in license renewal

The U.S. Court of Appeals in Washington last week upheld the FCC's denial of a protest by WSAY Rochester, N.Y., against a renewal of license for WBBF Rochester.

WSAY had charged WBBF refused to grant permission for rebroadcast of its programs; had engaged in unfair competition by offering advertisers who also used WBBF-affiliated WGVA Geneva, N.Y., 35 miles away, a 25% reduction in time charges, and that the FCC erred in requiring WSAY to specify "with particularity" the reason it asked for a hearing on the WBBF renewal.

The court agreed WBBF had been justified in refusing to grant rebroadcast rights because WSAY had not specified programs to be rebroadcast, time of rebroadcast and payments to be made for rebroadcasting privileges. The WSAY request for rebroadcast rights, the court said, was "patently unreasonable in scope."

The court also agreed that joint discounts offered by WBBF (and WGVA) were not unreasonable; that no claim was made that advertisers are required to advertise on both stations and that some $16,000 loss claimed by WSAY as a result did not impair its ability to broadcast in the public interest. The court said it was unable to find the FCC erred in failing to disapprove the joint advertising discounts.

The court had remanded the case in an earlier WSAY appeal on grounds the FCC decision was erroneous. Judges handing down the decision last week were David L. Bazelon, George T. Washington and Walter M. Bastian.

Class III power needs cited in FCC filings

Nearly a score of am stations and one network have filed comments favoring FCC action looking toward authorizing up to 25 kw for Class III (regional) broadcast stations. The papers were submitted on petitions for rulemaking filed in January by WERE Cleveland and WPEN Philadelphia.

One group of a dozen stations said FCC has the duty to review limitations imposed on Class IIIs under conditions of 20 years ago. Urban population centers have grown and sizable new urban areas have developed, they said, requiring increased power to provide service.

These stations were:

WFLA Tampa, Fla.; WDSU New Orleans; KOIN Portland, Ore.; KGLO Mason City, Iowa; WWJ Detroit; WIP Philadelphia; WKBN Youngstown, Ohio; WTAD Quincy, Ill.; KVI Seattle; WHBF Rock Island, Ill.; WWDC Washington, and WMBR Jacksonville, Fla.

Another group of six stations and ABC noted that there has been a doubling or tripling of the number of regional stations and the majority no longer provide regional coverage at night. They cited increasing urbanization and said the FCC should consider higher power for Class IIIs as it is now doing for Class IVs. The group said there is a need for Class IIIs to serve both the expanding metropolitan areas and the underserved rural areas surrounding them. These stations included:

KXYZ Houston; KLEO Wichita, Kan.; KEVE Golden Valley (Minneapolis); WZOK Jacksonville, Fla.; KXXX Colby, Kan., and WSAU Wausau, Wis.

Selective Rulings Urged • ABC in additional comments said a horizontal increase of all Class IIIs to 25 kw would provide no improvement, and expressed the opinion that increases should be on a case-by-case basis with the use of new directional antenna systems. For a "limited number" of stations, particularly "along the coast," an increase to 25 kw, with directional antenna, could be effected with no increase in interference to co-channel and adjacent-channel stations, ABC said. Other stations in the center of the country with "reasonably lenient" directional antenna requirements, might be given more modest increases of perhaps up to 10 kw, with slight directional modifications, ABC said.

No final rules can be written now, but a "notice of inquiry" would be an "excellent place to start," ABC said, since this would be introductory toward rulemaking and interested parties could furnish comments and work together to set forth an "adequate philosophy."

KFWB Hollywood cited the need for increased power and signal intensity of regionals, particularly in the Los Angeles area.

• Government notes

• NBC last week asked for more time to prepare comments on Daytime Broadcasters Assns.' proposed rulemaking to extend the hours of daytime am stations. The DBA proposal asks that daytimers be allowed to sign on at 6 a.m. or sunrise (whichever is earlier) and sign off at 6 p.m. or sunset (whichever is later). NBC asked that the time for comments be extended to June 12, five months from the time the rulemaking was proposed (Jan. 12), noting that a five-month period was allowed for comments on DBA's earlier proposal for extended hours (which was denied by the FCC).

• FCC Hearing Examiner Herbert Sharfman issued an initial decision March 31 which would affirm Commission grant of late last year to Tomah-Mauston Broadcasting Co., Tomah, Wis., for a 500 w daytimer WTMB on 1390 kc, with reduced antenna efficiency. The grant had been protested by William C. Forrest, WRDB Reedsburg, Wis. Late in February the FCC made a move to lift a Dec. 10 stay of the WTMB grant after first noting it might maintain the stay (BROADCASTING, Feb. 23).

• Philco Corp., Philadelphia, has filed a registration statement with the Securities & Exchange Commission proposing to offer $20 million of convertible subordinated debentures for public sale. The debentures would be due April 15, 1984, with the interest rate and public offering price to be fixed later.

WILL FOURTH NETWORK BE ETV?

National educational system is predicted

A national educational tv network will be operating within five years, according to John F. White, president of the National Educational Television & Radio Center.

Addressing a conference held April 2 in Washington by the center and the Advisory Council on Educational Television, Mr. White said the development of regional educational tv networks and advances in the use of tv tape recording will trigger a national network.

Since KUHT (TV) Houston took the air May 25, 1953, 40 educational outlets have started operating, he said. Another eight are under construction and many others are in various stages of planning. He cited a recent survey showing 31 educational tv outlets have a total capital investment of $16,069,560.

Ford Foundation last week awarded another grant of $5 million to the educational center for basic expenses and programming, Mr. White said.

Big Difference • Discussing the difference between commercial and educational tv outlets, he said: "The commercial station is on the air because some individual or group invested money, with the honorable hope that from that investment they would receive a fair financial return. Hence, every program decision it makes must of necessity give serious consideration to what that decision does to audience size or make-up and, therefore, to its profit statement. In other words, it is in business to make money.

"The educational or non-commercial station is not in business to make money. It is in business to spend money —every cent it can lay its hands on—in service to the community or region it covers. How well we spend that money will determine not only the answer to our significance, but also to our healthy existence."

Mr. White said educational tv's function is not to compete with commercial programming but to render a service that is not available elsewhere. "Unlike our commercial counterparts we do not at any given time seek to have the majority of television listeners tuned to our channels," he continued. "But, over a period of time we should provide programming satisfying the special interests of the majority of set owners."

Every major city and many smaller ones will have at least one educational tv station on the air and many will be operating multiple channels within a decade, he predicted, citing the two-channel operations in Oklahoma City and Pittsburgh. He added that another 10 years should see regular use of tv as an important teaching tool for all schools within reach of a signal.

The educational tv function, he said, is to serve the needs of millions of "communication orphans," a substantial minority audience.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

NBC-TV

April 6-10, 13-15 (2:30-3 p.m.) Haggis Baggis, participating sponsors.

April 6-10, 13-15 (4-4:30 p.m.) Truth or Consequences, participating sponsors.

April 6, 10 (10-10:30 p.m.) Arthur Murray Party, Pharmaceuticals Inc. through Parkson and Lorillard through Lennen & Newell.

April 7, 14 (8:30-9 p.m.) Jimmie Rodgers Show, Liggett & Myers through McCann-Erickson.

April 8, 15 (8:30-9 p.m.) The Price Is Right, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson Co.

April 8 (9-9:30 p.m.) Milton Berle, Kraft through J. Walter Thompson Co.

April 9 (8-9 p.m.) Bell Telephone Hour, Bell through N.W. Ayer.

April 9 (9:30-10 p.m.) Ford Show, Ford through J. Walter Thompson.

April 9 (10:30-11 p.m.) Masquerade Party, Lorillard through Lennen & Newell.

April 10 (7:30-8 p.m.) Northwest Passage, sustaining.

April 10 (8-9 p.m.) Ellery Queen, RCA through Kenyon & Eckhardt.

April 11 (8-9 p.m.) Perry Como Show, participating sponsors.

April 12 (8-9 p.m.) Steve Allen Show, RCA through Kenyon & Eckhardt.

April 12 (9-10 p.m.) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.

Jack M. Warner forms film production firm

Jack M. Warner Productions Inc., Hollywood, has been formed as a tv-motion picture production company with Samuel Schneider as president-treasurer; Jack M. Warner, vice president in charge of production, and David M. Richman, secretary. Production headquarters will be at the Motion Picture Center studios, Hollywood, and business headquarters at 640 Fifth Ave., New York, N.Y., where Mr. Schneider will be based.

Mr. Warner formerly was a vice president of his father's company, Warner Bros. Pictures. Mr. Schneider previously was a vice president, treasurer and director of Warner Bros. Mr. Richman is a lawyer in Beverly Hills.

FABULOUS



says Tom Garten, Sales Vice Pres.

WSAZ-TV

HUNTINGTON, W. VA.

How do you program a show to be best in its time slot? WSAZ-TV answers that with the Spinach Playhouse. The results they get with POPEYE and WARNER BROS. Cartoons are "fabulous", according to Sales V.P. Tom Garten.

"Our Spinach Playhouse outpulls both competitors in two time slots. We get ARB ratings like 29.7 vs. 15.0 and 8.0. Only recently our M.C. offered club cards and pulled 7,000 requests in just over 2 weeks."

And WSAZ-TV finds that as high as 38% of the Spinach Playhouse audience are adults! No wonder all types of sponsors are enthusiastic about POPEYE and WARNER BROS. Cartoons. They build and hold program loyalty that quickly becomes product loyalty.

Give your station a best-in-its-slot program with POPEYE and WARNER BROS. Cartoons. It's a sure-fire way to snag sponsors and keep them.

U.A.A.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

MGM-TV begins series of specials April 26

A series of 10 specials, for which the production cost alone is estimated at $2 million, will be produced in a spread over this tv season and next.

The series—to be co-produced by MGM-TV (marking the film studio's first "live" production in television) and Talent Assoc. (David Susskind's production firm)—has its first exposure on April 26. That program is entitled "Meet Me in St. Louis" on CBS-TV sponsored by General Time Co. (Westclox) and Philco (both through BBDO).

The specials—all to be taped and which eventually will be placed in syndication by MGM-TV—will be based on properties selected from Metro-Goldwyn-Mayer's pre-1948 feature library. Six other titles have been selected: "Mrs. Miniver," "Waterloo Bridge," "Green Dolphin Street," "Ninotchka," "Valley of Decision" and "Woman of the Year."

MGM-TV Departure • The disclosure that MGM-TV expects to eventually place the series in syndication marks a departure for the motion picture studio which up to this time has restricted its tv activity to film. And MGM-TV has not yet entered syndication formally, though it is anticipated the company will do so this fall.

George T. Shupert, vice president in charge of tv at MGM, hinted last week that there may be other such arrangements worked out for the co-production of series as well as specials.

The new pact also catapults Mr. Susskind's tv producing activity. He is associated with *Oldsmobile Music Theatre,* with a projected General Motors series of specials to feature Art Carney, the *du Pont Show of the Month* and *Armstrong Circle Theatre* among others.

Transfilm bought

In another expansion move, the Buckeye Corp., Springfield, Ohio, last week announced the acquisition of Transfilm Inc., New York, producer of tv film commercials and industrial film. Buckeye, a manufacturer of automatic feeding equipment for poultry and livestock, bought Pyramid Productions, New York, a producer of tv film programs and Flamingo Telefilm Sales, a tv film distributor in February (BROADCASTING, Feb. 9).

Buckeye acquired Transfilm for 52,632 shares of Buckeye's common stock, plus 36,250 shares of that company's 5% preferred series A stock. Buckeye is listed on the American Stock Exchange and closed last Tuesday at 9¾. Transfilm will become part of Buckeye's entertainment division, which includes Pyramid and Flamingo. William Miesegaes will continue as president of Transfilm. Other members of the company's management will remain in their present positions.

Tv tape mobile unit puts hour show in can

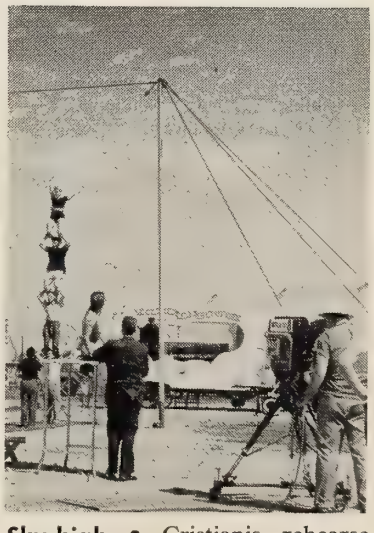
NBC-TV completed work last week on "Roll Out the Sky," said to be the first hour-long network show by a mobile video-tape unit.

Taped over a three-day period (March 26-28) for presentation on *NBC Kaleidoscope* May 3, it is a "backstage" story of the Cristiani circus family. Scenes are both within and outside the Cristiani three-ring tent at winter quarters, Sarasota, Fla.

The mobile unit consisted of four cameras and one tape machine, from affiliate WFLA-TV Tampa, which also contributed a 17-man crew. Their three-day operation compares with an estimated "week or more" that would have been needed to do the same job on film. One hour and twenty minutes of tape were required for the hour show, whereas the ratio for a similar program on film is assessed at 10 to 1. Overall production costs: one-half of a film counterpart, despite the need for a considerably larger crew in taping.

Heavy rainfall presented problems for the unit. Truckloads of earth had to be brought in to fill a water-covered area before the tent could be set up. They needed a pump to keep the cameraman more or less dry.

NBC-TV's staff: John Goetz, producer-director; Gene Wyckoff, writer; Claude Traverse, unit manager, and Charles Van Doren, host.



Sky-high • Cristianis rehearse their "four-up" somersault act. Looking on is *NBC Kaleidoscope* host Charles Van Doren (c).

• Program notes

• Net income of Desilu Productions for the 40 weeks ended Feb. 7 was $141,730, compared to $26,082 for the corresponding period of last year, the company stated in its first interim report to stockholders. Accompanying the report were checks representing a 15-cent-a-share cash dividend, payable March 27 to stockholders of record March 13.

• The summer replacement for *Person to Person* (CBS-TV, Fri., 10:30-11 p.m.) will be *Ted Mack and the Original Amateur Hour,* effective July 3. Currently on Sundays at 5:30-6 p.m., *Mack* switches to Friday 8:30-9 p.m. May 1 for a nine-week stint before taking over the *Person to Person* slot. Pharmaceuticals Inc., through Parkson Adv., N.Y., continues as sponsor.

• During the Senate rackets committee's proceedings into New Orleans' slot machine business, WDSU-TV there set up a system whereby it could telecast films of the investigations within four hours of their taking place. WDSU-TV arranged with WRC-TV Washington for films of the committee's investigations there to be sent via direct cable to New Orleans for kinescoping. Another line was used by WDSU to carry the proceedings live.

• The Broadcasting Foundation of America is distributing recordings from the Budapest Bartok Festival to American radio stations. These are said to be the first programs released to American broadcasters by the Hungarian government. Performers include Yehudi Menuhin, the Budapest Choir and the Hungarian State Orchestra.

• New musical jingle production company, Roy Ross Enterprises, has opened at 527 Lexington Ave., New York. Mr. Ross has resigned his position as musical director of WMGM New York.

• Charles Boyer, partner in Four Star Films Inc. (tv film producer), has bought the rights to a series of stories by French writer Jean Pierre Clauzet. He will make them into *Gentleman From the Left Bank,* a tv series. Mr. Boyer, now in the "Marriage-Go-Round" on Broadway, goes to Europe this summer to consult with Mr. Clauzet about the series and to scout possibilities of shooting it in France.

• A new Monday through Friday daytime series, *On the Go,* starring Jack Linkletter, will debut April 27 on CBS-TV (10-10:30 a.m. EST). Mr. Linkletter will tour the country in a video tape equipped mobile unit to introduce viewers to interesting people and places. The program is a John Guedel production, in association with CBS-TV. Sponsorship was not named last week.

FATES & FORTUNES

Advertisers


Mr. Edwards

• R.P. EDWARDS named manager of advertising and sales promotion, Westclox Div., General Time Corp., La Salle, Ill. He was previously advertising manager of Anco, auto accessories, Gary, Ind. Earlier he filled various advertising and sales positions with Sears Roebuck, International Harvester and Sunbeam.

• ARTHUR A. FISCHER, chairman of executive committee of Cole, Fischer & Rogow Inc., N.Y., elected to board of directors of Bon Ami Co., Bon Ami Mfg. Co., Bon Ami Mining Co., and Bon Ami Ltd. of Canada.

• WILLIAM K. EASTHAM, formerly merchandising manager of Pepsodent division, Lever Bros., appointed assistant to president of American Home Products Corp.

• WILLIAM J. MCKENNA, promoted from advertising director to vp in charge of advertising and public relations, Old Equity Life Insurance Co., Evanston, Ill.

• H. WILLIAM COULTHURST assumes duties previously performed at Speidel Corp., Providence, R.I., by late HAROLD ROSENQUIST. Mr. Coulthurst is in charge of advertising and sales promotion, also assisting in product development.

• HARRY E.O. HEINEMAN, formerly head of St. Louis research division, Pet Milk Co., named director of product development. DR. EARL A. LOUDER, formerly technical director at Greenville, Ill., named director of research, Pet Milk Co.

Agencies


Mr. Rigrod

• CARL RIGROD, tv-radio director of Donahue & Coe, N.Y., elected vp. With agency since 1943, Mr. Rigrod was writer of *Myrt & Marge* radio series. He was radio director for RKO Pictures before coming to D&C.

• JOHN FORNEY, vp and director of radio-tv of Robert Luckie & Co., Birmingham, Ala., elected executive vp. Other Luckie appointments: ARDEN MOSER, formerly assistant production manager of WABT (TV) Birmingham, to media director; JIM CREAMER, formerly of WBRC-TV Birmingham, public relations account executive; MRS. JOAN HICKS to copywriter, PAUL WYNETT and TED MORTON to art department.

• JACK J. PAGE, formerly president of Page Productions, named vp in charge of tv, O'Grady-Andersen-Gray, Chicago.

• DONALD M. SMITH, vp of Kenyon & Eckhardt, N.Y., since 1955, appointed account supervisor.

• ROBERT W. BODE, vp and executive art director, and DONALD S. GIBBS, vp and copy chief, Kudner Agency, N.Y., made senior vps.

• LATHAM OVENS, account executive of Donahue & Coe's New York publication division, elected vp.

• HILLIARD S. GRAHAM and JOSEPH FURTH, account supervisors of Erwin Wasey, Ruthrauff & Ryan, Chicago, elected vps.

• MARK MARTIN JR. and HUDSON F. MEYER, formerly executive vps in Chicago and New York offices, respectively, of The Caples Co., to Bozell & Jacobs as vps and members of national plans board, remaining in their present cities.

• C. WENDEL MUENCH, founder and president of agency bearing his name, and officer of Henri, Hurst & McDonald, with which he merged in 1957, joins Erwin Wasey, Ruthrauff & Ryan, Chicago, in "new business development capacity."

• JOHN PANAGOS, vp of United Broadcasting Co. (WOOK-AM-TV and WFAN [FM], both Washington; WSID-AM-TV Baltimore, WARK-AM-FM Hagerstown, WINX Rockville, all Maryland; WJMO Cleveland; WANT Richmond; WYOU and WACH-TV Newport News, Va.), nominated for president of Advertising Club of Washington. Uncontested, Mr. Panagos will succeed BASIL FOWLER, *Washington Post-Times Herald*, at formal May election.

• GENE AUSTIN, formerly in Los Angeles office of J. Walter Thompson, named manager of Puerto Rico office of Young & Rubicam, effective immediately.

• LEE PEER, formerly operations-programming consultant of KSHO-TV Las Vegas, Nev., to head new advertising agency in Las Vegas, Adler, Peer & Assoc. ROBERT CAMPBELL will head printed media department, and CROSBY DEMOSS will head art development.

Networks


Mr. Pugh

• EDMUND W. PUGH JR., treasurer and chief finance officer, Coca-Cola Co., to CBS, N.Y., as vp-finance, effective May 1. Before joining Coca-Cola in 1948, Mr. Pugh was assistant dean of Graduate School of Business Administration, Harvard U.

• MICHAEL CAMPBELL, since 1955 office manager of CBS Radio Spot Sales, named assistant to general manager. NORMAN S. GINSBURG, formerly manager of advertising & promotion for film division of NBC, appointed assistant sales promotion manager, CBS Radio Spot Sales.

• JOSEPH R. COCHRANE, program promotion manager of KNX Los Angeles and CRPN, promoted to marketing representative for station and network.

• SANGSTON HETTLER JR., formerly radio and media director of H.W. Kastor & Sons and account executive of CBS Radio Sales, to radio network sales department of NBC Central Div., Chicago.

• FRANK MCGEE, NBC News Washington correspondent, transferred to network's New York correspondents' staff, effective immediately.

• JAN SCHULTZ, formerly of Commonwealth Edison Co., Chicago, to sales planning staff of NBC-TV's Central Div. as sales developer.

• TOM COCHRAN, in charge of talent relations of NBC-TV's *The Jack Paar Show* since last July, named associate producer of show.

• DON RICHARDSON, director for past two seasons of CBS-TV's *The United States Steel Hour*, signed to direct that network's new half-hour comedy series, *The Wonderful World of Little Julius.*

Stations


Mr. Szabo

• JAMES E. SZABO, sales manager of WABC-TV New York, named general sales manager. ROBERT F. ADAMS, WABC-TV account executive, moves up to assistant sales manager. BILL J. SCHARTON, with NBC Spot Sales, Chicago, to station's newly created post of national



Pr committee • The first meeting of an industry-wide committee to draft plans for a nationwide television public relations campaign brought eight members of the nine-man group together March 27 in the New York offices of C. Wrede Petersmeyer of Corinthian Broadcasting, committee chairman (BROADCASTING, March 30). Here (l to r) are Robert D. Swezey, WDSU-TV New Orleans; Roger W. Clipp, WFIL-TV Philadelphia; Michael Foster, ABC; Donald H. McGannon, Westinghouse Broadcasting; Mr. Petersmeyer; Kenneth W. Bilby, NBC; Ward Quaal, WGN-TV Chicago; Charles S. Steinberg, CBS-TV network. Ninth member, Jack Harris, KPRC-TV Houston, was unable to attend the first meeting but sent his views. Also on hand at the session were NAB President Harold E. Fellows, NAB-TV Vice President Thad H. Brown Jr., and Richard S. Salant of CBS Inc.

sales manager. All appointments are effective April 13.

• MAX BICE, chief engineer and assistant manager of KTNT-AM-FM-TV Tacoma, Wash., named station manager of KTNT-TV. He will retain his duties at KTNT-AM-FM.

• JAMES H. SPENCER elected vp of Gross Telecasting Inc. (WJIM-AM-TV Lansing, Mich.).

• SUMNER DEAN QUARTON, 69, formerly manager of WMT Cedar Rapids, Iowa, died aboard German ship, *Sonderburg*, at sea March 27. Mr. Quarton's brother, William B. Quarton, is executive vp of WMT-AM-TV.

• JACK C. BRUSSEL, advertising-sales promotion manager of WJR Detroit, appointed general sales manager, effective April 13.

• JOHN B. (STEVE) CONLEY, special assistant to president of Westinghouse Broadcasting Co., retired March 30 after 34 years with WBC. Mr. Conley was formerly general manager of Westinghouse radio stations.

• RICHARD DAWSON, formerly of NBC-TV, N.Y., named assistant sales manager of KTRK-TV Houston.

• RICHARD W. GESSNER, formerly on sales staff of WIP-AM-FM Philadelphia, named station manager of WKAL Rome, N.Y.

• CAMERON WARREN, general manager of KRCW (FM) Santa Barbara, Calif., elected general manager of Pacific Fm Group. LOUIS GERLINGER, general manager of KJML (FM) Sacramento, Calif., elected secretary-treasurer.

• BOB RYAN, formerly sales promotion manager of KOMO-AM-TV Seattle, Wash., named head of newly-created exploitation department for both stations.

• JAMES A. YERGIN, advertising manager of WOR-AM-TV New York, named director of advertising and promotion, WOR Div., which encompasses both stations.

• MANNY STERNFELD, financial analyst, WRCA-AM-TV New York, promoted to manager, accounting and budgets. ALLAN B. CONNAL, with stations since 1947, named operations manager for WRCA-TV.

• H. S. (HANK) BASAYNE promoted from assistant program director to program director of WCCO Minneapolis-St. Paul. He succeeds WILLIAM H. SCHWARZ, resigned to join KDKA Pittsburgh as program director.

• THOMAS H. O'CONNOR, formerly program director of WBMD Baltimore, to WBAL, that city, as acting program manager, effective today (April 6). GUY L. AYLWARD, formerly air personality of WTIC-AM-FM-TV Hartford, Conn., to WBAL as announcer.

• FRANK OXARART JR., sales promotion assistant in charge of research, KNX Los Angeles and CBS Radio Pacific Network, named program promotion and merchandising manager. MARVIN KATZ, sales promotion department, succeeds Mr. Oxarart.

• JIM KNIGHT named promotion director of WTRF-TV Wheeling, W.Va. Mr. Knight will also act as sportscaster and assistant program director.

• ELLIOTT M. SANGER JR., assistant promotion manager of *The New York Times*, named promotion manager of WQXR New York, radio subsidiary of *The Times*.

• RAY STEWART, formerly director of public affairs of WHTN-AM-FM-TV Huntington, W.Va., to WIIC (TV) Pittsburgh in similar capacity.

• CARL G. ZIMMERMAN, formerly producer of *The Big Picture*, U.S. Army documentary series, named news director of WITI-TV Milwaukee.

• BILL BRUNDIGE, formerly sportscaster of KHJ-TV Los Angeles, named sports director of KDAY Santa Monica, Calif.

• GARY SEGER, formerly program director of KTLN Denver, Colo., to KRIZ Phoenix, Ariz., in similar capacity.

• JIM CASTLE, formerly midwest exploitation director, Paramount Film Distributing Corp., named public relations director of KPLR-TV St. Louis.

• FROSTY MITCHELL named program director of KIOA Des Moines, Iowa.

• HARRY WHITE, formerly station manager of KWTC Barstow, to KFRE Fresno, both California, as merchandising manager.

• GILBERT J. JACOBSEN, sales representative of KOL Seattle, Wash., named assistant sales manager.

• H. ROBERT REINHARD, formerly account executive of WGSM Huntington, to WGBB Freeport, both New York, as sales manager.

• JAY CLARK, with WAVZ New Haven,

Conn., since 1953, named program director.

• CHARLES F. SNYDER, 48, chief technical director of film editing, WROC-TV Rochester, N.Y., died March 23 following heart attack in Pittsford, N.Y. Mr. Snyder entered broadcasting in 1930 when he joined WHAM (now WROC).

• FORREST WILLIS, 54, air personality of WOKO Albany, N.Y., died following heart attack March 27 in Albany.

• PATRICK BARRETT, 70, veteran radio personality and formerly Uncle Ezra of WLS Chicago's *National Barn Dance*, died March 25 in Harvard (Ill.) Memorial Hospital. He started in radio at WTMJ Milwaukee in 1929 and moved to WLS following year.

Representatives

• FRANK M. HEADLEY, president of H-R Television Inc. and H-R Representatives Inc., station representatives, named to new management committee. Other members: FRANK E. PELLEGRIN, DWIGHT S. REED and JAMES M. ALSPAUGH, vps; JOHN BRADLEY, midwestern tv sales manager; FRENCH EASON, midwestern radio sales manager; HAROLD LINDLEY, vp in charge of west coast offices; HAL CHASE, manager of San Francisco office, and AVERY GIBSON, director of research.

• WILLIAM G. HUNEFELD JR., account executive of KPIX (TV) San Francisco, named manager of Los Angeles office of Television Advertising Representatives Inc. Firm begins operations July 1.

• FRANK BEAZLEY, CBS-TV Spot Sales account executive in San Francisco office, transferred to Chicago office. RALPH DANIELS, with KNXT (TV) Los Angeles, will replace Mr. Beazley in San Francisco.

• NICHOLAS R. MADONNA, with NBC Radio Spot Sales, to join Am Radio Sales Co., N.Y., April 15, as account executive.

• WILLIAM E. KELLEY, Storer Broadcasting Co.'s national sales manager for WSPD-TV Toledo, Ohio, will join Am Radio Sales Co., N.Y., as account executive, effective April 15.

• EDWARD SHERINIAN, formerly of John Blair & Co., added to sales staff of H-R Television Inc., N.Y.

• JERRY CRONIN, formerly of KBUC Corona, Calif., has joined San Francisco radio sales staff of Katz Agency.

Programming

• ELY A. LANDAU, board chairman of National Telefilm Assoc., and OLIVER A. UNGER, NTA president, elected to board of National Theatres. WILLIAM H. HUDSON, board chairman and president of Beaver Lodge Oil Corp., and BURT KLEINER, executive vp of Cantor, Fitzgerald & Co., investment bankers, formerly director of NTA, also elected to National Theatre's board.



Mr. Spirt

• ARTHUR SPIRT, formerly of Gross-Krasne-Sillerman Inc., named vp of NTA Program Sales, division of National Television Assoc. He will headquarter in Chicago.

• WILLIAM G. ROLLEY, formerly national sales manager of WCAU Philadelphia, named general sales manager of Theatre Network Television Inc., N.Y.

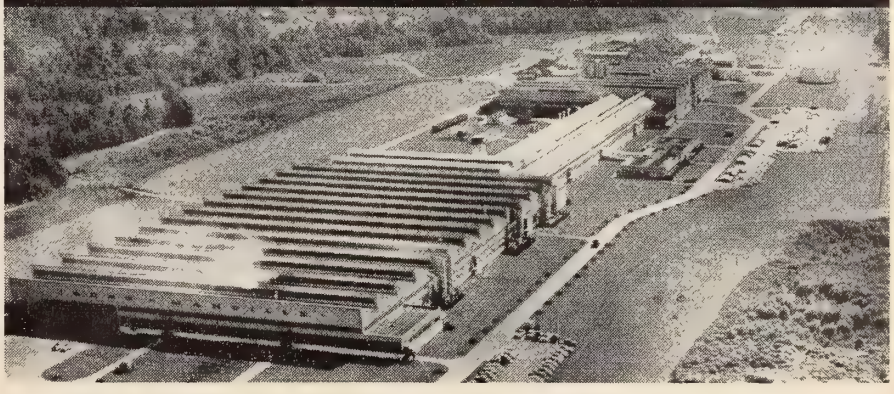
• VERNON BURNS, vp of NTA International and managing director of National Telefilm Assoc. (Ltd.), placed in charge of all operations in United Kingdom, Europe, Near East and Africa. SAMUEL GANG, with NTA International in New York, becomes director of sales for Latin America, Far East, Australia and Asia. KURT UNGER, formerly with United Artists, named sales manager for NTA Ltd. and European sales manager for NTA International. MELVIN J. EDELSTEIN, formerly general manager of RKO Radio Pictures de Cuba, named general manager for Latin America for NTA International.

• ART BREECHER, with Official Films Inc., N.Y., past six years, named midwestern sales manager.

• KEVIN O'SULLIVAN, with Television Programs of America as account executive since 1957, named regional sales manager, New York City division, for Independent Television Corp. GEORGE GRAY, formerly of Ziv Television Programs, appointed northeast district manager in syndicated sales for ITC, and ALBERT G. HARTIGAN, formerly of ABC Films Inc., named account executive in New York City division of ITC syndicated sales.

• MATT GILLIGAN, with Warner Bros. Pictures since 1946, named to newly-created post of coordinator, internation-

CHICAGO? HOUSTON? DAYTON?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.4% SHARE OF AUDIENCE

According to December 1958 ARB we average 79.4% of audience from Sign On to Sign Off 7 days a week. During 363 weekly quarter hours it runs 80% to 98%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Johns-Mansville Products Corporation Plant located at Natchez, Mississippi, manufacturing insulating board and hardboard products from wood fibre.



Tall talking • Gerald Levey (l), assistant media director and account executive, Parkson Adv., New York, receives a $150 check from Russel Woodward, executive vp of Peters, Griffin, Woodward, station representative. Mr. Levey won a contest sponsored by WCSC-TV Charleston, S.C., for the best promotion plan for its new tall tower. The Levey plan: the station searched each community in its viewing area for the tallest person, with the tallest regional winners brought to the station and measured next to the tower (described as the "tallest thing in South Carolina").

al division of Warner Bros. Records, Burbank, Calif.

• MILTON LEWIS, talent head of Desilu Productions, resigns to form his own Stardust Tv Productions, Hollywood. First project is *Curtain Time*, half-hour telefilm series with show business theme.

• RAYMOND H. WADSWORTH, formerly general manager and chief engineer, Manhattan Gear & Instrument Co., Brooklyn, appointed head of mechanical engineering department of TelePrompTer Corp., N.Y.

• ED PALMER, director of client relations for Flamingo Telefilm Sales, N.Y., promoted to assistant to president of company.

• LAWRENCE L. WYNN, formerly with Concert Network, named account executive for national sales, Independent Television Corp., N.Y.

• CHARLES W. FRIES, in charge of Pacific coast production operations for Ziv Television Programs, elected president of Alliance of Television Film Producers to serve until Sept. 1. He succeeds MAURICE MORTON, vp of McCadden Productions.

Equipment & Engineering

• BENNETT ARCHAMBAULT, president and chief executive of Stewart-Warner Corp., elected to additional post of board chairman. He succeeds late JAMES S. KNOWLSON, who died March 6.

• RAY C. WILCOX, president of Houston Fearless Corp., L.A. elected chairman of board. GEORGE E. JOHNSON, executive vp, elected president of Houston Fearless, makers of film processing equipment and studio accessories.

• JOSEPH A. FRABUTT, formerly president of industrial products division, International Telephone & Telegraph Corp., named general manager of Gonset Div. of Young Spring & Wire Corp., Burbank, Calif., makers of radio communications equipment.

• FRED C. ZORN has rejoined Allen B. DuMont Labs Inc., Clifton, N.J., as assistant manager of Industrial Electronics Div. For past eight months he has been acting director of sales, DuMont Tv & Radio Corp., subsidiary of Emerson Radio & Phonograph Corp.

• E. K. WIMPY, formerly, director of general engineering for receiving tube operations, CBS-Hytron, Danvers, Mass., named manager of marketing research for CBS-Hytron.

• LT. COMDR. SAM B. ARNOLD (USN retired), formerly of autonetics divison, North American Aviation Inc., to Packard Bell Electronics, L.A., as assistant to director of sales-administration, technical products division.

• ALBERT V. KLIZAS promoted to manager, marketing administration, Entertainment Tube Products Dept., RCA Electron Tube Div., Harrison, N.J. He was formerly administrator, budgets and sales analysis, in marketing administration organization.

• EDWARD C. CALIGURI, formerly assistant sales promotion manager, Zenith Radio Corp., Chicago, appointed sales promotion manager for tv and stereo hi-fi products of Motorola Inc., that city.

• WILBUR A. OSTERLING, previously attorney for RCA electron tube division and RCA semiconductor and materials division, appointed general attorney of RCA Service Co.

• HENRY KASPEROWICZ, formerly engineering manager of physico-chemical section of DuMont tube operation, named director of color tube research and development, Allen B. DuMont Labs.

• ROBERT W. HENKEL, formerly of Fairchild Publications Inc., appointed manager of news bureau of Hoffman Electronics Corp., L.A.

• ALBERT PREISMAN resigns as vp in charge of engineering of Capitol Radio Engineering Institute, Washington, D.C., to devote full time to his consultancy on electronics engineering. Mr. Preisman will operate from Silver Spring, Md.

Allied Fields

• LARRY LOWENSTEIN, formerly director of special services for CBS-TV, named executive director in charge of New York office of Rogers & Cowan Inc., Public Relations firm.

• ROBERT J. MULLEN, formerly vp of Traction Adv. Co., appointed general manager of Cincinnati office of WLW Promotions Inc., transit advertising division of Crosley Broadcasting Corp.

• NEAL KEEHN, vp of Calvin Co., Kansas City, appointed regional vp of General Film Labs in charge of producers' service center General Film is establishing in Kansas City

• ERNEST J. (HUGH) DESAMPER, formerly news editor of *Virginia Gazette*, named radio-tv manager on public relations staff of Colonial Williamsburg Inc., organization responsible for restoration of that city to its 18th century appearance.

• H. HARRY HENDERSON, formerly communications manager, Owens-Corning Fiberglas Corp., Toledo, Ohio, to Chicago account staff of Burson-Marsteller Assoc., public relations firm.

• BEVERLY COPELAND, west coast na-

Money isn't . . .

D.j. Ed McKenzie, reputed to have earned $70,000 a year on WXYZ Detroit, will join WHFI (FM) Detroit today (April 6), without any pay at all, according to Gar Meadowcroft, WHFI owner.

The change, Mr. Meadowcroft said, is based on Mr. McKenzie's objection to a top 40-news-sports formula and his chance to play standards. A story in the *Detroit Free Press* quoted Mr. McKenzie as saying, "I look on this not as just a job but as a purpose in life. I plan to read poems, passages from the Bible, a book or a newspaper if the material interests me. . . . I intend to provide the kind of music grownups want to hear."

Mr. Meadowcroft said, "This thing won't fail because we believe the listener is an intelligent person." Mr. McKenzie said commercials took up about half the time on the WXYZ program he quit March 9. He will work at WHFI on commission.



Pictured above from left to right: Carson E. Cowherd, Collins Sales Representative Forrest Wallace, Walter R. B. Hall, and Hugh E. Bader of radio station KUEQ, Phoenix. This station purchased the entire Collins Automatic Tape Control display and ordered it shipped direct from the NAB Convention in Chicago to Phoenix.

COLLINS AUTOMATIC TAPE CONTROL

broadcasters called it the hottest item at the NAB

Collins captured the lion's share of AM radio attention at the NAB Convention with new Automatic Tape Control. Broadcasters from all over the country saw this amazing program aid, liked what they saw . . . and ordered on the spot! Installations now on order include equipment for: WHIZ, Zanesville; KUEQ, Phoenix; KONO, San Antonio; WMAL, Washington, D.C.; WHOT, Youngstown; WJET, Erie; KVET, Austin; KLIF, Dallas; KFJZ, Ft. Worth; KENN, Farmington, N.M.; KARA, Albuquerque; WVET, Rochester; WFBG, Altoona; WNBF, Binghamton; WHBF, Rock Island; KFBI, Wichita; KRLD, Dallas; KTXO, Sherman, Tex.; WICE, Providence; WEAV, Plattsburgh, N.Y.; WGAL, Lancaster; WKAN, Kankakee; WLCS, Baton Rouge; WANE, Ft. Wayne; WLIP, Kenosha; WJLK, Asbury Park; WJOL, Joliet, Ill.; WINK, Ft. Myers, Fla.; WBUY, Lexington, N.C.; WKBC, Wilkesboro, N.C.; WDUZ, Green Bay, Wis.; WBIG, Greensboro, N.C.; WBMC, McMinnville, Tenn.; WNAM, Neenah, Wis.; KSTT, Davenport, Iowa; WBBB, Burlington, N.C.; WDBM, Statesville, N.C.; WFMO, Fairmont, N.C.; WENO, Madison, Tenn.; General Electronic Lab.

Just a push of a button gives these stations completely continuous automatic programming. Collins Automatic Tape Control features automatic cueing and stopping, instantaneous no-wow starting, simplified handling and storage.

End your broadcast tape frustration with Collins Automatic Tape Control. For further information call or write your nearest Collins Broadcast Sales office, or Collins Radio Company, Broadcast Sales, Cedar Rapids, Iowa.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS • DALLAS • BURBANK

tional programming contact of *Tv Guide* past four years, named west coast regional editor of magazine. JAMES A. CAPONE, with *Tv Guide* since 1958, named promotion representative for Cleveland edition.

• DR. A. CONRAD POSZ, formerly professor of U. of Iowa and Michigan State U., appointed educational director of Northwest Schools, Portland, Ore.

• FREDERICK JACOBI, former director of publicity for California National Productions, subsidiary of NBC, appointed director of editorial information center, N.Y., of National Education Assn.

• JOHN K. WILLIAMS, formerly news director of KETV (TV) Omaha, Neb., named radio-tv coordinator for Arlington Park-Washington Park race tracks in Chicago.

Government

• JAMES B. MCELROY, engineering assistant to FCC Chairman John Doerfer since 1954, to National Aeronautics & Space Administration as aeronautical instrumentation research engineer in space flight operations office.

• ROBERT P. SPEER, 43, special assistant to director of United States Information Agency, died of lung cancer March 30 in Minneapolis. Beginning government service in 1947, Mr. Speer came to Washington in 1957 and was director of USIA's press and publications service before becoming special assistant to George V. Allen, USIA director.

International

• ANDRE OUIMET, director of television at Montreal for CBC since 1953, appointed CBC director of planning of both national radio and tv operations, with headquarters at Ottawa, Ont.

• DONALD C. WEST, budget control officer of Canadian Broadcasting Corp., at national headquarters, Ottawa, Ont., appointed director of operations control, with responsibility to assure maximum use of CBC program production facilities and resources.

EQUIPMENT & ENGINEERING

Tv antennas go hi-fi with new JFD product

JFD Electronics Corp., Brooklyn, N.Y., last week reported "considerable success" with its newly-developed Hi-Fi tv antenna, which is designed to "gather" the signals of channels in specific geographic areas only and thereby improve viewers' reception there.

Ed Finkel, vice president of JFD, said that impetus to develop the "regional" home antenna came from tv stations which had received complaints from viewers about poor reception and other interference. Many viewers blamed the stations, Mr. Finkel added, but JFD felt that the conventional outdoor antenna, designed for the best average reception on all channels from 2 to 13, was the likely culprit. JFD's antenna is based on this electronic concept: peak the signal gathering strength for the two, three or four channels available in most regions of the country.

Six months ago, JFD designed the first prototype for Memphis at the request of WHBQ-TV (ch. 13), with the antenna especially planned to receive channels 3, 5 and 13. JFD instituted an intensive advertising-promotion campaign in the area to persuade viewers to buy the new antennas.

To date, JFD has designed antennas for 12 different city areas and there is a waiting list of more than 20 cities. More than 8,000 of the Hi-Fi antennas have been sold in Memphis and more than 3,000 in Miami, New Orleans and Charleston, W. Va., Mr. Finkel said.

Tape patent invalid

A basic 1947 patent for magnetic tape in the U.S.—the Marvin Camras patent held by the Armour Research Foundation—was ruled invalid in a judgement entered last week in East St. Louis by U.S. District Judge William G. Jurgens. The court found the patent had been preceded by foreign patents and publicly used in the U.S. before the Camras filing with the Patent Office.

Armour licensed Minnesota Mining & Mfg. Co. to produce tape under the patent and has collected nearly $1 million in royalties. The court found they have no exclusive right to the tape and dismissed charges that Armour and 3M violated the anti-trust laws. The case stems from a patent infringement complaint filed against Technical Tape Corp. and C.K. Williams & Co. in 1955. Armour and 3M will appeal.

• Technical topics

• H. H. Scott Inc., Maynard, Mass., announces Model 320 am-fm tuner to sell for $139.95, claimed to be the first it has offered with certain features at less than $200. Among the features (on one chassis): wide band fm and wide range am circuitry, plus "exclusive" silver-plated rf circuitry. A monophonic-multiplex switch on front panel permits instant conversion to multiplex.

• RCA will bring color tv to the American National Exhibition in Moscow this summer. A fully-equipped color studio will originate eight hours of live and filmed programming daily, carried by closed-circuit to sixteen 21-inch receivers situated throughout the Sokolniki Park fair grounds. Under direction of an NBC production crew, the primarily live programming will include a "See-Yourself-on-Color-Tv" feature. RCA plans to make its facilities available to American firms not otherwise participating in the fair who wish to tell their story on film.

• Boonton Radio Corp., Boonton, N.J., has introduced signal generator 225-A for testing and calibration of fm communication systems in the 160 mc and 450 mc bands. The maker stresses its stability, low leakage and rugged construction.

• Unicorn Engineering Corp. (film laboratory equipment), Hollywood, has introduced videotape splicing kit A4809. The product makes overlapping of butt splices on broken tapes. Price: $10. Unicorn is at 1040 N. McCadden Pl., Hollywood 38.

• Video Instruments Inc. (transistorized instrumentation equipment), Santa Monica, Calif., has expanded its industrial activities to replace the consumer products division sold to Edward A. Altshuler (management consultant) and a group of investors.

• Electron Tube Information Council has been formed by eight of the nation's leading receiving tube manufacturers to promote the electron tube industry as a whole. The council is open to all tube manufacturers and presently consists of representatives of CBS-Hytron, General Electric Co., Philco Corp., RCA, Raytheon Mfg. Co., Sylvania Electric Products Inc., Tung-Sol Electric Inc. and Westinghouse Electric Corp.

• Common stockholders of Collins Radio Co. (more than 99% of Class A holders), have voted to reclassify the firm's Class A and Class B common stock into a single class of common, giving all common stock voting rights. Also, the 4% cumulative preferred stock and 5% subordinated debentures of Collins are convertible into voting stock, it was announced.

CAB CONVENTION

Research, ethic code, development plans set

Canadian broadcasters, having won their long battle for an independent regulatory body, are now planning: depth research on the effects of broadcasting on society, a new overall code of ethics embracing radio and television, talent development on a regional and national basis and stricter self-regulation. These facts came out of the 34th annual meeting of the Canadian Assn. of Broadcasters at Toronto, last month.

Changes are to be sought in regulations on political broadcasting, especially in connection with restrictions on political broadcasts 48 hours before an election. Detailed changes in broadcast regulations, to be proposed at forthcoming public hearings of the Canadian Board of Broadcast Governors (BBG), were discussed at the final closed business session late on March 26.

CAB is to establish annual radio and television advertising awards for development of electronic advertising. CAB's new board of directors was also instructed to investigate the possibility of convening in Canada at an international conference of broadcasters.

Near Thousand • Over 900 broadcasters, advertising agency executives and advertisers attended the first two days of open sessions of the annual meeting at which research, surveys and closer co-operation between broadcasters and agency-advertiser executives was discussed. Some 400 broadcasters met in closed sessions during the last two days.

Malcolm Neill, CFNB Fredericton, N.B., was re-elected president of the CAB. Murray Brown, CFPL-AM-TV London, Ont., was elected vice president for radio, and Tom Burham, CKRS-TV Jonquiere, Que., elected vice president for television. New CAB board members elected from regional associations for two-year terms were Ken Hutcheson, CJAV Port Alberni, B.C.; Roy Chapman, CHBC-TV Kelowna, B.C.; J.O. Blick, CJOB Winnipeg; Blair Nelson, CFQC-TV Saskatoon, Sask.; J.A. Dupont, CJAD Montreal; Alan Waters, CHUM Toronto; D. Gourd, CKRN Rouyn, Que.; M. Dansereau, CHLN Three Rivers, Que.; Tom Burham, CKRS Jonquiere, and Robert Large, CFCY-AM-TV Charlottetown, P.E.I.

Continuing CAB board members are J.L. Sayers, CFUN Vancouver; Bob Buss, CHAT-AM-TV Medicine Hat, Alta.; D. Dawson, CKCK-AM-TV Regina, Sask.; Wm. Hawkins, CFOS Owen Sound, Ont.; Murray Brown, CFPL-AM-TV London, Ont.; Ralph Snelgrove, CKBB and CKVR-TV Barrie, Ont.; R. Couture, CKSB St. Boniface, Man.; Geoff Stirling, CJON-AM-TV St. John's, Nfld.; and Malcolm Neill, CFNB Fredericton, N.B.

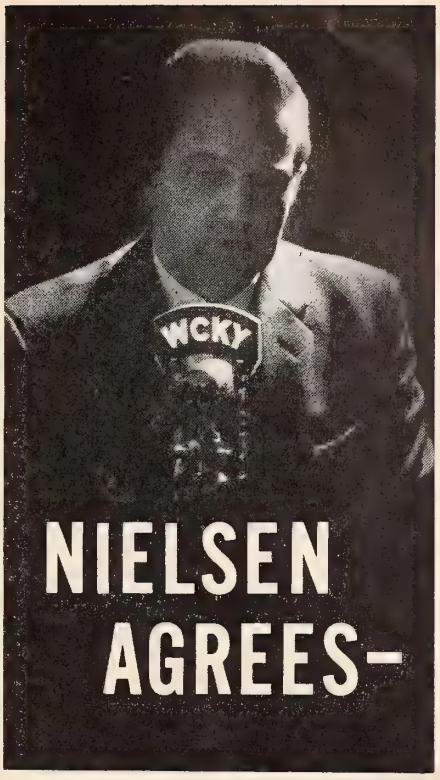
"The Board of Broadcast Governors realizes that it is part of the broadcasting industry of Canada," Dr. Andrew Stewart, chairman of the BBG stated in the opening keynote address to the convention. "We are proud of its achievements over what is after all a relatively short period of time; and we share your optimism about its future."

What BBG Wants • Dr. Stewart urged broadcasters to make suggestions to the BBG, to do more research to improve service to listeners, to train young men to take their place in the industry, to have management keep a closer check on station logs, to develop a diversity of programs and a code of ethics, to develop more self-discipline within the industry, and to keep promises made when licenses are issued. He said the BBG should stay out of station management and would be in favor of more regional networks. About half the BBG attended the CAB convention for the first two days and were head-table guests at the annual dinner Tuesday evening, March 24.

CHAB Moose Jaw, Sask., was presented with the John J. Gillin Jr. Memorial Award for its public service activities during 1958, at the annual dinner.

Establishment of a Harry Sedgwick (CFRB Toronto) Memorial Award was announced by Ken Soble, CHCH-TV and CHML Hamilton, Ont., with first award being made to Gerry Millan, Kingston, Ont., third year student in radio arts at Ryerson Institute of Technology, Toronto. The award will allow an outstanding student each year to attend the CAB convention. Another Harry Sedgwick Memorial Award is being organized by United States friends of the late president of CFRB Toronto, it was announced. Mr. Sedgwick was a frequent delegate to NAB conventions in past years.

CAB plans to establish an educational series of seminars on how best to use audience research material now available to Canadian stations, to study ways and means to assist younger people to apply for radio and television station licenses with private and government loans, to develop a CAB institute for research in mass communications in conjunction with some Canadian uni-



"More people listen to the 6 PM News on WCKY than to any other station in Cincinnati—699,500 people."

CORRECTION
Since we plated this ad, the Jan.-Feb. Nielsen shows a 36% increase in audience to the WCKY 6 PM News. The new figure is 953,600.

We didn't say it—Nielsen did in the November-December 1958 report. We've always known that Cincinnati depends on WCKY for news because WCKY is first and fast. Whenever news breaks, WCKY is there with news tapes and on-the-spot broadcasts with the WCKY Newsmobile. If it's news, it's heard first on WCKY, and Cincinnati knows it!

. . . Your sales can make news too. Call Tom Welstead at WCKY's New York Office, or AM Radio Sales in Chicago and on the West Coast. They'll tell you about the sales-power of WCKY's News—33 times daily.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

versity, to develop economical means of pooling live talent for both radio and possible second television stations on a network basis in Canadian cities when the Canadian government gives the green light for television expansion, and to appoint a permanent technical consultant to CAB.

Two-Year Calendar • The 1960 CAB meeting will be March 20-24 at the Chateau Frontenac, Quebec City, and the 1961 meeting at the Hotels Vancouver and Georgia, Vancouver, B.C., March 13-16.

BBG staggers renewal of Canadian licenses

Licenses of Canadian broadcasting stations, both independent and government-owned, will be renewed on a staggered basis over the next few years, according to a recommendation made by the Board of Broadcast Governors (BBG) to the Canadian Dept. of Transport, Ottawa, licensing authority. Licenses of 171 stations expired March 31.

BBG recommended the staggered basis so as not to have to hear all stations at the same time. Its recommendation grouped stations arbitrarily in four groups, with renewals from two to five years. Previously all stations were automatically renewed for five-year periods, without a review of their operations.

Recommended renewals were staggered in such a manner that stations in one area should not come up for renewal in the same year, that stations recently granted power increases requiring substantial investment for new facilities be given relatively long periods between renewal dates, and that stations "whose performances the board might wish to review at an early date be granted a relatively short period of extension."

New Facilities • The BBG also recommended a number of new stations. Geoff Stirling, president of CJON-AM-TV St. John's, Nfld., was recommended for a 10 kw station on 980 kc at Montreal, because of his programming record and because there had been no new English-language station in Montreal for 14 years.

Okayed for Tv • CBC has been recommended five new tv stations for remote areas and French-language audiences. CBC will have French-language stations at St. Boniface, Man. (suburb of Winnipeg), on ch. 6 with 2.87 kw visual power, and at Moncton, N.B., on ch. 11 with 600 w visual power. CBC will also have tv stations at Corner Brook, Nfld., ch. 5, with 63.8 w visual power; at Kenora, Ont., ch. 8, with 493 w visual power, and at Trail, B.C., ch. 11 with 164 w.

R. Bruce Armstrong was recommended for a 250 w station on 1230 kc at Midland, Ont.; Mrs. Madeleine Laframboise for a 1 kw daytime station on 1110 kc, at Cornwall, Ont.

Stanley Shenkman, Montreal, received BBG's approval for ch. 8 television station at Cornwall, with 130 kw visual power, and directional antenna 615 ft. above average terrain; and CHBC-TV Kelowna, B.C., for a satellite tv station at Princeton, B.C., on ch. 70 with 39.2 visual power, and antenna 665 ft. above average terrain.

CKAR Huntsville, Ont., was recommended for an fm station with 2.886 kw on 98.5 mc. CKAR also received approval for a satellite radio station with 250 w on 1340 kc at Parry Sound, Ont.

More Wattage • Power increases went to CKUA Edmonton, Alta., noncommercial station of the U. of Alberta which has been operating for 31 years, from 1 to 10 kw on 580 kc; to CKY Winnipeg, from 5 to 50 kw on 580 kc with change in transmitter site to protect the channel for Canadian use; to CHAB Moose Jaw, Sask., from 10 kw day and 5 kw night to 10 kw night and day on 800 kc; to CKPC Brantford, Ont., from 1 kw to 10 kw on 1380 kc with change of antenna site; to CKLB Oshawa, Ont., from 5 kw to 10 kw day and 5 kw night on 1350 kc; and to VOCM St. John's, Nfld., from 10 kw day and 1 kw night on 590 kc to 10 kw day and night on same frequency.



For more information write or call:
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Stereo, space matters occupy CCIR on coast

The International Radio Consultative Committee (CCIR), organized in Washington in 1927, opened its Ninth Plenary Assembly Thursday (April 2) in Los Angeles to consider such international matters as stereophonic broadcasting and communication systems between the earth and space satellites.

Reports of 14 study groups, which for three years had been working on these and other problems from a strictly scientific aspect, will be presented to the month-long assembly for review and approval. CCIR will then make recommendations to the Radio Administrative Conference to be held August in Geneva, Switzerland. This group will add political and economic considerations to the technical findings of CCIR and in turn make recommendations to the International Telecommunications Union, parent body of both CCIR and Radio Administrative Conference, for final action.

Representatives of 36 nations, 13 private operating agencies, seven international organizations, six scientific and industrial organizations, two specialized agencies of the United Nations plus a delegation from ITU are participating in the ninth CCIR assembly, which in addition to acting on the reports of past study groups will approve new study programs to be conducted during the next three years.

• Abroad in brief

• Swedish Television Broadcasting Service has put six transmitters into operation. They are at Gaevle, Oerbro, Skoevde, Linkoeping, Motala and Karlstadt.

• A West German newsreel theatre company has received a court order to stop public presentation of television shows via receiver-projectors in its theatres. The order stemmed from a suit brought by North West German Radio, Hamburg, against the newsreel company.

• Registered television sets in Sweden number more than 250,000, according to reports from Stockholm.

• Norwegian Television Service is linking with Eurovision (European tv network) via a relay line between Oslo, Norway, and Kralsbad, Sweden. The line, operating on 4000 mc, is designed to carry 600 telephone channels in addition to the tv signal.



Show stopper • WPEN Philadelphia moved north for an evening last month to meet and entertain New York media people at a cocktail party at the St. Regis Hotel. Among the station's guest celebrities was Pat Suzuki (c), Broadway star of "Flower Drum Song," who found a partner for a party game of face-making with Jack Carver (1), media group supervisor at Doherty, Clifford, Steers & Shenfield Inc. Their antics were observed by Lee Kahn (r), media buyer at Grey Advertising, and Bob Widholm (in back), senior timebuyer at DCS&S.

Hat & egg promotions: spring audience tonic

In the annual preoccupation with hats, rabbits and eggs, here's how broadcast promoters have been turning the season to account:

WPAT Paterson, N.J., followed its custom of pre-empting all commercials on Easter for public service appeals.

In the week preceding Easter, WROW Albany, N.Y., played the record, "It Must Have Been the Easter Bunny," 446 times running for 35 hours. For each play, the station donated $1 to the Easter Seal campaign. The bunny finally stopped hopping when a businessman bought the record from WROW with a $500 Easter Seal contribution, which the station matched. The switchboard logged more than 5,000 calls commending WROW.

WQAM Miami, Fla., dubbed a disc jockey the Easter bunny and offered listeners $100 to guess his identity from broadcast clues.

Closet Full • KDKA Pittsburgh staged an Easter wardrobe contest for women of the audience. Some 1,400 wrote letters telling why they wanted to pick out a $500 KDKA "Dream Wardrobe."

A First Annual Grand Easter Egg

Listening man's station

WKRC-TV Cincinnati has launched an elaborate campaign to promote its sister station, WKRC-FM.

Spot announcements, parodying the Viceroy "thinking man" theme, feature a tuxedo-clad gentleman brandishing a baton in one hand and wearing a catcher's mitt on the other.

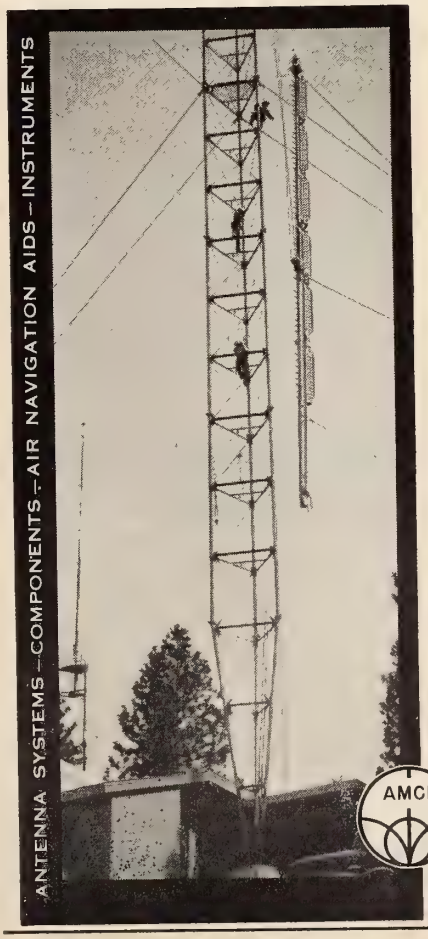
He is neither a symphony conductor nor a ballplayer, it develops, but a WKRC-FM listener who appreciates the station's coverage of both.

The stations have taken newspaper ads promoting broadcast time of the fm spots on tv.

Driving dog's spot

Enthusiastic reception of the Ford "thinking dog" tv spot (BROADCASTING, March 30) in the West has led to its inclusion in Ford's national advertising, beginning with a showing on last Thursday (April 2) of the *Ford Show* on NBC-TV.

Other spots featuring the animal are in preparation at Playhouse Pictures, L.A., where the original one was produced. Indicative of the spot's popularity was a call from Walt Disney Studios seeking photos of the Ford dog to publicize the motion picture, "The Shaggy Dog."



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

...have been proven in service.

Write for information and catalog.

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

Hunt was scheduled by KTVH (TV) Hutchinson-Wichita in cooperation with Safeway Stores of Central Kansas. Prizes for thousands of children were hidden on the U. of Wichita campus.

WCPO Cincinnati combined ham and eggs in its hunt. Fifty plastic eggs, each containing a gift certificate for a ham. were hidden around town. Clues to their location were broadcast for a week.

An Easter apparel award by KSTP-TV St. Paul-Minneapolis was predicated on guessing the number of jelly beans in a jar at a local clothing store. Certificates worth $700 to the winner were exchangeable for clothes at the store.

Mad Hats • WTOP Washington and the Lazy Susan Inn, Woodbridge, Va., co-sponsored a competition for the "craziest hat" creation by a listener. The winner in a field of 50 got two Lily Dache models, all others consolation prizes. WSAI Cincinnati also collected wild millinery fashioned by listeners competing for 10 prizes offered. WCAE Pittsburgh asked for "crazy" hats, but they were actual headgear from women listeners' wardrobes. The best entry was an imported bird-trimmed model.

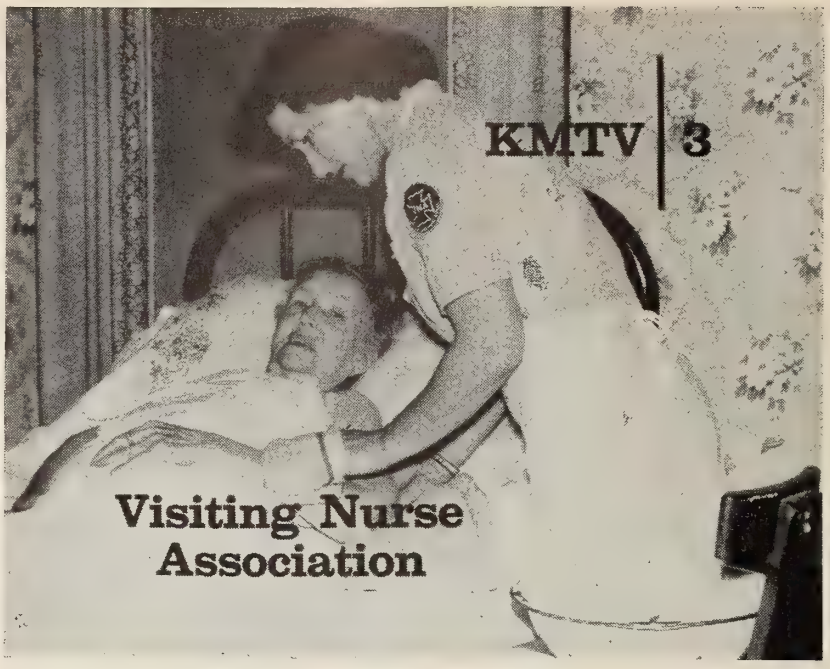
Mothers of Marin County, Calif., enlisted Nancy Besst of the *Romper Room* show over KGO-TV San Francisco to appear at their Easter Egg hunt. Instead of 800 youngsters expected, 3,000 showed up, sending the mothers on a hunt of their own to find refreshments to go around.

Chucko, the "Birthday Clown" of KABC-TV Hollywood, set small viewers to decorating eggs. The contest, promoted on the *Chucko's Cartoons* show in cooperation with *Tv Guide* magazine. drew 8,000 entries in five weeks. The winner took his parents to New York for the Easter weekend.

Eggs—Good, Big, Bouncing • WTAR Norfolk. Va., used the theme "Be a Good Egg" to support the fire department's drive for funds. The effort resulted in 604 Easter baskets being distributed to needy children.

In a contest to guess the weight of the "world's largest Easter egg," WITI-TV Miami Beach received over 10,000 entries. The winner reecived the 14 lb. 4 oz. candy egg and presented a similar egg to the children's home of her choice.

WCKY Cincinnati featured a "Flying Easter Bunny" on Easter Sunday. During the afternoon, a plane cruised over the city dropping colored ping-pong balls which the station redeemed with S&H Green stamps. More than 25% of the "eggs" were found and redeemed for more than 30,000 stamps.



Community identification • KMTV (TV) Omaha works public service into crowded prime time with a treatment similar to the commercial ID. Combining station identification with appeals for community campaigns (such as above) during normal station breaks, KMTV gives each project saturation exposure for its duration.

Fort Wayne flashes

An electric moving news sign has been installed in Fort Wayne, Ind., by WANE-AM-TV there. A contest for the first words to be flashed over the telesign was won by Mrs. Robert Wehmeyer of Fort Wayne, who suggested: "To be well informed is the first responsibility of the citizens of a democracy."

Crowded game table

Back in January KREM Spokane, Wash., launched a long-term contest for 50,000 players, competing for an average 10 prizes daily. The station mailed out 50,000 "Lucky Dial" gadgets, designed to attach to telephones and listing the KREM number and space for writing in emergency numbers. In addition, each dial carries a separate numerical designation enabling the owner to play the Lucky Dial game. When a number is drawn, it is announced on the air, and the winner telephones KREM to claim his prize.

KREM-TV has been enlisted in the radio promotion to show prizes, which include merchandise ranging from small items to a $1,100 motor boat and cumulative cash awards in units of $12, commemorating KREM's 12th anniversary. The Lucky Dial promotion continues, with winners exchanging old dials for freshly numbered ones when they pick up prizes at the KREM studios.

here is... modern radio

MODERN RADIO IS THE FASHION THIS SPRING IN SOUTH PARIS (Maine). TO WIT:

"WKTQ IS A NEW SUBSCRIBER—AND A HAPPY ONE! WE PAID FOR THE SERVICE THE FIRST WEEK BY SECURING A RESTAURANT WITH A TAILOR-MADE JINGLE, 5-A-WEEK BASIS, YEAR 'ROUND".

GO MUSICAL . . . GO MODERN . . . ASK ABOUT RADIO HUCKSTERS & AIRLIFTS SERVICE TODAY!

LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUdson 6-5700

• Drumbeats

• The two commercial radio outlets in Evanston, Ill., got some practical support last month, reports WEAW-AM-FM Evanston, when the city's Chamber of Commerce arranged with all local car dealers to set two of the push buttons on new car radios to WEAW-AM-FM and WNMP Evanston. Printed tags affixed to the radios read: "We hope you will make Evanston your shopping headquarters. . . . For your listening pleasure we have adjusted two of your car radio selector buttons to Evanston's two fine radio stations."

• WFBM-TV Indianapolis, Ind., has announced one of the most successful "mail pulls" in the history of the station in the wake of 10 announcements for Rodney Zig-Zag Sewing Machines. Rodney's announcements offered a sewing machine to the viewer who could make the most words from the letters in "sewing machine." A total of 6,458 entries came from 349 communities.

• Two late evening spot announcements "for women only" pulled more than 300 postcards from women who wrote in for free potholders offered by General Electric on WCKR Miami. The two announcements to the ladies were scheduled before and after a "masculine" program—an NCAA championship basketball game.

• A. H. (Chris) Christensen, newly-appointed advertising and sales promotion manager of KPIX (TV) San Francisco, has won a trip to Paris for his promotion efforts on behalf of ABC-TV's "Operation Daybreak," while at his former post, WJZ-TV Baltimore, Md. His promotion is well remembered among New York, Chicago and Philadelphia timebuyers, who received live roosters as part of the theme, "Something to Crow About."

• Longview Hospital in Cincinnati has named a new skating rink after Bob Braun, air personality of WLW-WLWT (TV) Cincinnati. Money derived from "Bob Braun Appreciation Day" (attended by 6,500 teenagers) financed skates for children at the hospital.

• WTVJ (TV) Miami, Fla., has published a 32-page *Ten Year Report,* tracing the station's history in narration and pictures.

• The annual "Tiny Tots Concert" by the National Symphony Orchestra sponsored by WGMS-AM-FM Washington was sold out after two weeks of promotionspots. When the 1,200 seats were gone, WGMS scheduled a stereophonic broadcast for those who could not attend.

• Teams came from 13 schools to compete in this year's Girls Basketball Tournament, co-sponsored for the 12th year by CHAB Moose Jaw, Sask., with the local basketball association. Participants in the two-day event came from extreme points in western Canada.

• KIRO-AM-TV Seattle won a Paul Bunyon "Blue Ox" award for its coverage of international talks in the Columbo Conference in Seattle during October 1958. Awards are given annually to organizations doing the most to focus national attention on the Seattle area.

WOR-TV to host mediamen

WOR-TV New York will be host this week to KHJ-TV Los Angeles for the latter's presentation to New York timebuyers, media supervisors and account executives. KHJ-TV's "new sound in sight" programming will be featured in two special telecasts (April 7 and 9, 11:40 a.m.-noon). Under the new station format (BROADCASTING, March 30), all KHJ-TV programs and features are showcased with original orchestrations and animation. Both KHJ-TV and WOR-TV are owned and operated by RKO Teleradio Pictures Inc.

Striped pants salesman

WAVY - TV Norfolk - Portsmouth, Va., has a new salesman on the street. He's 13 years old and wears striped pants, cutaway, Homburg and ascot tie. Young Allan Smith is charged with execution of WAVY-TV's new client merchandising plan, "The Ambassador Service." The station sends its emissary to call on retailers, brokers, and others, spreading good will for WAVY-TV advertisers. In official calls for the first product to get the ambassador treatment, Esquire shoe polish, the envoy distributed gift shoe shine kits.

Ear on Russian agriculture

Agricultural practices on U.S.S.R. collective farms is the subject of a series broadcast by WREM Remsen, N.Y., April 1-4. The programs, comprising tapes sent by Radio Moscow, were the first in a series of international farm broadcasts projected by WREM, which serves a dairy district. The station plans to air tapes from England, Norway, Mexico and Japan.

WBAL bumper promotion

The "modern sounds of WBAL Baltimore" are being plugged on more than 8,000 car bumpers. A "Miss WBAL" tours Baltimore in a convertible automobile and selects cars bearing a WBAL sticker to present the drivers with RCA portable radios. Listeners get the stickers by writing to WBAL.

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NORTH WALES • PENNSYLVANIA

TV NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live. All times are NYT.

SUNDAY MORNING

10-11 a.m.
ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.
NBC-TV No network service.

11 a.m.-Noon
ABC-TV No network service.
CBS-TV 11-11:30 *Eye on New York*, sust., L; 11:30-12 *Camera Three*, sust., L.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.
ABC-TV 12-12:30 *Bishop Pike*, sust., L; 12:30-1 *Johns Hopkins File*, sust., L.
CBS-TV No network service.
NBC-TV No network service.

1-2 p.m.
ABC-TV 1-1:30 *College News Conference*, sust., L; 1:30-2 No network service.
CBS-TV No network service.
NBC-TV 1-1:30 No network service; 1:30-1:45 (to be announced); 1:45-2 *Leo Durocher's Warmup* (preceding *Major League Baseball*).

One hundred eleven* national and regional spot advertisers know

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Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

2-3 p.m.
ABC-TV No network service.
CBS-TV 2-conclusion *Baseball Game of the Week*, part., L; 2:30-3:30, on 4/5 only, *The Great Challenge*, sust.
NBC-TV 2-conclusion *Pro Basketball*, Bayuk, Gen. Mills, L; 2-5 *Major League Baseball* starts 4/12, Phillies Cigars (½ network), Anheuser-Busch (½ regional), L.

3-4 p.m.
ABC-TV 3-3:30 *Open Hearing*, sust., L; 3:30-4 No network service.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

4-5 p.m.
ABC-TV No network service.
CBS-TV 4-4:30 *Face the Nation* (ends 4/5), sust.; 4:30-5 *Behind the News*, sust.
NBC-TV *Baseball*, cont.

5-6 p.m.
ABC-TV 5-5:30 *Paul Winchell Show*, Hartz Mountain Products, General Mills, L; 5:30-6 *Lone Ranger*, Gen. Mills, Cracker Jack, Fritos Co., F.
CBS-TV 5-5:30 *G. E. College Bowl*, Gen. Electric, L; 5:30-6 *Original Amateur Hour*, Pharmaceuticals, L.
NBC-TV 5-6 *Omnibus*, Aluminium Ltd., L. alt. with *NBC Kaleidoscope*, sust., L.

SUNDAY EVENING

6-7:30 p.m.
ABC-TV 6-7 No network service; 7-7:30 *You Asked for It*, Skippy Peanut Butter, F.
CBS-TV 6-6:25 *Small World*, Olin Mathieson, L; 6:25-6:30 *CBS News*, sust., L; 6:30-7 *Twentieth Century*, Prudential Life, F; 7-7:30 *Lassie*, Campbell Soup, F.
NBC-TV 6-6:30 *Meet the Press*, sust., L; 6:30-7 *Chet Huntley Reporting*, sust., L; 7-7:30 *Saber of London*, Sterling Drugs, F.

7:30-8 p.m.
ABC-TV 7:30-8 *Maverick*, Kaiser, Drackett, F.
CBS-TV 7:30-8 *Jack Benny Show*, alt. with *Bachelor Father*, American Tobacco, F.
NBC-TV 7:30-8:30 *Steve Allen Show*, du Pont, Helene Curtis, RCA, L.

8-9 p.m.
ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, Reynolds Tobacco, Gen. Mills, F.
CBS-TV 8-9 *Ed Sullivan Show*, Mercury Cars and Eastman Kodak, L.
NBC-TV 8-8:30 *Steve Allen Show*, cont.; 8:30-9 *The Lawless Years*, (no sponsor), starts 4/5, F.

9-10 p.m.
ABC-TV 9-9:30 *Colt .45*, Beech-Nut, Life Savers, Colgate-Palmolive, Ritchie, F; 9:30-10 *Deadline for Action*, sust., F.
CBS-TV 9-9:30 *GE Theatre*, Gen. Electric, F; 9:30-10 *Alfred Hitchcock*, Bristol-Myers, F.
NBC-TV 9-10 *Chevy Show*, Chevrolet, L.

10-11 p.m.
ABC-TV 10-10:30 *Deadline for Action*, cont.; 10:30-11 *Meet McGraw*, Alberto-Culver, F.
CBS-TV 10-10:30 *Richard Diamond*, P. Lorillard, F; 10:30-11 *What's My Line*, Kellogg, Sunbeam, L.
NBC-TV 10-10:30 *Lorretta Young Show*, P&G, F.; 10:30-11 No network service.

11-11:15 p.m.
ABC-TV No network service.
CBS-TV 11-11:15 *Sunday News Special*, Whitehall alt. with Carter, L.
NBC-TV 11-11:15 No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.
ABC-TV No network service.
CBS-TV 7-8 No network service.
NBC-TV 7-8 *Today*, Am. Agricultural Chemical Co., California Prune, du Pont, GE, Grove Labs, Heinz, Nat'l Presto Industries, Outboard Marine, Rock of Ages, Block Drug, MarPro Inc., L.

8-9 a.m.
ABC-TV No network service.
CBS-TV 8-8:45 *Captain Kangaroo*, part., L; 8:45-9 *CBS Morning News*, sust., L.
NBC-TV 8-9 *Today*, cont.

9-10 a.m.
ABC-TV No network service.
CBS-TV 9-10 No network service.
NBC-TV 9-10 *Today*, cont.

10-11 a.m.
ABC-TV No network service.
CBS-TV 10-10:30 *Morning Playhouse*, sust., L; 10:30-11 *Arthur Godfrey Time*, Standard Brands, Hoover, Libby, Glamorene, U.S. Steel, Supphose, Gen. Foods, L.
NBC-TV 10-10:30 *Dough Re Mi*, Armour, Nabisco, L; 10:30-11 *Treasure Hunt*, Alberto-Culver, Armour, Brillo, Heinz, Gold Seal, Corn Products, P&G, Frigidaire, Sterling Drug, Gen. Mills, Whitehall, Lever, Chesebrough-Pond's (4/3), L.

11 a.m.-Noon
ABC-TV No network service.
CBS-TV 11-11:30 *I Love Lucy*, Lever, Gen. Foods, Gerber, Block Drugs, Scott, S.C. Johnson, Dow Chemical, Kodak, F; 11:30-12 *Top Dollar*, Colgate, L.
NBC-TV 11-11:30 *The Price Is Right*, Alberto-Culver, Chesebrough-Pond's, Corn Products, Frigidaire, Gen. Mills, Lever, Miles Labs, Standard Brands, Sunshine, Sterling Drug, Whitehall, Heinz (4/8), Dixie Cup (4/1), L; 11:30-12 *Concentration*, Armour, Alberto-Culver, Chesebrough-Pond's, Frigidaire, Heinz, Lever, Miles Labs, Nabisco, Whitehall Labs, Bauer & Black, Nestle (4/23), Tintex (4/6), L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING & LATE NIGHT

Noon-1 p.m.
ABC-TV 12-1 *Buddy Deane Show*, participating, L.
CBS-TV 12-12:30 *Love of Life*, American Home Products, Block Drugs, Atlantis, Dow Chemical, Quaker Oats, Lever, Scott, Gen. Mills, Toni, sust.; 12:30-12:45 *Search for Tomorrow*, P&G, L; 12:45-1 *Guiding Light*, P&G, L.
NBC-TV 12-12:30 *Tic Tac Dough*, Alberto-Culver, Chesebrough - Pond's, Gen. Mills, Heinz, P&G, Standard Brands, Gold Seal, Sunshine Biscuit, L; 12:30-1 *It Could Be You*, Alberto-Culver, Armour, Brillo, Corn Products, Miles Labs, P&G, Standard Brands, Whitehall, Tintex (4/18); Nestle (4/22); Nabisco (4/9) L.

1-2 p.m.
ABC-TV 1-1:30 *Music Bingo*, part., L; 1:30-2 No network service.
CBS-TV 1-1:25 No network service; 1:25-1:30 *Network News*, sust., L; 1:30-2 *As the World Turns*, Carnation, P&G, Quaker Oats, Pillsbury, Swift, Sterling Drug, Miles, Libby, L.
NBC-TV 1-2 No network service.

2-3 p.m.
ABC-TV 2-2:30 *Day In Court*, part., L; 2:30-3 *Gale Storm Show*, part., F.
CBS-TV 2-2:30 *Jimmy Dean Show*, Brown & Williamson, Libby, S. C. Johnson, Miles, Gerber, Gen. Foods, Lever, Gen. Mills, Armstrong, Toni, Van Camp, Supphose and sust. segments, L; 2:30-3 *Art Linkletter's Houseparty*, Kellogg, Lever, Pillsbury, Swift, Standard Brands, Toni, Staley, Chicken o' the Sea, Atlantis, Carnation, L.
NBC-TV 2-2:30 *Queen for a Day*, Tintex (4/23), Kleinert, Alberto-Culver (4/28), Miles Labs (4/2), Nabisco, L; 2:30-3 *Haggis Baggis*, part., L.

3-4 p.m.
ABC-TV 3-3:30 *Beat the Clock*, participating, L; 3:30-4 *Who Do You Trust?*, part., L.
CBS-TV 3-3:30 *The Big Payoff*, Colgate-Palmolive and sust., L; 3:30-4 *The Verdict Is Yours*, American Home Products, Gen. Mills, Toni, Swift, Atlantis, Standard Brands, S. C. Johnson, Carnation, Lever, Quaker Oats, Libby, Sterling Drug, Scott, L.
NBC-TV 3-3:30 *Young Dr. Malone*, P&G, Nabisco, E.E.I., L; 3:30-4 *From These Roots*, P&G, L.

4-5 p.m.
ABC-TV 4-5 *American Bandstand*, participating, L.
CBS-TV 4-4:15 *The Brighter Day*, P&G, L; 4:15-4:30 *Secret Storm*, American Home Products, Quaker Oats, Gen. Mills, Scott, L; 4:30-5 *Edge of Night*, P&G, S. C. Johnson,

Atlantis, Pet Milk, Gen. Foods, American Home Products, Miles, Pillsbury, Sterling Drug and sust., L.
NBC-TV 4-4:30 *Truth or Consequences*, Alberto-Culver (4/9), Chesebrough-Pond's, Corn Products, Sterling Drug, P&G, Standard Brands, Whitehall, L; 4:30-5 *County Fair*, Frigidaire, Gen. Mills, Heinz, Lever, Gold Seal, Sterling Drug, Dixie Cup (4/3), E.E.I., Kleinert, L.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, co-op, L; 5:30-6 (Mon., Wed., Fri.) *Mickey Mouse Club*, participating, F, (Tues. & Thurs.) *Adventure Time*, participating, F.
CBS-TV No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-7:15 No network service; 7:15-7:30 *News*, sust., L.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, (Mon. & Thurs.), American Home Products, (Tues.) Philip Morris, alt. with du Pont, (Wed.) Gen. Foods alt. with Carter, (Fri.) Equitable alt. with Florida Citrus, L; 7-7:15 No network service; 7:15-7:30 *News*, (Mon. & Thurs.), American Home Products, (Tues.) Philip Morris alt. with du Pont, (Wed.) Gen. Foods alt. with Carter, (Fri.) Equitable alt. with Florida Citrus, L.
NBC-TV No network service.

11:15 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11:15 p.m.-1 a.m. *Jack Paar Show*, Alberto-Culver, American Marietta, Bristol-Myers (5/4), Hagon Chemicals, General Electric (4/21), Gen. Foods, Block Drug, RCA, Pharmacraft, Philip Morris, Polaroid, Sandura, Studebaker-Packard, E. R. Wagner, W. F. Schrafft & Sons (4/21), Kayser-Roth, Burgess Vibrocrafters (4/23), Dixie Cup (4/23), Marpro (4/10), Mennen, Realemon-Puritan, Reardon (4/13), Shakespeare, Weatherproof (5/5), York (5/13), L.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Texas Rangers*, Sweets Co., F. (every third week *Shirley Temple's Storybook*, John H. Breck, F.)
CBS-TV 8-8:30 *The Texan*, Brown & Williamson, alt. with Lever, F; 8:30-9 *Father Knows Best*, Lever, Scott Paper, F.
NBC-TV 7:30-8 *Buckskin*, P&G, F.

8-9 p.m.

ABC-TV 8-8:30 *Polka-Go-Round*, sust., L (every third week, *Shirley Temple's Storybook*, cont.); 8:30-9 *Bold Journey*, Ralston Purina, F.
CBS-TV 7:30-8 *Name That Tune*, American Home Products, L.
NBC-TV 8-8:30 *Restless Gun*, P&G, Sterling Drug, F; 8:30-9 *Tales of Wells Fargo*, American Tobacco, Buick, F.

9-10 p.m.

ABC-TV 9-9:30 *Voice of Firestone*, Firestone Tire & Rubber, L; 9:30-10 *This Is Music*, sust., L.
CBS-TV 9-9:30 *Danny Thomas Show*, Gen. Foods, F; 9:30-10 *Ann Sothern Show*, Gen. Foods, F.
NBC-TV 9-9:30 *Peter Gunn*, Bristol-Myers, F; 9:30-10 *Alcoa/Goodyear Theatre*, Alcoa alt. with Goodyear, F.

10-11 p.m.

ABC-TV 10-10:30 to be announced; 10:30-10:45 *John Daly & the News*, Lorillard, L.
CBS-TV 10-11 *Desilu Playhouse*, Westinghouse, F.
NBC-TV 10-10:30 *Arthur Murray Party*, Lorillard, Pharmaceuticals, tape.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Cheyenne*, alt. with *Sugarfoot*, J&J, Harold F. Ritchie, Armour, American Chicle, Luden's, R. J. Reynolds, F.
CBS-TV 7:30-8 *Stars in Action*, sust., F.
NBC-TV 7:30-8 *Dragnet*, Mennen alt. with P&G, F.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne* or *Sugarfoot*, cont.; 8:30-9 *Wyatt Earp*, Gen. Mills, P&G, F.
CBS-TV 8-8:30 *Playhouse of Mystery*, sust., F; 8:30-9 *To Tell the Truth*, Carter, Marlboro, L.
NBC-TV 8-8:30 *Pete Kelly's Blues*, Liggett & Myers, F; 8:30-9 *Jimmy Rodgers Show*, Liggett & Myers, L.

9-10 p.m.

ABC-TV 9-9:30 *Rifleman*, Miles Labs, Ralston Purina, P&G, F; 9:30-10 *Naked City*, Brown & Williamson, Whitehall Labs, F.
CBS-TV 9-9:30 *Arthur Godfrey Show*, Pharmaceuticals, L; 9:30-10 *Red Skelton Show*, S. C. Johnson, Pet Milk, F.
NBC-TV 9-9:30 *George Burns Show*, ends 4/14, Colgate, F; starts 4/21 *Californians*, Singer, Lipton, F. 9:30-10 *Bob Cummings Show*, Reynolds, Hazel Bishop (3/17-4/14), Bulova (5/12-6/9), F.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Aluminum Co., F; 10:30-10:45 *John Daly & the News*, P. Lorillard, L.
CBS-TV 10-11 *Garry Moore Show*, Revlon, Kellogg, Pittsburgh Plate Glass, L.
NBC-TV 10-10:30 starts 4/7 *David Niven Show*, Singer alt. weeks, F.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Plymouth Show - Lawrence Welk*, Plymouth, L.
CBS-TV 7:30-8 *Twilight Theatre*, sust., L.
NBC-TV 7:30-8 *Wagon Train*, Ford, National Biscuit, Reynolds Tobacco, F.

8-9 p.m.

ABC-TV 8-8:30 *Plymouth Show*, cont.; 8:30-9 *Ozzie & Harriet*, Eastman Kodak, Quaker Oats, F.
CBS-TV 8-8:30 *Keep Talking*, Mutual of Omaha, L; 8:30-9 *Trackdown*, Socony alt. with American Tobacco, F.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Price is Right*, Speidel, Lever, L.

9-10 p.m.

ABC-TV 9-9:30 *Donna Reed Show*, Campbell Soup, F; 9:30-10 *Accused*, sust., L.
CBS-TV 9-9:30 *The Millionaire*, Colgate, F; 9:30-10 *I've Got a Secret*, R. J. Reynolds, L.
NBC-TV 9-9:30 *Kraft Music Hall*, Kraft, L; 9:30-10 *Bat Masterson*, Kraft/Sealtest, F.

10-11 p.m.

ABC-TV 10-10:45 *Wednesday Night Fights*, Miles Labs, Mennen, L; 10:45-11 *John Daly & the News*, Lorillard, L.
CBS-TV 10-11 *U.S. Steel Hour*, U.S. Steel, alt. with *Armstrong Circle Theatre*, Armstrong Cork, L
NBC-TV 10-10:30 *This Is Your Life*, P&G, L.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Leave it to Beaver*, Miles, Ralston, F.
CBS-TV 7:30-8 *I Love Lucy*, Clairol, Pillsbury, F.
NBC-TV 7:30-8 *Jefferson Drum*, ends 4/23, sust., L; start 4/30 new program to be announced.

8-9 p.m.

ABC-TV 8-8:30 *Zorro*, Seven-Up, A.C. Sparkplug, F; 8:30-9 *The Real McCoys*, P&G, F.
CBS-TV 8-8:30 *December Bride*, Gen. Foods, F; 8:30-9 *Yancy Derringer*, S.C. Johnson, F.
NBC-TV 8-8:30 *Steve Canyon*, L&M, F; 8:30-9 *It Could Be You*, Pharmaceuticals, L.

9-10 p.m.

ABC-TV 9-9:30 *Pat Boone Chevy Showroom*, Chevrolet, L; 9:30-10 *Rough Riders*, P. Lorillard, F.
CBS-TV 9-9:30 *Zane Grey Theatre*, S.C. Johnson, Gen. Foods, F; 9:30-10 *Playhouse 90*, American Gas Assn., Elgin, Kimberly-Clark, R. J. Reynolds, All State Insurance, P&G, F.
NBC-TV 9-9:30 *Behind Closed Doors*, Liggett & Myers alt. with American Home Products, F; *Laugh Line* starts 4/16, American Home Products, L; *Bachelor Father* starts 6/18, American Home Products alt. with American Tobacco, F; 9:30-10 *Tennessee Ernie Ford*, Ford Motors, L.

10-11 p.m.

ABC-TV 10-10:30 (to be announced); 10:30-10:45 *John Daly & the News*, Lorillard, L.
CBS-TV 10-11 *Playhouse 90*, cont.
NBC-TV 10-10:30 *You Bet Your Life*, Lever alt. with Toni, F; 10:30-11 *Masquerade Party*,



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FRIDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Rin Tin Tin*, National Biscuit, F.
CBS-TV 7:30-8 *Your Hit Parade*, American Tobacco, L.
NBC-TV 7:30-8 *Northwest Passage*, sust., F.

8-9 p.m.

ABC-TV 8-9 *Walt Disney Presents*, Reynolds Metals, Hudson Pulp & Paper, Hills Bros., Quaker Oats, F.
CBS-TV 8-9 *Rawhide*, Lever, Pharmaceuticals, Gulf, Allied Van Lines, F.
NBC-TV 8-9 *Ellery Queen*, RCA alt. Helene Curtis, F.

9-10 p.m.

ABC-TV 9-9:30 *Tombstone Territory*, Philip Morris, Lipton, F; 9:30-10 *77 Sunset Strip*, American Chicle, Whitehall, Carter, Ritchie, F.
CBS-TV 9-9:30 *Phil Silvers*, Reynolds, Schick, F; 9:30-10 *Schlitz Playhouse*, Schlitz, F., alt. with *Lux Playhouse*, Lever, F.
NBC-TV 9-9:30 *M-Squad*, American Tobacco & Bulova, F; 9:30-10 *The Thin Man*, Colgate, F.

10-11 p.m.

ABC-TV 10-10:30 *77 Sunset Strip*, cont.; 10:30-10:45 *John Daly & the News*, Lorillard, L.
CBS-TV 10-10:30 *The Lineup*, P&G, F; 10:30-11 *Person to Person*, P. Lorillard, alt. with Revlon, L.
NBC-TV 10-10:45 *Cavalcade of Sports*, Gillette, L; 10:45-11 *Phillies Jackpot Bowling*, Bayuk Cigars, L.

SATURDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Captain Kangaroo*, sust., L; 10:30-11 *Mighty Mouse*, Gen. Foods alt. with Colgate-Palmolive Inc., F.
NBC-TV 10-10:30 *Howdy Doody*, Continental Baking, ½ weekly, L; 10:30-11 *Ruff & Reddy*, Gen. Foods, alt. with Mars Inc. & Borden, F.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *Heckle and Jeckle*, Swift, Gen. Mills, sust., F; 11:30-12 *Adventures of Robin Hood*, Colgate Palmolive and sust., F.
NBC-TV 11-11:30 *Fury*, Gen. Foods alt. with Borden, F; 11:30-12 *Circus Boy*, Mars Inc., alt. sust., F.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-1 *Uncle Al Show*, National Biscuit, L.
CBS-TV No network service.
NBC-TV 12-12:30 *True Story*, Sterling Drug, F; 12:30-1 *Detective's Diary*, Sterling Drug, F.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *(Leo Durocher's Warmup*—10 min. preceding *Major League Baseball)* starts 4/11 *Major League Baseball* (time varies), Phillies Cigars (½ network), National Brewing (½ regional), Anheuser-Busch (½ regional), Genessee Brewing (¼ regional), L.

SPECIAL PROGRAMS ON NETWORK TV

CBS-TV

April 10: 9-10 p.m.
Swing Into Spring, Texas Co.
April 13: 10-11 p.m.
Lucille Ball-Desi Arnaz Show, Westinghouse.
April 23: 8-9:30 p.m.
The Browning Version, du Pont.
April 24: 9:30-10:30 p.m.
The Gene Kelly Show, Pontiac.
April 26: 9-11 p.m.
Meet Me in St. Louis, Westclox, Philco.
May 2: 5:15-5:45 p.m.
The Kentucky Derby, Gillette.
May 16: 5:30-6 p.m.
The Preakness, Gillette.
May 23: 8:30-9:30 p.m.
Jack Benny Variety Show, Greyhound, Benrus.
May 25: 9:30-11 p.m.
du Pont Show of the Month, du Pont.
June 3: 9-10 p.m.
Holiday U.S.A., Texas Co.
June 13: 4:30-5 p.m.
Belmont Stakes, Gillette.

NBC-TV

April 6: 10:30-12 midnight.
Academy Award Presentations, Academy of Motion Picture Arts & Sciences.
April 9: 8-9 p.m.
Music special, title to be announced, AT&T.
April 12: 1-1:30 p.m.
Frontiers of Faith, sust.
April 12: 4:30-5 p.m.
Wisdom, sust.
April 12: 5-6 p.m.
Omnibus, sust.
April 15: 9-10 p.m.
Bob Hope Show, Buick.
April 19: 1-1:30 p.m.
Wisdom, sust.
April 19: 1:30-2 p.m.
Frontiers of Faith, sust.
April 19: 5-6 p.m.
World Congress of Flight, General Motors.
April 26: 1-1:30 p.m.
Wisdom, sust.
April 26: 1:30-2 p.m.
Frontiers of Faith, sust.
April 26: 5-6 p.m.
Omnibus, sust.
April 26: 6-7 p.m.
Tournament of Champions (golf), Bayuk cigars.
April 28: 9:30-11 p.m.
Hallmark Hall of Fame, Hallmark.
May 3: 4-4:30 p.m.
Wisdom, sust.
May 3: 4:30-5 p.m.
Frontiers of Faith, sust.
May 3: 5-6 p.m.
Kaleidoscope, Polaroid.
May 3: 8-9 p.m.
Dean Martin Show, Timex.
May 3: 10-11 p.m.
Sid Caesar and Art Carney, Rexall
May 6: 10-11:30 p.m.
Emmy Awards, Procter & Gamble and Benrus.
May 10: 4-4:30 p.m.
Wisdom, sust.
May 10: 4:30-5 p.m.
Frontiers of Faith, sust.
May 10: 5-6 p.m.
Omnibus, sust.
May 15: 10-11 p.m.
Bob Hope Show, Buick.
May 17: 1:30-2 p.m.
Frontiers of Faith, sust.
May 17: 5-6 p.m.
Kaleidoscope, sust.
May 24: 5-6 p.m.
To be announced, Avco.
June 13: 4:30-6 p.m.
U.S. Open Golf Championship, Eastman Chemical.

2-7:30 p.m.

ABC-TV No network service.
CBS-TV 2 to conclusion, *Baseball Game of the Week*, starts 4/11, part., L; 5:30-6 *Lone Ranger*, Nestle alt. with Gen. Mills, F; 6-7:30 No network service.
NBC-TV No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Dick Clark Show*, Beech-Nut, Life Savers, L.
CBS-TV 7:30-8 *Perry Mason*, Colgate, Gulf, Hamm, H.L. Moores, Van Heusen, Philip Morris, Sterling Drug, F.
NBC-TV 7:30-8 *People Are Funny*, R.J. Reynolds alt. with Toni, F.

8-9 p.m.

ABC-TV 8-9 *Jubilee, U.S.A.*, Massey-Ferguson, Williamson-Dickie, Hill Bros., Carter Products, Greyhound, L.
CBS-TV 8-8:30 *Perry Mason*, cont., F; 8:30-9 *Wanted Dead or Alive*, Brown & Williamson, F.
NBC-TV 8-9 *Perry Como Show*, American Dairy, Noxzema, RCA/Whirlpool, Sunbeam, Chemstrand, Elgin, Polaroid, Kimberly-Clark, Maybelline (various ½ hours), L.

9-10 p.m.

ABC-TV 9-10 *Dodge Dancing Party*, Dodge, L.
CBS-TV 9-9:30 *The Gale Storm Show*, Nestle, Lever, F; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall, F.
NBC-TV 9-9:30 *Black Saddle*, Colgate alt. with Liggett & Myers, F; 9:30-10 *Cimarron City*, Consolidated Cigars (various days ⅓ sponsorship), Greyhound (⅓ to April 18) Helene Curtis (various ⅓ through May 2), Mennen (½ alt. weeks), P&G (⅓ various weeks), F.

10-11 p.m.

ABC-TV 10-10:30 *Sammy Kaye*, Manhattan Shirt, L.
CBS-TV 10-10:30 *Gunsmoke*, Liggett & Myers, Remington Rand, F; 10:30-11 *Markham*, Schlitz starts 4/25, F.
NBC-TV 10-10:30 *Cimarron City*, cont.; 10:30-11 *D.A.'s Man*, Liggett & Myers, F.

RADIO NETWORK SHOWSHEET

SUNDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News*, sust.; 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:30 *Radio Bible Class*, Radio Bible Class; 8:30-9 *Wings of Healing*, Dr. Thomas Wyatt.
CBS 8-8:15 *World News Roundup*, sust.; 8:15-8:30 No network service; 8:30-9 *Sunday Morning Gatherin'*.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, co-op; 8:35-9 *America's Top Tunes*, co-op.
NBC 8-8:05 *News*, sust.; 8:05-8:15 *Great Choirs of America*, sust.; 8:15-8:30 *Faith in Action*, sust.; 8:30-9 *Bible Study Hour*, Evangelical Foundation.

9-10 a.m.

ABC 9-9:30 *Oral Roberts*, Oral Roberts Evangelistic Assn.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc.
CBS 9-9:05 *CBS News*, sust.; 9:05-9:15 No network service; 9:15-9:30 *Entertainment, USA*, sust.; 9:30-10 No network service.
MBS 9-9:30 *Wings of Healing*; Wings of Healing; 9:30-10 *Back to God*, Christian Reformed Church.
NBC 9-9:05 *News*, sust.; 9:05-9:15 *World News Roundup*, co-op; 9:15-9:30 *Art of Living*, sust.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc. (split network with *Bible Study Hour*, Evangelical Foundation, on remainder of network).

10-11 a.m.

ABC 10-10:05 *Weekend News*, Hudson Vitamin; 10:05-10:30 *Message of Israel*, sust.; 10:30-10:55 *Negro College Choirs*, sust.; 10:55-11 *Weekend News*, Hudson Vitamin.
CBS 10-10:05 *CBS News*, Chevrolet; 10:05-11 No network service.
MBS 10-10:30 *Radio Bible Class*, Radio Bible Class; 10:30-11 *Voice of Prophecy*, Voice of Prophecy Inc.
NBC 10-10:05 *News*, sust.; 10:05-10:30 *National Radio Pulpit*, sust.; 10:30-11 *Monitor*, part. (10:30-11 split network with *Voice of*

Prophecy on portion of network and *Bible Study Hour* on remainder).

11 a.m.-Noon

ABC 11-11:30 No network service; 11:30-11:55 *Christian In Action*, sust.; 11:55-12 *Weekend News*, Hudson Vitamin.
CBS 11-11:05 *CBS News*, Chevrolet; 11:05-11:30 No network service; 11:30-12 *Salt Lake City Tabernacle Choir*, sust.
MBS 11-11:15 *Frank & Ernest*, Dawn Bible Class; 11:15-11:30 *How Christian Science Heals*, First Church of Christ Scientist; 11:30-11:35 *News*, sust.; 11:35-11:40 *Inside Report on the Space Age*, sust., 11:40-12 *United Nations Around the World*, sust.
NBC 11-12 *Monitor*, part. (11:30-12 split network with *Voice of Prophecy* on portion of network and *Bible Study* on remainder).

SUNDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:30 No network service; 12:30-12:35 *Weekend News*, sust.; 12:35-12:55 *Moods in Melody*, sust.; 12:55-1 *Weekend News*, sust.
CBS 12-12:05 *CBS News*, sust.; 12:05-12:15 *Charles Collingwood;* 12:15-12:30 *Howard K. Smith;* 12:30-1 No network service.
MBS 12-12:05 *News*, co-op; 12:05-12:10 *Inside Report on VIPs*, sust.; 12:10-12:30 *America's Top Tunes*, co-op; 12:30-12:35 *Sports with Frankie Frisch*, Quaker State Oil Refining; 12:35-1 *America's Top Tunes*, co-op.
NBC 12-12:30 *Monitor*, part.; 12:30-1 *The Eternal Light*, sust. (split network with *Voice of Prophecy* on certain stations).

1-2 p.m.

ABC 1-1:15 *Voice of NAM;* 1:15-1:30 *As We See It*, sust.; 1:30-1:55 *Pilgrimage*, sust.; 1:55-2 *Weekend News*, R.J. Reynolds, Grey Rock Div. of Raybestos Manhattan.
CBS 1-1:05 *CBS News*, sust.; 1:05-2 No network service.
MBS 1-1:05 *News*, co-op; 1:05-1:30 *America's Top Tunes*, co-op; 1:30-1:35 *News*, co-op; 1:35-2 *America's Top Tunes*, co-op.
NBC 1-1:30 *Monitor*, part.; 1:30-2 *The Lutheran Hour*, Lutheran Layman's League (split network with *Eternal Light* on certain stations).

2-3 p.m.

ABC 2-2:30 No network service; 2:30-3 *Herald of Truth*, Highland Church of Christ.
CBS 2-2:05 *CBS News*, Chevrolet; 2:05-3 *Cleveland Orchestra*, sust.
MBS 2-2:30 *Warm-Up* and *Game of the Day;* 2:30-2:35 *News*, sust.
NBC 2-2:30 *Monitor*, part.; 2:30-3 *The Catholic Hour*, sust.

3-4 p.m.

ABC 3-3:05 *Weekend News*, R.J. Reynolds, Grey Rock; 3:05-3:10 *Speaking of Sports*, sust.; 3:10-3:30 *Sammy Kaye Serenade*, sust.; 3:30-4 *Hour of Decision*, Billy Graham Evangelistic Assn.
CBS 3-3:05 *CBS News*, Chevrolet; 3:05-3:10 *News Analysis*, Delco; 3:10-4 No network service.
MBS 3-3:05 *News*, co-op; 3:05-3:30 *Game of the Day* cont.; 3:30-3:35 *News*, sust.; 3:35-4 *Game of the Day* cont.
NBC 3-4 *Monitor*, part.

4-5 p.m.

ABC 4-4:30 *Old Fashioned Revival Hour*, Gospel Broadcasting Co.; 4:30-5 *Radio Bible Class*, Radio Bible Class.
CBS 4-4:05 *CBS News*, sust.; 4:05-5 No network service.
MBS 4-4:05 *News*, co-op; 4:05-4:30 *Game of the Day* cont. and *Wrap-Up;* 4:30-4:35 *News*, Bon-Ami; 4:35-5 *America's Top Tunes*, co-op.
NBC 4-5 *Monitor*, part.

5-6 p.m.

ABC 5-5:30 *Dr. Bob Pierce*, World Vision Inc.; 5:30-6 No network service.
CBS 5-5:05 *CBS News*, Chevrolet; 5:05-5:30 *Yours Truly, Johnny Dollar;* 5:30-5:55 *Suspense;* 5:55-6 *News Analysis*, Delco.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *Reporters Roundup*, co-op; 5:30-5:35 *Sports*, Quaker State Oil; 5:35-5:45 *America's Top Tunes*, co-op; 5:45-5:50 *Inside Report on Health*, sust.; 5:50-5:55 *Inside Report on VIPs*, sust.; 5:55-6 *Inside Report on the Space Age*, sust.
NBC 5-6 *Monitor*, part.

SUNDAY EVENING

6-7 p.m.

ABC 6-6:15 *Monday Morning Headlines*, R.J. Reynolds, Grey Rock; 6:15-6:30 *Paul Harvey News*, Bankers Life & Casualty Co.; 6:30-6:45 *Quincy Howe*, sust.; 6:45-7 *George Sokolsky*, sust.
CBS 6-6:05 *CBS News*, Chevrolet; 6:05-6:30 *Have Gun, Will Travel;* 6:30-7 *Gunsmoke.*
MBS 6-6:15 *Walter Winchell*, Tangee and part.; 6:15-6:30 *Dr. Poling Answers*, Christian Herald Magazine; 6:30-6:35 *News*, sust.; 6:35-7 *Bill Stern's Sportsbeat*, co-op.
NBC 6-6:15 *Monitor*, part.; 6:15-6:30 *On the Line With Bob Considine*, Mutual of Omaha; 6:30-6:32:30 *Monitor*, part.; 6:32:30-7 *Meet the Press*, sust.

7-8 p.m.

ABC 7-7:05 *Speaking of Sports*, sust.; 7:05-7:15 *White House Report*, sust.; 7:15-7:30 *Overseas Assignment*, sust.; 7:30-7:35 *Weekend News*, sust.; 7:35-7:55 No network service; 7:55-8 *Weekend News*, R.J. Reynolds, Hudson Vitamin.
CBS 7-7:05 *CBS News*, Chevrolet; 7:05-7:10 *News Analysis*, Delco; 7:10-7:55 *Mitch Miller Show;* 7:55-8 *News Analysis*, Delco.
MBS 7-7:30 *Wings of Healing*, Wings of Healing; 7:30-7:35 *News*, sust.; 7:35-8 No network service.
NBC 7-8 *Monitor*, part.

8-9 p.m.

ABC 8-8:30 *Eleventh Hour Call*, Davidian Church of Seventh Day Adventists; 8:30-8:35 *Speaking of Sports*, sust.; 8:35-8:55 *Freedom Sings*, sust.; 8:55-9 *Weekend News*, R.J. Reynolds, Hudson Vitamins.
CBS 8-8:15 *World Tonight*, sust.; 8:15-9 No network service.
MBS 8-8:30 *Hour of Decision*, Billy Graham Evangelical Assn.; 8:30-8:35 *News*, sust.; 8:35-9 *America's Top Tunes*, co-op.
NBC 8-9 *Monitor*, part.

9-10 p.m.

ABC 9-9:05 *Speaking of Sports*, sust.; 9:05-9:30 *Startime, U.S.A.*, sust.; 9:30-9:55 *College News Conference*, sust.; 9:55-10 *News*, R.J. Reynolds, Hudson Vitamin.
CBS 9-9:05 *CBS News*, sust.; 9:05-9:30 No network service; 9:30-10 *Face the Nation.*
MBS 9-9:05 *News*, co-op; 9:05-9:30 *Science Is My Beat*, sust.; 9:30-9:35 *Sports with Frankie Frisch*, Quaker State Oil Refining; 9:35-9:45 *Virgil Pinkley*, co-op; 9:45-10 *Music Beyond the Stars*, co-op.
NBC *Monitor*, part.

10-11 p.m.

ABC 10-10:15 *Erwin Canham*, sust.; 10:15-10:30 No network service; 10:30-11 *Revival Time*, Assemblies of God.
CBS 10-10:05 *CBS News*, sust.; 10:05-11 No network service.
MBS 10-10:30 *Marian Theatre*, sust.; 10:30-10:35 *John T. Flynn*, America's Future; 10:35-10:45 *John T. Flynn*, co-op; 10:45-11 *Music Beyond the Stars*, co-op.
NBC 10-10:30 *Hour of Decision*, Billy Graham Evangelistic Assn. (split network with *Monitor*, part., on remainder of network); 10:30-11 *Back to God Hour*, Christian Reformed Church.

11 p.m.-Midnight

ABC 11-11:05 *Weekend News*, sust.; 11:05-11:55 No network service; 11:55-12 *Late News*, sust.
CBS No network service.
MBS 11-11:05 *News*, sust.; 11:05-11:30 *Okla-*

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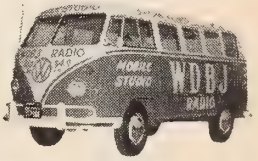

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homa City Symphony, sust.; 11:30-11:35 *News*, sust.; 11:35-12 *Oklahoma City Symphony*, sust.
NBC 11-12 *Monitor*, part.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC No network service.
CBS 7-7:05 *Rusty Draper Show*, R.J. Reynolds; 7:05-7:45 No network service; 7:45-7:50 *Ned Calmer News;* 7:50-7:55 No network service; 7:55-8 *CBS News*, R.J. Reynolds, Stewart-Warner.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *Sportsreel With Bill Stern*, Colgate; 7:35-7:45 No network service; 7:45-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World*, Colgate-Palmolive; 8:15-8:55 No network service; 8:55-9 *Paul Harvey—News*, Bankers Life & Casualty Co. of Chicago.
CBS 8-8:15 *CBS World News Roundup*, sust.; 8:15-9 No network service.
MBS 8-8:15 *News*, co-op; 8:15-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *Colgate Sports Reel*, Colgate; 8:35-9 No network service.
NBC No network service.

9-10 a.m.

ABC 9-10 *Breakfast Club*, Kretschmer, Clairol, KVP, Renuzit, Magla Products, Musselman, Staley, Hudson Vitamin, Ex-Lax, Rock of Ages, Parker Pen, Perkins Div. of Gen. Foods, Landers & Clark, American Home Products, Syn-Tex, Scholl.
CBS 9-9:05 *CBS News*, sust.; 9:05-10 *Arthur Godfrey Time*.
MBS 9-9:15 *Robert F. Hurleigh*, co-op; 9:15-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News*, Carter Products, Tangee, part. with Winston, Bon-Ami, Pepsi-Cola, Gen. Foods adjacencies; 9:35-10 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, part.; 9:05-9:30 No network service; 9:30-9:45 *World News Roundup*, co-op; 9:45-10 No network service.

10-11 a.m.

ABC 10-10:10 *The Peter & Mary Show*, Staley; 10:10-10:25 No network service; 10:25-10:30 *Commentary — Bob Fleming;* 10:30-10:55 No network service; 10:55-11 *Late News*, American Home, Ex-Lax, Pepsi-Cola.
CBS 10-10:05 *CBS News;* 10:05-10:30 *Houseparty;* 10:30-11 *Galen Drake Show*.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *Coffee Break*, sust.; 10:30-10:35 *News*, Dr. Caldwell's, Bon-Ami, Gen. Foods; 10:35-10:50 *Colgate Sportsreel*, Colgate; 10:50-10:55 *Fred Robbins — Assignment Hollywood*, co-op; 10:55-11 *Boris Karloff Presents*, co-op.
NBC 10-10:05 *News*, part.; 10:05-11 *My True Story*, part.

11 a.m.-Noon

ABC 11-11:25 No network service; 11:25-11:30 *Commentary—Bill Shadel*, sust.; 11:30-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-11:05 *CBS News;* 11:05-11:30 *Houseparty* (Central & Mountain only); 11:30-12 *Galen Drake Show* (Central & Mountain).
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Coffee Break*, sust.; 11:30-11:35 *News;* 11:35-12 *America's Top Tunes*, co-op.
NBC 11-11:05 *News*, part.; 11:05-12 effective 4/27, *Bert Parks' Bandstand*, will be replaced by a, as yet unnamed, drama program.

MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:15 *Paul Harvey*, co-op; 12:15-12:20 No network service; 12:20-12:55 No network service; 12:55-1 *Late News*, sust.
CBS 12-12:05 *News*, sust.; 12:05-12:10 *Rusty Draper Show;* 12:10-12:30 No network service; 12:30-12:45 *Helen Trent;* 12:45-1 *Couple Next Door*.
MBS 12-12:05 *News*, sust.; 12:05-12:15 *America's Top Tunes*, co-op; 12:15-12:30 *The Answer Man*, co-op; 12:30-12:35 *News;* 12:35-1 No network service.
NBC 12-12:05 *News*, part.; 12:05-1 No network service.

1-2 p.m.

ABC 1-1:55 No network service; 1:55-2 *Late News*, Ex-Lax, Pepsi-Cola.
CBS 1-1:05 *CBS News*, sust.; 1:05-1:15 *Whispering Streets;* 1:15-1:30 *Ma Perkins;* 1:30-1:45 *Young Dr. Malone;* 1:45-2 *Second Mrs. Burton*.
MBS 1-1:15 *Cedric Foster*, co-op; 1:15-1:30 *America's Top Tunes*, co-op; 1:30-1:35 *News —Gabriel Heatter*, Hudson Vitamins, Sterling Drug, Aqua Ivy, part.; 1:35-1:50 *America's Top Tunes*, co-op; 1:50-2 *Warm-Up*.
NBC 1-1:05 *News*, part.; 1:05-2 No network service.

2-3 p.m.

ABC 2-2:55 No network service; 2:55-3 *Late News*, sust.
CBS 2-2:05 *News;* 2:05-2:15 *Right To Happiness;* 2:15-2:30 *Pat Buttram*, Wrigley; 2:30-2:45 *Helen Trent* (Mountain & Pacific only); 2:45-3 *Second Mrs. Burton* (Central only).
MBS 2-2:30 *Game of the Day;* 2:30-2:35 *News;* 2:35-3 *Game of the Day*, cont.
NBC 2-2:05 *News*, sust.; 2:05-3 *It's Network Time*, sust.

3-4 p.m.

ABC 3-3:55 No network service; 3:55-4 *Late News*, sust.
CBS 3-3:05 *News;* 3:05-3:15 *Right To Happiness* (Central); 3:15-3:30 *Pat Buttram* (Central); 3:30-4 *Galen Drake Show* (Pacific only).
MBS 3-3:05 *News*, co-op; 3:05-3:30 *Game of the Day*, cont.; 3:30-3:35 *News*, Ex-Lax; 3:35-4 *Game of the Day*, cont.
NBC 3-3:05 *News*, sust.; 3:05-4 *It's Network Time*, sust.

4-5 p.m.

ABC 4-4:25 No network service; 4:25-4:30 *Commentary — Don Goddard;* 4:30-4:55 No network service; 4:55-5 *Late News*, Ex-Lax, Pepsi-Cola.
CBS 4-4:05 *News*, sust.; 4:05-5 *Arthur Godfrey Time* (Pacific only); 4:30-4:55 (rest of network) (Mon.) *Invitation to Learning;* (Tues.) *The Great Challenge;* (Wed.) *Church of the Air;* (Thurs.) *Capitol Cloakroom;* (Fri.) *The Leading Question*.
MBS 4-4:05 *News*, co-op; 4:05-4:30 *Game of the Day*, cont. and *Wrap-Up;* 4:30-4:35 *News*, Sterling Drug; 4:35-4:45 No network service; 4:45-5 *America's Top Tunes*, co-op.
NBC 4-4:05 *News*, part.; 4:05-5 No network service.

5-6 p.m.

ABC 5-5:25 No network service; 5:25-5:30 *Commentary—John Secondari;* 5:30-5:55 No network service; 5:55-6 *Late News*, sust.
CBS 5-5:05 *CBS News*, sust.; 5:05-6 No network service.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *News*, Bon-Ami, Sinclair, Pepsi-Cola; 5:35-5:45 No network service; 5:45-6 *America's Top Tunes*, co-op.
NBC 5-5:05 *News*, part.; 5:05-5:30 No network service; 5:30-5:35 *Daily Business Trends*, local station part.; 5:35-6 No network service.

MONDAY-FRIDAY EVENING

6-7 p.m.

ABC 6-6:15 No network service; 6:15-6:30 *Quincy Howe*, co-op; 6:30-6:40 *John Daly*, Cadillac; 6:40-6:45 *Paul Harvey*, Midas, R.J. Reynolds; 6:45-6:50 *Late Sports*, sust.; 6:50-6:55 (Mon., Wed., Fri.) *Pepper-Upper Time With Eydie Gorme*, Dr. Pepper; (Tues. & Thurs.) No network service.
CBS 6-6:05 *CBS News*, sust.; 6:05-6:30 No network service except Friday *UN on the Record;* 6:30-6:45 *Sports Final*, Texaco (Mountain stations only); 6:45-6:55 *Lowell Thomas*, Delco; 6:55-7 *Sports Time*, Reynolds, Stewart-Warner.
MBS 6-6:05 *News*, co-op; 6:05-6:30 (Mon.-Thurs.) *America's Top Tunes*, co-op; (Fri.) *The Big Decision*, sust.; 6:30-6:35 *News*, Tangee, Carter, part.; 6:35-7 *America's Top Tunes*, co-op.
NBC 6-6:05 *News*, part.; 6:05-6:45 No network service; 6:45-7 *Three Star Extra*, Sun Oil, co-op & sust.

7-8 p.m.

ABC 7-7:15 *Edward P. Morgan*, AFL-CIO; 7:15-7:55 No network service; 7:55-8 *Late News*, Ex-Lax.
CBS 7-7:05 *Business News;* 7:05-7:30 *Amos 'n' Andy Music Hall;* 7:30-7:35 *News Analysis;* 7:35-7:45 *Answer Please;* 7:45-8 *Edward R. Murrow*.
MBS 7-7:15 *Fulton Lewis Jr.*, co-op; 7:15-7:30 *Assignment People*, sust.; 7:30-7:35 *News*, Rid-X, Sea Breeze, part.; 7:35-8 (Mon.) *Magic of Music;* (Tues.) *The Army Hour;* (Wed.) *Family Theatre;* (Thurs.) *By the People;* (Fri.) *Lombardoland*, sust.
NBC 7-7:05 *News*, part.; 7:05-7:15 No network service; 7:15-7:30 *Man on the Go*, co-op; 7:30-8 *News of the World*, part.

8-9 p.m.

ABC 8-8:25 No network service; 8:25-8:30 *Commentary—Quincy Howe*, sust.; 8:30-8:55 No network service; 8:55-9 *Late News*, sust.
CBS 8-8:15 *World Tonight*, sust.; 8:15-8:30 (Mon.-Wed.) *Irving Fields Trio;* (Thurs.) *Bill Snyder Trio;* (Fri.) *Eddie Layton Trio;* 8:30-9 (Mon.) *Eddie Layton Trio;* (Tues.) *Bill Snyder Trio;* (Wed.) *Larry Elgart Orch.;* (Thurs.) *Vincent Lopez Orch.;* (Fri.) *Lawrence Welk Show*.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *The World Today*, Hudson Vitamins, Addiator, Quaker State, part.; 8:30-8:35 *Bill Stern*, Bon-Ami; 8:35-9 *Capital Assignment*, co-op.
NBC 8-8:05 *News*, part.; 8:05-8:30 (Mon.) *You Bet Your Life*, part.; (Tues.) *Nightline*, part.; (Wed.) *People Are Funny*, part.; (Thurs.) *Nightline*, part.; (Fri.) *Monitor*, part.; 8:30-9 (Mon.-Thurs.) *Nightline*, part.; (Fri.) *Monitor*, part.

9-10 p.m.

ABC 9-9:25 (Tues. & Thurs.) *Project Tomorrow*, sust.; 9:25-9:55 No network service; (Mon., Wed., Fri.) 9-9:55 No network service; 9:55-10 *People in the News*, sust.
CBS 9-9:05 *CBS News*, sust.; 9:05-9:30 (Mon.) *Tony Pastor Orch.;* (Tues.) *Jimmy Palmer Orch.;* (Wed.) *Teddy Phillips Orch.;* (Thurs.) *Paul Neighbors Orch.;* (Fri.) *Larry Elgart Orch.;* 9:30-10 (Mon.) *Freddy Martin Orch.;* (Tues.) *Earl Hines Orch.;* (Wed.) *Lawrence Welk;* (Thurs.) *Jonah Jones;* (Fri.) *Leon Kelner Orch.*
MBS 9-9:05 *News*, co-op; 9:05-9:15 *Music Beyond the Stars*, co-op; 9:30-9:35 *News*, sust.; 9:35-10 *Music Beyond the Stars*, co-op.
NBC 9-9:05 *News*, part.; 9:05-10 *Nightline*, part.; (Fri.) 9-9:05 *News*, part.; 9:05-9:55 *Monitor*, part.; 9:55-10 *News*, part.

10-11 p.m.

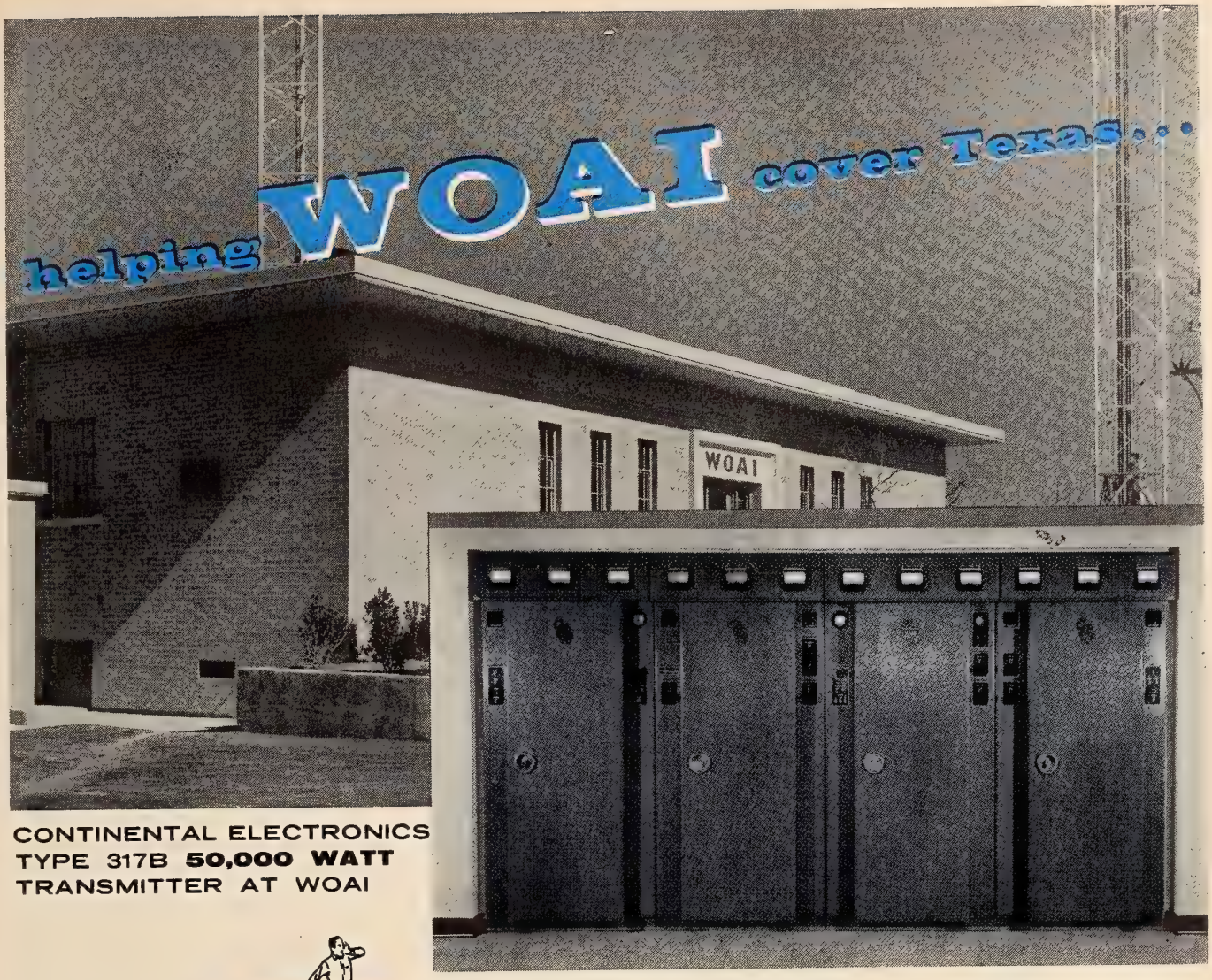
ABC 10-10:05 *John W. Vandercook*, AFL-CIO; 10:05-10:30 No network service; 10:30-10:55 No network service; 10:55-11 *Late News*, sust.
CBS 10-10:05 *CBS News*, sust.; 10:05-10:30 *Amos 'n' Andy* (Pacific only); 10:30-11 No network service.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *Music Beyond the Stars*, co-op; 10:30-10:35 *News*, sust.; 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-10:05 (Mon.-Thurs.) *News*, part.; 10:05-10:30 (Mon.) *International Bandstand*, sust.; (Tues.) *Treasury of Music*, sust.; (Wed.) *Public Affairs Series*, sust.; (Thurs.) *Treasury of Music*, sust.; 10:30-10:45 (Mon.-Thurs.) *News of the World* (repeat), part.; 10:45-11 (Mon.-Thurs.) *Life and the World*, repeat; 10-10:30 (Fri.) *Boxing*, Gillette; 10:30-11 (Fri.) *Sports Highlights*, part.

11 p.m.-Midnight

ABC 11-11:55 No network service; 11:55-12 *Late News*, sust.
CBS No network service.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Music Beyond the Stars*, co-op; 11:30-11:35 *News*,

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Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live. All times are NYT.



CONTINENTAL ELECTRONICS
TYPE 317B **50,000 WATT**
TRANSMITTER AT WOAI



IT TAKES A MIGHTY VOICE...

...to adequately cover this giant state. Continental's Type 317B transmitter has just been installed by WOAI, San Antonio to do the job effectively, efficiently and reliably.

WHAT ARE YOUR REQUIREMENTS?

These were the requirements of WOAI – satisfied by the Continental 50KW design:

- ☑ COMPACTNESS (only 72 sq. ft. of floor space)
- ☑ SELF-CONTAINED (only external part is PA blower)
- ☑ FEWER TUBES (only 19 total)
- ☑ DRY RECTIFIERS (silicon and selenium throughout)
- ☑ RELIABILITY (most modern design . . . conservatively rated)
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Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 27, Texas EVergreen 1-1135

DESIGNERS AND BUILDERS OF SUPER POWER TRANSMITTERS

sust.; 11:35-12 *Music Beyond the Stars,* co-op.
NBC 11-11:05 *News,* part.; 11:05-12 No network service.

SATURDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News,* co-op; 7:05-7:30 *America's Top Tunes,* co-op; 7:30-7:35 *News;* 7:35-8 *America's Top Tunes,* co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World,* sust.; 8:15-8:30 No network service; 8:30-8:55 No network service; 8:55-9 *Weekend News,* Reynolds, Hudson Vitamins.
CBS 8-8:15 *World News Roundup,* sust.; 8:15-9 No network service.
MBS 8-8:05 *News,* co-op; 8:05-8:30 *America's Top Tunes,* co-op; 8:30-8:35 *News,* Winston; 8:35-9 *America's Top Tunes,* co-op.
NBC No network service.

9-10 a.m.

ABC 9-9:55 No network service; 9:55-10 *Weekend News,* Reynolds, Ex-Lax.
CBS 9-9:05 *CBS News,* sust.; 9:05-9:15 No network service; 9:15-9:30 *Man Around the House,* sust.; 9:30-10 No network service.
MBS 9-9:05 *News,* co-op; 9:05-9:10 *Inside Report on the Space Age,* sust.; 9:10-9:30 *America's Top Tunes,* co-op; 9:30-9:35 *News;* 9:35-9:40 *Inside Report on Broadway,* sust.; 9:40-10 *America's Top Tunes,* co-op.
NBC 9-9:05 *News,* sust.; 9:05-10 *Monitor,* part.

10-11 a.m.

ABC 10-10:30 *Story Princess,* Mr. Softee, Walt Disney Products; 10:30-10:55 No network service; 10:55-11 *Weekend News,* Reynolds, American Home.
CBS 10-10:05 *CBS News,* Chevrolet; 10:05-11 No network service.
MBS 10-10:05 *News,* co-op; 10:05-10:10 *Inside Report on Washington,* sust.; 10:10-10:30 *America's Top Tunes,* co-op; 10:30-10:35 *News;* 10:35-10:40 *Inside Report on VIPs,* sust.; 10:40-11 *America's Top Tunes,* co-op.
NBC 10-12 *Monitor,* part.

WANTED

program director

for

Good Music Station

By this we mean Classical and Semi-Classical—no Pop.

One of Top Markets in the Country.

Send full qualifications to:

Box 448K, BROADCASTING

11 a.m.-Noon

ABC 11-11:55 No network service; 11:55-12 *Weekend News,* R.J. Reynolds, Ex-Lax.
CBS 11-11:05 *CBS News,* Chevrolet; 11:05-11:30 No network service; 11:30-12 *Steve Lawrence Show.*
MBS 11-11:05 *News,* co-op; 11:05-11:10 *Inside Report on Broadway,* sust.; 11:10-11:30 *America's Top Tunes,* co-op; 11:30-11:35 *News;* 11:35-11:40 *Inside Report on Washington,* sust.; 11:40-12 *America's Top Tunes,* co-op.
NBC 11-12 *Monitor,* part.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:25 No network service; 12:25-12:30 *News,* sust., 12:30-12:55 *American Farmer,* sust.; 12:55-1 *Weekend News,* R.J. Reynolds, Hudson Vitamin.
CBS 12-12:05 *CBS News,* sust.; 12:05-1 No network service.
MBS 12-12:05 *News,* co-op; 12:05-12:30 *Wheel of Chance,* co-op; 12:30-12:35 *Sports,* Quaker State Oil, Winston; 12:35-1 *Wheel of Chance,* co-op.
NBC 12-12:25 *National Farm and Home Hour,* Allis-Chalmers (limited network only, with remainder of stations available sustaining; split network with *Monitor,* part.); 12:25-12:30 *Alex Dreier,* Morton Salt; 12:30-12:45 *Red Foley,* Hess & Clark (limited network only, split with *Monitor,* part.); 12:45-1 *Monitor,* part.

1-2 p.m.

ABC 1-1:05 *Speaking of Sports,* sust.; 1:05-1:30 *Andy Reynolds Ranch Boys,* sust.; 1:30-1:55 *Shake the Maracas,* sust.; 1:55-2 *Weekend News,* Reynolds, Grey Rock.
CBS 1-1:05 *CBS News,* sust.; 1:05-1:55 No network service; 1:55-2 *CBS News,* Chevrolet.
MBS 1-1:05 *News,* co-op; 1:05-1:10 *Inside Report on Health,* sust.; 1:10-1:30 *America's Top Tunes,* co-op; 1:30-1:35 *News;* 1:35-1:50 *Symphonies for Youth,* sust.; 1:50-2 *Warm-Up.*
NBC 1-1:45 *Monitor,* part. (also repeats *Farm & Home,* 1-1:25; *Dreier,* 1:25-1:30, and *Red Foley,* 1:30-1:45) 1:45-2 *Monitor,* part.

2-3 p.m.

ABC 2-2:55 *Matinee,* sust.; 2:55-3 *Weekend News,* R.J. Reynolds, American Home.
CBS 2-3 *Metropolitan Opera,* Texaco.
MBS 2-2:30 *Game of the Day;* 2:30-2:35 *News,* sust.; 2:35-3 *Game of the Day,* cont.
NBC 2-3 *Monitor,* part.

3-4 p.m.

ABC 3-3:55 *Matinee,* sust.; 3:55-4 *Weekend News,* R.J. Reynolds, Grey Rock.
CBS 3-4 *Metropolitan Opera,* cont.
MBS 3-3:05 *News,* co-op; 3:05-3:30 *Game of the Day,* cont.; 3:30-3:35 *News,* Bon-Ami; 3:35-4 *Game of the Day,* cont.
NBC 3-4 *Monitor,* part.

4-5 p.m.

ABC 4-4:55 *Matinee,* sust.; 4:55-5 *Weekend News,* R.J. Reynolds, Hudson Vitamins.
CBS 4-5 *Metropolitan Opera,* cont.
MBS 4-4:05 *News,* co-op; 4:05-4:30 *Game of the Day,* cont. and *Wrap-Up,* Quaker State; 4:30-4:35 *News,* sust.; 4:35-5 *America's Top Tunes,* co-op.
NBC 4-5 *Monitor,* part.

5-6 p.m.

ABC 5-5:30 No network service; 5:30-5:35 *Speaking of Sports,* sust.; 5:35-5:55 No network service; 5:55-6 *Weekend News,* Reynolds, Grey Rock.
CBS 5-5:30 *Metropolitan Opera,* cont.; 5:30-5:35 *News,* Chevrolet; 5:35-6 No network service.
MBS 5-5:05 *News,* co-op; 5:05-5:30 *America's Top Tunes,* co-op; 5:30-5:35 *Sports,* Quaker State Oil; 5:35-5:40 *Inside Report on Broadway,* co-op; 5:40-6 *America's Top Tunes,* co-op.
NBC 5-6 *Monitor,* part.

SATURDAY EVENING

6-7 p.m.

ABC 6-6:30 *Navy Hour,* sust.; 6:30-6:35 *Speaking of Sports,* sust.; 6:35-6:55 No network service; 6:55-7 *Weekend News,* Reynolds, Hudson Vitamins.
CBS 6-6:05 *CBS News,* sust.; 6:05-6:30 *Larry Elgart Orch.;* 6:30-6:55 *Saturday at the Chase;* 6:55-7 *Sports Time With Phil Rizzuto,* R.J. Reynolds, Warner-Stewart.
MBS 6-6:05 *News,* co-op; 6:05-6:10 *Inside Report on the Space Age,* sust.; 6:10-6:30 *America's Top Tunes,* co-op; 6:30-6:35 *News,* Tangee, Winston, Pepsi; 6:35-6:40 *Inside Report on VIPs,* sust.; 6:40-7 *America's Top Tunes,* co-op.
NBC 6-7 *Monitor,* part.

7-8 p.m.

ABC 7-7:30 *Frankie Avalon Show,* Pfizer Labs; 7:30-7:35 *Speaking of Sports,* sust.; 7:35-7:55 No network service; 7:55-8 *Weekend News,* Reynolds, Hudson Vitamins.
CBS 7-7:05 *CBS News,* Chevrolet; 7:05-7:10 *News Analysis,* Delco; 7:10-8 No network service.
MBS 7-7:05 *News,* co-op; 7:05-7:30 *Hawaii Calls,* sust.; 7:30-8 *Word of Life Hour,* Word of Life.
NBC 7-8 *Monitor,* part.

8-9 p.m.

ABC 8-8:30 *Vincent Lopez Show,* sust.; 8:30-8:55 No network service; 8:55-9 *Weekend News,* Reynolds, Hudson Vitamins.
CBS 8-8:15 *World Tonight,* sust.; 8:15-8:30 No network service; 8:30-9 *New York Philharmonic.*
MBS 8-8:05 *News,* co-op; 8:05-8:30 *Sports,* Quaker State Oil; 8:35-9 *Bandstand U.S.A.,* co-op.
NBC 8-9 *Monitor,* part.

9-10 p.m.

ABC 9-9:25 *Lawrence Welk's Army Show,* sust.; 9:25-9:30 *Speaking of Sports,* sust.; 9:35-9:55 No network service; 9:55-10 *Weekend News,* Reynolds, Hudson Vitamins.
CBS 9-10 *New York Philharmonic,* cont.
MBS 9-9:05 *News,* co-op; 9:05-9:30 *Bandstand U.S.A.,* co-op; 9:30-9:35 *News,* sust.; 9:35-10 *Bandstand U.S.A,* co-op
NBC 9-9:30 *Monitor,* part.; 9:30-10 *Grand Ole Opry,* R.J. Reynolds (limited network only, remainder of stations available on sustaining basis).

10-11 p.m.

ABC 10-10:30 No network service; 10:30-10:35 *Speaking of Sports,* sust.; 10:35-10:55 No network service; 10:55-11 *Weekend News,* Reynolds, Hudson Vitamins.
CBS 10-10:30 *New York Philharmonic,* cont.; 10:30-11 *Vincent Lopez Orch.*
MBS 10-10:05 *News,* co-op; 10:05-10:10 *Inside Report on Broadway,* sust.; 10:10-10:30 *Music Beyond the Stars,* co-op; 10:30-10:35 *News,* sust.; 10:35-11 *Music Beyond the Stars,* co-op.
NBC 10-11 *Monitor,* part.

11 p.m.-Midnight

ABC 11-11:55 No network service; 11:55-12 *Weekend News,* sust.
CBS No network service.
MBS 11-11:05 *News,* co-op; 11:05-11:30 *Music Beyond the Stars,* co-op; 11:30-11:35 *News,* sust.; 11:35-12 *Music Beyond the Stars,* co-op.
NBC 11-12 *Monitor,* part.

Midnight-1 a.m.

ABC No network service.
CBS No network service.
MBS No network service.
NBC 12-12:05 *News,* sust.; 12:05-1 No network service.

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live. All times are NYT.

Station Authorizations, Applications

As Compiled by BROADCASTING

March 26 through April 1. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ. Ann.—Announced.

New Tv Stations

APPLICATION

Panama City, Fla.—TBC Inc. vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 968 ft. Estimated construction cost $526,000, first year operating cost $300,000 revenue $360,000. P.O. address Box 734. Studio location to be determined. Trans. location 0.8 miles south of Kinard. Geographic coordinates 30° 15′ 34″ N. Lat., 85° 13′ 52″ W. Long. Trans. & ant. GE. Legal counsel Arthur H. Schroeder. Consulting engineer John Creutz. Principals include **C.H. Chapman Jr.** (60%) **George H. Malone II** (30%), **H. Savely McQuagge** (5%) and **R.L. Turner** (5%). Mr. Chapman and Mr. Turner are in construction business. Mr. Malone is bank director and Mr. McQuagge is in real estate. Ann. March 30.

Existing Tv Stations

ACTIONS BY FCC

KINY-TV Juneau, Alaska—Granted waivers of sections 3.687(a)(3) and 3.687 (i)(1) of rules concerning lower side band response and attenuation of radio frequency harmonic radiation, subject to full compliance if necessary. Ann. March 26.

KMSP-TV Minneapolis, Minn.—Granted renewal of licenses without prejudice to whatever action Commission may deem appropriate in light of any determination (1) in *United States* v. *National Telefilm Associates Inc.*, civil action 119-287 and *Standard Radio & Television Co.* v. *The Chronicle Publishing Co.* et al. (Supreme Court, Calif., Santa Clara County case No. 103194); and (2) with respect to studies and inquiries now being considered or conducted by Commission as part of its study of network broadcasting. Ann. March 26.

***WNED-TV Buffalo, N.Y.**—Waived Commission's policy against issuance of special temporary authorizations to permit commencement of operation of new tv stations, and granted authority to operate on regular program basis for period ending May 29, pending filing of license application. Ann. March 26.

WTEN (TV) Vail Mills, N.Y.—Granted cp for experimental tv station to operate on ch. 10 near Albany, N.Y. (site of its present WCDA ch. 41 satellite), with up to 250 watts, during non-broadcast hours of station WJAR-TV (ch. 10), Providence, R.I., to test signals to Albany-Troy area; conditions. By letter, denied petition by The Outlet Co. (WJAR-TV) to dismiss Capital application. Comrs. Bartley and Ford dissented. Ann. March 30.

WAIM-TV Anderson, S.C.—Waived sect. 1.355 (30-day rule) and granted cp to replace expired permit for tv station; ERP 170 kw vis. and 93.3 kw aur.; ant. 380 ft.; and granted special temporary authority to continue operation for period ending July 1 with trans. operated at output power of 5 kw. Ann. April 1.

KDSJ-TV Deadwood, S.D.—Is being advised (1) that, unless it requests hearing within 30 days, its application for extension of time to construct station will be dismissed, cp cancelled and call letters deleted and (2) in event hearing is requested, its application for mod. of cp to change station location to Lead, S.D., change main studio and trans. site, increase visual ERP and ant. height indicates necessity of hearing. Ann. March 26.

Translators

Minneonto Television, Inc., International Falls, Minn.—Granted eight tv translator stations to serve Virginia, Orr, Kabetogama and International Falls, all Minnesota, by translating programs of KDAL-TV ch. 3, Duluth, Minn., and WDSM-TV ch. 6, Superior, Wis. Two will serve International Falls on ch. 71 and 73; two will serve Virginia on ch. 72 and 74; two will serve Kabetogama on ch. 76 and 78 and two will serve Orr on ch. 80 and 82. Grants are conditioned to applicant submitting for cancellation its cp for KIFS (TV) (ch. 11), in International Falls before commencing construction of translator stations. By letter, denied petition by Superior Communications Inc. (licensee of point-to-point microwave stations which supply service to International Cable Co. in International Falls) to dismiss or designate applications for hearing. Ann. March 26.

Springfield Tele. Bcstg. Corp., Athol, Mass., and Claremont, N.H.—Granted cps for two new tv translator stations on ch. 74 to translate programs of WRLP (ch. 32). Greenfield, Mass.—one to serve Athol and other to serve Claremont. Ann. April 1.

Libby Video Club, Libby, Mont.—Granted new cp to replace expired permit for tv translator station on ch. 78 to translate programs of KHQ-TV (ch. 6), Spokane, Wash.; no change in facilities. Ann. April 1.

Eureka Volunteer Fire Dept., Eureka, Nev.—Granted cp for new tv translator station on ch. 73 to translate programs of KTVT (TV) (ch. 4) and KUTV (TV) (ch. 2), Salt Lake City, Utah. Ann. March 26.

Quincy Valley TV Inc., Quincy, Wash.—Granted cps for three new tv translator stations to translate programs of Spokane stations—one on ch. 73 to translate programs of KREM-TV (ch. 2), second on ch. 77 to translate programs of KXLY-TV (ch. 4), and third on ch. 83 to translate programs of KHQ-TV (ch. 6). Ann. April 1.

Panhandle Tele. Corp. of West Virginia, Romney, W.Va.—Granted applications for three new tv translator stations to jointly serve Paw Paw, Largent, Levels, Okonoko and Points, all West Virginia—one on ch. 74 to translate programs of WTTG (TV) ch. 5, Washington, D.C.; another on ch. 81 to translate programs of WTOP-TV ch. 9, also Washington and third on ch. 70 to translate programs of WSVA-TV, ch. 3, Harrisonburg, Va. Ann. March 26.

New Am Stations

ACTIONS BY FCC

Butler, Ala.—Radio Butler Co. Granted 1220 kc, 1 kw D. P.O. address % Houston Pearce, Whitfield, Ala. Estimated construction cost $14,584, first year operating cost $24,000, revenue $30,000. One-third owners are **Paul Nichols, William Reid** and **Houston Pearce**, all merchants. Ann. March 26.

Santa Barbara, Calif.—Sherrill Corwin Granted 990 kc, 1 kw D. P.O. address 122 S. Robertson Blvd., Los Angeles. Estimated construction cost $30,000, first year operating cost $55,000, revenue $70,000. Mr. Corwin, sole owner, has numerous broadcast interests, primarily in California. Ann. March 26.

International Falls, Minn.—Int. Falls Bcstg. Inc. Granted 1230 kc, 100 w Unl. P.O. address 1637 Miller Ave., Murray, Ky. Estimated construction cost $16,177, first year operating cost $42,000, revenue $50,000. Owners are **C. H. Hulse Jr., Hyleme S. George, Charles R. Shuffett** and **Philip S. George** (each 25%). Messrs. Hulse and Shuffett own WNBS Murray, Ky. (50% each). George brothers are in agriculture, Ann. March 26.

Gallup, N.M.—Cloyed Kendrick and **Hugh Landis.** Granted 1230 kc, 250 w unl. P.O. address 413½ W. Main St., Farmington, N.M. Estimated construction cost $13,300, first year operating cost $36,000, revenue $39,000. Co-owners Kendrick and Landis also share ownership of KVBC Farmington, N.M. Ann. March 26.

South Gastonia, N.C.—Mace, Groves and Mace, Granted 1420 kc, 500 w D. P.O. address Earl O. Mace, Box 1232, Gastonia, N.C. Estimated construction cost $17,550, first year operating cost $40,000, revenue $50,000. Owners are **Earl O. Mace, A. Clay Groves** and **Glen F. Mace** (each one-third). Earl Mace is builder; Clay Groves is in radio-tv repair; Glen Mace has been engineer for **WSOC Charlotte, N.C.** Ann. April 1.

North Augusta, S.C. — North Augusta Bcstg. Co. Granted 1550 kc, 1 kw D. P.O. address Box 6326, North Augusta, S.C. Estimated construction cost $24,256, first year operating cost $38,500, revenue $47,250. Owners are **Stathy J. Verenes, John H. Williams, Robert E. Johnson** (each 28⅓%), Ted R. Woodard and others. Mr. Verenes is in bottling. Mr. Johnson is attorney. Mr. Williams is attorney. Program tests not to be authorized until Mr. Woodard has severed all connections with WGAC Augusta, Ga. Ann. March 26.

APPLICATIONS

Brookfield, Conn.—Eastern Bcstg. System Inc. 940 kc, 1 kw D. P.O. address Box 11. Estimated construction cost $18,000, first year operating cost $24,000, revenue $40,000. Applicant corporation includes **A. J. Detzer** (68%) **L. C. Shields** (25%) and eight others. Eastern owns WGHF (FM) Brookfield. Ann. March 26.

Nashville, Ga.—Radio Nashville 1380 kc, 1 kw D. P.O. address Box 265 Baxley, Ga. Estimated construction cost $19,585, first year operating cost $32,000, revenue $42,000. Sole owner **Farnell O'Quinn** also owns WCQS Alma and WHAB Baxley, both Georgia. Ann. March 26..

Hardin, Mont.—Big Horn County Musicasters. 1230 kc, 250 w. P.O. address KOYN Billings, Mont. Estimated construction cost $10,995, first year operating cost $45,000, revenue $54,000. Equal owners are **Gene Williams** and **Delbert Bertholf** who have interests in KOYN Billings, KUDI Great Falls, both Montana; KQDY Minot and KQDI Bismarck, both North Dakota; and **Robert Eubanks** who has interest in KQDI only. Ann. March 31.

Las Vegas, Nev.—Las Vegas Electronics. 970 kc, 500 w D. P.O. address % Sutro & Co., 460 Montgomery St., San Francisco. Estimated construction cost $27,286, first year operating cost $45,000, revenue $56,000. Sole owner **Forrest Tancer** is director, industrial department, Sutro & Co., S.F. Ann. March 27.

Latham, N.Y.—Iroquois Bcstg. Inc. 1580



kc, 500 w D. P.O. address 126 Woodlawn Ave., Saratoga Springs, N.Y. Estimated construction cost $26,825, first year operating cost $36,000, revenue $40,000. Applicant includes **Richard O'Connor** and **Nathan Oppenheim** (49½% each) and others. Mr. Oppenheim is motel manager and Mr. O'Connor has interests in cps granted for Saxonville, Mass. and Glen Falls, N.Y. Ann. March 31.

Ebensburg, Pa.—Cambria County Bcstg. Co. 1470 kc, 1 kw D. P.O. address Ebensburg, Pa. Estimated construction cost $10,800, first year operating cost $40,000, revenue $44,000. Sole owner **Cary H. Simpson** has interests in WKBI St. Marys, WFRM Coudersport, WNBT Wellsboro, WTRN Tyrone, and WBLF Bellefonte, all Pennsylvania. Ann. March 31.

Killeen, Tex.—Val Verde Bcstg Co. 1490 kc, 250 w. P.O. address Box 935. Estimated construction cost $17,405, first year operating cost $33,600, revenue $55,000. Partners are **Eugene A. Houghton** (60%) and **Alton W. Stewart** (40%). Mr. Houghton is retail merchant and Mr. Stewart has minority interest in KGNB New Braunsfel and KLEN Killeen, both Texas. Ann. March 27.

Existing Am Stations

ACTIONS BY FCC

WCQS Alma, Ga.—Granted mod. of license (1400 kc, 250 w, U) to change to specified hours. Ann. March 26.

WMLT Dublin, Ga.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1330 kc, D; remote control permitted. Ann. March 26.

KENT Shreveport, La.—Granted increase of daytime power from 1 kw to 10 kw, continuing operation on 1550 kc, 500 w-N, DA-N; engineering condition. Ann. April 1.

WNSL Laurel, Miss.—Designated for consolidated hearing applications of WNSL to change facilities from 1260 kc, 1 kw, D, to 1430 kc, 5 kw, D, and WLAU to change frequency from 1600 kc to 1430 kc, continuing operation with 5 kw, D. Ann. March 26.

KOBH Hot Springs, S.D.—Granted application to reduce power from 1 kw to 500 w, continuing operation on 580 kc, D. Ann. March 26.

KDWT Stamford, Tex.—Granted change from unlimited time to specified hours, continuing operation on 1400 kc, 250 w. Ann. March 26.

WCCN Neillsville, Wis.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1370 kc, D; remote control permitted; engineering condition. Ann. Apr. 1.

APPLICATIONS

WOL Washington, D.C.—Cp to increase daytime power from 250 w to 500 w and install new trans. (1450 kc) Petition for waiver of sections 1.308, 1,310, 3.22 (d), 3.182 (a) (iii) and 3.182 (b) of rules filed. Ann. March 31.

WJBW New Orleans, La.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc) Ann. March 26.

WNAU New Albany, Miss.—Cp to change hours of operation from daytime to unl. using power of 500 w, install DA-N and new ground system. (1470 kc) Ann. March 31.

KRBO Las Vegas, Nev.—Cp to change frequency from 1050 kc to 1400 kc, change hours of operation from D to unl. using power of 500 w. Ann. April 1.

WOXF Oxford, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. March 31.

KFIR North Bend, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. March 26.

WLAT Conway, S.C.—Mod. of cp to change hours of operation to unl., using power of 500 w, 5 kw-LS and install DA-N and new ground system. (1330 kc) Ann. March 26.

KMUL Muleshoe, Tex.—Cp to increase power from 500 w to 1 kw. (1380 kc) Ann. March 26.

KORD Pasco, Wash.—Cp to increase power from 1 kw to 5 kw and install new trans. (910 kc) Ann. March 31.

WOVE Welch, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. April 1.

New Fm Stations

ACTIONS BY FCC

Sacramento, Calif.—KROY Inc. Granted 102.5 mc, 18.2 kw unl. P.O. address 1010 11th St., Sacramento. Estimated construction cost $20,244, first year operating cost $3,000, revenue not included in present plans. Applicant is licensee of **KROY Sacramento.** Ann. April 1.

Pueblo, Colo.—Hi-Lo Radio Inc. Granted 95.1 mc, 2 kw. P.O. address 3022 4th Ave. Estimated construction cost $12,180, first year operating cost $12,000, revenue $16,000. Ownership: **Alva B. Adams** (32.5%), Secretary, KCRT Trinadad, Colo.; **Leon Dudley** (30%), musician; **Jack G. Campbell** (30%), announcer, KDZA Pueblo, and others. Ann. March 26.

Baltimore, Md.—Commercial Radio Institute Inc. Granted 93.1 mc, 19.55 kw unl. P.O. address 38 west Biddle St., Baltimore. Estimated construction cost $25,964, first year operating cost $30,000, revenue $30,000. Owners are **Julian S.** and **Carolyn B. Smith** (34.5%) and several small stockholders. Mr. Smith is guidance and navigation unit head at **Martin Co.** Ann. April 1.

***Rochester, N.Y.—Board of Education of Central School District No. 3 of the Town of Irondequoit.** Granted 90.9 mc, .0058 kw. P.O. address 370 Cooper Rd. Estimated construction cost $3,320, first year operating cost $200. Ann. March 26.

Pittsburgh, Pa.—Dynamic Bcstg. Inc. Granted 105.9 mc 2.7 kw P.O. address 105 E. Eighth Ave., Homestead, Pa. Estimated construction cost $50,107, first year operating cost $15,000, revenue $150,000. Applicant is licensee WAMO Homestead. Ann. March 26.

Monroe, Wis.—Green County Bcstg. Co. Granted 93.7 mc, 15 kw. P.O. address Box 460. Estimated construction cost $19,666, first year operating cost $6,250, revenue $7,100. Applicant owns WEKZ Monroe, Ann. March 26.

San Juan, P.R.—Electronic Enterprises Inc. Granted 93.7 mc, 3.4 kw P.O. address Box 2792. Estimated construction cost $7,100, first year operating cost $3,000, revenue $4,000. Permittee owns WITA San Juan. Ann. March 26.

APPLICATIONS

Sacramento, Calif.—Bernard R. Ericsson, Keith W. Spaulding, Charles E. Stilgenbauer 105.7 mc, 17.30 kw P.O. address 3112 Barnett St., Bakersfield, Calif. Estimated construction cost $24,800, first year operating cost $33,600, revenue $36,000. Applicants are equal partners. Messrs. Spaulding and Stilgenbauer are physicians. Mr. Ericsson owns medical office building. Ann. April 1.

Duluth, Minn.—U. of Minnesota *89.1 kc, 0.009 kw. P.O. address Duluth 12. Estimated construction cost $1,301, first year operating cost $1,000. Ann. March 31.

Memphis, Tenn.—Quality Music of America. Inc. 95.5 mc. 1.331 kw. P.O. address Suite 1401, 81 Madison Bldg. Estimated construction cost $14,000, first year operating cost $22,500, revenue $27,000. Applicants include **Eugene C. Fitzhugh** and **Barbara Jean Smith** (12.2% each) and 13 others. Mr. Fitzhugh is attorney. Mrs. Smith is housewife. Ann. March 26.

***Brownwood, Tex.—Howard Payne College** 88.1 mc, 0.0082 kw. P.O. address Brownwood, Tex. Estimated construction cost $5,935, first year operating cost $2,800. Ann. March 26.

Harlingen, Tex.—Harbenito Radio Corp. 94.5 mc, 3.071 kw. P.O. address Box 711. Estimated construction cost $11,800, first year operating cost $18,000, revenue $22,000. Harbenito Radio Corp. also owns KGBT, and stockholders own **Harbenito Bcstg. Co.,** operator of KGBT-TV both Harlingen. Ann. April 1.

Existing Fm Stations

ACTIONS BY FCC

WLIR (FM) Hicksville, N.Y.—Granted SCA to engage in functional music operation on multiplex basis. Ann. March 26.

WSTP-FM Salisbury, N.C.—Granted SCA to engage in functional music operation on multiplex basis. Ann. March 26.

KBOY-FM Medford, Ore.—Granted SCA to engage in functional music operation on multiplex basis. Ann. March 26.

KBIM-FM Roswell, N.M.—Granted SCA to engage in functional music operation on multiplex basis. Ann. March 26.

WHTN-FM Huntington, W.Va.—Granted SCA to engage in functional music operation on multiplex basis. Ann. April. 1.

APPLICATION

KATY-FM San Luis Obispo, Calif.—Mod. of cp to change frequency from 94.5 mc ch. 233 to 96.1 mc, ch. 241 and change type trans. Ann. March 30.

Ownership Changes

ACTIONS BY FCC

KDJI Holbrook, Ariz.—Granted assignment of license from **Donald E. Jacobs Sr.,** to **Harold J. Arnoldus;** consideration $33,-050. Ann. March 26.

KGEE-FM Bakersfield, Calif.—Granted assignment of cp to **Edward F. Urner** (owner of **KLYD** and interest in KICU (TV), both Bakersfield); consideration $1,000 for expenses. Ann. April 1.

KUDE Oceanside, Calif.—Granted assignment of licenses from **Walter N. Nelskog** and **Darrell R. Anderson** to **Dolph-Pettey Bcstg. Co.;** consideration $171,000 plus agreement to employ assignors as consultants for three years at $8,000 per year and assignors not to engage in broadcasting for 5 years within metropolitan area of Oceanside. **Herbert L. Pettey,** president, and **William B. Dolph,** vice president, and others have interests in KJBS San Francisco, and WMT-TV Cedar Rapids, Iowa. Ann. March 26.

KXLA Pasadena, Calif.—Granted assignment of license and cp to **Eleven Ten Bcstg. Corp. (Donald R. Cooke);** consideration $900,000. Ann. March 26.

KSDA Redding, Calif.—Granted assignment of license to **Van C. Newkirk;** consideration $20,000. Ann. March 26.

KWG-AM-FM Stockton, Calif.—Granted transfer of control from **Frank A. Axelson** and **O.R. Reichenbach** to **Hale Bondurant;** consideration $48,000 plus agreement to employ Mr. Reichenbach as consultant for 3 years at $1,500 per year and Mr. Reichenbach is not to engage in broadcasting business within radius of 50 miles of Stockton for five years. Ann April 1.

WAVP Avon Park, Fla.—Granted assignment of license to John B. Marshall; consideration $12,500. Ann. March 26.

WDSR Lake City, Fla.—Granted assignment of license to **WDSR Inc. (Charles B. Britt,** president, and other stockholders own WIRY Plattsburg, N.Y., and WJBS DeLand, Fla.); consideration $95,000. Ann. April 1.

WHYS Ocala, Fla.—Granted assignment of license to **Associated Bcstrs. Inc. (C.D. Davenport,** president); assignee to lease property for $550 per month rental, with option to purchase for $55,000 within 5 years and other agreements. **W.H. Martin,** vice president, owns WYSE Lakeland. Ann. April 1.

WCEH Hawkinsville, Ga.—Granted relinquishment of positive control by **Dallam R. Jackson** and acquisition of negative control by **James D.** and **Peggy W. Popwell,** as family group, through sale of stock to **James D. Popwell;** consideration $5,715. Ann. March 26.

KSRA Salmon, Idaho—Granted assignment of cp from **Alfred E. Shumate** to **Salmon River Radio & Tele. Inc.** (Mr. Shumate and **David G. Ainsworth**); consideration $15,264. Ann. April 1.

WPEO Peoria, Ill.—Granted assignment of license to **Radio One Corp. (William B. Dolph,** president, and **Herbert L. Pettey,** vice president); consideration $325,000 plus agreement that assignors will not engage in radio business for five years witnin 60 miles of Peoria. Ann. March 26.

KXGI Fort Madison, Iowa—Granted transfer of control from **Joseph E.** and **William D. McNaughton, J. Richard Sutter** and **John E. Armel** to **Richard D.** and **Cecil H. Gillespie;** consideration $90,000. Ann. March 26.

WLBZ-AM-TV Bangor, Me.—Granted transfer of control from **Adeline B. Rines** to **William H. Rines** and **Mary Rines Thompson;** transaction involves gift of stock to children and grandchildren. Ann. April 1.

WSPI (TV) Presque Isle, Me.—Granted transfer of control from **Adeline B. Rines** to **William H. Rines** and **Mary Rines Thompson;** transaction involves gift of stock to children and grandchildren. Ann. April 1.

KRBI St. Peter, Minn.—Granted (1) renewal of license, and (2) transfer of control from **Mavis L. Peterson** to **David Bryce Ekberg;** consideration $46,800. Ann. March 26.

KDBM Dillon, Mont.—Granted (1) renewal of license and (2) transfer of control from **Allen H. Smith,** et al., to **Burt H. Oliphant,** et al.; consideration $6,200. Ann. March 26.

WSTV-AM-FM Claremont, N.H.—Granted transfer of control from **W.F. Rust Jr.,** and **Ralph Gottlieb** to **Radio Claremont Inc. (Norman Knight,** sole stockholder, owns WHEB Portsmouth); consideration $165,000. Ann. March 26.

WTSL Hanover, N.H.—Granted transfer of control from **W. F. Rust Jr.,** and **Ralph Gottlieb** to **Radio Hanover Inc.** (100% owned by **Norman Knight**); consideration $135,000. Ann. March 26.

WKIT Mineola, N.Y.—Granted transfer of control from **Seymour Weintraub** to **VIP Radio Inc.** (WWES-AM-FM, formerly WNRC-AM-FM), New Rochelle, WVIR Mount Kisco, and WKSN Saugerties, all New York; two other stockholders have interests in WISH-AM-TV Indianapolis, WANE-AM-TV, Fort Wayne, Ind.; KOTV-AM-TV Tulsa, Okla.; KGUL-TV Houston, Tex., and KBET-TV Sacramento, Calif.; consideration $165,000. Ann. March 26.

WRSA Saratoga Springs, N.Y.—Granted transfer of negative control from **Lou Tobier** to **Martin Karig** (WWSC Glens Falls, N.Y., and minority interest in WNDR Syracuse, and WSPN Saratoga Springs, N.Y.); consideration $15,000 for 50% interest; conditioned that transfer not be consummated prior to time Karig disposes of his interest in WSPN. Comr. Bartley dissented. Ann. April 1.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 1

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,308	36	119	658
FM	557	65	145	71
TV	448[1]	72	102	112

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 1

	VHF	UHF	TOTAL
Commercial	439	81	520[3]
Non-commercial	32	9	41[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Feb. 28, 1959

	AM	FM	TV
Licensed (all on air)	3,297	545	448[1]
CPs on air (new stations)	42	46	68[2]
CPs not on the air (new stations)	119	134	106
Total authorized stations	3,458	725	666
Applications for new stations (not in hearing)	490	44	43
Applications for new stations (in hearing)	130	24	63
Total applications for new stations	620	68	106
Applications for major changes (not in hearing)	519	38	40
Applications for major changes (in hearing)	45	0	15
Total applications for major changes	564	38	55
Licenses deleted	1	1	0
CPs deleted	0	0	1

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

KVLH Pauls Valley, Okla.—Granted assignment of license from **Warren J. Fortier** to **John E. Hampton, S.L. Lloyd** and **E.J. Ballard**, d/b as Pauls Valley Bcstg. Co.; consideration $40,000. Ann. April 1.

KGRO Gresham, Ore.—Granted transfer of control from **Thomas B. Purcell** to **Daniel M. McPeak**; consideration $23,500, plus assumption of $44,000 liabilities. Ann. April 1.

KDOV Medford, Ore.—Granted relinquishment of positive control by **K.C. Laurance** through issuance of one additional share of stock to **Ralph J. Silkwood**. Ann. April 1.

KRNR Roseburg, Ore.—Granted assignment of license from **James Doyle** to **News-Review, Inc.**, former owner (**Frank Jenkins**, president); consideration involves release of all liabilities and obligations incurred by conditional sales agreement of Aug. 31, 1956 which provided for purchase of station's assets and assignment of license at that time. Ann. April 1.

WFRA Franklin, Pa.—Granted assignment of license to **Northwestern Pennsylvania Bcstg. Inc.** stock transaction. Ann. April 1.

WJOT Lake City, S.C.—Granted assignment of license to **Lake City Bcstg. Corp.** (**Russell G. Busdicker**, president); consideration $51,500. Ann. April 1.

WTYC Rock Hill, S.C.—Granted transfer of control from **T. Lamar** and **Marguerite Simmons, A. Lincoln** and **Pauline E. Faulk** to **E.L. Burwell, R.H. Whitesides** and **Jonas R. Bridges**; consideration $46,900. Ann. March 26.

WRKM Carthage, Tenn.—Granted transfer of control from **Bill L. Parsons** to **Reggie L. Honey, Sidney L. Martin** and **Chester L. Hamby**; consideration $500 for 51.25% interest. Ann. April 1.

WJSO Jonesboro, Tenn.—Granted transfer of control from **Roy E. Faircloth** to **Norman A. Thomas** (WDNT Dayton, Tenn.); consideration $36,029. Ann. April 1.

KDDD Dumas, Texas.—Granted transfer of control from **Lucian W. Spencer**, et al., to **Dumas Bcstrs. Inc.** (**Kenneth E.** and **Eleanor M. Duke** and **Alfred A. Tremble**); consideration $100,835. Ann. April 1.

KSOX Raymondville, Texas—Granted assignment of license to **Bob G. Hicks** and **J.W. Stewart** d/b as **Radio Station KPSO Ltd.** (KPSO Falfurrias, Tex.); consideration $60,000. Ann. March 26.

KCTV (TV) San Angelo, Tex.—Granted acquisition of positive control by **Big Spring Bcstg. Co.** through purchase of 50% stock from **Angelo, Bcstg. Telecasting Inc.**; consideration $31,487. Ann. March 26.

KPEP San Angelo, Tex.—Granted assignment of license from **David P. Pinkston** to Mr. Pinkston and **Leroy Elmore**, d/b as **Western Bcstg. Co.** (KDAV Lubbock, Tex., KPIK Colorado Springs, Colo., and Mr. Pinkston owns KZIP Amarillo, Tex.); consideration $10,000 for 50% interest. Ann. April 1.

WSTE-TV Fajardo, P.R.—Granted transfer of control from **William R. Anthony** to **Carmina Mendez**; consideration $60,000 without prejudice to any action which Commission may deem appropriate with respect to licensee's application to change facilities of WHOA. By letter, denied petition by Jose R. Madrazo (applicant for new am station in Guaynabo, P.R.) insofar as it requested action on transfer be deferred. Ann. March 26.

WHOA San Juan, P.R.—Granted transfer of control from **William R. Anthony** to **Carmina Mendez**; consideration $60,000 without prejudice to any action which Commission may deem appropriate with respect to licensee's application to change facilities of WHOA. By letter, denied petition by Jose R. Madrazo (applicant for new am station in Guaynabo, P.R.) insofar as it requested action on transfer be deferred. Ann. March 26.

APPLICATIONS

WHTB Talladega, Ala.—Seeks assignment of license from **Voice of Talladega Inc.** to **Radio Alabama Inc.** for $25,000. Applicants are (20% each): **James L. Coley**, who has interest in WRFS-AM-FM Alexander City and WETU Vetumpka, both Alabama; **Julia C. Duncan**, with interests in WRFS-AM-FM and WETU; and **James W. Whatley**; **Sim S. Wilbanks** and **Charles H. Whatley**, who have interests in WETU only. Ann. April 1.

KINY-AM-TV Juneau, Alaska—Seeks assignment of license from **Alaska Bcstg. System Inc.** to **Juneau Bcstrs. Inc.** for $52,250. Principal stockholders in Juneau Bcstrs. are **Jerry W. McKinley** (35.4%), **Elton E. Engstrom** (13.4%) and 15 others, with less than 10% interest each. Mr. McKinley is manager KINY-AM-TV and Mr. Engstrom buys and stores raw fish. Ann. March 27.

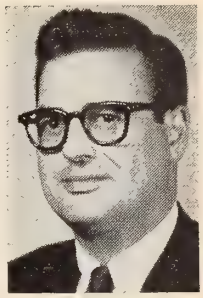
KPOP Los Angeles, Calif.—Seeks assignment of license from **J. Frank Burke Sr., Mabel S. Burke, Dorothy Lycan**, trustee of estate of **William M. Burke**, deceased, **Michael Burke, Gary Burke, Shelley Burke, J. Frank Burke Jr.**, and **Betty Jane Burke**, d/b **Standard Bcstg. Co.** to **Storer Bcstg. Co.** for $900,000. Storer owns WAGA-AM-FM-TV Atlanta, Ga., WJW-AM-FM-TV Cleveland, WJBK-AM-FM-TV Detroit, WGBS-AM-FM Miami, Fla., WSPD-AM-FM-TV Toledo, Ohio, WWVA-AM-FM Wheeling, W. Va., WIBG-AM-FM Philadelphia and WITI-TV Milwaukee, Wis. Ann. March 30.

KHIL Brighton, Colo.—Seeks involuntary assignment of license from **John Babcock**, deceased to **Edward A. Brown**, administrator of estate. Ann. March 31.

KLOV Loveland, Colo.—Seeks assignment

KYSL--BAYOU CCA

In a letter to Jerry Hauser, Southwestern Sales Manager of Community Club Awards, Mr. Sylvan Fox, Manager of Radio Station KYSL, Alexandria, Louisiana, said:—"We are now in the last days of selling our CCA Campaign here. I am happy to report we've met with tremendous financial success. We have been able to pull accounts to KYSL that we previously could not sell. The comments we have created with the women's organizations and advertisers is already worth the effort we've put into this promotion. We look forward to many CCA Campaigns in the years to come."



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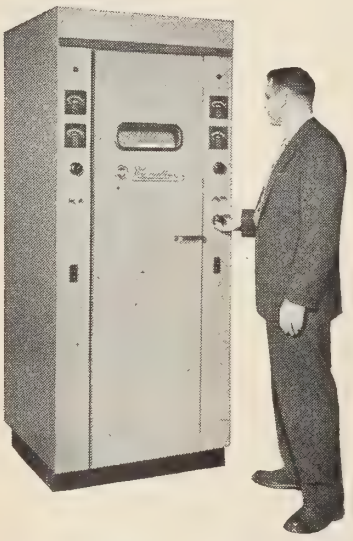
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RADIO CORPORATION of AMERICA

Tmk(s) ®

of license from **Loveland Bcstrs.** to **Regional Bcstg. Corp.** No consideration involved. Change from partnership to corporate form of business. Loveland also owns KVRH Salida, Colo. Ann. April 1.

KVRH Salida, Colo.—Seeks assignment of license from **Loveland Bcstrs.** to **Regional Bcstg. Corp.** No consideration involved. Change from partnership to corporate form of business. Loveland also owns KLOV Loveland, Colo. Ann. April 1.

WAPE Jacksonville, Fla.—Seeks transfer of 5% interest in **Brennan Bcstg. Co.** from **James F. Brennan** to **William J. Brennan,** present 85% owner for $1. Ann. March 26.

WTVO (TV) Rockford, Ill.—Seeks transfer of 25 shares of stock of **Winnebago Television Corp.** from **H&E Balaban Corp., Irwin & Rosalind Dubinsky** and **H.W. Dubinsky** to **Harold Froelich,** for $2,500. For voting purposes, Elmer Balaban and Irwin Dubinsky are trustees for benefit of Mr. Froelich. Mr. Froelich is general manager of WTVO. Ann. March 31.

KLEO Wichita, Kan.—Seeks transfer of control of two-thirds of **Radio Active Inc.** from **J.W. O'Connor** and **Harry H. Patterson** to **Lee Vaughn** and **Merritt Owens** for $39,000. Mr. Owens has interest in Kansas City, Kan. advertising agency, WPEO Peoria, Ill., KQEO Albuquerque, N.M. and KDEO El Cajon, Calif. Mr. Vaughn is attorney and has interest in same station. Ann. April 1.

WCRM Clare, Mich.—Seeks transfer of control of **Gateway of the North Bcstg. Corp.** from **Dan McDonald, Genevieve M. McDonald** and **John E. Cobb** (each one-third owners) to **Richard E. Hunt** for $15,250. Mr. Hunt has interests in WPTW Piqua, Ohio and WCBY Cheboygan, Mich. Ann. April 1.

WBNR Beacon, N.Y.—Seeks transfer of interest in cp of **West Shore Bcstg. Co.** from **Samuel Babbit, Leonard Wechsler, Fred Schottland, Robert C. Gessner, Saul Dresner** and **Alfred Dresner** to **Robert C. Gessner, Saul Dresner** and **Alfred Dresner,** (one-third each). Messrs. Babbit, Wechsler and Schottland have withdrawn from partnership. Ann. March 31.

WIOI New Boston, Ohio—Seeks assignment of cp from **Grady M. Sinyard** to **WIOI Inc.,** wholly owned by Mr. Sinyard (except for qualifying shares). Ann. March 26.

KGRL Bend, Ore.—Seeks transfer of control of cp from **Clarence E. Wilson** to **Charles B. Field, John H. McAlpine** and Mr. Wilson d/b **K-GIRL Bcstrs.** After transfer Mr. Wilson will own 51%, and others will own 24½% each. Consideration: $590.92 reimbursement for expenses incurred in obtaining cp. Mr. Wilson owns KBOY Medford, Ore. Mr. Field is employe KBOY. Mr. McAlpine has interest in KDAD Weed, Calif. Ann. April 1.

WMCP Columbia, Tenn.—Seeks transfer of control of **Maury County Boosters Corp.** to **B. C. Eddins** and **John R. Crowder** (50% each) for $57,000. Mr. Eddins has interest in WFMH-AM-FM Cullman, Ala. and Mr. Crowder has interest in WEKR Fayetteville, Tenn. Ann. March 19.

WZYX Cowan, Tenn.—Seeks transfer of control of **Guidon Bcstg. Co.** from **Michael R. Freeland** to **George W. Claiborne** and **Charles R. Morris** for $400, and assumption of company debts. Mr. Claiborne is sales manager WZYX and Mr. Morris is former manager WRIP Rossville, Ga. Ann. April 1.

KAMQ Amarillo, Tex.—Seeks assignment of license from **Top of Texas Bcstg. Co.** to **KAMQ Bcstrs. Ltd.** for $158,000. Applicant is **David R. Worley** and 15 others. Mr. Worley has interest in KLEA Lovington, N.M. and KSEL Lubbock, Tex. Ann. April 1.

KBLT Big Lake, Tex.—Seeks assignment of license from **Big Lake Bcstg. Co.** to **Donald Renault** d/b **Permian Basin Bcstrs.** for $26,680 (including liabilities of $9,680). Mr. Renault is employe KSKY Dallas. Ann. March 26.

KBRZ Freeport, Tex.—Seeks assignment of license from **William D. Schueler** to **Radio Brazosport Inc.** for $80,000. Principals include: **James A. Hairgrove** (61%), **Garfield Kiel** (17%), **Stanley W. McKenzie** (17%) and **Sue B. Hairgrove** (5%). Messrs. Kiel and McKenzie have interests in KWED Seguin, Tex. Mr. Hairgrove previously had interest in KFRD Rosenberg-Richmond, Tex. Ann. March 30.

KTER Terrell, Tex.—Seeks transfer of control of **Terrell Broadcast Corp.** from **Mrs. Ruby Wnorowski** to **Orval Pirtle** for $43,000. Mr. Pirtle is employe Henderson County Junior College. Ann. March 26.

KTUE Tulia, Tex.—Seeks transfer of 10% of stock of licensee **KTUE Radio Inc.** to **Lee McKinney,** general manager of KTUE for $3,200. Present equal owners **Marshall & Clint Formby** will each own 45% after transfer. Ann. March 31.

KKOG Ogden, Utah—Seeks transfer of control of **KOPP Inc.** from **KYMA-Yuma Inc.** (present 51% owner) to **Robert K. Hansen** and **Roger D. Thomsen,** (who presently own 24½, each of licensee corp.). After transfer, Messrs. Hansen and Thomsen will each own half interest. Ann. March 26.

KLUK Evanston, Wyo.—Seeks assignment of license from **BBH Enterprises Inc.** to **Robert H. Dolph** d/b **Morgan County Bcstg. Co.** for $24,000. Mr. Dolph is licensee KFTM Ft. Morgan, Colo. Ann. March 31.

Hearing Cases

FINAL DECISIONS

By order, Commission, on joint motion by applicants, made effective immediately Feb. 17 initial decision, as modified by Commission, and granted applications of Unicoi Bcstg. Co. to increase power of WEMB, Erwin, Tenn., from 1 kw to 5 kw, continuing operation on 1420 kc, D, and Mace, Groves and Mace for a new am station to operate on 1420 kc, 500 w, D, in South Gastonia, N.C. Comr. Bartley abstained from voting. Ann. April 1.

By memorandum opinion and order, Commission granted petition by Radio Wisconsin Inc. (WISC), Madison, Wis., to sever its application from consolidated proceedings in dockets 12329-31, and made effective immediately Feb. 16 initial decision insofar as it granted application to increase daytime power of WISC from 1 kw to 5 kw and change daytime DA pattern, continuing operation on 1480 kc with 1 kw-N; engineering condition. Ann. April 1.

By order, Commission, on request by applicant, made effective immediately Feb. 13 initial decision and granted application of KROY Inc., for new class B fm station to operate on 102.5 mc in Sacramento, Calif.; engineering conditions. Ann. April 1.

By order, Commission, on request by applicant, made effective immediately Feb. 12 initial decision and granted application of Commercial Radio Institute Inc., for new class B fm station to operate on 93.1 mc in Baltimore, Md. Ann. April 1.

INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward affirming Commission's Oct. 15 and Nov. 5, 1958 grants of applications of Tomah-Mauston Bcstg. Inc., for new am station (WTMB) to operate on 1390 kc, 500 w, D, in Tomah, Wis. and mod. of cp to reduce maximum expected operating value which had been protested by William C. Forrest (WRDB), Reedsburg, Wis. Ann. March 31.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Bay Area Electronic Associates for new am station to operate on 1580 kc, 500 w, D, in Santa Rosa, Calif. Ann. March 30.

Hearing Examiner Millard F. French issued initial decision looking toward (1) dismissing application of Jose A. Bechara Jr., A. Gimenez-Aguayo and Reynaldo Barletta, partnership, for new tv station to operate on ch. 12 in Aguadilla, P. R., and (2) granting competing applications of Western Bcstg. Corp of Puerto Rico (Petition to reflect merger of applicants was granted Jan. 30.) Ann. March 26.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Virginia Beach Bcstg. Corp. to change facilities of am station WBOF Virginia Beach, Va., from 1600 kc, 1 kw, D, to 1550 kc, 5 kw, D, and denying application of Cy Blumenthal, tr/as Denbigh Bcstg. Co. for new station to operate on 1570 kc, 250 w, D, in Denbigh, Va. Ann. March 26.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by Peninsula Bcstg. Corp. (WVEC-TV ch. 15), Hampton, Va., for reconsideration of Commission action of Sept. 3, 1958, granting Peninsula petition of relief from interference to extent of giving it temporary authority to operate on ch. 21, but denying its request for temporary authority to operate on ch. 13. Ann. March 26.

By memorandum opinion and order, Commission denied petition by Frontier Bcstg. Co. (KFBC-TV ch. 5), Cheyenne, Wyo., for reconsideration of Nov. 25, 1958 grant of cp to Albany Electronics Inc., for new tv translator station on ch. 82 in Laramie, Wyo. Ann. March 26.

In report on its inquiry into alleged ex parte representations in Orlando ch. 9 proceeding, Commission believes that further hearing (evidentiary) is warranted, but proposes to withhold further action until Court of Appeals makes known its determination in remanded case of WORZ Inc. vs. FCC. Ann. March 26.

By memorandum opinion and order, Commission postponed oral argument from April 23 to May 21 in Miami, Fla., ch. 10 remand proceeding. Ann. March 26.

By order, Commission dismissed as moot Dec. 17, 1958 joint petition by Gerico Investment Co. (WITV, ch. 17, Fort Lauderdale,

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Fla.) and Harold Friedman, trustee in bankruptcy for Gerico, for stay of certain orders of Commission in the Miami-Perrine-South Miami ch. 6 comparative proceeding. Ann. April 1.

Commission scheduled oral argument on April 30 on application of City of New York Municipal Bcstg. System for extension of Special Service Authorization to operate am station WNYC New York, additional hours. Ann. April 1.

WSC Bcstg. Co., Chico, Calif.; Paradise Bcstrs., Paradise, Calif.—Designated for consolidated hearing applications for new am stations to operate on 930 kc, 500 w, D. Ann. April 1.

Southbay Bcstrs., Chula Vista, Calif.—Designated for hearing application for new am station to operate on 990 kc, 500 w, DA, D; made KFWB Los Angeles, party to proceeding. Ann. March 26.

Plains Bcstg. Corp., Independence, Iowa—Designated for hearing application for new am station to operate on 1220 kc, 250 w, D. Ann. March 26.

KATO Reno, Nev.; KSRO Santa Rosa, Calif.; Sanval Bcstrs., Oroville, Calif.—Designated for hearing applications of KATO to increase daytime power from 250 w to 1 kw, continuing operation on 1340 kc, 250 w-N; KSRO to increase power from 1 kw to 5 kw and change from DA-1 to DA-N, continuing operation on 1350 kc, U, and Sanval for new am station to operate on 1340 kc, 250 w, U, in consolidated proceeding with application of James E. Walley for new am station to operate on 1340 kc, 250 w, U, in Oroville; made KCRA Sacramento; KFIV Modesto; KEEN San Jose, and KOMY Watsonville, all California, parties to proceeding. Ann. April 1.

Routine Roundup

Commission invites comments by April 30 to proposed rule making to assign tv ch. 10 (minus) to Appleton, Minn., for educational use. It is based on petition by Joint Council on Educational Television which claims that such station in Appleton, besides covering large portion of western Minnesota not now served by any present or proposed educational tv station, would be link in planned regional educational tv network interconnecting educational tv stations in Iowa, Minnesota, Nebraska, and North and South Dakota. Assignment would require no other changes in present tv assignment table. Appleton has no current tv channel assignment.

Commission granted requests by Westinghouse Bcstg. Co. and counsel for Lar Daly to extend to April 17 time in which they may file briefs in connection with Commission's telegrams of Feb. 19 to Chicago tv stations concerning applicability of Section 315 (political broadcast provision) of Communications Act to certain news film clips, and subsequent petitions by Columbia Bcstg. System Inc., and National Bcstg. Co. and letters by American Bcstg. Co. and National Association of Broadcasters. Ann. March 26.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of March 27

WTVJ (TV) Miami, Fla.—Granted transfer of control of **Wometco Television & Theatre Co.** (principal stockholder of **WTVJ Inc.**, licensee corp.) from **Sidney Meyer**, et al. (as family group) and **Mitchell Wolfson**, et al. (as family group) to **Mitchell Wolfson**, et al. (as family group).

WLOS-AM-FM-TV Asheville, N.C.—Granted transfer of control of **Wometco Television & Theatre Co.** (principal stockholder of **Skyway Bcstr. Co.**, licensee corp.) from **Sydney Meyer**, et al. (as family group) and **Mitchell Wolfson**, et al. (as family group) to **Mitchell Wolfson**, et al. (as family group).

WFGM Fitchburg, Mass.—Granted license covering changes in facilities, installation DA-D-N (DA-2), deletion of remote control operation, making changes in ant. system, change ant.-trans. location and specify type trans.

Following stations were granted extensions of completion dates as shown: KOMC (TV) McCook, Nebr. to Sept. 23, and WACL Waycross, Ga. to May 29.

KCAP Helena, Mont.—Remote control permitted.

Actions of March 26

KPER Gilroy, Calif.—Granted assignment of license and cp to **Charles W. Jobbins**, et al., d/b as **Radio KPER.**

KGNO Dodge City, Kans.—Granted authority to operate auxiliary trans. by remote control while using non-directional ant.

KWAD Wadena, Minn.—Granted change of remote control authority using DA-N.

KSBW Salinas, Calif.—Granted extension of completion date to April 8.

WFRL Freeport, Ill.—Granted authority to sign-off at 6 p.m. beginning April 1 and ending Aug. 31.

Actions of March 25

KTVR (TV) Denver, Colo.—Granted acquisition of positive control of **KTVR Inc.** by **Gotham Bcstg. Corp.** (50% owner) through purchase of stock owned by **Radio Hawaii Inc.**

Granted licenses for following am stations: WDSK Cleveland, Miss.; KTOC Jonesboro, La.; WONA Winona, Miss., and specify studio location and remote control point; condition; KEOS Flagstaff, Ariz., remote control permitted; WLAW Lawrenceville, Ga., and specify studio location.

***WECW Elmira, N.Y.**—Granted license for noncommercial educational fm station.

Granted licenses for following fm stations: WSOM (FM) Salem, Ohio; KVFM (FM) San Fernando, Calif.; WFNQ (FM) Hartford, Conn.; WYFS (FM) Winston-Salem, N.C.; WBAB-FM Babylon, N.Y.

KVOR Colorado Springs, Colo.—Granted license covering change ant.-trans. location and changes in ground system.

WBBQ-FM Augusta, Ga.—Granted license covering change of ant.-trans. location, increase ERP, increase of ant. height, 630 ft., changes in ant.; remote control permitted.

KITN Olympia, Wash.—Granted license covering changing frequency and increasing power.

WAKY Louisville, Ky.—Granted cp to use alternate main trans. as auxiliary trans. for daytime use only, employing DA.

KXLW Clayton, Mo.—Granted cp to install new ant. and make changes in ant. system (decrease height and top load).

KOVO Provo, Utah.—Granted cp to install new trans. to be used as auxiliary trans.

WLIP Kenosha, Wis.—Granted authority to sign-off at 6 p.m. beginning April 1 through Aug. 31.

KSIB Creston, Iowa.—Granted authority to sign-off at 6 p.m., CST, beginning April 1 through Sept. 30.

KCLN Clinton, Iowa—Granted authority to sign-off at 6 p.m. beginning April 1 through Sept. 30.

KMLW Marlin, Tex.—Granted authority to sign-on at 6:30 a.m., sign-off at 6:30 p.m., for period April through Sept. 30, except for special events when station may operate up to licensed sign-off time.

WBKV West Bend, Wis.—Granted authority to sign-off at 6 p.m. for month of April.

WPEO Peoria, Ill.—Granted authority to sign-on at 6 a.m., sign-off at 7 p.m. Sundays for period beginning May 1 through Aug. 31.

WIS-TV Columbia, S.C.—Granted extension of completion date to May 15.

Actions of March 24

KTXO Sherman, Tex.—Granted assignment of licenses to O'Connor Bcstg Corp.

KXRJ Russellville, Ark.—Granted assignment of license to C.R. Horne.

WDAK Columbia, Ga.—Granted license covering change of facilities, trans. location, installation DA-N and new trans.

KBRX O'Neill, Neb.—Granted license covering change of facilities installation of new trans. and specify new type trans.

Granted licenses for following am stations: WRMT Rocky Mount, N.C. remote control permitted; KASY Auburn, Wash.; WRIP Rossville, Ga.; WLST Escanaba, Mich.

WVCG-FM Coral Gables, Fla.—Granted license for fm station; remote control permitted.

WFID (FM) Rio Piedras, P.R.—Granted license for fm station.

KICD Spencer, Iowa—Granted license covering installation new type trans.

KALT Atlanta, Tex.—Granted license covering installation new trans.

KGLC Miami, Okla.—Granted license covering installation new trans.

WHYL Carlisle, Pa.—Granted license covering increase in power; installation DA-D; make changes in ant. and ground system; installation new trans. and change ant.-trans. location.

Actions of March 23

WIRT (TV) Hibbing, Minn.—Granted mod. of cp to change studio and trans. location to near Buhl, Minn., make changes in ant. and other equipment, ant. 460 ft., and waived sect. 3.613 of rules.

The following stations were granted extensions of completion dates as shown; KKTV (TV) Colorado Springs, Colo. (aux. ant.) to Aug. 31; WHP-TV Harrisburg, Pa. to July 3 (main trans. & ant. & aux. ant.); KORN-TV Mitchell, S.D. to Sept. 20; KPTV (TV) Portland, Ore. to July 1 (Aux. trans.); KTWX-TV Sheridan, Wyo. to Sept. 20; KERA-TV Dallas, Tex. to Sept. 30; WIRT Hibbing, Minn. to Sept. 18.

WMBC Macon, Miss.—Granted authority to operate specified hours beginning March 15 and ending June 1.

Actions of March 20

WKOV Wellston, Ohio—Granted authority to sign-off at 7 p.m. for period beginning May 1 through Aug. 31, except for special events when station may operate up to licensed sign-off time.

WCHO Washington Court House, Ohio—Granted authority to sign-off at 7 p.m. for period beginning April 1 through Aug. 31, except for special events when station may operate up to licensed sign-off time.

ACTIONS ON MOTIONS
By Commissioner John S. Cross

Accepted for filing amendment by Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M. to its application for mod. of cp to specify operation on 770 kc with 50 kw using directional antenna nighttime with specified parameters, and amended application accordingly. Action March 25.

By Chief Hearing Examiner James D. Cunningham

Granted motion by Moyer Radio, Providence, R. I., for dismissal without prejudice of its application for am facilities in Providence, R. I., and retained in hearing status remaining applications involved in consolidation. Action March 25.

Granted joint motion by The Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C., applicant, and protestants Wilton E. Hall and Greenville Television Co. for cancellation of April 2 hearing on application for modification of cp of WSPA-TV; continued hearing without date, and scheduled further pre-hearing conference for April 17. Action March 24.

Granted petition by KPOJ Inc., for dismissal of its application for new tv station to operate on ch. 2 in Portland, Ore., and retained in hearing status two remaining applications involved in consolidation. Action March 24.

By Hearing Examiner J. D. Bond

Upon request by applicants, scheduled further hearing for 2:30 p.m., April 3, in New Orleans, La., ch. 12 proceeding. Action March 24.

Pursuant to agreements reached by all parties at March 24 hearing, continued fur-

Continued on page 111



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Help Wanted—Management

Wanted: Manager-salesman for new daytimer opening soon in North Carolina. Small market experience helpful. Also announcers, engineers, copywriters. Write Box 286K, BROADCASTING.

Eastern group needs assistant station manager with sales and air background, several years staff experience, probably working now as announcer-salesman or pd and looking for chance to move up. Can offer full management position within 1 year. Desire family man with car. Send resume, tape and photo immediately. Box 343K, BROADCASTING.

Ambitious, energetic, young all-around radio man for management small market. Prefer one who can do sports and must be a good salesman. Premium pay to right man with 1st phone license. Full particulars, tape, picture and references in first letter. KCLP-P.O. Box 420, Rayville, Louisiana.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Salesman. Expanding sales staff of number one rated station in major Florida market to keep pace with growth of area. 5 kw music and news independent programming modern concept requires young, experienced, creative hard worker. Guaranteed salary against commission. Send photo, tell all in first letter. Box 331K, BROADCASTING.

Traveling salesmen. Need extra income? Producer of quality station breaks and jingles needs top flight salesmen in all territories. Contact Box 341K, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Best huntingand fishing in America plus $400 guarantee. Real salesman wanted to become sales manager. Send resume. KFLW, Klamath Falls, Oregon.

Salesman—Good guarantee against 15%, car allowance. KFRD, Rosenberg, Texas.

Growing Iowa station needs additional experienced salesman-announcer. Send resume and picture. KMAQ, Maquoketa, Iowa.

Expanding under new owners. Want aggressive man to sell good station against good competition. You can't coast in this job. Contact Ray Cheney, KRES, St. Joseph, Missouri.

Experienced salesman, radio. If you are aggressive, interested in making top money in substantial market with solid rado-tv operation, We want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM-Radio, El Paso, Texas.

Experienced radio salesman with ideas and follow through to sell for leading regional station in highly competitive market. Send resume, proven record and references to Gene Conrad, WERC, R.D. #4, Robinson Road, Erie, Pennsylvania. 9-9647.

Mr. Salesman: We could describe our beaches, fishin' and good livin' available to one who gets to join Savannah's most popular and powerful stations. However best of all you'll earn real money (not Confederate) while selling this area's top station. Your inquiry confidentially acknowledged. Rush complete info to WSAV-AM-TV, Savannah, Georgia.

Help Wanted—(Cont'd)

Sales

Two highly qualified salesmen to join expanding 8-station radio-tv chain. Age 21-36. Opportunity to advance to management. Excellent draw, 15% commission. For Norfolk, Va. and Wilmington, Del. Send background, history of billings and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Del.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Need experienced, enthusiastic air salesman for fast growing eastern group. Must have at least 1½ years air experience. Pay $90 week to start with, regular raises. Send tape, photo, and resume immediately. Box 344K, BROADCASTING.

Announcer: Experienced who is interested in learning to write local news. $85 per week. Pennsylvania station. This is not for actors, singers or hillbillies. Box 406K, BROADCASTING.

Announcer. Beginner considered. Good voice and reading ability essential. We'll train. Straight board, selling in future. Located edge of Black Hills for ideal hunting and fishing. Send tape and resume to Roy Marsh, KASL, Newcastle, Wyo.

Immediate opening for top flight announcer. Must be alive, have good voice and a college background. Single station market, excellent salary and security. Send tape, resume, photo and references to G.B. McDermott, Radio Station KBUR, Burlington, Iowa.

Top Texas independent needs experienced announcer-first phone engineer for midnight to 6 a.m. shift, six days per week. Salary based upon experience, ability and desire to get ahead. Call or write William Duke, Station Director, Radio Station KDSX, Denison, Texas.

Announcers-newsmen—Good salary for right people. Full details to KFRD, Rosenberg, Texas.

Announcer, first phone. New studio and equipment. Mobile unit, 5 kw, CBS, adult programming. Good salary. Must have good voice, be able to sell on air. Apply by letter to KOLT, Scottsbluff, Nebraska.

Immediately, announcer-copywriter. Minimum $85 . . . more for really good man. Tape, history, samples to Kenn Maloney, Manager, KUVR, Holdrege, Nebraska.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Radio-announcer FCC restricted license minimum. $2.00 per hour plus time and a half for overtime, six day week, forty-eight hours maximum. Operate Gates board. Must have good voice. Submit photo, tape, and details with first letter to John M. Spottswood, WKWF, Key West, Florida.

Woman announcer. Now auditioning for woman announcer who can write good copy and aid in sales calls. Send full information background references, photo, tape. Personnel Dept., WLAC Radio, Nashville 3, Tennessee.

Top 40 station in major midwest market looking for dj who's hep to McLendon. Good salary to right man. Send picture, tape and resume % Ted Estabrook, 8 East 96th Street, N.Y. 28.

Help Wanted—(Cont'd)

Announcers

N.Y. metropolitan area network flagship, seeks experienced announcer. Preferably aged 25-30, with news know-how, adeptness at board, ability to intro good music programming. No dj personalities wanted. Must be available for personal interview. Contact: Ed Robbins, WVIP, Mount Kisco, N.Y. Telephone Mount Kisco 6-5177.

DJ opportunity, major market—$450 monthly start for four hour show daily. Should have sense of humor and dig modern radio. Eighteen month contract. Lottsa side dough. Must be fast and have first phone. Send tape, etc., to Wally Nekskog, "Cutie Radio," 8633 39th, S.W., Seattle 16, Washington.

Wanted: Experienced announcer. Ideal living conditions, shirt sleeve climate. Send tape and references. P.A. Husebo, P.O. Box 790, Leesburg, Florida.

Technical

Our chief just received cp of his own. Need replacement. Station and equipment is only 1 year old. Will probably be building another new one within a year. Eastern group operation with unlimited opportunity. Send resume and state salary requirements. Box 345K, BROADCASTING.

Chief or maintenance engineer with some announcing. Must have transmitter and other maintenance experience. Send tape and resume to Dick Bott, KDON, Salinas, California.

Immediate opening for combination engineer-announcer. Must have 1st phone; $85 per week. Send tape, resume to WCRA, Effingham, Illinois.

Wanted: Engineer-announcer. Experienced announcer with 1st class ticket. Stress on announcing. Ideal living conditions, shirt sleeve climate. Send tape and references. P.A. Husebo, P.O. Box 790, Leesburg, Fla.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Experienced local news reporter needed for New Mexico 1000 watt daytimer. Gather and announce three times a day, attend meetings, become part of community. Send qualifications, tape, experience, past employers, family status, salary requirements to Box 270K, BROADCASTING.

Copywriter for fast paced modern concept indie in big Florida city. Want young, creative hard worker. Must be able to blend sounds and ideas into top-notch production copy that sells, and maintains the fast pace and distinctive sound that gives station number one rating. Salary good. Send photo, tell all in first letter. Box 332K, BROADCASTING.

Wanted: Experienced newsman for midwestern station. Must be able to read own newscasts. Growing station needs second newsman. Send tape and resume to Box 334K, BROADCASTING.

Program producer-announcer for one year starting July 1, 1959, by a midwestern university radio station. Could become permanent position. Must be university graduate, prefer person with educational and commercial radio experience. Salary $5500-$6000 with month vacation and other benefits. Write Box 376K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 380K, BROADCASTING.

Immediate opening for copywriter. Must be experienced. Salary open. Send sample of promotion as well as copywork as soon as possible. Gene Edwards, WROW, Albany, New York.

RADIO

Situations Wanted—Management

General manager who has topped industry sales records seeks new opportunity for revenue expansion. Twenty-five years experience. Specialist in operations and sales productivity. Box 247K, BROADCASTING.

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K, BROADCASTING.

Broadcast executive available due to station sale. Extremely able, capable with 20 years experience, including sales manager, general manager in radio and television, medium and metropolitan markets. Top references, married, college graduate, age 43. Replies confidential. Resume available. Box 349K, BROADCASTING.

Attention: Station owners: Tripled present station's worth in 3 years. Seeking opportunity manager, or sales manager radio or television. Top flite air man, excellent football play-by-play. 35, married, 2 boys, no drinker. Love to sell. Reply Box 415K, BROADCASTING.

Manager for small or medium market, 36. Presently, commercial manager, Chicago indie. Box 446K, BROADCASTING.

Station execs—increase your air personnel's rating, selling power. Order "Radiomanship Guide" by top market announcers and agency personnel. $2.00. DeBu Features, 20 E. Huron Street, Chicago, Illinois.

Need a manager? Am selling my Freeport, Texas station to buy in larger market. My Freeport manager can come with me to the big city or stay as assistant to new owners. However, he wants to stay as manager for which he is fully qualified and experienced. He has a first-class license, is an excellent salesman and announcer and is 100% honest, loyal and hard working. I cannot recommend him too highly. He will be at the TAB Convention in Austin. Contact him direct or call me. William Schueler, K-JIM, Fort Worth, Texas.

Sales

Salesman/announcer. Love challenging sales problems. Write copy. Operate board. Box 390K, BROADCASTING.

Attention major markets: Replace bottom man on your totem pole with one outselling all competition his market. Box 400K, BROADCASTING.

Announcers

New Yorker, three years experience wishes to relocate in northern states. Box 309K, BROADCASTING.

DJ-announcer, aggressive young man with a good sense of humor. Have stuff, will travel. Need break. Broadcast school grad. Box 315K, BROADCASTING.

DJ-announcer—have voice, ideas, personality, versatility. Don't have experience. Yours to mold. Box 362K, BROADCASTING.

Experienced first phone announcer. No maintenance. Hundred miles nation's capital. Box 389K, BROADCASTING.

Gospel programs. Announcer - producer - packager. Capable handling commercial staff duties. Box 391K, BROADCASTING.

Young man. Determined to succeed. Well trained. Any reasonable offer? Box 392K, BROADCASTING.

Announcer, mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 393K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Country/western music. My strongest suit. Capable—staff, controls, sales. Box 394K, BROADCASTING.

Negro deejay. Smooth patter, efficient. Production. Controls. Audition tape. References. Box 395K, BROADCASTING.

Girl broadcaster. Capable, versatile. Operate board. Writing, production, publicity, sales. Box 396K, BROADCASTING.

Announcer—Graduate professional radio school; veteran. Tape, photo, resume available. Box 397K, BROADCASTING.

Sportscaster—Extensive baseball knowledge. Resume, taped play-by-play available. Box 398K, BROADCASTING.

California: Reliable, relaxed personality, news. Money, shift no object: Emergency. Box 407K, BROADCASTING.

Established personality in large market will consider relocating in metropolitan area, west coast or New York City, deejay or tv. Box 408K, BROADCASTING.

Start tomorrow: 4 years radio, some tv. Desire permanency good music station. Adult deejay, strong newscaster, sportscaster. Excellent references, family, veteran. Please include pertinent details. Prefer live audition. Box 409K, BROADCASTING.

First class license, no maintenance. Limited experience. Native of northwest. Box 412K, BROADCASTING.

Top announcer-dj. Married, vet. Seeking nite work in modern music (Jazz) conscious station. Presently employed in large market. Close to 3 years experience all phases commercial radio. Box 414K, BROADCASTING.

Tops with news, good music; 1st ticket; south, Florida. Box 416K, BROADCASTING.

Sportscaster—8 years radio-tv, play-by-play major college football, basketball, minor league baseball. Currently employed. Box 417K, BROADCASTING.

News announcer and writer. 4 years experience and presently in the nation's 9th market. Age 26. Single. Box 423K, BROADCASTING.

Versatile, good music and newsman. Commercial specialist. Try me. Box 428K, BROADCASTING.

Friendly, relaxed dj. No screaming, news, desire medium market. Box 431K, BROADCASTING.

Announcer. Radio/television trained seeks position New York metropolitan area. Box 432K, BROADCASTING.

Pleasing, convincing announcer, news, sports, commercials—strong music and dj background—over two years experience major network outlet—clean, dependable, single, age 26, immediately available, prefers midwest. Box 433K, BROADCASTING.

Announcer-dj. 4 years experience. Married, veteran, college graduate. Looking for permanent position in larger market. Box 436K, BROADCASTING.

Announcer-deejay-engineer, 2 years experience. Want fast paced operation. Prefer California, but will relocate position warranting. Maintenance. Box 438K, BROADCASTING.

Canada or United States. Announcer, dj, sportscaster. Five years experience in all phases. Professional radio, television school graduate. Married. Box 439K, BROADCASTING.

Announcer—13 years radio—versatile. Wish to relocate California, Arizona, Florida. Box 440K, BROADCASTING.

Announcer-experienced, run board, settle down, not a floater. Box 441K, BROADCASTING.

Ex-professional athlete, 25, draft exemption, sales experience, desires opportunity as a sportscaster. Will consider others. Box 444K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced sportscaster. 10 years experience. Now in major midwest market. Have done big 10 football, basketball, baseball, track, boxing, swimming, hockey and wrestling. Also N.C.A. Basketball, state high school basketball, finals all-high school sports. Single, 29, finest references. Now working in both radio and television. Box 445K, BROADCASTING.

Time your inquires to reach broadcasters, 203 North Bay Front, Balboa Island, California not before April 15. Two potent air salesmen, dynamic builders flee eastern multi-market success, coming home to coastal California to stay. Will swing together or separately anywhere from San Francisco to San Diego!

Announcer-dj-newscaster. 5 years experience, presently employed. 24 years old, married, college. Want permanent position with future. Excellent taste in music; deep, pleasing voice. Easy to work with, good personality, operate own board. Excellent references and tape by return mail. Location secondary if job is right. Box 477, Avon Park, Florida.

Announcer, dj; first phone. all phases news, play-by-play color all sports. Programming, copywriting and sales. Vet, single. Permanent-west coast only. 5 years total experience. Personal interview required 500 miles of Los Angeles. Box 7351, Bixby Station, Long Beach 7, California. Phone GArfield 421-14. Midnight to dawn or late shift preferred. Jazz, classical and standard music featured.

Young, ambitious announcer, minimum experience, veteran, would like fast paced show. Jimmie Cross, 1496 Buntyn, Memphis, Tennessee.

DJ needs job. Pittsburgh, Cleveland area. Experienced. "Mr. Dee", Cove Station, Weirton, W. Va.

First phone announcer. College and experience. Brad Melton, 5319 Rocky Ridge, Dallas, Texas, FR 4-7568.

Immediately available. Good announcer with experience. Ohio, Indiana, Kentucky area. Tom Mulroy, 6733 Placid Place, Silverton, Ohio. Phone TWeed 1-3837.

Top announcer. The team is the theme. Write Phil Patrick, 3910 Waldo Blvd., Manitowoc, Wisconsin.

Staff announcer experienced. Jack J. Quirk, 1410 Byron St., Chicago, Illinois.

Technical

Chief engineer-announcer, experienced directional and remote control, wants to relocate in the south. Box 311K, BROADCASTING.

Transmitter or small station chief position wanted. Experienced. South preferred. Box 410K, BROADCASTING.

Engineer-announcer, first phone, maintenance experience, presently employed. Will consider CE position. Contact Box 419K, BROADCASTING.

First phone engineer: 14 years experience at 50 kw in one of largest chains; fully experienced in all phases of radio; settled family man, desires to relocate on or near east coast. Box 422K, BROADCASTING.

First phone man, slightly handicapped, no experience, desires immediate employment with an opportunity to learn. Salary secondary. Eddie Kelton, 2603 Inwood Road, Dallas 35, Texas.

Dependable 1st phone caught in personnel cutback. Light maintenance. Don Scutt, 1233 McPherson Ave., S.E., Atlanta, Ga.

Production-Programming, Others

Experienced team, male and female, party line-playhouse type program. Personal interview-audition, preferred. Write or wire. Box 388K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Program director-sales promotion. Seven years medium market experience includes all types production and direction, plus sales background. Strong tv copy, commercial campaigns as well as creative programming. Work well with customers, salesmen, staff, public. Will consider sales promotion, programming or both. 31, family. Box 323K, BROADCASTING.

March Northwestern journalism grad seeks position in radio or tv news reporting, writing, and broadcasting. Top professional experience; excellent references. Married, M.S., available immediately. Resume on request. Detail opening, salary. Box 427K, BROADCASTING.

Continuity director. Nine years radio-tv. Production. Hard sell. Rapid typist. Congenial. Cooperative. Box 435K, BROADCASTING.

TELEVISION

Help Wanted—Management

Opportunity knocks! Successful vhf network affiliate in southwest will groom young man not over 40 for assistant manager. Man we seek is probably top announcer who graduated to program director or sales and now seeks further advancement opportunity. Must know production, programming and traffic, be able to hire, supervise and work with staff, make sales calls and presentations and assume responsibility for station operation under manager's directions. Native of southwest or south preferred. Position requires ability and hard work. Send complete resume, photo and state present earnings. All replies confidential. Box 413K, BROADCASTING.

Sales

Excellent opportunity for energetic, effective salesman of dependable character with vhf in expanding Texas market. Box 384K, BROADCASTING.

Midwest television station serving 150,000 homes seeks experienced local salesman. City population over 100,000. Terrific local potential. Top salary, plus commission arrangement for right man. Box 418K, BROADCASTING.

Announcers

Announcers wanted (2) for television work in New Hampshire. $90 per week. Prefer men with bass type voices. Call Columbia 5-7480, Washington, D.C.

Experienced tv announcer, live camera, booth, production work, handle weather show, some radio. KMMT-KAUS, Austin, Minnesota.

Excellent opportunity for experienced announcer in leading integrated radio-tv operation. Must be good air salesman both radio and on-camera. WSAV Radio-Television, Savannah, Georgia.

Technical

Wanted: First class operator, heavy on maintenance for high-powered tv station in mid-western market. High potential for right man. Send references and personal description to Box 424K, BROADCASTING.

Engineers wanted (3) for UHF station New Hampshire. Prefer one who has had uhf experience on a 25 kilowatt or 50 kilowatt RCA air-cooled transmitter. $500 per month and home furnished 4 miles from town. One assistant chief must be extra good technician on RCA studio equipment. One trainee engineer also wanted. Call Columbia 5-7480, Washington, D.C.

Studio engineer with maintenance and operating experience. Familiarity with DuMont studio equipment desirable. Good pay scale commensurate with ability and experience. Please send full resume with picture to Edward M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Television studio engineer. Must be experienced and have first phone license. Give experience, references and requirements in first letter. W. E. Dixon, WCHS-TV, Charleston, West Virginia.

Engineer, 1st radio-telephone license for vacation relief. WHIO-TV, Dayton, Ohio.

Situations Wanted—(Cont'd)

Production-Programming, Others

Copywriter with commercial creativity for vhf, large Texas market. Box 381K, BROADCASTING.

Traffic director for network vhf. Box 382K, BROADCASTING.

Newsman-announcer for television or radio. Must be able to gather, write and deliver news. Box 383K, BROADCASTING.

Excellent opportunity for producer-director who is ready for production manager's job. Midwest NBC affiliate 350,000 sets. Send full details Box 426K, BROADCASTING.

WFMY-TV needs a smart promotion girl to handle public service and program on-the-air material, write weekly newspaper column on tv, prepare newspaper ads and allied publicity responsibilities in four-person department. Job must be filled very soon. Experience in broadcast field required. Write General Manager, WFMY-TV, Greensboro, N.C., giving full information on background, salary requirements and send samples of work and photograph. Excellent living and working conditions offered.

All-around ETV assistant: Switch and ride audio, splice film, write continuity, some live producing, $3800-$4600. Send photo, how you can fit job, references airmail to WJCT, 1070 E. Adams, Jacksonville, Fla.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television radio experence. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Successful salesman with 15 years tv and radio experience in both major and small markets as salesman, commercial manager and manager would like permanent connection with responsible operation. Happily married, sober, conscientious and capable. Profitable asset to any organization. Now employed but available at once. Box 387K, BROADCASTING.

Sales

Radio-tv time salesman—mature, industrious, imaginative salesman with record of selling intangibles seeks opportunity to sell time. Can double as announcer. Also speak fluent Spanish. Will answer every reply with complete resume and photo. Box 353K, BROADCASTING.

Mature, experienced on camera salesman. Authoritative delivery. Strong commercially. Nine years experience, four years in radio, five in television. Excellent background in sales, promotion and merchandising. College education, married, with two children. Age 29. Canadian Network experience and managerial experience in private television. Prefer large competitive market where there's a real selling job to be done. Excellent references. Currently employed and handling lion's share of live commercials. Salary open. If you have a permanent position with a future, contact Box 402K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

News, announcer. Good sounding. Serious appearing. Desire initial television opportunity; location unimportant. Radio experience. Box 287K, BROADCASTING.

Television announcer: 25 years old, married, two children. 2 years experience all phases tv announcing, 8 years radio, plus college. Box 401K, BROADCASTING.

Experienced-top notch announcer-newscaster-sportscaster. VHF-am. 6 years in major markets. Best references. On camera play-by-play, write and edit news, direct. Married, college, dependable. Good salary requirement for permanent position. South or southwest preferred. Box 405K, BROADCASTING.

Announcer-Director. Eight years experience. Best references. Desire permanent position. Box 429K, BROADCASTING.

Florida—Network type announcer, familiar all phases. Best references. Experienced. Excellent for television. Box 430K, BROADCASTING.

Ten years radio and television, completely experienced all phases. Specialize play-by-play, on air news, commercials, ad-lib shows. Present very good on camera appearance. Topnotch references, including present manager. Top ability desires top job in good market at equitable salary. Go anywhere for right opportunity. Contact Bill Gardner, 2422 Broad Ave., Altoona, Pa. Phone Windsor 2-2880. Tape, brochure, picture available. Ready, willing and able to do a real job for you.

Technical

Studio technician with first, now living in California, desires position with growing station. Some experience with camera and control room. Box 385K, BROADCASTING.

First phone tv engineer. Studio and transmitter experience. South preferred. Box 411K, BROADCASTING.

Engineer-announcer, first phone, transmitter and studio experience. Presently employed wish to relocate. Maintenance a specialty not a side-line. Contact Box 420K, BROADCASTING.

TV engineer wishes to relocate—first phone, studio, transmitter, film, maintenance, installation, and microwave experience. Presently employed. Two years commercial experience with best references. Box 421K, BROADCASTING.

Engineer-first phone. Six months experience in one man operation. Available immediately. East or midwest preferred. Box 442K, BROADCASTING.

1st phone RCA graduate, experienced studio, control room, cameras, audio-video switching, light maintenance. Box 443K, BROADCASTING.

Production-Programming, Others

Need a news director? Top qualifications, top references, top accomplishments for a station aiming at top news programming. Box 327K, BROADCASTING.

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 339K, BROADCASTING.

Television Station Wanted

One of America's sharpest TV operators, presently operating a TV station, would like to purchase 49.9% or more interest in a television station. Prefer a station which has too much overhead and operating expense for its income, a station that is costing more than $25.00 per hour to operate, a station that is losing money or not making enough to justify the investment.

I am not a broker, however, would like to hear from brokers. Willing to invest $250,000.00 for an interest or as down payment on a purchase.

Box 350K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Creative director-producer. Well versed in all phases of practical tv production and operation. Co-ordinator director of award winning shows. Desire position with progressive station demanding sales-minded imagination. Box 399K, BROADCASTING.

Radio-tv newsman, network training and good voice. Writes professional news copy. Seven years experience. Wants major market, either medium. Box 434K, BROADCASTING.

FOR SALE

Equipment

Presto 6-N 3-speed microgroove disc cutter, $400; Viking 85ESQ tape deck and two RP62 (VU) amplifiers in portable case, almost new; $300. New Shure 333 and stand, $110. Box 425K, BROADCASTING.

Trade? Have two 16" Presto turntables T68AH. Never unpacked. Want good rack mount tape recorders. Make offer. Box 437K, BROADCASTING.

Used professional tape excellent condition $1.00 per 1200' reel in lots of 10 or more. JUdson 6-5577, New York City.

Westinghouse 10 kw fm-10 amplifier, complete with rectifier and power supply in matching cabinets. $7,500.00 f.o.b., Washington, D.C. Write Box 1539, Sarasota, Florida —Call Tel: Washington, D.C. COlumbia 5-4666.

Crown broadcaster. Single track tape recorder. $250, used two years, 3 inputs, 500 and 16 ohm output with up to 20 watts power. Complete with portable case. KDIO, Ortonville, Minnesota.

One brand new professional "rack mount" tape recorder with all modern features for $495. Contact Chief Engineer, Ellis Fienstein, Radio Station KMED, Medford, Oregon.

Two new 200 foot Stainless towers complete! KSOP, Salt Lake City, Utah.

One complete Gates RCM12 remote control system in excellent condition. Original price $2,335.00, sales price $999, fob. WHSC, Hartsville, South Carolina.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Co., Box 31, Temple, Texas.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

General Electric 3 kw BT-3A fm transmitter tested. $4,000 or best offer. TV-fm-am transmitters and studio equipment. Technical Systems Corp., Dept. LD, 12-01 43rd Ave., L.I.C. 1, N.Y.

WANTED TO BUY

Stations

CP or station in difficulty, sought by responsible operator. Box 902H, BROADCASTING.

Midwest am. Price in neighborhood of $50,000. Qualified party. Our CPA will audit. Box 447K, BROADCASTING.

Radio stations in the mid-west. Send details to L. L. Gould, Mid-America Broadcasting System, Inc., P.O. Box 297, Highland Park, Illinois.

Equipment

DuMont video switching and mixing equipment, type TA-178-B. Box 206K, BROADCASTING.

Set of western station break jingles, for all country and western radio station. K-KEY, Vancouver, Washington.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Literature to help you pass FCC phone exams. Free information. Wallace Cook, 1614C Morson Road, Jackson 9, Mississippi.

MISCELLANEOUS

Sputniks I-II and four U.S. Satellites recorded with informed narrative. Ready for airing. 7½ ips 5" reel dual track $3.95; 7" full $4.95. Box 404K, BROADCASTING.

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 3¾ x 5¾ $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

RADIO

Help Wanted—Sales

5000 WATT AM STATION
URGENTLY NEEDS ADDITIONAL
EMPLOYEES FOR EXPANDING OPERATION

One Experienced Salesman with proven Sales-Service background, some announcing. One Night time Announcer-Engineer. One Engineer for Board and Production-Maintenance Duties. Some Announcing, experience necessary.

Will answer all inquiries. Rush tape with first letter. Include references, etc. Confidential. Will return tapes. Salaries above average. Paid vacation, insurance, bonus system for employees. Permanent.

Merle H. Tucker
Manager KGAK
Gallup, New Mexico

Technical

FIELD ENGINEER

3 to 5 years experience in TV broadcasting, either as design or station engineer. Familiar with testing and all technical procedures in trouble-shooting electronic equipment. Prior experience as field engineer and willingness to travel extensively desired.

Excellent opportunity with rapidly expanding company. All benefits. Reply stating education, experience and salary desired, to: Box B 169, 125 W. 41 St., New York.

RADIO

Situations Wanted—Management

Just sold station. Because of family's health must relocate in Arizona or Southern California. Manager on percentage or lease with option to buy. 14 years radio experience.
Box 319K, BROADCASTING

TELEVISION

Help Wanted—Announcers

RADIO-TV NEWSMAN

Experienced newsman to report from Mobile News Unit, film news for TV, and handle on-camera TV newscasts and 5-minute radio newscasts. Good starting salary plus talent fees on all sponsored newscasts. Top news operation in large Eastern Seaboard market. Box 403K, BROADCASTING

WANTED TO BUY

Stations

WANTED — STATIONS FOR SALE

Have active list of interested buyers for all types of markets. All correspondence confidential.

Franklin, Charters, Taplin & Co.

P.O. Box 12, Buffalo 21, N.Y.

PERSONNEL SERVICE

Top placements in the dynamic new southeast in top jobs.
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PERSONNEL
PAUL BARON, *Managing Director*
100 West 42nd Street, New York 36, N.Y.
WIsconsin 7-6322 (Phone for appointments)
(Enclose return postage with tapes)

MISCELLANEOUS

Independent Radio affiliate with "American Tele-Hearing System"
Write
Jess Mason, 407 Governor Bldg., Portland, Oregon

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

STATIONS
FOR SALE

CALIFORNIA 5 KW FULL-TIME

Proved number 1 in fast growing market of over 300,000 people, $225,000 all cash.

Box 361K, BROADCASTING.

OPPORTUNITY FOR OWNER-MANAGER

Small Southern market 1,000 watt daytimer—$28,000, $5,000 cash. Attractive terms.

Box 386K, BROADCASTING.

Fla.	Single	250w-F	55M	terms
La.	Single	250w-D	35M	terms
Ala.	Medium	1kw-D	65M	terms
Md.	Single	500w-D	65M	cash
W.Va.	Small	250w-F	30M	cash
Ill.	Single	500w-D	80M	terms
Ky.	Medium	1kw-D	175M	terms
Pa.	Sm-med.	1kw-D	100M	terms
Fla.	Medium	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
Gulf	Medium	1kw-D	98M	terms
Va.	Metro	1kw-D	150M	terms
S.E.	Metro	500w-D	75M	terms
S.E.	Major	5kw-D	250M	cash
Fla.	Large	250-w	250M	terms
East	Large	250w-D	450M	terms
S.W.	Large	clear	225M	terms
South	Medium	VHF-TV	750M	terms

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Ours is a personal service, designed to fit your finances, your qualifications and your needs.
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HOllywood 4-7279

Continued from page 106

ther hearing to date to be fixed by subsequent order in proceeding on am applications of Berkshire Bcstg. Inc. (WSBS), Great Barrington, Mass., and Naugatuck Valley Service Inc., Naugatuck, Conn. Action March 24.

Granted supplemental motion by Donald W. Huff to further correct transcript volume 4 in proceeding on his am application and that of Equitable Publishing Co., both Lansdale, Pa. Action March 24.

Granted petition by Pacific Television Inc., for extension of time from March 25 to April 10 to file proposed findings of fact and conclusions and from April 6 to April 20 for replies in proceeding on its application for new tv station to operate on ch. 11 in Coos Bay, Ore. Action March 24.

By Hearing Examiner Basil P. Cooper

Retroactive to March 20, granted motion by Ben S. McGlashan (KGFJ), Los Angeles, Calif., for continuance of evidentiary hearing from March 20 to April 24, and referred to Commission for appropriate action McGlashan's petition to remove from hearing docket and place in pending file application of Intrastate Bcstrs, Pomona, Calif. Action March 27.

Granted motion by The Price Bcstrs Inc., Frederick, Md., to correct transcript in proceeding on its am application, et al. Action March 27.

By Hearing Examiner Thomas H. Donahue

Granted motion by Vernon G. Ludwig for extension of time from March 25 to April 8 to file reply comments in proceeding on his application and that of Pan American Radio Corp., for am facilities in Tucson and Benson, both Arizona. Action March 26.

On own motion, by memorandums, formalized oral rulings at conferences and corrected transcript of March 9 proceeding on am applications of Cannon System Ltd. (KIEV), Glendale, Calif., et al. Action March 24.

By Hearing Examiner Charles J. Frederick

Granted petition by Kenneth G. Prather and Misha S. Prather, Boulder, Colo., for leave to amend their am application to move trans site about 0.2 mile to the west of originally specified site. Action March 26.

Granted petition by Florence Bcstg. Inc., Brownsville, Tenn., for leave to amend its am application to specify frequency 940 kc instead of 1420 kc, and remove amended application from hearing. Action March 27.

Granted petition by Broadcast Bureau for extension of time from March 25 to April 6 to file responsive pleadings to petition to enlarge issues in proceeding on am applications of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, N. Y., and Fairview Bcstrs., Rensselaer, N. Y. Action March 25.

Upon oral motion by Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, N. Y., rescheduled prehearing conference scheduled for March 27 for April 10 in proceeding on their am application and that of Fairview Bcstrs., Rensselaer, N. Y. Action March 24.

By Hearing Examiner Millard F. French

By agreement of parties, continued hearing from May 6 to June 1 in Lake Charles-Lafayette, La., ch. 3 proceeding. Action March 27.

On own motion, continued without date hearing scheduled for March 30 in proceeding on am applications of Granite City Bcstg. Co., Mount Airy, N. C., and Cumberland Publishing Co. (WLSI), Pikeville, Ky. Action March 25.

By Hearing Examiner Isadore A. Honig

Granted request by Clifford C. Harris for extension of time from March 31 to April 8 to file proposed findings of fact and conclusions, and from April 13 to April 23 to file replies thereto in proceeding on his application and that of Standard Bcstg. Corp., for am facilities in Oswego, N. Y. Action March 26.

Granted petition by Sussex County Bcstrs. (WNNJ), Newton, N. J., for continuance of prehearing conference from April 1 to April 30 and hearing from April 27 to May 27 in proceeding on its am application. Action March 26.

Scheduled further hearing for April 21 in proceeding on am application of Radio KYNO, The Voice of Fresno (KYNO), Fresno, Calif.; proposed additional exhibits of McMahan Bcstg. Co. will be exchanged with counsel for all other parties on April 1, and any proposed additional exhibits of KYNO will be exchanged with counsel for all other parties on April 15. Action March 24.

By Hearing Examiner Annie Neal Huntting

Granted motion by Wabash Valley Bcstg. Corp., to postpone dates for filing pleadings in Terre Haute, Ind., ch. 2 proceeding as follows: Corrections to transcript—March 30 to April 3; proposed findings and conclusions—April 6 to April 16; and reply findings and conclusions—April 27 to May 7. Action March 27.

By Hearing Examiner H. Gifford Irion

Granted request by May Bcstg. Co., Shenandoah, Iowa, for continuance to April 15 for exhibits to be exchanged and for continuance of hearings from April 8 to April 27 in proceeding on its application for renewal of license of am station KMA. Action March 26.

Upon request of Booth Bcstg. Co. (WBBC), Flint, Mich., continued hearing from March 25 to April 1 in proceeding on its am application. Action March 24.

By Hearing Examiner Forest L. McClenning

Granted petition by Seattle, Portland and Spokane Radio to accept notice of appearance in proceeding on am application of Seaside Bcstg. Co. (KSRG), Seaside, Ore.; scheduled prehearing conference in proceeding on Seaside's application for April 10. Actions March 26.

Granted motion by Los Banos Bcstg. Co., Los Banos, Calif., insofar as it requests continuance of hearing date in proceeding on its am application; scheduled prehearing conference for May 21, and continued hearing to June 18. Action March 26.

Pursuant to agreement reached at March 26 prehearing conference, continued hearing from April 1 to April 6 in proceeding on am applications of Russell G. Salter Inc., Dixon, Ill., et al. Action March 27.

Scheduled further prehearing conference for March 26, at 3:30 p.m., in proceeding on am applications of Russell G. Salter Inc., Dixon Bcstg. Co., both Dixon, Ill., and WRAC Inc., Racine, Wis. Action March 24.

By Hearing Examiner Herbert Sharfman

At prehearing conference March 26, among other things, following schedule was agreed upon in Terre Haute, Ind., ch. 10 proceeding: May 25 further prehearing conference; June 8 hearing. Action March 26.

Granted petition by Alvarado Television Inc., for further extension of time for filing proposed findings of fact and conclusions from April 2 to May 18 and from April 17 to June 1 for filing replies in proceeding on application of Video Independent Theatres Inc. (KVIT), Santa Fe, N. M. Action March 26.

On request by Fisher Bcstg. Co. in its opposition to motion for continuance, scheduled oral argument on motion for continuance filed by Tribune Publishing Co. for March 26 at 3 p.m., in Portland, Ore., ch. 2 proceeding. Action March 23.

By Hearing Examiner Elizabeth C. Smith

Granted petition by Southern General Bcstg. Co., Inc. (WTRO), Dyersburg, Tenn., for continuance of hearing from March 30 to April 15 in proceeding on its am application. Action March 27.

License Renewals

Following stations were granted renewal of license: KCSJ-AM-TV Pueblo, KFML-AM-FM Denver, KGMC Englewood, KIUP Durango, KREX-AM-TV Grand Junction, KCMS-FM Manitou Springs, KRNW(FM) Denver, KBTV(TV) Denver, KTGM(FM) Denver, *KRCC (FM) Colorado Springs, *KSHS Colorado Springs, KKTV (TV) Colorado Springs, KOA-TV Denver, *KRMA-TV Denver, KSLV Monte Vista, KUBC Montrose, KVFC Cortez, KWBY Colorado Springs, KYOU Greeley, KLZ-AM-TV Denver, KRDO-AM-TV Colorado Springs, KAVI Rocky Ford, KBOL Boulder, KCRT Trinidad, KFEL Pueblo, KFLJ Walsenburg, KLMR Lamar, KMYR Denver, KOSI Aurora, KPIK Colorado Springs, KPOF Denver, KRAI Craig, KRLN Canon City, all Colorado.

KSTP-AM-TV St. Paul, KTOE Mankato, KVOX Moorhead, KWAD Wadena, KWEB Rochester, KWLM Willmar, KWNO Winona, KYSM Mankato, WAVN Stillwater, WDGY Minneapolis, WTCN-AM-TV Minneapolis, KWFM(FM) Minneapolis, KBMO Benson, KDHL Faribault, KDIO Ortonville, KDUZ Hutchinson, KLOH Pipestone, KREO Owatonna, KDLM Detroit Lakes, KGDE Fergus Falls, KLGR Redwood Falls, KMHL Marshall, KNUJ New Ulm, KWOA Worthington, WELY Ely, WJON St. Cloud, WLOL-AM-FM Minneapolis, WMFG Hibbing, WPBC Minneapolis, KFAM-FM St. Cloud, KTIS-FM Minneapolis, KDAL-TV Duluth, KMMT (TV) Austin, WCCO-TV Minneapolis, all Minnesota.

KGEZ Kalispell, KVGO Missoula, KOOK-TV Billings, KFBB-TV Great Falls, KMSO-TV Missoula, KXLF-TV Butte, KVCK Wolf Point, KBMN Bozeman, KCAP Helena, KIYI Shelby, KOFI Kalispell, KOPR Butte, all Montana.

KUMV-TV Williston, KDIX-TV Dickinson, KFYR-TV Bismarck, KMOJ(TV) Minot, KNOX-TV Grand Forks, WDAY-TV Fargo, KXGO Fargo, KXJB-TV Valley City, KXMC-TV Minot, KFJM Grand Forks, KGPC Grafton, KILO Grand Forks, KLPM Minot, KQDI Bismarck, all North Dakota.



Take a tip from the doorman

"Land of the outstretched palm," some author once dubbed Florida. His hyperbolic words made entertaining reading and inspired many rib-tickling toastmaster jokes. But on today's Florida scene, their implication just isn't true.

Ask any Florida hotel doorman. He'll tell you the average visitor is neither a "soft touch" for gratuities nor the profligate spender he is reported to be. For that matter, you don't have to take a doorman's word for it—just have a look at these facts.

Florida's official, 1958 Winter Tourist Survey shows that daily expenditures averaged $11.85 per person. And that average includes the spending of those who stay in plush hotels and slip the doorman "king-size" tips, as well as that of more modestly budgeted sojourners.

As could be expected, summer-average expenditure figures drop considerably from the winter highs because of the reduced tariffs in effect at most Florida resorts. Going summer rates for motel, apartment and hotel accommodations are about one-half of the winter peak. In summer, too, many resort owners add packaged entertainment programs to their list of attractions at little or no additional cost.

All in all, there's a time and place for every vacation budget in Florida. And no place else do vacation dollars buy so much breeze-swept fun.

From season to season as you report on the Florida scene, you may have need for more details on the cost of Florida holidays or other aspects of the state's economy. Let us serve you. Simply write:

Florida Development Commission
515-W Caldwell Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

OUR RESPECTS TO . . .

Harold Guy Cowgill

What are the ideal characteristics for a man to have when you want him to head up broadcast activities at the FCC? Undoubtedly he should have some broadcast experience, some government background, preferably in the FCC, and, of course, some knowledge of communications law.

Mix with these a quiet, almost self-effacing ability to get people to work together and you have the present chief of the FCC's Broadcast Bureau, Harold Guy Cowgill.

Hal Cowgill has one more asset in filling the number one administrative broadcast job in the FCC: he's determined.

It's that last factor that is almost the ultimate requirement in heading up the Commission's broadcast activities.

For broadcasting—particularly television—is beset with more problems today than almost anytime in its short history.

Pandora's Box • There's the tv allocations problem. There's pay tv. There's the network investigation. There's community tv systems. There's the question of on-channel boosters.

And there are the standard radio problems: program classification, longer hours for daytimers, higher power requests from regional stations, and the hangover clear channel and daytime skywave cases.

Only someone determined is able to plug away at these vital and troublesome problems—and keep his sanity.

That's another asset Hal Cowgill brings to his job, sanity.

Mr. Cowgill's broadcast experience was honed on the strap of a uhf station, WTVP (TV), in his home town of Decatur, Ill.

In 1952, then a lawyer specializing in communications law, Mr. Cowgill persuaded a group of Decatur businessmen to apply for tv. This was after the freeze was ended in April of that year.

After the group was organized, it was obvious that it needed someone who understood the intricacies of securing a permit and building a station. The members talked Mr. Cowgill into taking that job.

In 1953, Mr. Cowgill resigned his law association and took over as vice president and general manager of the ch. 17 outlet. The uhf station went on the air in August 1953 and in November was writing in black ink on its balance sheet.

The Decatur Story • Harold Cowgill was born July 22, 1900, in the history-charged area of mid-central Illinois. Decatur is where Abe Lincoln established his first law office. In fact the Civil War was very much alive in Mr. Cowgill's young days. His grandfather had served General Grant personally as a mounted courier. This was in Grant's western campaigns. There were many veterans of the War Between the States in Decatur when young Cowgill was growing up, going through the grade school and high school and three years at the small Presbyterian-sponsored James Milliken U. Mr. Cowgill also attended the U. of Illinois at Urbana, not far away.

During his high school and college days Mr. Cowgill played ball. So well, indeed, that during summers he played semi-pro; he was the catcher on the Litchfield, Ill., team.

He had one other distinction in his youth. In 1918 he was shorthand champ of the state of Illinois.

Mr. Cowgill's first job was with the Wabash Railroad. Decatur is a railroad town and Mr. Cowgill's father was a railroad man. Young Cowgill worked in the railroad office and soon became an expert on rates and tariffs. In 1929 he took a civil service examination for the Interstate Commerce Commission in Washington. He was number one on the list.

That same year he went to Washington and joined the ICC as a rates and tariffs specialist. When the Railroad Retirement Board was established in 1934, he transferred there.

The Road to FCC • But his stay there was short-lived—thanks to the U. S. Supreme Court which declared the act unconstitutional. This was in 1935, the same year he received his law degree from George Washington U.



Mr. Cowgill: calm and determined

He was, in a manner of speaking, out of a job, but only for one week. A friend knew FCC Comr. Paul A. Walker, then in charge of the common carrier panel of the newly organized FCC. Mr. Walker was anxious to get a good rates and tariffs man into the Commission and Mr. Cowgill's availability was a godsend. The Illinois Republican joined the FCC and was immediately put on the telephone probe.

Mr. Cowgill stayed with the FCC for nine years, all with the Common Carrier Bureau which oversees telephone and telegraph rates and regulations.

In 1944 Mr. Cowgill resigned to join the Segal, Smith & Hennessey law firm. He was with the firm for nine years, rounding out his communications law knowledge from the outside. He left in 1953 to take over the leadership of the Decatur tv station.

His year with the Decatur uhf station grounded him well in the business side of radio communications. He was responsible for getting the papers through the FCC. He had to build the station, organize a staff, and make commitments for programs and network affiliations.

This ability to run a "happy ship" is inherent in Mr. Cowgill's whole personality. He very well could personify the skipper who is affectionately known as "the old man" and whose quiet calmness in periods of stress and strain endear him to his people and mark him as an able administrator.

Back to FCC • It was in December 1954 that Mr. Cowgill rejoined the FCC as chief of its Common Carrier Bureau. Two years later he was chief of the U. S. delegation to the Geneva conference on international telegraph matters.

In May 1957 he was named chief of the Broadcast Bureau.

He got the word two hours before the announcement was made. He was asked if he would like the job. When he asked for a couple of days to think it over, he was told, "Too bad, the announcement will be out in two hours."

In 1924 Mr. Cowgill married his home town sweetheart, Rena Belle Landers. They have one daughter, Mary Estelle, now Mrs. Alfred Wheeler Smith. The Cowgills live in Bethesda, Md., just outside Washington.

Mr. Cowgill's present hobbies are limited. Ranking at the top is his grandson, 5-year-old Charles Richard Smith. When Chuck is a little older Mr. Cowgill looks forward to taking him to see the local ball club in action. He figures a grandfather who knows the game first-hand should be good for a boy.

NAB postlude

IF the membership is heeded, the NAB will never return to the wide-open, free-for-all annual convention. Members heavily favor the limited ownership-management format, invoked for the first time at last month's sessions in Chicago.

A Pulse-BROADCASTING survey made during the convention shows this conclusively, as reported in this issue. Seven out of 10 delegates approved the ownership-management limitation, and three out of five favored the scaled-down exhibits, limited to heavy broadcast equipment.

The results come as no surprise. Because there were fewer distractions, regular sessions were well attended. It was a decided improvement over conventions in the recent past.

This, however, is only the beginning of a new convention era. There were more satellite meetings than main sessions. Special groups of broadcasters have special interests. So they met separately. The NAB convention provided the convenient gathering point.

The convention thus was a clear demonstration of the inexorable movement toward a "federation" of broadcasters, with each special interest group conducting its own affairs. Inevitably there will come a physical reorganization of the NAB, which will serve as the policy level "umbrella" over these segments of broadcasting.

The existing NAB structure was laid out under a 1938 reorganization. Changes came with the advent of fm and television. Then came the creation of the Radio Advertising Bureau and later the Television Bureau of Advertising as separate entities to look after commercial exploitation of these media.

The broadcast media have changed radically in the past two decades. The physical structure of the NAB has not.

There is a bigger job to be done, in keeping with the phenomenal growth of radio and television. Businesswise, they are sharply competitive. Philosophically, from the legislative and regulatory standpoints, they are the same. Both use the same free air which must remain free. That is the level at which the NAB must function and on which there can be no conflict of interests among the various segments of broadcasting.

The leadership in broadcasting is cognizant of the problem. Before the next NAB convention in Chicago, a year from now, a full-blown reorganization plan must be evolved.

Television and politics

WHO will win the presidency in 1960? That's anybody's guess. But there's no guesswork involved in how he will win. He will be the candidate, whatever his party, who projects himself best over television and radio.

Although the political conventions are 16 months away, the 1960 elections are being talked up ahead of normal schedules. And there's more early talk about the part the broadcast media will play than we've ever heard before, even though party professionals have known for some years now that radio, and latterly television, spell the difference between success and failure at the polls.

Privately, most holders of elective office will tell you that without the electronic media, they could not have won their last contests. Publicly, many of them will cover up, for fear of antagonizing their home newspapers.

But there are not as many who will hedge as there used to be. For example, freshman Sen. Kenneth Keating (R-N.Y.) said recently in a talk before the Washington chapter of the American Women in Radio & Tv that "without any question, I owe my ability to sit (in the Senate) to radio and tv." And he added: "There is no medium which is as effective as radio-tv."

Two other Senators who participated in the same panel—Mike Mansfield (D-Mont.) and Hubert Humphrey (D-Minn.) agreed that the electronic media have become the one dominating factor in winning and losing elections.

The survey conducted by Cunningham & Walsh, New York advertising agency, on the effect of tv in establishing a political candidate's personality and image in the mind of the voter (BROADCASTING, March 23) is bound to enliven interest in tv campaigning. This survey was conclusive in the finding that voters in the New York gubernatorial campaign last year favored one candidate (Rockefeller) over the other (Harriman) because of tv. The survey found, moreover, that tv rates equally with newspapers as the "most important news source about candidates."

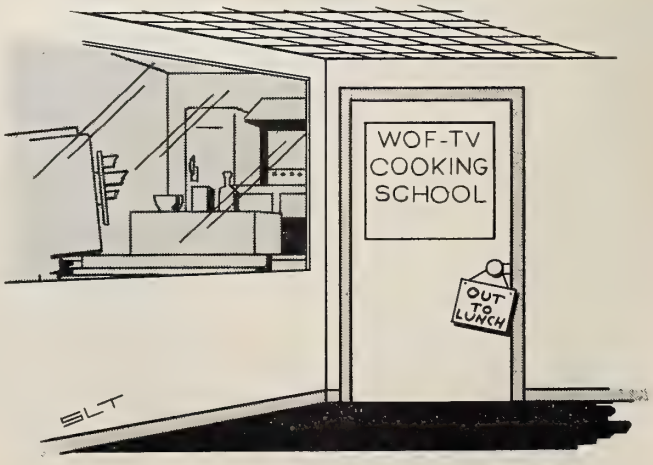
There is a sobering lesson in the now universal discovery that the electronic media constitute the greatest single force in electioneering. The politicians will be watching networks and stations for any indication of favoritism, however slight. Partisan politics have never played a part in network or station operations, unlike newspapers. They never should.

From now until the elections in November 1960, broadcasters will be well advised to exercise extreme vigilance in the handling of their political broadcasting. The penalty could be more indiscreet legislation—even worse than the paralyzing effects of Section 315.

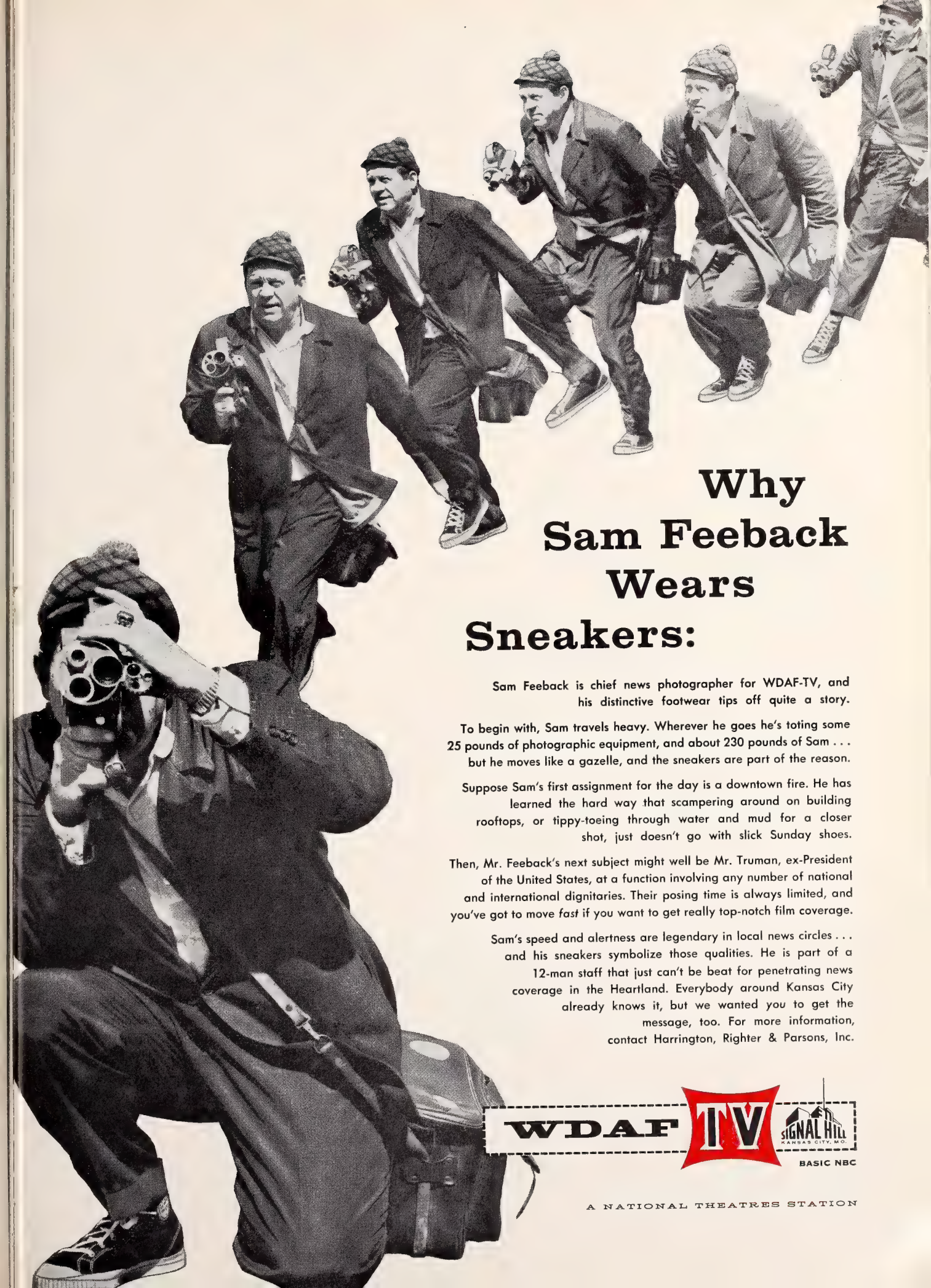
Double play

TELEVISION can do many things that newspapers cannot, and it does some that many of them dare not do or at least would be reluctant to undertake. Into the latter category, we venture, falls the study of journalistic responsibility that CBS-TV launched on its *Great Challenge* series a couple of Sundays ago.

The question of whether American journalism is meeting its responsibilities is hardly one to be given extensive space in most newspapers. But the subject is worthy of wide public exploration, and it is to television's credit that CBS-TV, in cooperation with the Sigma Delta Chi professional journalism fraternity, was willing to open it up—with no favors asked for broadcast journalism, which is an increasingly important part of the whole—to frank and open discussion. In the process, by pointing up some of broadcasting's special problems, television not only demonstrated its own responsibility in a sensitive area but also contributed something of value in its own public relations behalf.



Drawn for BROADCASTING by Sherwin L. Tobias



Why Sam Feeback Wears Sneakers:

Sam Feeback is chief news photographer for WDAF-TV, and his distinctive footwear tips off quite a story.

To begin with, Sam travels heavy. Wherever he goes he's toting some 25 pounds of photographic equipment, and about 230 pounds of Sam . . . but he moves like a gazelle, and the sneakers are part of the reason.

Suppose Sam's first assignment for the day is a downtown fire. He has learned the hard way that scampering around on building rooftops, or tippy-toeing through water and mud for a closer shot, just doesn't go with slick Sunday shoes.

Then, Mr. Feeback's next subject might well be Mr. Truman, ex-President of the United States, at a function involving any number of national and international dignitaries. Their posing time is always limited, and you've got to move *fast* if you want to get really top-notch film coverage.

Sam's speed and alertness are legendary in local news circles . . . and his sneakers symbolize those qualities. He is part of a 12-man staff that just can't be beat for penetrating news coverage in the Heartland. Everybody around Kansas City already knows it, but we wanted *you* to get the message, too. For more information, contact Harrington, Righter & Parsons, Inc.

WDAF TV SIGNAL HILL KANSAS CITY, MO.

BASIC NBC

A NATIONAL THEATRES STATION

WHAT WOULD YOU DO IF YOU RECEIVED 6,137 BIRTHDAY GREETINGS?

Torey Southwick of KMBC-KFRM acknowledged each one by mail . . . and mapped the towns to show his program's coverage!



Thirty-nine months ago, radio listeners to KMBC-KFRM were first captivated by a new personality on these pioneer Kansas City stations. His name: TOREY SOUTHWICK who, with his sidekick, Ol' Gus (a second voice done by Southwick), launched his "Time for Torey" program from 7 to 9 a.m., Monday through Friday. On these same five days, he does the "Torey Southwick Show" from 3 to 4:30 p.m.

A speech major from Wayne State University, Detroit, Southwick added to an already-established morning program format of tuneful, wake-up music, time signals, temperature reports, news and sports, that indefinable element known as "personality", to make his shows the most listenable in Kansas City. His afternoon show features the "Top Ten Thousand Tunes" with selections from the best current albums and the old standards.

Listeners love his programs . . . advertisers clamor for spots on his shows . . . people consider Ol' Gus an actual person. The Mayor of Kansas City chose this program as the ideal spot within which to air his daily "Morning Report" to his many neighbors in Kansas City, western Missouri and the state of Kansas.

Recently, KMBC - KFRM celebrated Torey's birthday — and 6,137 listeners sent friendly birthday cards to him.

"SOUTHWICK SHOWS" STACK UP SALES AND SATISFACTION!

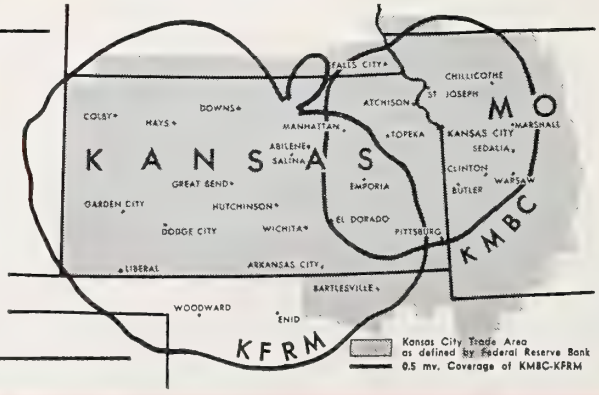
Torey's shows fit precisely into our KMBC-KFRM programming concept: to entertain, to inform and to serve. So that you may appreciate the terrific impact of advertising via KMBC-KFRM on this important 17th market, *write us for Torey's own mail map showing origins of his thousands of cards.*



These two little ladies sandwiching Ol' Gus are Torey's daughters, Terri, left, and Gayle. The girls have been doing Daddy's Show on Christmas morning the past two years and loving it! (Ol' Gus loves the attention he's getting here, too!)

Check NOW on "Avails" . . . Get KANSAS Coverage FREE!

Get on one of the two "TORRIFIC" TOREY SHOWS as soon as possible, and spread your message throughout the powerful KMBC-KFRM BONUS range (western Missouri and ALL of the state of Kansas.) BUY KMBC, GET KFRM FREE! Call your colonel at Peters-Griffin-Woodward, Inc., *today for Torey!*



- Note how closely KMBC-KFRM coverage fits huge Kansas City trade area as defined by industrial economists of 10th District Federal Reserve Bank. Nearly 4 million persons — more than 1¼ million families — with buying power exceeding $6½ billion annually!

Basic ABC Affiliate

KMBC *of* **Kansas City – KFRM** *for* **the State of Kansas**

The Heart-of-America's TOPularity Stations

. . . and in television, the Swing is to **KMBC-TV,** **Kansas City's Most Popular and Most Powerful TV Station**

APRIL 13, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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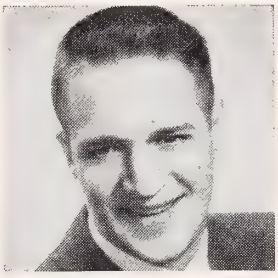
Over 1,000 Class IV radio outlets can go for higher powers Page 54



PAUL BERLIN
KNUZ, Houston



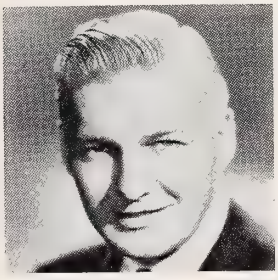
IRA COOK
KMPC, Hollywood



PAUL COWLEY
WKLO, Louisville



TOM EDWARDS
WERE, Cleveland



BOB "COFFEEHEAD" LARSEN
WRIT, Milwaukee



ROBIN SEYMOUR
WKMH, Detroit



JOE SMITH
WILD, Boston

They met yesterday . . .
to give you a great convention in May

These gentlemen and Howard Miller, WIND, Chicago, make up the Planning Committee for the 2nd Annual International. **Radio Programming and Pop Tune Disc Jockey Convention,** May 29-30-31, Americana Hotel, Miami Beach.

They met yesterday at the Palmer House in Chicago, armed with ideas of colleagues in their respective communities. Their discussions assure you of a worthwhile convention.

Don't miss out. Write Bill Stewart, Coordinator for the sponsoring Storz Stations, 820 Kilpatrick Building, Omaha 2, Nebraska. Give name, address, station or company affiliation, type of room, approximate rate. (Rates in hotels of Bal Harbour start at $10 daily, single or double.)



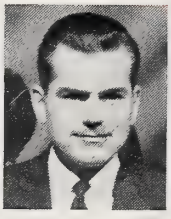
the most watched station in Sioux City...

KVTV CHANNEL 9

Why? News coverage for one thing. KVTV keeps four newsmen busy giving Sioux City viewers a first hand look at life and news around the world. KVTV's Washington Bureau, AP, UPI and Wirephoto services, plus area correspondents help these newsmen show the important happenings first on KVTV. See your Katz man.


Bob Billman


Dick Compton


Charles Powell


Jack Bomar



KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC



PEOPLES BROADCASTING CORPORATION

WGAR	Cleveland, Ohio
WRFD	Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia
WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa

Coverage that Counts!

For the 8th consecutive year WJIM has been selected to telecast the Detroit Tiger games . . . both at home and away . . . for the LANSING-JACKSON-FLINT area. Just another reason why the 450,000 TV families in rich mid-Michigan continue their 10 year habit of depending on WJIM-TV for the tops in Sports and 3 network programming.



WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

Lancaster
Harrisburg
York

is ONE TV market

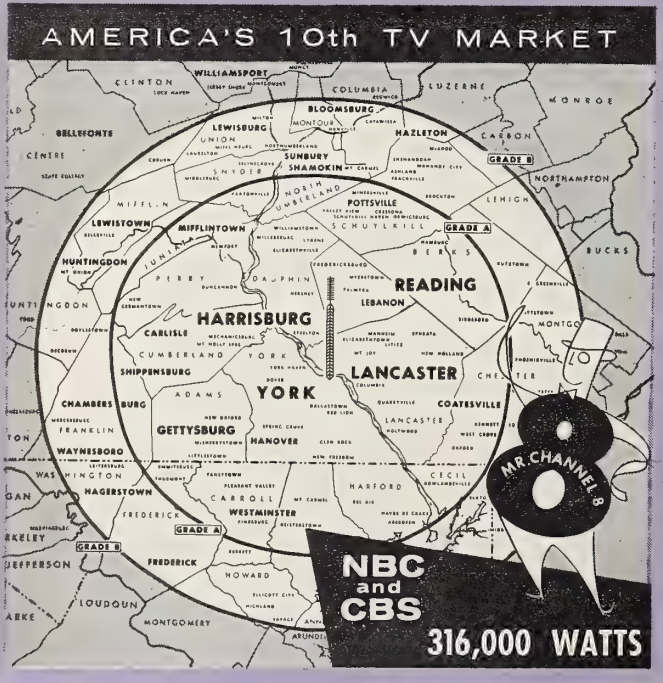
when you use

WGAL-TV



WGAL-TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS



In addition to being the first choice of viewers in these three important markets, WGAL-TV is the television station for Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Five tv's per market • In its almost continuous consideration of tv allocations problem, FCC majority has reached agreement on "umbrella" under which integrated case can be presented to Congress. In substance, it looks toward five comparable services in first 100 markets, on assumption that three competitive networks should be accommodated, with one facility for noncommercial education and fifth for independent or ultimate fourth network operation. Thesis is that nation's expanding economy should anticipate fourth network.

To take care of immediate needs, particularly in areas that do not have three competitive operations (Providence, Syracuse, New Orleans, etc.), plan encompasses temporary deviation from existing standards until adequate allocations become available through long-range program extending vhf band via swap with government. Otherwise existing mileage separations and standards would be rigidly maintained. Five and possibly six commissioners believed agreeable to this formula. Comr. Robert E. Lee, who has doggedly advocated full-scale move to uhf, is outside fold. In next week or two, FCC will be prepared to present its plan to Senate Commerce Committee.

Monitor • New wrinkle in air checks soon to be offered by Radio Records to interested stations and advertising agencies. Plan is to record traffic time programming of top stations in top markets, reproduce it, eliminating music but including commercials and chatter, on 33⅓ rpm discs to be issued at 10-day intervals with three stations covered by each record. Contemplated fees are $40 per month to agencies, sliding scale ($30-$60) to station subscribers.

PR progress • "Substantial progress" was reported by Tv Information Committee in developing all-out public relations program at last Wednesday's meeting in New York. All nine members of committee were present, with two additional meetings planned (April 17 and April 29) before April 30 meeting with NAB Television Board. Project contemplates war chest of possibly $1 million to affirmatively sell television against print and other adversaries (BROADCASTING, March 23, *et seq.*).

Same questions • Although CBS had record breaking year in 1958 (net sales $411,800,203; net income $24,428,812) some pyrotechnics are expected at company's annual stockholders meeting this Wednesday. Among those likely to raise questions about management are Wilma Soss, Gloria Parker and Barney Young, latter identified with music publishing companies, all of whom have popped up at past network annual meetings.

Among matters that may be raised at CBS stockholders' meeting are Ed Murrow's year-long sabbatical, which begins in July; Mr. Murrow's widely publicized "call girl" program of January 19; status of Ralph F. Colin, CBS board member and partner in Rosenman Goldmark Colin & Kaye, law firm representing CBS Inc. and which also represents Broadcast Music Inc.

Space and spectrum • Tucked away in data filed with FCC in its 25-890 mc proceedings (BROADCASTING, April 6) is case of American Rocket Society for ultimate space needs. O. H. Lange, in charge of Army's ballistic missile project, quotes Dr. Wernher Von Braun, Army's scientific chief, to effect that frequencies needed for "passive satellites" will be in 100-1,000 mc area (part of fm band and embracing vhf chs. 7-13,, as well as all of uhf band). "It is probable", FCC was informed, "that a large portion of the spectrum space will be taken by this type of service in the next 10 years." Presentation further states that "active" communications satellites ultimately would be in microwaves, above tv bands, but that identical 100-1,000 mc band might have to be used until microwaves become workable for this service.

Sensitive assignment • Kenneth Cox, Seattle attorney who has been special tv counsel for Senate Commerce Committee last couple of years, is back in Washington on special committee mission—not allied with broadcasting. He's assigned to highly sensitive affairs involved in President Eisenhower's nomination of Rear Admiral Lewis L. Strauss, former Atomic Energy chairman, as Secretary of Commerce. Adm. Strauss was named to Commerce post by President last October as recess appointee, but nomination still must be confirmed by Senate.

Rendezvous • TvB board members will brush shoulders en masse with leaders of some of nation's top advertising agencies in connection with TvB board's next semi-annual meeting. It's set for April 22-23 at Greenbrier, White Sulphur Springs, W. Va., scene also of American Assn. of Advertising Agencies' annual meeting. TvB sessions, under chairmanship of Roger W. Clipp, Triangle stations, will be held while AAAA is in closed meeting. Then members will attend agencies' open sessions April 24-25 and wind up with TvB cocktail party for AAAA members on final night.

News sales • There's two-purpose aim behind CBS Radio Spot Sales' current campaign just getting underway that gives radio news top sales priority: (1) it wants to make local radio newscasts more revenue producing, and, (2) strengthen sales of news programming furnished to stations by CBS Radio, considered by network as cornerstone of PCP (Program Consolidation Plan). Theme of presentation is that news is "right for advertisers and audience," that network news feed plus local news coverage equals "total coverage."

Management study • Implementing action of NAB Board at its February meeting in Florida, Harold Fellows, NAB president, has advised selected stations that management consulting firm of Stewart, Dougall & Associates will be calling them within next few weeks to study reactions to NAB organization and services. Board approved $15,000 appropriation for purpose of determining whether NAB is utilizing its $1 million budget efficiently and whether it is properly staffed.

Stewart, Dougall, Mr. Fellows advised stations, will respect confidences and not reveal information or opinions obtained from any specific broadcaster to NAB but will consolidate returns by station classification. "Obviously", Mr. Fellows wrote, "with complete objectivity guaranteed, the NAB membership will derive the greatest possible benefit from their analysis and interpretation of the facts."

Oversight switch • In approving transfers of WSOC-AM-FM-TV Charlotte ($5.6 million) and of WGAY-AM-FM Silver Spring, Md.—Washington, D.C. ($456,000) FCC embarked upon new policy in evaluating cases involved in so-called House Legislative Oversight proceedings. James M. Cox stations, buyers of WSOC property, were indirectly involved in Miami ch. 7 proceedings in which Cox principals hold less than control, while WGAY sale by John Kluge and associates to Connie B. Gay was affected through FCC scrutiny of ch. 9 Orlando grant because of Oversight overtones.



PEOPLE WHO KNOW ATLANTA TV KNOW WAGA·TV IS THE BUY!

The big news in Atlanta is that the big buy is WAGA-TV. Nobody knows this better than the First National Bank of Atlanta—one of the South's great financial institutions—which has recently bought the "11th Hour News" *across the board*, Monday thru Friday, on a 52 week basis.

Or take the Early Show, the Starlight Movies, and other local programs. Their swelling roster of advertisers is convincing proof that *live* Channel 5 is delivering a big, growing family audience at remarkably low cost.

Get the facts on Atlanta's best TV buy from your KATZ man today.



VIDEOTAPE

Storer Broadcasting Company

Storer Television

WAGA-TV	WSPD-TV	WJW-TV	WJBK-TV	WITI-TV
Atlanta	Toledo	Cleveland	Detroit	Milwaukee

WEEK IN BRIEF


Mr. Ryner

Sharpen the best agency tool: research • The big budgets of tv are demanding more judgment based on facts and fewer guesses. Stations can help the agency decision-making function with fewer rating pitches, more market "news." Frederick L. Ryner, vice president and director of research, Bryan Houston Inc., New York, writes on the subject in this week's MONDAY MEMO. Page **29.**

Overhaul of option time • FCC is pondering changes, with final determination on issuance of rule-making proposal seen forthcoming before the end of month. Among changes seen proposed will be deletion of 30 minutes and requirement that all time used for straddle programs be counted as network time. Page **33.**

Inter-media sharpshooting • Tv and print media executives tussle on whether or not cost-per-thousand can be used for inter-media comparison. The arena: an AMA workshop in New York. Page **34.**

Films stars in tv selling hats • Hollywood motion picture stars in increasing numbers are benefiting from a tv windfall as agencies turn to "names" to sell on their commercials. Page **52.**

Transmitter makers hit jackpot • FCC decision to accept Class IV station applications for power boosts to 1 kw, day, opens multi-million dollar market for new equipment to increase the present 250 watters' reach. Page **54.**

Radio application processing • FCC wages war on situations which tangle up its processing line on radio applications and issues new cutoff policy to expedite handling. Page **54.**

Peabody Awards • NBC takes seven awards, CBS four, ABC two. Frank Stanton gets special mention. The annual radio-tv awards capsuled. Page **72.**

Screen Gems looks to new conquests • Film production-distribution organization says it's going to get into tv station ownership, video tape programming and co-production of programs with other nations. Page **76.**

Union cries censorship, tells FCC • Telecasters are charged with censorship during a labor dispute between GE and electrical workers union. IUE President Carey asks FCC to take action against four stations which refuse to carry union program. One station recants. Page **94.**

Information: three-way street • Sig Mickelson of CBS says news media can't do the job alone: news sources and the public itself must help if people are to be informed. He calls for lifting of hampering restrictions on tv news coverage. Page **96.**

Better listening formula pays off • WLW Cincinnati rebuilds entire 50 kw plant to attain what it describes as world's best-quality radio signal, including fm. With new easy-listening format, station claims jump in business and size of audience. Page **100.**

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WMBD



IN THE MORNING
(NOV. PULSE-58)
FIRST
with
Walter Thurman



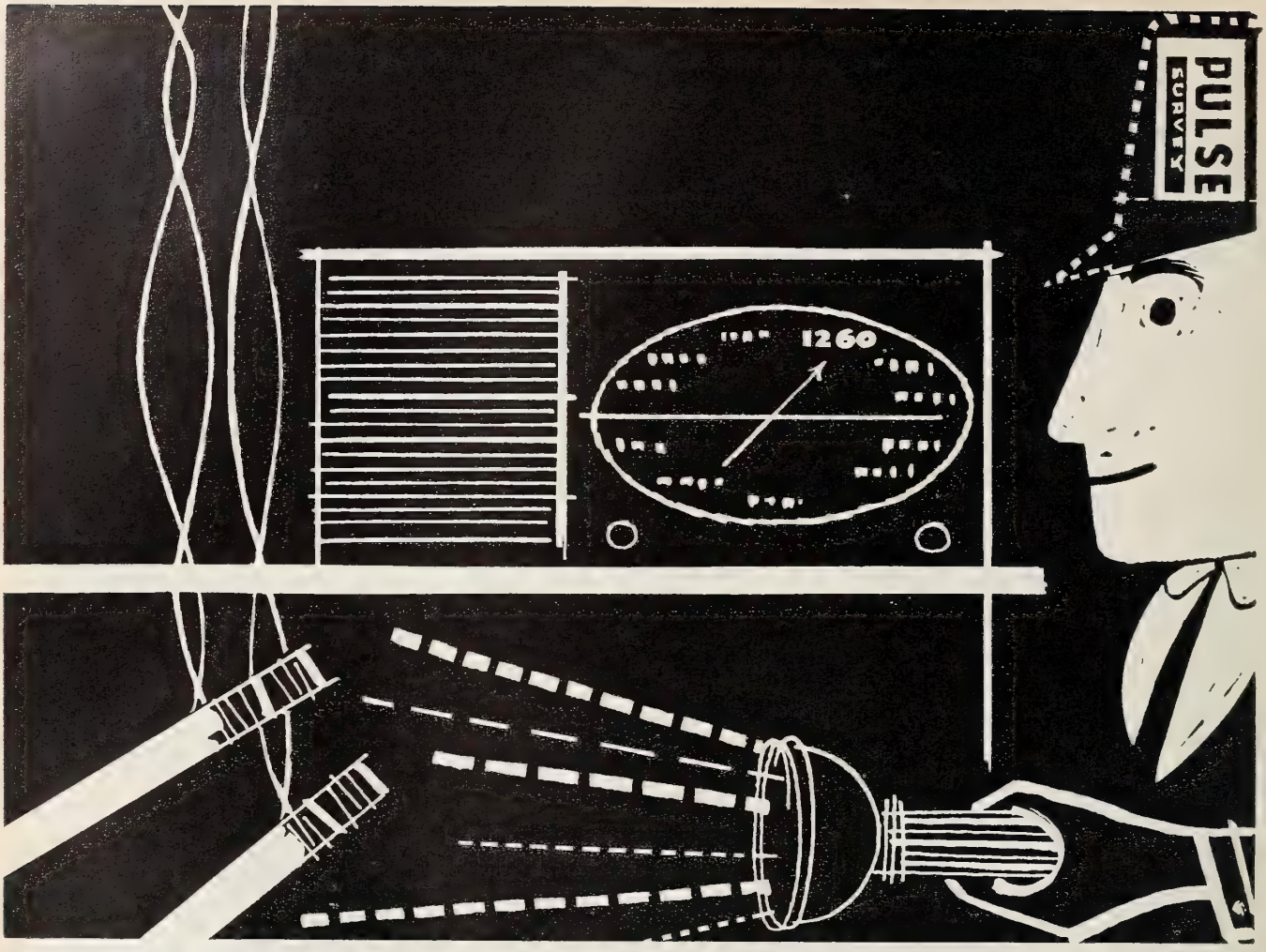
MUSIC NEWS SERVICE

PEORIAREA'S TOP "MUSIC MAN"
THURMAN SELLS
WEEKDAYS
6:30 AM-10:00 AM

WMBD
FIRST! FIRST! FIRST!
(Nov. Pulse '58)
. . . in the noontime listenership period
WMBD
FIRST! FIRST! FIRST!
(Nov. Pulse '58)
. . . in the late afternoon and early evening period

Exclusive National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WMBD



Q: What radio station do you listen to most of the time at night?

A: *WWDC was the clear-cut winner in a PULSE poll of Washington, D. C., area residents. Of particular interest is the pronounced majority we scored with the menfolk.*

This special qualitative PULSE survey shows many other areas of WWDC listening leadership—all of them of importance to advertisers. For the full report, write WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." It's revealing!

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

In Jacksonville, Fla., exciting WWDC-owned Station WMBR is rapidly changing the listening habits of a great growth market.

WRVM, WWTB, WBEL, 4 other sales filed

Station sales filed at FCC Friday:

WRVM Rochester, N.Y. • Sold by Harry Trenner to Frank W. Miller Jr. and Lee W. Miller for $210,000 plus assumption of $100,000 in promissory notes and $40,000 in liabilities. Frank Miller Jr. owns 14.3% of Kelly-Smith Co., newspaper representative, which owns majority of Headley-Reed Co., radio-tv representative. He and his father are two of three trustees controlling *Fall River* (Mass.) *Herald News* (WSAR Fall River), which plans to merge with *Schenectady* (N.Y.) *Union Star*. Headley-Reed owns 1.1% of WKOW-AM-TV Madison, Wis. Lee Miller is account executive at Fuller & Smith & Ross, New York. WRVM is 250 w day on 680 kc.

WWTB Tampa, Fla. • Sold by W. Walter Tison to WPIT Pittsburgh, which has same ownership as Friendly Group (Allen H., Jack N. and Louis Berkman and John J. Laux), for $240,000. Friendly stations are WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W.Va.; WPAR-WAAM (FM) Parkersburg, W.Va.; KMLB-AM-FM Monroe, La. WWTB is Keystone affiliate with 5 kw day directional on 1300 kc.

KZEE Weatherford, Tex. • Swapped by Horace C. Bowen to J. Fred Case, wife Lucille and son James F., for **KWON Bartlesville, Okla.,** with Cases receiving $25,000 cash and $90,000 in real estate (KWON being valued at $240,000 and KZEE at $125,000). KZEE is 250 w day on 1220 kc. KWON is MBS affiliate with 250 w on 1400 kc.

WBEL Beloit, Wis. • Russell G. Salter, 50% owner, is buying remaining 50% from Lloyd Burlingham for $150,000. Mr. Burlingham owns KCVR Lodi, Calif. WBEL is 5 kw on 1380 kc.

WAUB Auburn, N.Y. • J.R. Poppele, former director of Voice of America and former chief engineer of Mutual, with his family is buying 75% from Herbert P. Michels for about $7,000, with Mr. Michels retaining 25%.

WTTT Arlington, Fla. • Sold by Harold E. and Helen W. King to Theodore Weber for $125,000. WTTT is 250 w day on 1220 kc.

Stanton to speak

Dr. Frank Stanton, CBS president, will be one of three outside speakers at NAB's management development seminar to be held July 5-17 at Harvard U. Names of other two speakers will be announced soon. Some 60 broadcasters have been selected to take 12-day course from among those applying, NAB reported Friday.

More for Ford?

Ford Motor Co., J. Walter Thompson Co., MCA and NBC-TV officials slated to meet this week in Hollywood to discuss proposed weekly series for next fall. NBC-TV is holding open 9:30-10:30 p.m. on Tuesdays for series which would call for expansion in some weeks for 90-minute or two-hour presentation. Dan Seymour, vice president and director of tv-radio, JWT, New York, confirmed Friday that his proposal is in negotiation. Format is being worked out by Mr. Seymour and MCA. Ford's renewal of its current sponsorship of *Tennessee Ernie Ford* and part of *Wagon Train,* both NBC-TV, not certain—it need not pick up option until sometime in May.

WMCA raises rates

WMCA New York raises rates for first time in two years (rate card No. 31 effective immediately). Price hikes are in most announcement and time periods reclassified though hourly basic rates remain same. Class A extended hour to 8 p.m. while old half-hour rate now applies for 25-minute segment (other five minutes is news for which rate has high of $90 for choice morning time to $70 for late evening periods). Basic rate for one-minute in Class A raised from $45 to $50; in Class B from $32 to $35.

Boston ch. 5 argument

FCC Hearing Examiner Horace Stern Friday announced he had cancelled oral argument set for May 1 in Boston ch. 5 *ex parte* rehearing case. He also announced it would be rescheduled at later date if in his opinion it was necessary. Proposed findings by parties in Boston case due April 20. Although Judge Stern's reasons for cancelling Boston argument were not given, it is understood he felt publicity on argument during period when former Comr. Richard A. Mack was on trial in U.S. District Court in Washington (see page 64) might interfere with fair trial. Same reasoning was used by FCC in postponing Miami ch. 10 oral argument, from April 23 to May 21.

Chicago GOP site?

Republican National Committee was to have decided Saturday (April 11) where and when GOP national presidential convention will be held next year. Committee met Wednesday in Washington, but delayed decision to Saturday, when new chairman Sen. Thruston B. Morton (R-Ky.) is installed. Chicago is considered probable choice with week of July 25 date. This would give tv and radio networks one week to move equipment from Los Angeles where Democratic national convention will be held week of July 11. In running for GOP convention site besides Chicago, it's understood, are Miami and Philadelphia. Los Angeles and New York said to have been ruled out because leading GOP presidential hopefuls Richard Nixon and Nelson Rockefeller are from California and New York respectively.

KBET-TV owners shift; Northrop new manager

Ownership of ch. 10 KBET-TV Sacramento, Calif., transferred from stockholders of Sacramento Telecasters Inc. to Great Western Broadcasting Corp., C. Wrede Petersmeyer, Great Western president, announced Friday. Transfer occurred Thursday after FCC consent to $4.5 million sale. Great Western is wholly-owned subsidiary of J.H. Whitney & Co., owner of Corinthian Stations including KOTV (TV) Tulsa, KGUL-TV Houston, WANE-AM-TV Fort Wayne, Ind., and WISH-AM-TV Indianapolis.

Mr. Petersmeyer also announced acceptance of resignation of John H. Schacht, vice president-general manager of KBET, and appointment of Johnston (Jock) F. Northrop as acting general manager of KBET. Mr. Northrop is member of Corinthian's New York staff as assistant to Mr. Petersmeyer and will serve in Sacramento until new vice president-general manager is announced.

AT DEADLINE

CONTINUED *from page 9*

KMBC to drop MBS

KMBC Kansas City (980 kc, 5 kw) is giving up its Mutual affiliation latter part of May, MBS authorities confirmed Friday. Station, headed by Don Davis, currently is dual ABC and MBS affiliate and is expected to go full ABC. (For new MBS affiliate addition, see page 99.)

'Lassie' script awards

Jack Wrather Organization, owner of *Lassie* tv series, announced Friday (April 10) establishment of "The Lassie $15,000 Writer Awards for Merit." All professional writers whose stories and scripts are bought between now and Sept. 1 for production this year will be paid usual fees and be eligible for awards. Panel of judges will review all 39 scripts of 1959-60 season and pick winners. First award will be $5,000; second, $3,000; third, $2,000 and fourth to eighth, $1,000 each. Scripts may be sent to Rose Mathias, story editor, Lassie Productions, 270 North Canon Dr., Beverly Hills, Calif.

McGavren resigns 3

Daren F. McGavren Co., station representative, announced Friday resignation of KJR Seattle, KNEW Spokane and KXL Portland, Ore., effective May. McGavren plans to represent other stations in these markets.

• Business Briefly

• Three new accounts to Adams & Keyes' Los Angeles office announced Friday: Helms Olympic Bakeries, State Mutual Savings & Loan Assn. and Wallace Moir Co. (mortgage finance). A&K is merged Burke Dowling Adams and St. Georges & Keyes.

• Tidy House Products (detergents), Shenandoah, Iowa, appoints Guild, Bascom & Bonfigli, San Francisco, as advertising agency effective July 1. Advertising budget is $1.5 million and radio and tv are expected to receive substantial share of billing. Account now handled by Earle Ludgin & Co., Chicago.

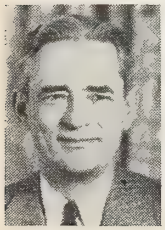
• Tilds & Cantz Adv., Los Angeles, has moved to 8833 Sunset Blvd. Telephone: Oleander 5-9270.

WEEK'S HEADLINERS



Mr. Eaton

HOWARD EATON JR., media director of Lever Bros., named chairman of Assn. of National Advertisers' broadcast advertising committee, succeeding GEORGE ABRAMS. Mr. Abrams resigned chairmanship and seat on committee because of pressure of new duties as president of Cosmetics & Toiletries Div. of Warner Lambert Pharmaceutical Co., according to ANA, but he will continue on ANA board. Mr. Eaton, who had been media manager of radio and tv at Lever for past two years, was elevated to media director two months ago (WEEK'S HEADLINERS, Feb. 9). He formerly was with Young & Rubicam and before that, from 1947 to 1952, was sports editor of WELI New Haven, Conn.



Mr. Watson

ROBERT W. WATSON, chairman of board of Erwin Wasey, Ruthrauff & Ryan, joins Kudner Adv., New York, on Wednesday (April 15) as senior vp and member of executive committee and of board of directors. Mr. Watson was board chairman of Ruthrauff & Ryan, New York, before agency's merger with Erwin Wasey & Co. in 1957. He joined R&R in San Francisco in 1940 and served that agency continuously, advancing to vp in 1946, executive vp in 1952, president in 1955 and board chairman in 1956.



Mr. Buckley

RICHARD D. BUCKLEY, vice president of Metropolitan Broadcasting Corp. and president of its WNEW New York division, was reported last week to be preparing to leave the organization after selling his approximately 10% interest back to the corporation for $2,275,440 (CLOSED CIRCUIT, March 30). His departure was expected to come by the end of this month. He said he had not yet made definite plans for the future but that he expected to stay in broadcasting. Under his severance agreement, he indicated he may not enter broadcasting in New York, Washington or Cleveland—where Metropolitan owns WNEW-AM-FM-TV, WTTG (TV) and WHK-AM-FM, respectively—for one year. The $2,275,440 purchase price for his stock represents $15 a share for 151,696 shares. Mr. Buckley was president of Metropolitan as well as the WNEW division until last month, when the board named Chairman JOHN W. KLUGE to the additional post of president of the overall corporation. (BROADCASTING, March 23). There had been speculation since that time that Mr. Buckley would sell his stock, perhaps following this move with the purchase of other stations.



Mr. Evans

HERBERT E. EVANS, vp and general manager of Peoples Broadcasting Corp. (WRFD Worthington, WGAR-AM-FM Cleveland, both Ohio; WTTM Trenton, N.J.; WMMN Fairmont, W.Va.; WNAX Yankton, S.D., and KVTV [TV] Sioux City, Iowa), named president, succeeding MURRAY D. LINCOLN, named general chairman, newly-created post. Mr. Evans will also serve as member of board of directors. He has been chosen by NAB to be U.S. delegate to Inter-American Assn. of Broadcasters, which will meet this summer at site yet to be chosen. Peoples Broadcasting Corp. is subsidiary of Nationwide Insurance, Columbus, Ohio.



Mr. Cooper

JOHN M. COOPER, managing editor of CBS Newsfilm since January 1956, is named manager. Mr. Cooper replaces HOWARD KANY, who has left CBS Newsfilm to assume new post as director of international business relations, CBS-TV Stations Div., but who continues to supervise CBS Newsfilm's foreign and domestic sales (WEEK'S HEADLINERS, March 30). Before he joined CBS Newsfilm, Mr. Cooper was director of radio and tv news for International News Service.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

OBJECTIVE: *more selling power from your advertising dollars*



The tremendous selling-power of Television is widely recognized—the unmatched power of *sight* plus *sound* plus *motion*.

And the most efficient form of this tremendous power is Spot Television, because it permits you to concentrate your advertising precisely *when* and *where* you choose.

Major question for management today is: how can our products take full advantage of this power?

Helping advertisers and agencies find the right answers to that question is the business of Blair-TV. For in America's top markets, Blair-TV represents the stations that consistently lead in selling-power per dollar.

Sound advertising decisions require up-to-the-minute data on each of these stations – data you can get at a phone-ring's notice through any of Blair-TV's ten offices.

As television's first exclusive national representative, Blair-TV was founded on the basic principle that alert informed representation is a service vital not alone to stations but also to all Advertising, and to the businesses dependent on it for profit-producing volume.

In meeting this year's quotas, keep the power and flexibility of Spot Television in mind. And keep Blair-TV in mind for stations that do the top selling job in many of your best markets.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

NEW YORK—TEmpleton 8-5800 • **CHICAGO**—SUperior 7-2300 • **BOSTON**—KEnmore 6-1472 • **DETROIT**—WOodward 1-6030 • **ST. LOUIS**—CHestnut 1-5686
DALLAS—RIverside 1-4228 • **JACKSONVILLE**—ELgin 6-5770 • **LOS ANGELES**—DUnkirk 1-3811 • **SAN FRANCISCO**—YUkon 2-7068 • **SEATTLE**—MAin 3-6270


Television's
most acclaimed
sales
personality



now to sell for you

LOCALLY

MISS FRANCES

and

DING DONG SCHOOL

FIRST RUN BRAND-NEW

Wire or phone today...

ARROW PRODUCTIONS

A DIVISION OF

INDEPENDENT TELEVISION CORPORATION

488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100



ABOVE ALL...

WGY PUSHES

YOUR PRODUCT BETTER

WGY will push your product better in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christal man or call WGY, Schenectady, N. Y.

982-10

50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

April 12-13—Texas Assn. of Broadcasters, spring meeting, Commodore Perry Hotel, Austin. Members of Legislature will be April 13 luncheon guests.

***April 12-15—Assn. of National Advertisers,** west coast annual meeting, Santa Barbara Biltmore, Santa Barbara, Calif. Sessions today (April 13) on. "Advertising's Role in Management" and "Budgets and Cost Control;" final day, "Advertising in the World Around Us," including address by Richard A. Moore, KTTV (TV) Los Angeles.

April 12-19—Technical symposium on aircraft and space communications sponsored by **Electronic Industries Assn.,** McCarren Field, Las Vegas, Nev., during First World Congress of Flight.

April 14—Special luncheon meeting of **Louisiana station managers and key engineering personnel** on civil defense. FCC Comr. Robert E. Lee will speak. Site is Arnaud's Restaurant, New Orleans.

***April 14—Academy of Television Arts & Sciences,** Hollywood membership meeting, Beverly-Hilton Hotel, Beverly Hills, 8:30 p.m. Subject: The Rating Services, discussed by John Guedel, president, John Guedel Productions; Lee Rich, vice president, Benton & Bowles; Gale Smith, former production head, Procter & Gamble Co.; Bill Shafer, ARB West Coast manager; Joe Matthews, west coast representative, A. C. Nielsen Co.

April 16—Public Relations Spring Conference, Ambassador Hotel, Los Angeles, sponsored jointly by U. of Southern California and Southern California chapter, Public Relations Society of America. Theme is, "Our Publics Look at Public Relations." Twenty professional groups are cooperating.

April 16-17—Illinois Broadcasters Assn. spring meeting, Hotel Pere Marquette, Peoria.

April 17—Am, fm and tv nationwide blackout, 11:30 a.m.-noon, for Conelrad drill involving 1,200 am stations. Ordered by FCC on request of Office of Civil & Defense Mobilization.

April 20—Radio Advertising Bureau sales clinics at Tulsa, Okla., and Minneapolis, starting nationwide series that ends May 22. RAB will present 30 how-we-sold-it stories and exhibits.

***April 20-23—American Newspaper Publishers Assn.,** 73rd annual convention, Hotel Waldorf-Astoria, New York. Agenda includes discussions on radio-tv competition for national ad dollar; working relationships between newspapers and broadcast stations; the problem of agencies who, for retail accounts for commission reasons, favor radio-tv and the effect of competitive media in the decline of newspapers' national advertising.

April 21—"Genii" awards banquet of **Radio & Television Women of Southern California,** Beverly Hills Hotel, Los Angeles.

April 23—Georgia Assn. of Broadcasters, management conference, Dinkler Plaza Hotel, Atlanta.

April 23-24—Assn. of National Advertisers two-day workshop on advertising expenditures, Westchester-Biltmore, Rye, N.Y.

***April 23-24—Ohio Assn. of Broadcasters,** Sheraton Gibson Hotel, Cincinnati. Speakers: Jerome H. Feniger, Cunningham & Walsh; Sol Taishoff, editor and publisher of BROADCASTING, "Editorializing in Radio"; Ed Broman, Ziv Productions, "Syndicated Tv Film"; Adam Young, and others to be announced. Entertainment Friday evening includes buffet dinner at Wiedemann Brewing Co. and Cincinnati Reds-Milwaukee Braves baseball game.

April 23-25—Western States Advertising Agencies Assn., ninth annual conference, Oasis Hotel, Palm Springs, Calif.

April 23-25—American Assn. of Advertising Agencies, annual meeting at The Greenbrier, White Sulphur Springs, W. Va. Annual elections, other business in closed sessions April 23. April 24, presentation on "The Revolution in Rising Expectations" by correspondents, editors and publishers of Time Inc. magazines. Award-winning tv commercials, chosen by Art Directors Club of New York, and advertising films from Venice film festival will be shown both April 24 and 25. Creative session April 25 on safeguarding creativity in today's advertising agency, with discussions by Anthony C. Chevins, Cunningham & Walsh; John A. Sidebotham, Young & Rubicam, and David Ogilvy, Ogilvy, Benson & Mather, all New York. Rep. Bob Wilson (R-Calif.) to discuss legislative threats to advertising and what advertising needs to do. Other speakers to be announced. Annual banquet April 24.

***April 24—New Mexico AP Broadcasters Assn.,** Bishop's Lodge, Santa Fe.

April 24—Oregon AP Radio Assn., Multnomah Hotel, Portland.

April 24-25—South Dakota Broadcasters Assn., Sheraton-Cataract Hotel, Sioux Falls. A sales clinic is planned. Non-members invited.

April 24-25—New Mexico Broadcasters Assn., Bishop's Lodge, Sante Fe.

***April 24-25—Arizona Broadcasters Assn.,** spring meeting, Ramada Inn, Phoenix. Speakers include Walter Lucking, president, Arizona Public Service Co.; Maj. Allan Deming, public information officer, Fort Huachuca, Ariz.; Stary Gange, vice president, Pacific Olive Growers Assn.; FCC Comr. Robert E. Lee and Howard Bell, NAB vice president. Phoenix mayor Jack Williams will be toastmaster at Friday banquet.

April 25—Spring meeting of **Associated Press Broadcasters of Idaho and Utah,** Hotel Boise, Boise.

April 25—United Press International Broadcasters of Connecticut, Waverly Inn, Cheshire.

***April 25—United Press International Broadcasters of Indiana,** Sheraton-Lincoln Hotel, Indianapolis. Agenda commences at noon and includes discussion on libel laws with report by President Bill Donnella.

***April 25—Idaho-Utah AP Broadcasters Assn.,** Boise Hotel, Boise.

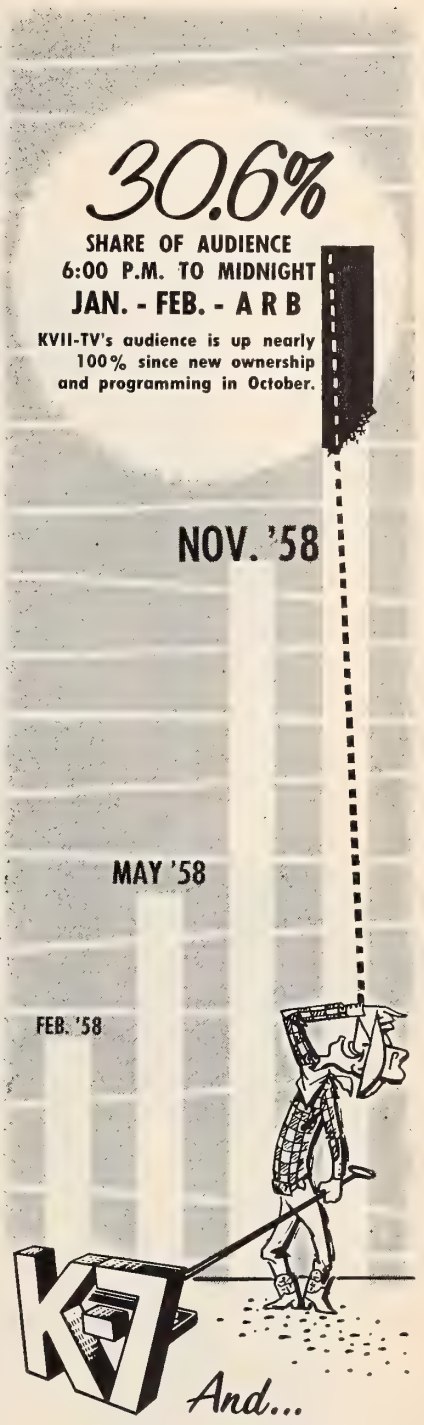
April 26—Colorado-Wyoming AP Broadcasters Assn., Albany Hotel, Denver.

April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 26-29—U.S. Chamber of Commerce annual meeting, chamber hdqrs., Washington.

April 27-28—Potts-Woodbury Adv. Agency Radio-Tv Farm Clinic, Bellerive Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.

April 27-May 2—Journalism & Broadcasters Week, School of Journalism & Communications, U. of Florida, Gainesville. (April 27 is Broadcasters Day. Key speakers include FCC Comr.



THAT'S NOT ALL!!

K-7 is first in Amarillo in total rating points, three nights out of the week—with four of the top ten shows.

Let your Bolling man give you the detailed story and show you some amazing figures.

KVII-TV

amarillo, texas

C. R. "Dick" Watts
Vice-President and
General Manager

abc

Represented nationally by the Bolling Company



NO TWO RATINGS ARE EXACTLY ALIKE

ABC Television, for example, doesn't always have five shows in Nielsen's top ten.* Sometimes it's four – or three.

And it's not always the same shows. *Maverick* and *Rifleman* are consistently there. *Wyatt Earp, The Real McCoys, Cheyenne, Sugarfoot* are familiar names in the top ten listings . . . but they don't *all* make it *all* the time.**

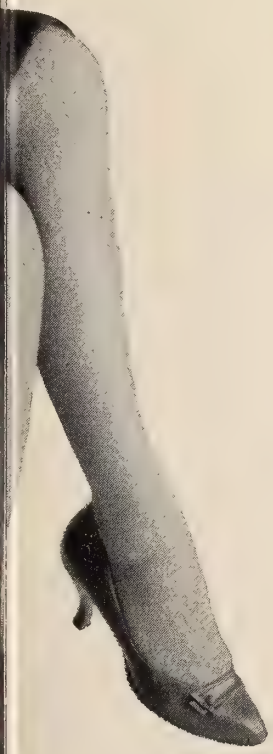
(When they don't, though, they're not far behind.)

We don't always dominate the same number of time periods, either. One report will show us leading the field (No. 1 in 18 half hours). Another will show us in second place (tops in 13 half hours).†

Not *every* Nielsen will prove ABC to be No. 1 network four out of seven nights a week. Every once in a while, we're tops in only three.***

But Nielsen after Nielsen, one thing is consistent.

ABC is consistently going right to the top.

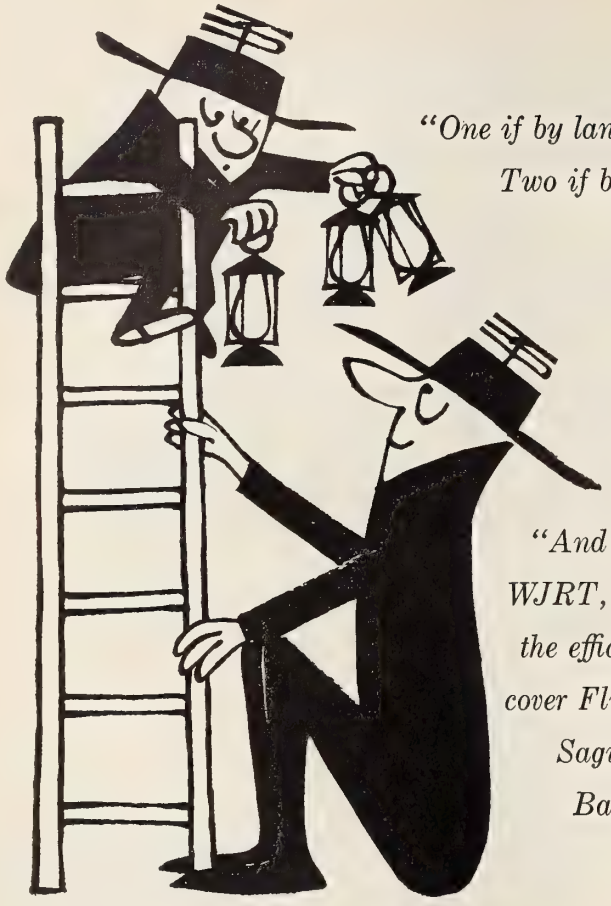


Go right to the TOP...go ABC-TV

ABC TELEVISION

Source: National Nielsen Reports, Nov. '58 – Feb. '59. *1st Feb. Report, Average Audience Basis. **Total Audience and/or Average Audience Basis. ***Sun.-Sat. 7:30-10:30 PM all sponsored evening programs. †Nielsen 24-Market TV Reports, weeks ending Mar. 14 & 21, 1959, Sun.-Sat. 7:30-10:30 PM.

Another thriller-diller from WJRT—



"One if by land! Two if by sea!"

"And four if by WJRT, Ponsonby—the efficient way to cover Flint, Lansing, Saginaw and Bay City."

Listen, admen, and you shall hear—plenty! That WJRT is *the* single-station way to reach the other big Michigan market. That you get Flint, Lansing, Saginaw and Bay City with one buy and a grade "A" or better signal. That you're right where things happen with WJRT's inside-out coverage of mid-Michigan and its nearly half-million TV households. If you're aiming at Flint, Lansing, Saginaw and Bay City, WJRT is your bull's-eye buy. Come on in—it's open season on sales.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Robert E. Lee; Matthew J. Culligan, NBC-Radio vice president; John F. Day, CBS tv news director, and Harold Krelstein, president of Plough stations).

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

April 29-May 3—American Women in Radio & Television, annual convention, Waldorf-Astoria, New York. Open House 10:30 p.m. April 29; tours and receptions, April 30 plus 7 p.m. opening and banquet; breakfast, speakers, luncheon, special events, May 1; breakfast, panels, speakers, luncheon, receptions, May 2; business meeting May 3.

April 30-May 2—Alabama Broadcasters Assn. annual meeting, Buena Vista Hotel, Biloxi, Miss. Speakers include FCC Comr. Robert T. Bartley; Dallas Townsend, CBS News; Charles H. Tower, NAB personnel-economics manager, and John M. Outler Jr., WSB Atlanta.

April 30-May 3—4th district, **Advertising Federation of America**, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.

May 1—Journalism Institutes, Center Bldg., U. of Wisconsin, Madison.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

May 2—Virginia AP Broadcasters, spring meeting, National Press Club, Washington.

May 2-3—Spring caucus sponsored by **Los Angeles Advertising Women**, Ambassador Hotel, Los Angeles. Includes business meetings, social features and awards luncheon.

May 3—Oklahoma AP Broadcasters Assn., Lake Texoma Lodge, Durant.

May 3-9—Canadian Radio Week, sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

May 4-9—Advertising Research Foundation seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

May 5—American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.

May 6—National Aeronautical Electronics Conference, Biltmore and Pick-Miami Hotels, Dayton, Ohio. A panel on worldwide communications systems is scheduled.

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

*May 6-9—**Ohio State U. Institute for Education by Radio-Tv**, Deshler-Hilton Hotel, Columbus. Keynote address by Dr. Frank C. Stanton, CBS president. Other speakers: FCC Comr. Frederick W. Ford; Paul Chamberlain, equipment sales manager, GE, and producer David Susskind. Panel discussion on the advertiser as sponsor of educational tv programs under chairmanship of John P. Cunningham, president-chairman of Cunningham & Walsh. Interview by remote facilities with Sen. Warren G. Magnuson (D-Wash.).

May 7-8—Kentucky Broadcasters Assn., Shera-

safe!



Collins remote amplifier . . .

The safest remote signal on the air. The Collins 212Z remote amplifier assures uninterrupted remote broadcasting. When the power fails, an exclusive power changeover brings in fresh battery power automatically to keep you on the air until ac power is restored.

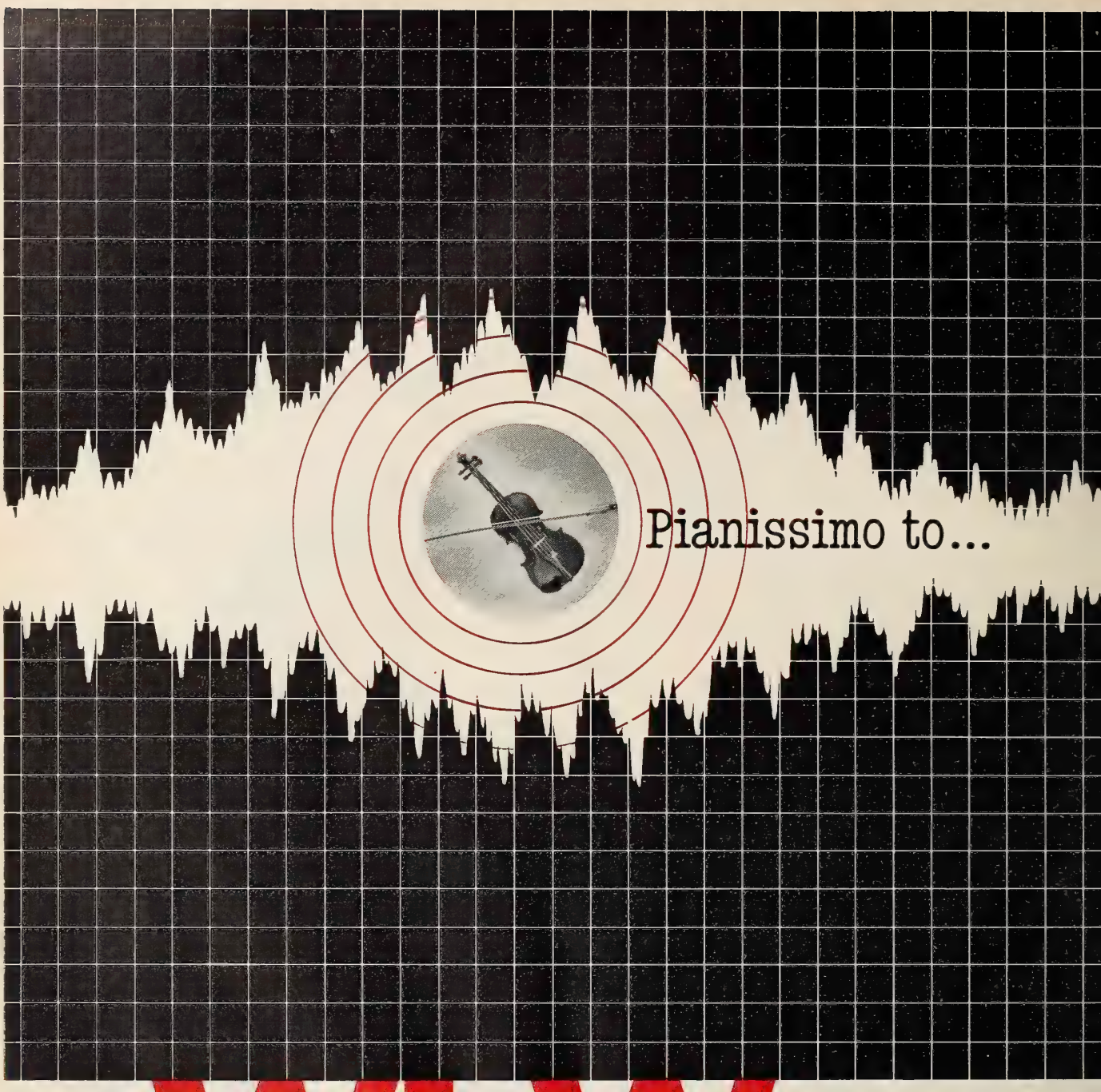
The 212Z is still the lighest, most convenient 4-channel remote available — weighs only 22 lbs. complete with self-contained batteries and carrying case. Simplified panel and terminal arrangement facilitates one-man operation. Completely transistorized. All terminals and jacks are located in back of unit. Eliminates bulky cords and cables. Constructed of sturdy, lightweight steel with metallic black and blue-grey abrasion-resistant finish. Housed in compact, rugged Royalite carrying case.

Collins is your one *complete* source for all broadcast needs. Call or write today to Collins Radio Company for more information about the 212Z and your free copy of "Collins Broadcast Equipment Catalog."



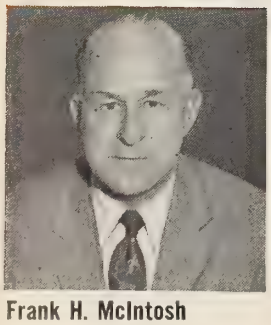
COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS • DALLAS • BURBANK



Pianissimo to...

WLW Acclaimed.



Frank H. McIntosh

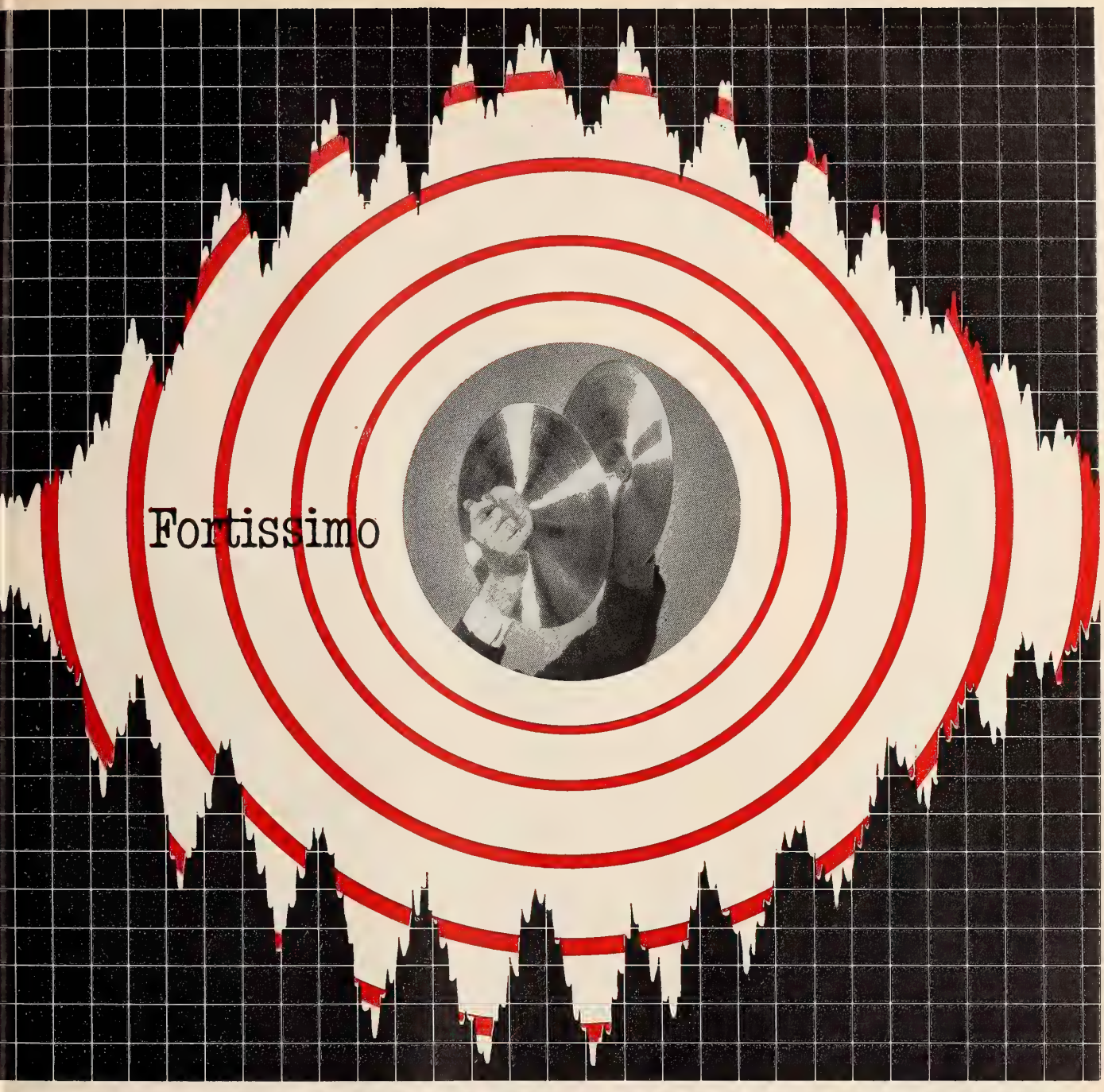
"A magnificent new WLW-AM transmission system, developed by Crosley Broadcasting engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station!

The revolutionary new broadcasting development now puts WLW-AM transmission on a par with FM in high fidelity . . . providing a perfect illusion of live performance with a sound range from the softest pianissimo to the loudest crescendo."

This distinction was confirmed in a test made by Frank H. McIntosh Laboratory, Binghamton, N. Y.—the world's leading independent radio and high-fidelity transmission expert.

This highest fidelity transmission will increase the WLW Radio audience even more—an audience which for years has ranked among the top 10 of over 3,200 Radio Stations in America.

The result of 3 years of work and ¼ of a million dollars, it's another in Crosley's long line of distinguished contributions to the broadcasting



world's highest fidelity radio station with audience among top 10 in America!

industry, and provides finest commercial clarity for advertisers' commercials!

And it's another crescendo for "subscribers."

Call your WLW representative . . . you'll be glad you did!

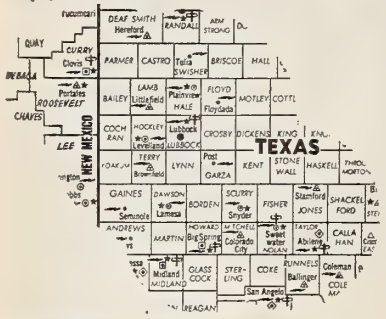
Network Affiliations: NBC, ABC.
Sales Offices: New York, Cincinnati, Chicago, Cleveland
Sales Representatives: Tracy Moore & Associates — Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas

Crosley Broadcasting Corporation

WLW world's highest fidelity station

add 1

KICA-TV



West Texas Television Network

Station	Population	Families	Effective Buying Income	Retail Sales
KDUB-TV	658,700	181,400	$1,188,034,000	$833,529,000
KPAR-TV	385,100	111,700	641,821,000	469,786,000
KEDY-TV	288,900	82,400	555,248,000	409,175,000
KICA-TV	121,700	32,600	209,801,000	161,949,000
TOTAL	1,454,400	408,100	$2,594,904,000	$1,974,439,000

Set Count

KDUB-TV 166,902
KPAR-TV 99,213
KEDY-TV 73,110
KICA-TV 21,860

TOTAL 361,085

with ONE single purchase!



WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

ton-Seelbach Hotel, Louisville.

May 7-9—5th district, Advertising Federation of America, convention, Hotel Frederick, Huntington, W.Va.

*May 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. (Extended from April 8 deadline, previously announced). Docket 12,729.

*May 8—Connecticut Broadcasters Assn., Waverly Inn, Cheshire.

May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 14—Sigma Delta Chi annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winners of 1959 SDX distinguished service in journalism awards in 15 categories.

May 14—U. of Michigan Advertising Conference. Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

*May 14-15—Nebraska Broadcasters Assn., annual convention, Cornhusker Hotel, Lincoln.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale; also, United Press Intl. business meeting.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

*May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Initial decision by Examiner Horace Stern recommended grant to Public Service Television Inc. (National Airlines Inc.) be revoked and allegations of ex parte representations by applicants be weighed against them in new comparative hearing. Docket No. 9321 et al.

*May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, Highlights for Children magazine, will be chief speaker.

May 21-23—Montana Radio Stations Inc., Great Falls.

May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.

*May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president, and Gordon McLendon, head of McLendon station group. Storz stations are sponsoring seminar with Bill Stewart, Kilpatrick Bldg., Omaha, Neb., as convention coordinator; NAB President Harold E. Fellows; three station representative executives—John Blair, Robert Eastman and Adam Young.

OPEN MIKE

Rating the tv picture

EDITOR:

I was naturally quite interested in the comments on pages 59 and 60 of the March 23 issue . . . regarding the TASO session at the NAB convention. Although the general coverage of the session was accurate, in a couple of places under the general heading of "other highlights of the TASO panel," the remarks attributed to our speakers were not correct.

First, it is reported that we stated that "visual power should be increased from the present two-to-one to four-to-one." Actually, TASO took no stand regarding the preferred picture-to-sound power ratio. A large amount of information was presented regarding the influence of this ratio on lower adjacent channel interference receiver performance and transmitter economics, but decisions regarding this and all other standards are the responsibility of FCC and not of TASO.

Second, it is reported that we stated that "engineers are less critical of picture quality than householders. On the average, engineers rated a picture as better by 20% than the layman." Actually, the contrary is the case. We reported that on the average, the engineers rated a picture lower than the householder by 0.13 step on a six-point scale of picture quality. We had expected the engineers to be much more critical than the householder and were surprised that the difference found was not greater. Nevertheless, on the average the engineers were still slightly the more critical of the two groups.

George R. Town
Executive Director
Television Allocations Study Organization, Washington

Declaration of independence

EDITOR:

STORY IN MARCH 30 ISSUE RELATIVE TO DON LEE AFFILIATES (PAGE 27) IN ERROR AS REGARDS KPUG. KPUG DROPPED ALL NETWORK AFFILIATION JAN. 1. WE LIKE OUR INDEPENDENCE AND DON'T PLAN TO HOOK UP WITH MUTUAL OR GO OVER TO ABC AS STORY LISTS US AS DOING.

JOHN R. DIMEO
GENERAL MANAGER
KPUG BELLINGHAM, WASH.

BROADCASTING

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CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

Wgt.	City to City...Door to Door	Miles	Cost	You Save
10 lbs.	NEW YORK to MINNEAPOLIS	1,020	$ 5.06	$1.45 to 8.32
15 lbs.	DENVER to BOSTON	1,765	10.43	.40 to 4.77
20 lbs.	CHICAGO to DALLAS	795	6.84	1.16 to 7.31
25 lbs.	ATLANTA to KANSAS CITY	710	7.25	.75 to 7.49

Apply these typical examples to your shipping problems

Next time you get an X-ray taken, think of this . . . X-ray tubes cost up to $1,000 each! They're too expensive to be stored idly on shelves. And so delicate they actually lose power if unused. So they're replaced *as needed* via Air Express. With speed. Gentle handling. And low cost. Good reasons for making Air Express *your* shipping choice, too.

AIR EXPRESS

GETS THERE FIRST** via **U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of **RAILWAY EXPRESS AGENCY**



MINE EYES HAVE SEEN THE GLORY . . .

This dynamic statue of a Civil War cavalryman stands before the solitary mounted figure of General Ulysses S. Grant. Within the shadow of the Capitol Building, it helps commemorate the mighty war between the states . . .

Another in the continuing series of photographs by Fred Maroon . . . commissioned by WTOP-TV

WTOP-TV 9
WASHINGTON, D. C.

AN AFFILIATE OF THE CBS TELEVISION NETWORK

REPRESENTED BY CBS TELEVISION SPOT SALES

OPERATED BY THE WASHINGTON POST BROADCAST DIVISION

WTOP-TV, *Channel 9, Washington, D.C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP Radio . . . . . *Washington, D.C.*

Why take a little?



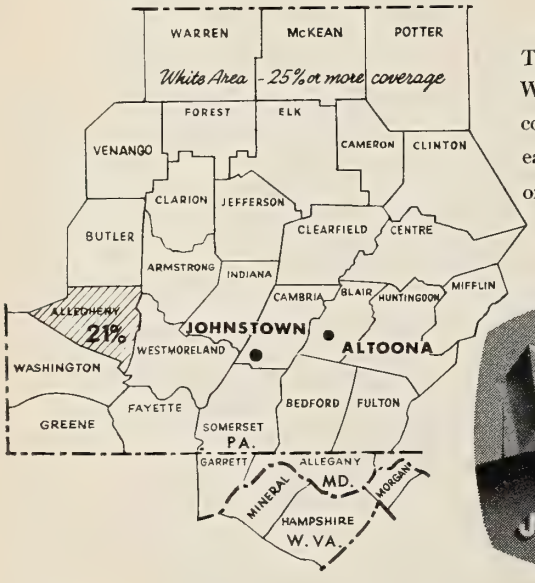
Get full Coverage with WJAC-TV in the Johnstown-Altoona area

Why settle for WFBG-TV's 28.1 share of audience when WJAC-TV covers the market like a circus tent with a 71.9, sign-on to sign-off, all week long? You get ALL the audience you're paying for when you buy WJAC-TV.

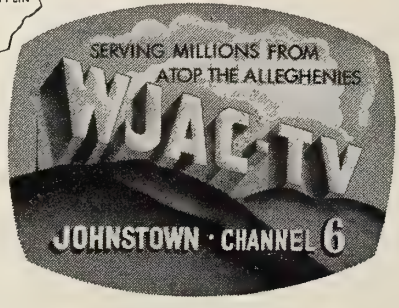
Figures from ARB, November, 1958

TOP 30 SHOWS ON WJAC-TV

Johnstown-Altoona Trendex, Feb., 1959



The competition just can't touch WJAC-TV. Leading its nearest competitor by nearly 3 to 1, it's easy to see that WJAC-TV is the one to buy--the one that delivers the audience.



Ask for full details from **HARRINGTON, RIGHTER & PARSONS, INC.**

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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* Reg. U. S. Patent Office

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KRON is TV in SF



San Franciscans are sold on KRON-TV

New Program!
THE THREE STOOGES
Sundays 5:00 - 5:30 P.M.
Participations Available

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



BALTIMORE IS A WJZ TOWN!

Baltimore, city of "group" homes . . . a city where, as most folks know, WJZ-TV has been a leader in television for more than a year and a half. Why?

Because WJZ-TV has not lost touch with the community it serves. Prime time public service programming, editorial comment on important local issues, documentary news treatment of civic problems, more local live programming than the other stations combined . . . these are the reasons why WJZ-TV is ABC's top affiliate in 3-station major markets and why most people in Baltimore spend more time with WJZ-TV than with any other station.* Baltimore *is* a WJZ Town!

**Feb. & March ARB Reports continue to reflect WJZ's long-time overwhelming dominance in Baltimore; WJZ leads Station B by 29%, Station C by 33%.*

WJZ 13 TV

Westinghouse Broadcasting Company, Inc.

MONDAY MEMO

from **FREDERICK L. RYNER,** *vice president and research director, Bryan Houston Inc., New York*

Sharpen the best agency tool: research

Today there are more diversified jobs in advertising than ever before yet fewer people qualify to do them. Part of the reason comes into focus in the agency research department where the need is for more and more specialists.

The drive toward specialization has several reasons behind it. One major reason is the increased complexity of advertising media today. Another reason, of course, is the high cost of television time and production. This cost puts the burden of better thinking and more analytic judgment upon agency personnel.

Beyond the great responsibility of committing vast sums to the air media, agency researchers are today also faced with an avalanche of new research techniques, fresh areas of specialization and innovation. It is difficult for an individual research man to be specialized and equally intelligent in such divergent research areas as copy testing, media analysis and market and motivational research, not to mention such rapidly developing new areas as operations research.

Basic Research Need Grows • The greatest responsibility of any top agency research department lies in research directly related to client problems. But of increasing importance to Bryan Houston Inc. is the area of pure or basic research, a knowledge of which will enrich the department service and will eventually transfer itself to everyday use for client situations.

Under the pressure of resolving day-by-day research problems the agency man can so easily overlook the importance of staying abreast and perhaps ahead of new developments. Any agency that does forget the importance of doing this strays from the basic fact that the pure research of today inevitably becomes the broadly applied technique of tomorrow.

Think of the new vistas which operations research may eventually open up This technique, while still in its infancy where advertising application is concerned, has become the subject of a series of Advertising Research Foundation seminars. The attendance at these reflects the increased scope and interests of agency research. It is in these areas of pure research that we find the greatest need for free exchange of ideas and opinion. Indeed, in some fields a nucleus of people willing to exchange thoughts is being built up. These are the men who realize that everything which increases the scope of advertising research will help to (1) further reduce the need for unsubstantiated judgment where big money investments are concerned and (2) raise the stature of advertising research as a whole.

How Stations Can Help • However, the basic function of agency research is still related to current client problems. And it is in these areas that the individual media can help agency research departments. Radio and television stations, for instance, can supply valuable market data about their own community, preferably supplementing rather than duplicating the data available from varying national research organizations. Such market information is far more useful to the agency research man than the individually interpreted media and ratings analysis from stations to which most major agencies subscribe nationally anyhow.

An indication of the value and importance of such market data is a system for tabulating it which we use at Bryan Houston Inc. We have a tabulating and computing machine room at the agency in which we record all market and coverage information by individual media and by individual counties for the entire U.S. From this card file and computing room we have compiled our annual *Major Media and Market Coverage Book*. This book includes over 300 counties and accounts for 74% of U.S. purchasing power. It is continuously up-dated for use by the agency account people and clients.



Fred Ryner, b. Omaha. He was graduated from Northwestern U. in 1931. He went into sales and promotion with Wrigley Co., Cudahy Packing Co. and Lever Bros. Subsequent agency experience entirely in research. He was with Foote, Cone & Belding 1944 - 46, Dancer - Fitzgerald - Sample 1946 - 52, then Bryan Houston Inc. Mr. Ryner lives in Manhasset with his wife, two sons and "one beat up old dog."

The information which we record on the individual market cards is derived from all the varying national surveys to which the agency of today must subscribe. But this information could be supplemented through reliable additional data provided by individual local media such as radio and tv stations.

The Necessary Data • There is no question but that we often look to individual stations for information about changed coverage, change in frequency or strength, and all factors affecting the station's reach.

Another area where the individual stations can help agency research departments is in supplying information not as quickly available from national surveys. For instance, when a major new industry is attracted to the market where the station is located, there may be rather quickly a change in the economic complex of that market and eventually in its purchasing power. Or when a major supermarket chain opens up or closes a retail outlet in that market, distribution patterns will be affected. While national surveys will eventually reflect such changes, the local station could be particularly helpful by providing this information as fast as it occurs.

It is important for station management to realize that everything that happens in its market affecting the business conditions, consumption patterns and general economic conditions of that market is news to an agency research department, news that it has to search out for itself through various national surveys or its own field men, but even more importantly, news that it appreciates getting in a reliable and useful form from local sources such as the station.

The Right Emphasis • Unfortunately too many stations today still concentrate on research intended to prove their ratings are the highest and the best. It would be so refreshing if stations instead paused to find out through available research facilities just what it is that their audiences want.

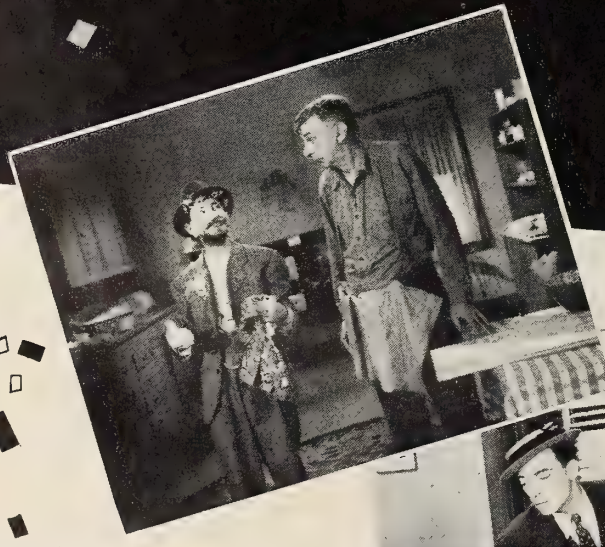
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100 FIRST RUN 2-REELERS STARRING







ALREADY SOLD.... WNEW-TV NEW YORK, WNAC-TV BOSTON, WFIL-TV PHILADELPHIA, WLW-C COLUMBUS, WGR-TV BUFFALO, WROC-TV ROCHESTER, WNHC-TV NEW HAVEN, WNBF-TV BINGHAMTON, WNEP-TV SCRANTON, WLBR-TV LEBANON, WFBG-TV ALTOONA, KFRE-TV FRESNO, WSVA-TV HARRISONBURG, WMT-TV CEDAR RAPIDS

ratings... SLAPSTICK!

SCREEN GEMS follows up with

HUNDRED"

THESE ALL-TIME COMEDY GREATS...

- ★ BILLY GILBERT
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- ★ BUSTER KEATON
- ★ ANDY CLYDE
- ★ SLIM SUMMERVILLE
- ★ LEON ERROL
- ★ EL BRENDEL
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...AND OTHERS







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WSB-TV viewers watch as a deaf child learns to speak

"The one hope of every parent of a deaf child is for the public to know and understand their handicap. WSB-TV gave us an answer to that hope Sunday." So wrote the mother of a little student at Atlanta's Junior League School for Speech Correction after seeing WSB-TV's presentation of "A Sound Life" In an entertaining way this dramatic documentary showed how deaf children are being taught that they have voices—and how to use them. The film was written and produced by the WSB-TV staff, and shot at the school. Responsible, imaginative programming in the public interest has earned heart-warming rewards for WSB-TV. And for this station's advertisers also.

Atlanta's WSB/TV

Affiliated with The Atlanta Journal and Constitution. NBC affiliate Represented by Petry

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 13, 1959
Vol. 56 No. 15

THE SQUEEZE ON TV OPTION TIME

- **FCC aims to reduce time networks can command from stations**
- **Action could lead to clearance trouble for network clients**
- **Meanwhile, new investigation of network programming begins**

The FCC has all but approved major changes in its regulation of television option time. They could produce new problems for the networks and network advertisers in obtaining program clearances, especially in prime evening time.

Last week the Commission ordered its staff to prepare a notice of proposed rule-making which would:

- Reduce option time from the present 3 hours in every broadcast segment to 2½ hours. The broadcast day is divided into four segments—8 a.m. to 1 p.m., 1 p.m. to 6 p.m., 6 p.m. to 11 p.m. and 11 p.m. to 8 a.m.
- Require that when a program starts in option time but extends into station time its entire time be counted as network option time. This refers to the so-called straddle program which, under present rules, is counted against option time only in that portion which runs in option time.
- Require networks to give 13 weeks notice to affiliates that their option is to be exercised. Under present rules, networks can pre-empt specified option hours on only eight weeks' notice.
- Permit affiliates to reject a network program on the grounds that it is unsuitable for their audiences—even after the program period has begun. A broadcast licensee now has this privilege only if some outstanding local public interest event intervenes.
- Permit an affiliate to substitute a program of community interest in lieu of a network program.

These changes in the 18-year-old network regulations have the backing of a majority of the seven commissioners—although this majority, it is understood, ranges from a 5-2 split on some elements to 4-3 on others.

The staff was asked to bring back a draft of the more formal rule-making notice in two weeks. This would place the item on the executive FCC agenda April 22 if no hitch develops.

During consideration of the option time recommendations, the FCC also turned down a number of other suggestions submitted by the staff. These would have:

- Required a network to publish its criteria for affiliation and disaffiliation

How it began • The action on option time is an outgrowth of a special television network study conducted for the FCC by a 13-man staff headed by Roscoe Barrow, dean of the U. of Cincinnati Law School. The study took two years and cost $221,000. It resulted in the Barrow Report which was issued in October 1957.

The Barrow Report recommended 30-odd vital changes in the FCC's rules governing network broadcasting, including the prohibition of option time.

Still other FCC proceedings are underway as a consequence of the Barrow study. Now pending is a rule-making proposal to prohibit networks from acting as spot sales representatives for any tv stations other than its own. Comments on that proposal are due April 29.

Programming probe • A major area of investigation untouched by the original Barrow project is programming. That investigation will erupt into a hearing to begin probably May 4.

Network lawyers met three days last week with FCC officials to discuss procedure.

The upshot of the meetings with Chief Hearing Examiner James D. Cunningham, chosen to preside at the inquiry; Broadcast Bureau Chief Harold G. Cowgill and Network Study aides Warren Baum, Ashbrook Bryant and James Tierney, was an agreement to start a hearing record with exhibits and documents.



Dean Barrow: his memory lingers on

The FCC's program inquiry was announced last February (BROADCASTING, March 2). It is based on allegations that networks have pressured program producers to cut them in on program packages. Where this alleged tactic has failed, it is charged, networks have refused to consider such programs, or have failed to provide prime time for their showings. Complaints along these lines were submitted to the Dept. of Justice, and that agency has turned over its information to the FCC.

The inquiry also will take up other elements of programming, it was learned, including such fundamentals as how programs are chosen, how the time is allocated, and what standards are used when programs are changed from initial or original times spots.

Representing the networks last week were:

Joseph J. Jacobs, ABC; Thomas K. Fischer, CBS, and Thomas E. Ervin, NBC.

and to report each such action.

• Placed an affirmative obligation on a network to disregard as an aid to affiliation the fact that a prospective affiliate is owned by a multiple broadcast station owner.

• Required a network to supply a program to another station in the same community as its affiliate when the affiliate cannot carry the program or cannot carry it in the ordered time slot.

• Forbidden a network to withhold a program for placement on a station in another community when the sponsor so requested, despite objections of the affiliate whose coverage might overlap the other community.

The Commission majority has taken its stance in the face of Dept. of Justice assertions that option time is illegal.

In April 1958, Assistant Attorney General Victor R. Hansen told FCC Chairman John C. Doerfer and other Commission officials that the option time and must-buy practices of television networks were antitrust violations *per se*.

In January 1959 the Commission by a bare 4-3 majority found that option time was reasonably necessary in the operation of tv networks. FCC Comrs. Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford were in the minority on this. The finding was submitted to the Dept. of Justice in line with the agreement reached at the April 1958 meeting. In March of this year, Mr. Hansen replied, upholding the theory that option time is a Sherman Act violation (BROADCASTING, March 9).

No mention was made of must-buys because toward the end of 1958 CBS-TV and NBC-TV voluntarily eliminated this requirement. In the must-buy practice, those two networks had maintained a basic list of affiliates which advertisers were required to buy. ABC-TV has historically adhered to a minimum dollar buy, with advertisers free to choose any station lineup.

The whole concept of option time has been under fire twice before. During the 1939-1941 network study, the first FCC proposal doomed option time in its entirety. This was revised, however, to limit the number of hours that might be optioned when the final regulations were adopted in 1941.

The same recommendation was made three years ago by Harry M. Plotkin, former assistant FCC general counsel, acting as special majority counsel to the Senate Commerce Committee.

In hearings which the FCC held last year on the Barrow recommendations against option time, all the networks, several leading national station representatives and a group of leading network affiliates testified to the importance of option time. The essence of their testimony was that option time was the instrument that enabled the networks to sell in competition with other national advertising media.

BROADCAST ADVERTISING

A SINGLE ALL-MEDIA DENOMINATOR?

Question on C-P-M ignites fireworks at AMA workshop in N.Y.

It was a researcher's delight but an advertiser's nightmare.

The event: a discussion of "how to compute cost per thousand for intermedia comparisons." In the ring: six speakers, two from tv networks, one from an agency, one from the newspapers, and two from the magazines. At ringside: The Market Workshop Group of the American Marketing Assn.'s New York chapter lunching at a New York restaurant.

Moderator or referee was the affable Dr. E.L. Deckinger, vice president of Grey Adv., who is schooled in radio-tv audience research.

Another such agency authority—Dr. Seymour Banks, Leo Burnett vice president—was on the panel.

People Not Units • Said Dr. Banks: data for cost per thousand should be expressed in terms of actions of people rather than in terms of physical media units—"people" exposure, participation and involvement in media.

In simple terms, Dr. Banks seeks information which shows the communication's performance—how the context affects the people exposed to the media, the nature and amount of information transmitted and the influence on moods and emotions.

The gentle and scholarly talk by the Leo Burnett executive failed to tip the audience on what was to come. Round by round this followed:

Dr. Howard D. Hadley, research vice president, Bureau of Advertising of the American Newspaper Publishers Assn., thought that measurements of prospects viewing commercial content was "far more needed for television than for print because prospects viewing television commercials are selected by the program; but in print media they are largely selected by the advertising itself. An advertiser in the newspaper can expect a readership bonus of about 50% among prospects for his brand, and it can range up to 250%."

Observing there would be increased emphasis placed on psychological response to advertising in different media, Dr. Hadley remarked: "This has long been available in print media."

A Sham • Dr. Thomas E. Coffin, research director at NBC, came out swinging: Comparing media by the size of audience is, he said, a "sham." An advertising medium has two dimensions: breadth and depth and the latter, said Dr. Coffin, was the "degree of impact created on each person . . . reached."

The way to compare media, observed Dr. Coffin, was by the multiplying of the number of persons times the impact per person.

But, he said, there's no meaningful comparison because "I seem to detect that my print-media friends are spending their time these days on two quite different efforts: one, banging away at tv; and, two, devising ways to produce ever larger and larger audience-only figures."

And, Dr. Coffin continued, the attack on tv shows the "very intensity of their [print media] concern betrays their evaluation of the depth of impact of our medium."

Dr. Coffin took issue with magazine and newspaper audience claims which include anyone who even looked into any part of a printed issue. But tv, he declared, does not include homes tuned for less than six minutes, and if "we followed the lead of the print media" tv would pick up more than three million homes over the total claimed. "In other words, in our effort to be sound and conservative we are throwing away—failing to claim—3 and a quarter million homes (nearly 8 million viewers) which the magazines and newspapers would include under their definition."

Throw-away • He then tweaked the audience with this one: "This throw-away is about equal to the number of readers who note the average full-page ad in *Life*.

Edward MacDonald, director, advertising planning for *Look* magazine, said the total audience size was precisely the



Baltimore, a City with its Face Toward the Future, has given concrete evidence of FAITH in an Ever-growing Economy by recently approving the New Charles Center, outlined above.

In Maryland Most People Watch . . .

WMAR-TV, channel 2

SUNPAPERS TELEVISION, BALTIMORE 3, MD.

Contact Your KATZ Representative

base on which to measure the advertising vehicle, print or tv, but reminded there was the "reduction factor" in the audience size of commercial. He charged that the print media's claims were understated because ad exposure was based on individuals in print but on households in tv. The inference: What's in the household and who is really watching?

Julius Barnathan, vice president-director of research at ABC-TV, agreed with Dr. Coffin that "impact" was most important, that the print media, "particularly newspapers," have decided "the best defense is a good offense." He attacked the newspaper theme of one never knows who actually views a commercial by citing commercial exposure and recall studies. After delving through the various measurement specifics provided by the research services in broadcasting, Mr. Barnathan came through with the conclusion that tv can provide cost per thousand but "you tell me how to do it for print." His inference: newspapers are not as well measured as tv.

Summit Shaky? • Charles E. Swanson, research manager of the *Saturday Evening Post,* murmured "this summit conference seems to be holding to a disagreement."

He than proceeded to talk about combinations of media or "media mix." He said media must document in full its potential and stressed as "exposure." But Mr. Swanson did not specifically refer to tv, and the net effect being an implication that tv as well as other media must document for the advertiser. As for advertising influence, Mr. Swanson directed attention to the "advertising page." Ignored: tv.

More sponsors set for baseball season

Further baseball plans were firmed up before the season officially opened this past weekend.

For the 12th consecutive season, WGN-TV Chicago is airing local White Sox and Cubs home telecasts, with Theodore Hamm Brewing Co. (Hamm's beer) and Oklahoma Oil Co. as co-sponsors. Agencies: Campbell-Mithun for Hamm's and Needham, Louis & Brorby for Oklahoma. Hamm's now is in its seventh year of Chicago telecasts.

WGN radio will carry all Cubs home and road contests with four sponsors: Phillips Petroleum Co., Bayuk Cigars, Goebel Brewing Co. and Oak Park Federal Savings. Respective agencies: Lambert & Feasley; Werman & Schorr; Campbell-Ewald, and Connor Assoc.

WCFL Chicago will broadcast the complete White Sox radio schedule under sponsorship of Anheuser-Busch for Budweiser beer (through D'Arcy Adv. Co.), General Finance Co. (Gordon Best Co.), General Cigar Co. for White Owls (Young & Rubicam) and Interstate Bakeries Corp. for Butternut Bread (Potts-Woodbury).



Messrs Coffin, Deckinger and Barnathan explore all-media measure

WCFL also will feed an approximate 25-station White Sox regional network.

WEMP and WTMJ, both Milwaukee, again will share coverage of all Milwaukee Braves' games, numbering P. Lorillard Co. for Old Gold, Kent, Newport cigarettes (through Lennen & Newell), Clark Oil & Refining Co. (Tatham-Laird) and Miller Brewing Co. (Mathisson & Assoc.).

Braves' broadcasts also will be piped to a 30-35 station network. Again, there will be no television permitted, though the Braves' management is considering tv in the early 1960's (CLOSED CIRCUIT, April 6).

Anheuser-Busch Inc. (Busch-Bavarian beer), St. Louis, Mo., GFC Loan Co., and Chevrolet Dealers of Greater St. Louis are sharing sponsorship of the KMOX St. Louis coverage of the Cardinals' 154-game schedule.

The Phillies' games on WFIL-TV Philadelphia are being underwritten by the Atlantic Refining Co., Philadelphia; P. Ballantine & Sons, Newark, N.J.; Bayuk Cigars Inc. (Phillies), and Tasty Baking Co., both Philadelphia.

Marketing seminar plans set by AFA

Applications for the management seminar in advertising and marketing must be in by May 25, Advertising Federation of America said last week in announcing that Emerson Foote, McCann-Erickson senior vice president, would serve as general chairman. AFA is sponsoring the seminar.

Robert Douglass Stuart, advertising consultant, is to be vice chairman and director of the policy-level study group which gathers at Harvard U. July 5-11. Three faculty members of the university's graduate business school will preside at the sessions, with Prof. Martin Marshall, who heads the advertising department, acting as educational director.

Through use of the Harvard case method, top advertising executives and their agency counterparts are to be exposed to the problems of corporate management. Mr. Foote said the seminar's goal is to help develop ". . . ability to look at advertising from the top down rather than from the bottom up."

Attendance is open to 55 qualifying corporate management and advertising agency executives, plus one official from each national media association which applies.

Good old radio time

Soft drinks and summer radio were made for each other.

That was the conclusion reached by Robert V. Coppinger, national account executive of the Radio Advertising Bureau last Monday (April 6) in an address before a joint convention of the Minnesota and South Dakota Bottlers' Assns. in Minneapolis. "Radio is at its best during the hot weather months, and so are you," he said.

Mr. Coppinger maintained that in summer the time spent with radio increases—96.9 million more hours of radio listening during average July week than in similar February time period—while other media experience a downward trend. He said radio's summer gain results from the upsurge in out-of-home listening.



We perform more mergers of people and products than any other television station in Oklahoma.



Families in the WKY-TV coverage area buy 70% of all the food products sold in Oklahoma.

(More people are *sold* on WKY-TV.)

WKY television

Oklahoma City NBC Channel 4

The WKY Television System, Inc.
WKY Radio, Oklahoma City
WTVT, Tampa-St. Petersburg, Fla.
WSFA-TV, Montgomery, Ala.
Represented by the Katz Agency

WHLI

'THE VOICE OF LONG ISLAND'

Tremendous summer bonus audience

9,000,000
summer visitors

300,000
additional summer residents

plus

1,811,000
regular Nassau-Suffolk residents
(A Major year-round market)

•

SPECIAL SUMMER PROGRAMMING:
news, weather and temperature, traffic, boating, fishing, swimming information

•

WHLI
has the largest daytime audience in the Major Long Island Market
(Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

'Zorro' sells Seven-Up, ABC-TV interviews find

Further evidence of television's cash-register advantages for the advertiser was reported last week by ABC-TV. It released results of a survey showing that Seven-Up, a sponsor of *Zorro*, sells substantially better in homes that watch *Zorro* than in homes that don't.

Conducted for ABC by The Pulse, the study covered 1,500 homes in six major markets with in-home interviewing done while *Zorro* was on the air (ABC-TV, Thursday, 8-8:30 p.m. EST). Seven-Up was the major sponsor that night, AC Spark Plugs the minor. Opposite on the other networks were *Steve Canyon* on NBC and *December Bride* on CBS-TV (*Zane Grey Theatre* was on CBS in Los Angeles because of the repeat pattern on the West Coast).

According to ABC-TV, the survey showed that:

"Of all the homes tuned to *Zorro*, 38% said they used Seven-Up regularly —at least once a week. This compares to 28.4% of *December Bride/Zane Grey's* audience and 30.6% of the *Steve Canyon* homes. Furthermore, *Zorro* homes were the only ones in which Seven-Up had a higher usage score than Coca-Cola (38% vs. 30.8%). In both the *Bride/Grey* and *Canyon* homes as well as the non-viewing homes Coca-Cola outscored Seven-Up.

Proof of Purchase • The interviewers also wanted to know whether the homes actually had Seven-Up on hand. Said the report: "The presence of the sponsor's product in the home shows that a sale has been made. In 21.3% of the *Zorro* homes, Seven-Up was found to be present at the time of the interview (Thursday, prior to the two major shopping days), as compared to 17.8% of the *Bride/Grey* homes and 16.3% of the *Canyon* homes. Only 15.5% of the non-viewing homes had Seven-Up on hand. In addition, as many *Zorro* homes had Seven-Up as Coca-Cola, while the latter beverage outranked Seven-Up in the homes tuned to the other programs as well as in the non-viewing homes."

Of interest to sponsor AC Spark Plugs, the survey found that 85.3% of all *Zorro*-watching homes owned an automobile. The report said this was "relatively the same level of car ownership exhibited by other groups in the study, except for non-viewing homes." Non-viewers were at the bottom of the group, with 78.6% of them owning cars. Ownership among other audiences ranged up to 86.2% in the case of *Steve Canyon*.

Pepsi ad budget up

Pepsi-Cola Co. and its bottlers expect to spend $30 million in advertising this year—about $5 million more than in 1958, its officers estimated at the company's two-day "Ad-orama" meeting in Chicago earlier this month.

Alfred N. Steele, board chairman, and Herbert L. Barnet, president, reported a 160% sales increase since 1950 compared with the 32% boost for the overall soft drink industry. They stressed the need for increased appreciation of advertising in all media and the need for boosting expenditures. Pepsi-Cola spent an estimated $3.1 million—or about an eighth of its budget—in television last year. The Chicago meeting was one of a series of nine regional sessions for bottling officials. Discussions involving mechanics and techniques for making broadcast advertising more effective also touched on point-of-purchase promotion and public relations.

American Dairy media

The American Dairy Assn. merchandising committee will meet late in May to map preliminary plans for 1960

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

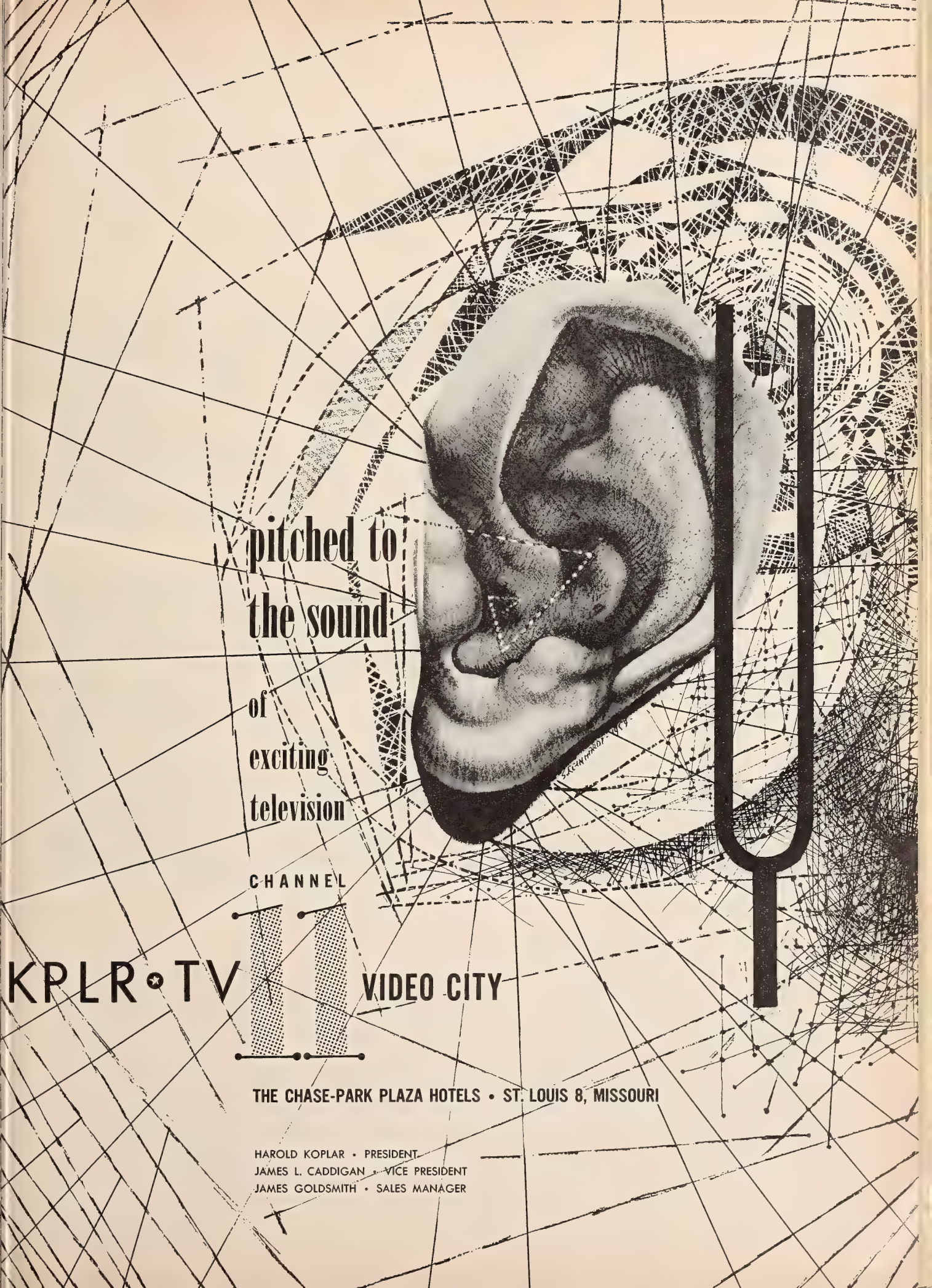
There were 126,564,000 people in the U.S. over 12 years of age during the week March 20-26. They spent:

2,074.0 million hours	Watching Television
1,190.4 million hours	Listening to Radio
486.4 million hours	Reading Newspapers
213.5 million hours	Reading Magazines
404.9 million hours	Watching Movies on Tv
132.2 million hours	Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of March 1, Sindlinger data shows: (1) 114,011,000 people over 12 years of age have access to tv (90.1% of the people in that age group); (2) 44,558,000 households with tv; (3) 49,201,000 tv sets in use in the U.S.

(Copyright 1959 Sindlinger & Co.)


pitched to
the sound
of
exciting
television
CHANNEL
11
KPLR • TV
VIDEO CITY
THE CHASE-PARK PLAZA HOTELS • ST. LOUIS 8, MISSOURI
HAROLD KOPLAR • PRESIDENT
JAMES L. CADDIGAN • VICE PRESIDENT
JAMES GOLDSMITH • SALES MANAGER

from its first year...KIRO-TV views the future

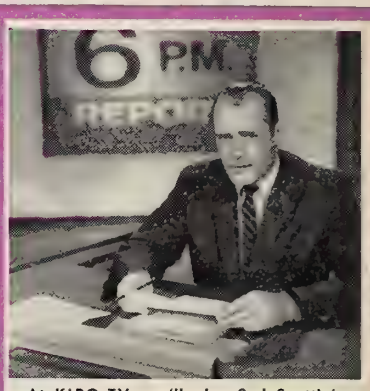
The first year of a business often gives the best clues to the future. In this respect, KIRO-TV, on its first anniversary can view the years ahead with great confidence. We count hundreds of thousands of western Washington families as loyal friends . . . and as the population of this great area grows, so will this important audience. We have made strides in important fields of television broadcasting that enable us to serve these families to a greater degree than ever before.



Seattle TV viewers find outstanding movies on Channel 7, KIRO-TV, a direct result of our investment of over a million dollars in top quality Hollywood feature films.



We've developed a host of local personalities, such as the irrepressible J. P. Patches, hero of all Northwest children.



At KIRO-TV you'll also find Seattle's most on-the-go news team operating under the direction of veteran news-analyst Sam Rinaker.



In both equipment and personnel, advertisers enjoy the finest production facilities in Seattle for live commercial telecasts.

At our first birthday party gifts given by the station included six trips to Alaska. They were won by the following people:
Frank Hixson, Central Ticket Agency, Seattle, Washington.
Barry Jackson, Stauffer System, Tacoma, Washington.
Miss Evon Prose, Campbell-Mithun, Minneapolis, Minnesota.

CHANNEL 7 KIRO-TV CBS

SEATTLE-TACOMA

QUEEN CITY BROADCASTING COMPANY

1530 Queen Anne Ave., Seattle 9, Washington

Represented Nationally by Peters, Griffin and Woodward

Sister Station of the Number One Award-Winning Radio Station KIRO

product promotion including selection of media.

American Dairy deferred action, at its annual convention in Chicago March 18-19, on the choice of a network tv property to replace its participation in the *Perry Como Show* when its contract expires in September. It is currently scouting properties.

American Dairy Assn. is losing the Como show to a competitor, Kraft Foods Div. of National Dairy Products, which signed a two-year $25 million pact with the personality for his services in the Wednesday 9-10 p.m. time period (BROADCASTING, March 9).

Radio can give movies shot in arm: McLendon

The value of advertising motion pictures on radio-tv was stressed by Gordon McLendon, president of McLendon Corp. (station and theatre properties), in an address to the United Theatre Owners Assn. in Kansas City, Mo.

In describing how it can be done, even in small towns, Mr. McLendon told of an exhibitor in Stephenville, Tex. (population 8,000), who arranged to show the movie "Perfect Furlough" for $300 flat rental on the understanding he would put on an extensive publicity campaign. The exhibitor used 85 radio spots at a cost of $85. In four days the movie grossed $1,174, Mr. McLendon said. The same theatre played "Glenn Miller Story" without radio ads and grossed $880, he added.

The McLendon Corp. has been able to judge the results of movie publicity by using spots on McLendon's KLIF Dallas to promote movies at the company's local movie house, the corporation's president said. They first experimented with giving a second chance to an art feature that had "died a slow death on its first run," he said. The second time around, with radio promotional help, the movie did seven times its first-run business. Mr. McLendon added that other box office records were broken by using KLIF to promote the theatre's movies.

Mr. McLendon said that his stations are working with the imagery-transfer technique. Copy used in radio spots for movies demands the creation of an image in listeners' minds. "No picture can be put upon a television screen, no advertisement in a newspaper, can paint a picture as vividly as the one human imagination can paint upon the human mind," Mr. McLendon said. He told the theatre owners that "in many metropolitan cities, only 70% of homes subscribe to any daily newspaper. That means that if you use newspaper alone, you automatically miss 30% of these homes. . . . Yet over 98% of these homes have radio."

'Verboten' story

Backing up Gordon McLendon's advice to the United Theatre Owners to use radio to promote movies (this page), comes a report from Detroit crediting nearby CKLW-AM-TV Windsor, Ont., with the box office success of RKO's "Verboten." Advertising for the movie in the area was carried almost exclusively by the CKLW stations.

Receipts of $20,283 for the movie's first week and about $12,000 for the second week were counted. The theatre manager said, "It is my belief that the concentration of advertising on CKLW-AM-TV was directly responsible for the wonderful public response to our picture."

Propaganda war report given Hollywood admen

Russia is out-advertising the United States 100 to 1, Bill Rea, manager of KUDU Ventura, Calif., told the Hollywood Advertising Club at its meeting last week. On the other hand, the U.S. spends 20 times what the U.S.S.R does to help the rest of the world, he said. Mr. Rea urged admen to press for a bigger government budget to tell others about America.

Mr. Rea used last year's World's Fair in Brussels to illustrate the difference between the U.S. approach "that as a powerful, rich nation, we should not boast of our accomplishments" and that of Russia, which was to show the best and latest of everything from silks to satellites. The U.S. building was like a museum, beautiful but largely empty, at least at the time of his visit in the spring, Mr. Rea reported, whereas the Russian building was like a huge department store, jam-packed with manufactured articles, most of them for sale at low prices.

The impression of Russia as a land of up-to-date plenty is not a true one, Clyde Wallichs, owner of Music City, Hollywood record and musical instrument store, stated. A visitor to Russia last year, Mr. Wallichs said television is at least 10 years behind that in the U.S., with little of the modern equipment displayed at the fair; phonograph records are "not bad but not good and certainly not hi-fi"; a portable radio is selling for $87.50 in Russia that "we wouldn't try to sell for $15 in our store."

Rambler agency gears for local advertising

Dealer groups and associations handling the Rambler car are expected to use more radio and tv as a result of the new Detroit advertising service department organized by Geyer, Morey, Madden & Ballard Inc., New York, agency for Rambler and all other divisions of American Motors Corp.

Neal Nyland, vice president and board member of GMM&B, is in charge of the operation based in Geyer's Detroit office (see FATES & FORTUNES, page 84).

Full agency services for local and regional advertising will be offered to the dealers as individual accounts, with support from the Geyer automotive account staffs in Detroit and New York. The agency cited a trend toward more intensive local advertising and pooling of dealer forces for greater impact in their own markets as reasons for the new function. National advertising for Rambler, including network radio and tv, will continue through GMM&B in New York.

Faith in advertising urged by Fred Manchee

"Be sure you understand and believe in business and in advertising, the voice of business," advised Fred Manchee, retired BBDO executive vice president and author of *The Huckster's Revenge*. The counsel was offered college advertising seniors Thursday (April 9) at the ninth annual Inside Advertising banquet in

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week April 2-8 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., April 2	Playhouse 90 (9:30 p.m.)	CBS-TV	28.5
Fri., April 3	Person to Person (10:30 p.m.)	CBS-TV	25.5
Sat., April 4	Perry Como (8 p.m.)	NBC-TV	28.5
Sun. April 5	Loretta Young (10 p.m.)	NBC-TV	23.0
Mon., April 6	Oscar Awards (10:30 p.m.)	NBC-TV	47.4
Tue., April 7	Rifleman (9 p.m.)	ABC-TV	26.8
Wed., April 8	Wagon Train (7:30 p.m.)	NBC-TV	31.5

Copyright 1959 American Research Bureau

New York. Co-sponsored by the Assn. of Advertising Men & Women and The Advertising Club of New York, the banquet climaxed a week of instruction and entertainment for 65 students, who also received graduation certificates at the banquet.

Mr. Manchee, in outlining a five-point program for young people in advertising, added that "too many people in advertising . . . give it only lip service." He called on the students to "be quick to defend against ridiculous and unfair charges of business and advertising," citing charges that "advertising is wasteful, increases the cost of goods and is sinful because it creates wants." He said deficiences can be corrected through greater vigilance by media groups and associations. Mr. Manchee also called on the ad industry to undertake a positive public relations program to tell the public basic, economic truths about advertising and business.

du Pont fibers set for new CBS-TV show

If the parent company finds network tv good enough for its institutional "image," the medium ought to be a powerful salesman for one of the company's departments.

This appeared last week to be the decision at E. I. du Pont de Nemours & Co., Wilmington, Del. Parent du Pont is sponsor of the *Show of the Month* on CBS-TV, which continues next fall. And from Wilmington came the announcement: another show for the fall, also on CBS-TV, will be sponsored by the textile fibers department.

The program is a new weekly film series given the working title of the *June Allyson Show*. Production of 52 weekly presentations has been set via Four Star Productions, Hollywood, with which Miss Allyson's producer husband (Dick Powell) is associated. The series is a dramatic anthology of contemporary America with Miss Allyson as hostess and will occupy the Monday, 10:30-11 p.m. position in the CBS-TV fall schedule.

Du Pont's textile fibers unit cannot be described as a stranger to network tv, however, since it has dabbled in participation shows. But the new signing represents a boost in du Pont money to network tv.

BBDO, New York, handles both the *Show of the Month* and the new series.

Tv commercial job tough for old brands

"It gets harder and harder to produce a significant change in readiness to buy as a brand gets better and better known," according to Dr. William D. Wells, head of the methods development unit of Benton & Bowles, New York, who spoke Thursday (April 9) to the New York chapter of the American Marketing Assn. on his experimental work in measuring effectiveness in tv commercials. Dr. Wells developed a scale to study the readiness-to-buy effect of tv commercials and in his talk described the uses of the scale.

A 10-step attitude scale covers a range from complete readiness to buy ("I am going to buy some right away") to complete unreadiness to buy ("If somebody gave me some, I would give it away just to get rid of it"). The respondent is presented with a list of brands on which he assigns the number of the statement which best exemplifies his attitude toward it. Attitude changes are studied by repeat questionnaires some months after the first reading. The measuring device was subjected to various checks for validity.

Almost all of the really large changes shown in these experiments were associated with brands which had been on the market less than two years, and most of the smallest changes were associated with old, established brands, Dr. Wells said. A final implication he cited is that meaningful differences in effectiveness of tv commercials are likely to follow only from radical changes in treatment or theme.

SP can tell, but not necessarily sell

Subliminal experiments conducted by Indiana U. and WTTV (TV) Indianapolis have led to these conclusions: subliminal devices possess the ability to communicate, but do not have persuasive powers.

The first test, designed to measure the communications possibilities of subliminal devices, found that persons participating in the experiment made correct identifications of five abstract symbols superimposed over a televised motion picture in 34% of the 103 trials conducted. Conductors of the experiment, Robert Petranoff and Melvin L. De Fleur, said these results are "significantly greater than the chance expectation (of 20% correct)."

To determine persuasive powers of subliminal devices, the experimenters conducted a series of weeklong tests on the general public; using the week-night 8-10 p.m. feature motion picture program of WTTV and the 15-minute news program featuring Frank Edwards which follows.

In the first week, subliminal devices suggested to listeners that they buy a certain food product. Sales of the product increased a negligible one percent, indicating that a subliminal message alone has no measureable effect.

In subsequent weeks, subliminal stimuli were used on the motion picture program, in combination with ordinary sales messages for the same food products as "Tv Specials" on the Frank Edwards news show. Here, substantial effects resulted as sales increased from 282% to over 500%.

However, food products advertised as "Tv Specials" without the aid of subliminal devices showed even more dramatic results as sales increased from 1,802% to over 3,300%.

The experimenters state "We must conclude that the large increases in sales of food products which occurred, were solely due to the ordinary advertising techniques involved in those treatments. In terms of persuading an audience to purchase several standard food items, subliminal persuasion failed completely to produce any noticeable results."

Stating that the "act of going to a store and purchasing specific food items may be regarded as relatively complex," the experimenters next gave consideration to an extremely simple action—that of remaining tuned to WTTV for the 10 p.m. news. The subliminal suggestion that viewers "Watch Frank Edwards" required that the audience member remain passively in front of his set and continue viewing WTTV.

However, a two-week subliminal effort to boost the size of Mr. Edward's audience caused the program to suffer a slight rating decline.

On the basis of their experiments, Messrs. Petranoff and De Fleur suggest that "the current controversy with regard to the ethics of subliminal persuasion may be a controversy without a factual issue. Subliminal phenomena are apparently little more than interesting effects which can be produced under laboratory conditions or in classroom demonstrations. . . . Those who have feared subliminal persuasion as insidious devices, by means of which defenseless people can easily be led to respond to suggestion, are probably more concerned than the facts warrant. Subliminal messages apparently have less persuasive power than ordinary messages which are perceived at the level of awareness. In fact, if the present experimental evidence is a reliable criterion, subliminal persuasion has no power at all."

SAVE YOUR CONFEDERATE MONEY, BOYS



It doesn't spend in the economic state of Ark-La-Tex any more. But Uncle Sam's greenstuff is crossing counters with growing alacrity.

Last year's recession was never felt here. *Shreveport*, capital of the Ark-La-Tex, was among the *ten best cities in the nation economically.**

Sitting atop some of the most valuable oil and gas reserves in the nation, serving as one of the most important distribution centers in the Southwest, with widely diversified industry and agriculture . . . the Ark-La-Tex maintains a handsome growth and healthy economy.

Yes, there's *money in motion* in Shreveport, and that which is designated for television advertising usually finds its way to KSLA-TV.

*Rand McNally's Business Trend, May, 1958

Confederate Money and Bank courtesy of Pioneer Bank and Trust Co.

KSLA TV

CBS

channel **12** *shreveport, la.*

* November, 1958 ARB

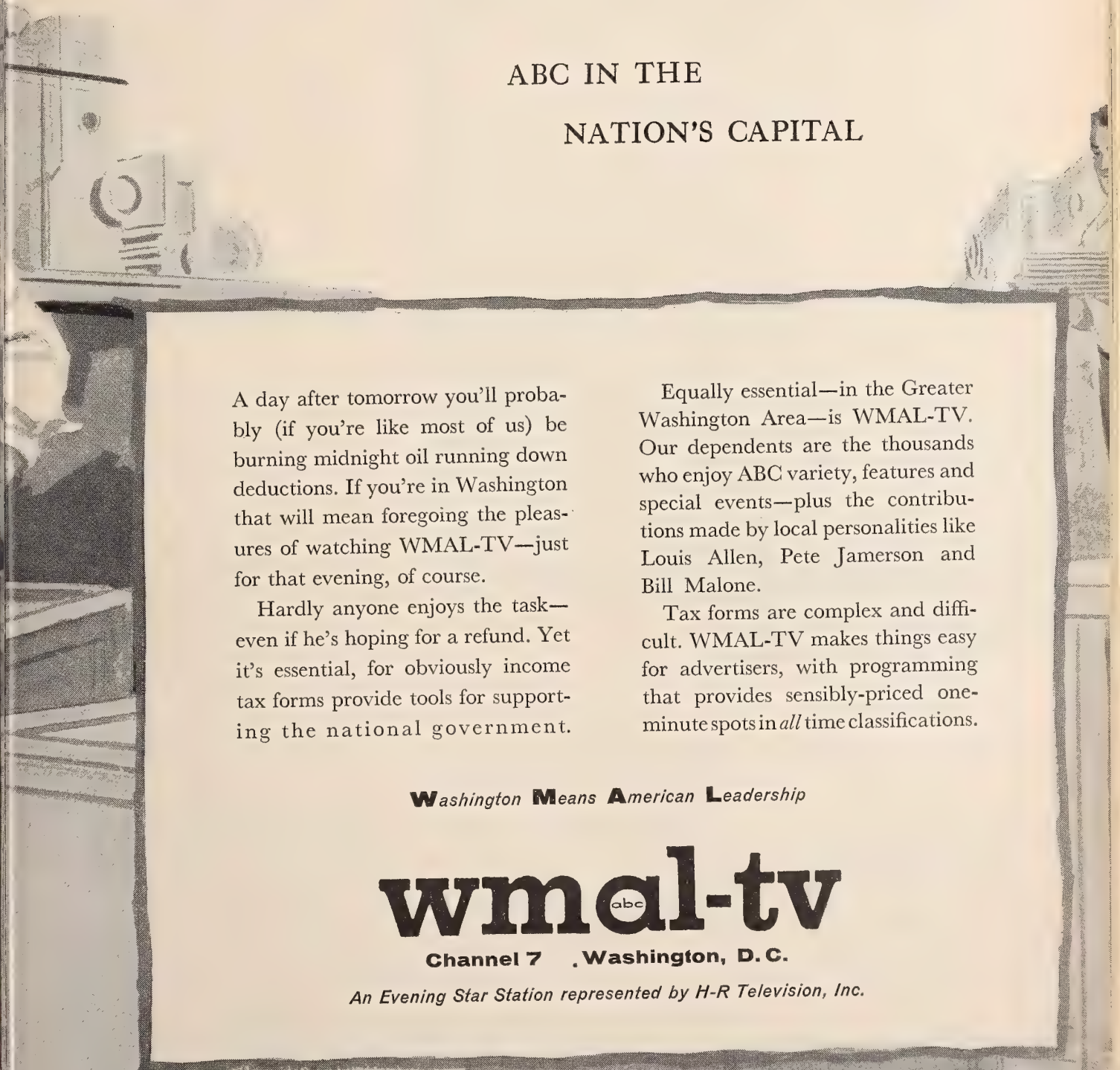
Represented nationally by: HARRINGTON, RIGHTER and PARSONS, INC.


TAX
FORMS
RUSH

LOCAL PRODUCTS:

Income Tax Forms... and WMAL-TV

ABC IN THE
NATION'S CAPITAL



A day after tomorrow you'll probably (if you're like most of us) be burning midnight oil running down deductions. If you're in Washington that will mean foregoing the pleasures of watching WMAL-TV—just for that evening, of course.

Hardly anyone enjoys the task—even if he's hoping for a refund. Yet it's essential, for obviously income tax forms provide tools for supporting the national government.

Equally essential—in the Greater Washington Area—is WMAL-TV. Our dependents are the thousands who enjoy ABC variety, features and special events—plus the contributions made by local personalities like Louis Allen, Pete Jamerson and Bill Malone.

Tax forms are complex and difficult. WMAL-TV makes things easy for advertisers, with programming that provides sensibly-priced one-minute spots in *all* time classifications.

Washington **M**eans **A**merican **L**eadership

wmal-tv abc

Channel 7 . Washington, D.C.

An Evening Star Station represented by H-R Television, Inc.

KOBY is the No. 1 Record IN SAN FRANCISCO



There's a great new record in San Francisco . . . and it's KOBY! This record gives KOBY the *highest average share . . 6 a.m.-midnight*—15.0 (From January February Pulse).

KOBY is the top San Francisco seller, with an audience that *buys* and *buys! 10% discount when buying KOBY and KOSI, Denver!*

After July, when in Denver, stay at the Imperial Motel, 1728 Sherman—downtown.

KOBY 10,000 Watts in San Francisco

See Petry and make your own sales record with KOBY!

For Greenville, Miss.—**WGVM**

Mid-America Broadcasting Co.

IMN-PACT

WITH THE

INTER MOUNTAIN NETWORK

THE BIGGEST MOST COMPRENSIVE PULSE* STUDY EVER MADE IN THE INTERMOUNTAIN WEST**

PROVES

KALL

Salt Lake City, IMN Flagship

IS FIRST!!

IN SALES TOO!!

* 45 Markets—7 States

** Ask your Avery-Knodel Man for your copy.

The Nation's Most Successful Regional Network

HEADQUARTERS • SALT LAKE CITY • DENVER

Contact Your Avery-Knodel Man

Hawaii retail theme to include radio-tv

"Live Hawaiian! It's a Way of Life" is the theme selected for the first nationwide spring and summer sales promotion in the 10,400 member stores of the National Retail Merchants Assn. Details of the drive to promote merchandise for casual living were announced by Edward F. Engle, manager of the sales promotion division of NRMA.

Merchants will be expected to utilize both radio and television advertising, Mr. Engle said. Stores will be using tv to tie in with national publicity, according to Howard P. Abrahams, vice president of Television Bureau of Advertising, who said the bureau will send suggestions for increasing sales to its member stations. Mr. Engle reported similar support will be forthcoming from Radio Advertising Bureau.

Publisher on the air

Pennington Press, a new Chicago book publisher and a division of Merrick Lithograph Co., Cleveland, has launched a test radio-tv campaign in Chicago and expects to follow suit in Cleveland, Boston, Los Angeles and San Francisco. The complete advertising drive includes billboards, car cards, newspapers and magazines. It is being handled by William Henricks Adv., Chicago. The company bought participations in *Storyteller* and three-week sponsorship of *Lunch Time Theatre* on WGN-TV Chicago and announcements on *The Brickhouse-Hubbard Show* on WGN Radio.

• Business briefly

Time sales

• Lever Brothers Co., N.Y., is new sponsor for *The Jack Benny Show* and *The George Gobel Show* (BROADCASTING, March 30) which will alternate Sundays, 10-10:30 p.m. EDT, starting Sept. 27 on CBS-TV. Mr. Benny has had a CBS-TV show since 1950. Mr. Gobel will be switching networks after five years with NBC-TV. Lever's agency: J. Walter Thompson.

• Jeris (hair tonics) has scheduled the largest spot radio campaign in the firm's history, beginning May 4, and running a minimum of 26 weeks, throughout the South. Featured will be Jeris Antiseptic hair tonic and Jeris hair oil, the company's two biggest sellers. Agency: Kastor, Hilton, Chesley, Clifford and Atherton Inc., New York.

• U.S. Steel Corp., Pittsburgh, has renewed its *Steel Hour* series for the 1959-60 season on CBS-TV. Produced live by the Theatre Guild, *Steel Hour* will continue to alternate with *Armstrong Circle Theatre* on Wednesdays, 10-11 p.m. EST. Agency for U.S. Steel is BBDO, N.Y.

• Ralston Purina Co., St. Louis, Mo., will sponsor *High Road* (ABC-TV, Sat., 8-8:30 p.m.), next fall. The new travel-adventure series will be in place of *Bold Journey* which the company now sponsors. Agency: Guild, Bascom & Bonfigli, San Francisco.

• State Farm Insurance Cos. through Needham, Louis & Brorby, Chicago, is participating in sponsorship of the CBS-TV *Game of the Week* which began Saturday (April 11), 2 p.m. EST to conclusion. The sponsor is using Broadway stars in filmed commercials which tie in both copy and art with its print media campaign. Film producer: Van Praag Productions, N.Y.

• Mars Inc. (candy), Chicago, will sponsor *Broken Arrow* when its returns to ABC-TV Oct. 11 (Sun., 4:30-5 p.m.). *Arrow* has been part of ABC-TV's Tuesday evening programming this season and last. Agency for Mars: Knox Reeves Inc., Minneapolis.

• Campbell Soup Co., Camden, N.J., and Johnson & Johnson, New Brunswick, N.J., have signed as co-sponsors for *The Donna Reed Show* on ABC-TV next season in a new time period (Thurs., 8-8:30 p.m. EST). Agencies are Young & Rubicam, N.Y., for Johnson & Johnson and BBDO, N.Y., for Campbell Soup, which goes into its second season with the show.

• Pacific Telephone, San Francisco, has launched a tv institutional cam-

Sponsor good will

Sponsorship of tv "specials" apparently creates good will for the advertiser. A survey on the relationship between program type and sponsor image, undertaken by Schwerin Research Corp., New York, shows that specials scored about 50% higher than the average of all half-hour weekly non-dramatic shows in gaining increased viewer approval of the sponsor.

These findings are incorporated in the March SRC "Bulletin," distributed last week. Schwerin reported that dramatic specials were slightly more influential than musicals, and documentary and public service programs gained "very strong approval for their sponsors."

paign using six evening spots weekly in Los Angeles and San Francisco, four a week in Portland and San Diego. BBDO, San Francisco, is agency.

• Western Airlines is using about 75 spots a week in Los Angeles and the same number in San Francisco in a spring radio campaign for its air coach service. Copy is in a humorous vein, featuring the "relaxed bird" which is Western's symbol on tv. Spots were placed on eight stations in L.A. and five in San Francisco by BBDO, L.A.

• Walter N. Boysen Co. (paint), Oakland, Calif., on April 7 started 26-week sponsorship of *Frank Goss News* on 22 stations of Columbia Radio Pacific Network, 5:45-5:55 p.m. on a Tuesday-Thursday-Saturday, Monday-Wednesday-Friday, alternating week basis. Agency: Reinhartt Adv. Inc., Oakland.

• W. F. Schrafft's & Sons Corp. (candy), N.Y., comes to network tv April 24. There will be participations on NBC-TV's *Jack Paar Show* occurring sparsely until September, becoming more concentrated for the year-end holiday season. Agency: Richard K. Manoff Co., N.Y.

• Jacob Ruppert Brewery (Knickerbocker beer), N.Y., has launched an extensive spot radio-tv campaign in New York, Connecticut, Massachusetts, Vermont, Rhode Island and Maine, using 19 tv stations and more than 100 radio stations. Length of the campaign is indefinite, according to Ruppert spokesman. Agency: Compton Adv., New York.

• *The Dinah Shore Chevy Show* (NBC-TV, Sun. 9-10 p.m.) has been renewed by its automotive sponsor. Covering a 52-week period beginning in October, the agreement includes the *Chevy Show*, on which other entertainers substitute for Miss Shore occasionally during the regular season and throughout the summer. Chevrolet's agency: Campbell-Ewald.

• Coca-Cola Bottling Co. of Los Angeles last week launched a six-week $125,000 introductory campaign for Bubble-Up, 16-oz. bottled lemon-and-lime drink, which is promoted as "bigger than king size." Saturation schedules are running on three tv and 12 radio stations. Carson/Roberts, L.A., is the agency.

• Fun Bilt Toys, L.A., is introducing a new item for children, Clay Doodle, in New York and Los Angeles, using live participations in *Terry-Toon Circus* on WOR-TV and *Little Rascals* on WABC-TV, both New York, and *Little Rascals* on KHJ-TV and *Chucko's Cartoons* on KABC-TV, both Los Angeles. The



for broadcast recording applications!

On splice-free Mylar* or acetate bases, *RCA Sound Tape* is a premium quality product designed for critical broadcast recording applications. Famous RCA dependability provides freedom from worry over drop-outs, distortion, and the loss of air time. Dimethyl silicone, a built-in dry lubricant, reduces friction and head wear *for the life of the tape.*

For ability to record full frequency response...for complete dependability...for broadcast recording applications, *RCA Sound Tape* is the name to remember.

You can order *RCA Sound Tape* from your local Authorized RCA Distributor. Call him today.

*DuPont Reg. TM

RADIO CORPORATION OF AMERICA
Electron Tube Division
Harrison, N. J.

eight-week campaign is placed by Frank Moreland Adv., La.

• Procter & Gamble, Cincinnati, will go for its sixth consecutive season as sponsor of Ralph Edward's *This Is Your Life* on NBC-TV (Wed., 10-10:30 p.m. EST). Continuing in the same time period for 1959-60, the program has been sponsored in full by P&G since 1956 and was co-sponsored by the firm 1954-56. Agency: Benton & Bowles Inc., N.Y.

• The *United States Steel Hour* (CBS-TV alternate Wed. 10-11 p.m.) has been renewed for next season through BBDO, N.Y.

• Bulova Watch Co., N.Y., has signed for four nighttime programs on NBC-TV, sponsoring *M-Squad* (Fri., 9-9:30 p.m.) on five alternate weeks, starting last week (April 10); one-third of *Cimarron City* (Sat., 9:30-10:30 p.m.) on four dates between April 11 and May 30; *NBC News—The Huntley-Brinkley Report* (Mon.-Fri., 6:45-7 p.m.) on four alternate Mondays, starting today (April 13) and *The Bob Cummings Show* (Tues., 9:30-10:30 p.m.) on three alternate weeks, starting May 12. Agency: McCann-Erickson, N.Y.

Agency appointments

• Medomack Canning Co. (One Pie pie filling and Bird's creamed products), Rockland, Me., names Charles F. Hutchinson Inc., Boston. Campaigns to introduce new products are in the planning stage.

• Heifetz Pickling Co.. St. Louis, appoints Weintraub & Assoc., St. Louis. The account is using spot tv.

• Pharma-Craft has shifted its Coldene stick chest rub back from Cunningham & Walsh to J. Walter Thompson. Just last September the account went from JWT to C&W.

• Volkswagen of America Inc., Englewood, N.J., to Doyle Dane Bernbach Inc., N.Y., for U.S. advertising of its passenger cars. The account formerly was at J.M. Mathes Inc., N.Y., which handled both cars and trucks. Fuller & Smith & Ross, N.Y., has been awarded the truck portion. Size of the billing and the media to be used are still undetermined.

• MacManus, John & Adams, N.Y., named to handle $1 million in U.S. Air Force, previously at Erwin Wasey, Ruthrauff & Ryan. The account is put up for solicitation each year; MJ&A reportedly was chosen from some 100 agencies who sought it.

• The Friendly American Hardware & Houseware Stores, with 408 outlets in New York, New Jersey and Connecticut, appoints the Getschal Co. N.Y. An estimated 85% of Friendly's budget is in local tv.

• Super Concrete Emulsions Ltd. (wall paints), L. A., appoints Boylhart, Lovett & Dean, L. A.

• American Home Foods Div. of American Home Products Corp. assigns BBDO, N.Y., a new product line: mashed bananas under the Chiquita label. American Home Foods in an arrangement with United Fruit Co. will have exclusive U.S. and Canadian sales and distribution of the product.

Eavesdropping

Women's unmentionables—well exposed on tv—also will get multiple mention on network radio this spring. A. Stein & Co., Chicago (Perma-lift self-fitting and Double Date bras, Magic Oval panties), through Cruttenden Adv. there, has bought a schedule of seven 30-second spots each weekend on NBC *Monitor* for four weeks beginning April 25. Radio spots allow the listener to eavesdrop on the telephone conversation of a corset department salesgirl giving a prospective customer the answer to her problem of the girdle "that keeps creeping up." Local stores are buying 10-second ID tags. Radio drive is being supported by newspaper and magazine ads.

• Also in advertising

• A bundle of transcribed radio endorsements by 15 baseball players from nine major league teams has been gathered for this year's Sport Spots series. It consists of 15-20-second "open-end" endorsements to be used as part of one-minute commercials for local or regional advertisers. Categories covered are bread, tires, milk, banks, automobiles and soft drinks, with 60 different favorable comments available in each. Sales are limited to two categories in one market. Harry S. Goodman Productions, New York, said to have placed the series on 117 stations last year, will again be sole distributor.

• Richard S. Mulford Assoc. Inc., Beverly Hills, Calif., a new advertising agency, has been organized by Mr. Mulford. He formerly was head of Desilu Production's Commercial Div. Office: 205 S. Beverly Dr. Telephone: Crestview 5-0454.

• Ridgway Adv. Co., St. Louis, announces the opening of a Memphis (Tenn). branch in the Joyner-Rembert Bldg., 3340 Poplar Ave. The office is under the joint management of Ruth Taylor, Jan Gardner, both formerly of Time & Copy, Memphis radio agency, and W.L. Chesman, a former vice president of Erwin Wasey (now Erwin Wasey, Ruthrauff & Ryan) Adv., New York.

• Garfield Advertising Inc. and Hoffman Advertising, both San Francisco, have merged to form Garfield, Hoffman & Conner Inc. Sidney Garfield is chairman of the board, Robert P. Hoffman is president, and Alan Conner, executive vice president of the Garfield agency, continues in that capacity for the new firm. Address: 301 Broadway; telephone: Garfield 1-0575.

• Erwin Wasey, Ruthrauff & Ryan Inc., N.Y., has closed its Cincinnati office because of the strictly local nature of accounts. John L. Magro, former v.p. and manager of the office, will open his own agency to handle EWR&R's accounts, including Candle-Lite Inc., Joseph P. Day of Ohio Inc., Kenton Pharmacal Co., Netherland-Hilton Hotel, Terrace-Hilton Hotel and Steelcraft Mfg. Co. The new firm will serve as corresponding agency for EWR&R in Cincinnati area, it's reported.

• The Bresnick Co., Boston advertising agency, is in new offices at 334 Bolyston St., Boston 16, Mass.

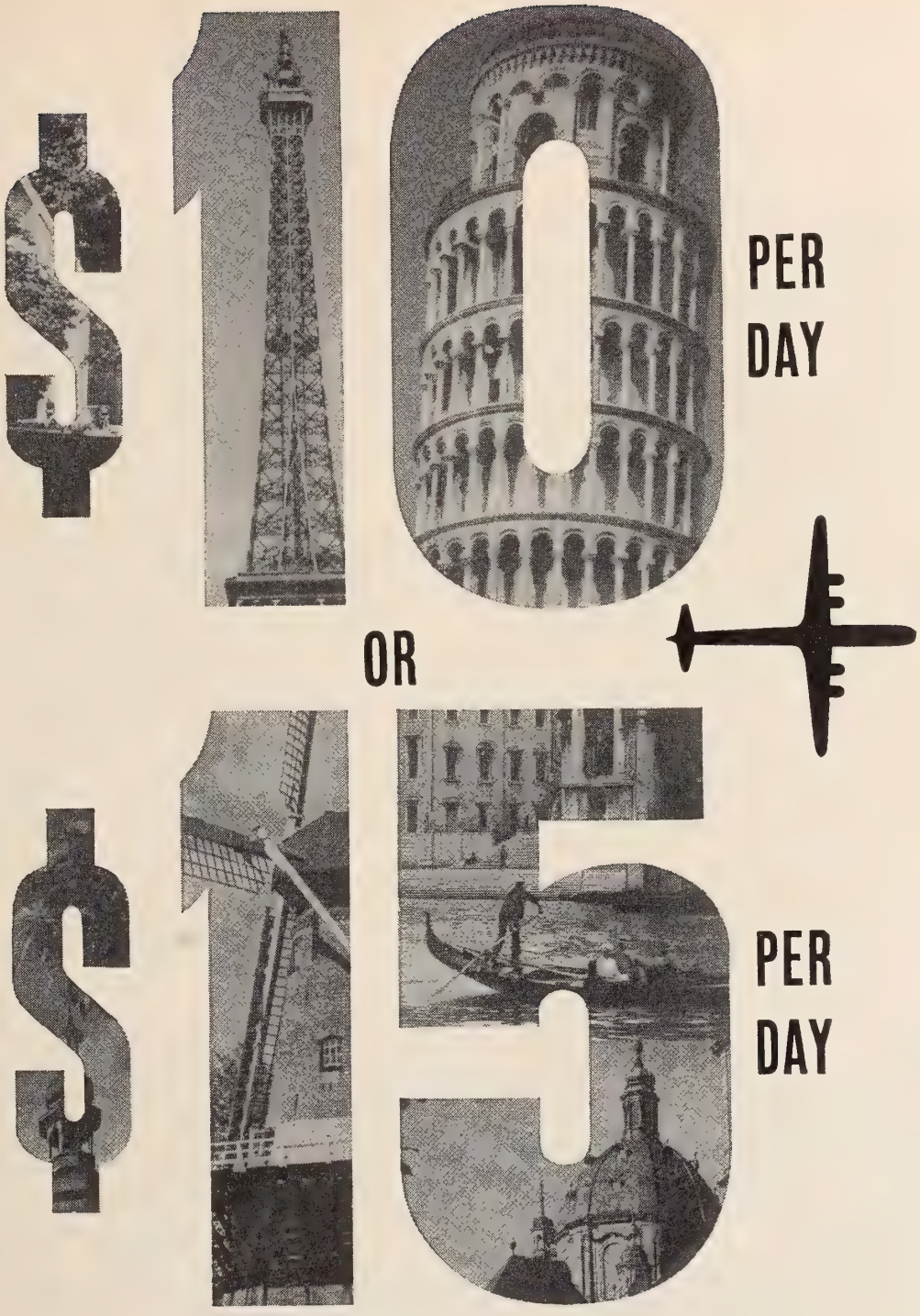
• Advertising Research Foundation Inc., New York, has revised its by-laws to admit local advertisers, agencies and media to membership. Formerly only organizations which operated nationally or regionally could join ARF. The amendment is one of several incorporated into ARF's revised by-laws which have been included in a 16-page booklet available on request by writing to ARF, 3 E. 54th St., New York 22, N.Y.

• Guenther-Bradford, 74-year-old Chicago agency, moves from 15 E. Huron St., to Carbide & Carbon Bldg., 230 N. Michigan Ave.

• Consolidation of New York headquarters staff of Geyer, Morey, Madden & Ballard Inc. has been completed in offices at 595 Madison Ave. An addition of 6,000 square feet to space previously occupied by Geyer agency was required after the Jan. 1 merger of Geyer with Morey, Humm & Warwick Inc.

• Rich, Bryan & Curtis Inc. is a new agency in New York. Its president is Bill Rich. Address: 50 E. 42nd St.; phone: Murray Hill 2-1612.

• O'Grady - Andersen - Gray, Chicago agency, has moved from 720 N. Michigan Ave. to 230 N. Michigan Ave. (Carbide & Carbon Bldg).



THAT'S ALL IT COSTS TO STAY IN EUROPE!

These two new KLM tour plans give you more seeing *and* more saving. For $10 a day (standard hotels) or $15 a day (first class hotels), all Europe is your playground. With 59 cities to visit, your choice of tours is almost unlimited! You'll see the sights you've heard about, and plenty you haven't. It's everything you could want in a trip abroad, for the price of an at-home vacation. Your non-stop KLM flight from New York to Europe is budget-priced, too. Example: visit 6 European cities for just $502.20 round trip. For complete details of these and the many other KLM tours available, mail the coupon.

KLM ROYAL DUTCH AIRLINES
Tour Dept. BT–413
430 Park Avenue, New York 22, N. Y.

Please send me full information on
☐ "10-15" tours ☐ all other KLM tours.

Name_____

Address_____

City_____ Zone____ State_____

My Travel Agent is_____

40 years 1919-1959

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES


NEWS
Huntley-Brinkley Report
EDUCATION
Continental Classroom
ENTERTAINMENT WITH HUMOR
The Steve Allen Show
SPECIAL AWARD FOR ENTERTAINMENT
An Evening with Fred Astaire
1958 PEABODY AWARDS FOR TELEVISION
PROMOTION OF INTERNATIONAL UNDERSTANDING
MD International
WRITING
James Costigan's "Little Moon of Alban"
SPECIAL AWARD
Orson Welles' "Fountain of Youth"

MOST HONORED



...MOST OFTEN !

An important measure of the performance of a television network is the recognition accorded its programming by responsible independent groups with varied interests. NBC has just received seven Peabody Awards for distinguished achievement and meritorious public service – more than the other two networks combined.

So far this year, NBC has also won:

13 out of 20 Sylvania Awards

15 out of 22 Radio-Television Daily Awards

7 out of 14 Look Magazine Awards

15 out of 30 first places in Television Today's poll for Fame Magazine

10 out of 15 Freedoms Foundation Awards

4 out of 9 Christopher Awards

the only Alfred I. DuPont Network Award (for a news commentator).

Thus 1959 is following the pattern set in 1958 when NBC, its programs and personalities, received more awards than any other network.

These awards span the full spectrum of NBC's programming: drama, news, public service, entertainment, education, music, variety, sports, religion and comedy. In their breadth and diversity they illustrate the basic philosophy of America's first television network: totality of program service, rewarding television for every program taste.

NBC TELEVISION NETWORK

HOLLYWOOD GOES COMMERCIAL

Tv spot flooded with film stars; agencies woo 'names' who like the hours and money

Hollywood stars are putting themselves on the spot—on tv spot, that is.

Motion picture players have been featured in commercials for many years. But during the past television season, the parade of familiar faces pitching for products on the tv screen has multiplied considerably. Why?

A New York talent agent offers this answer: "Agencies and advertisers are becoming more and more 'name-conscious.' And movie actors are becoming more and more available as fewer pictures are made. Even top names are willing to spend a day or two to make commercials. The returns to the big names, and even to the lesser known, can be fabulous."

Sky Limit • The money an actor can earn from a commercial is practically indeterminable. The ordinary performer, for example, operates under the Screen Actors Guild contract with producers, to which advertising agencies sign letters of adherence (see table, opposite). An official of Schwartz-Luskin, New York talent agent, reported that a commercial for a detergent in which a model appeared was used on 10 different programs and she grossed more than $8,000 in four months. On the other hand, a commercial could be produced and then scrapped, and the performer would only be paid the $80 minimum.

The name star generally does not work for scale. The amount he is paid depends largely on the desire of the agency and the demands of the actor. The fees they are paid are never disclosed, but Zsa Zsa Gabor is reported to have received $15,000 for workin- in a Gillette commercial used four times during the 1958 World Series. Rock Hudson, who appeared in a similar commercial for Gillette, is said to have commanded more than $25,000.

As a matter of protocol, producers rarely, if ever, offer a star the SAG scale. However, producers realize that a substantial sum paid to a star frequently does not exceed the SAG scale, since contracts generally stipulate that the spot may be used over a period of several years for as many as 20 times. Business-wise talent agents are not unaware of this economic fact of life, but the star usually insists on the prerogative of a flat payment.

One exception to the rule: a star who appears in a commercial for a program series in which he is featured often will work for scale. Film program syndicators, thereby, are in a position to sell star-sponsor identification as part of the program package.

Hidden Talent • Off-camera voice stints often can be "a gold line" for performers. There is a coterie of actors still cashing in on residuals for off-camera commercials made five or six years ago. Hollywood agents single out such artists as Mel Blanc, Art Ballinger, Ed Reimers and Gloria Wood as "extremely well paid" examples of off-camera talent. They normally work for minimum scale but are reported to make as much as $150,000 annually.

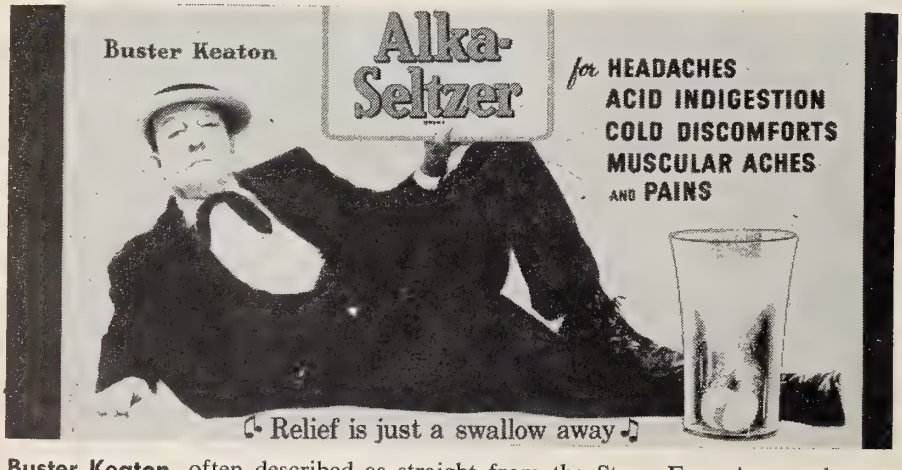
A tv film producer, pondering the economic windfall tv film commercials have brought Hollywood performers, suggested that this story might be titled: "Get More Out of Life—Go Out to a Tv Studio."



Mary Astor for Ovaltine (Wander Co., Chicago) through Tatham-Laird, Chicago, filmed by Swift-Chaplin.



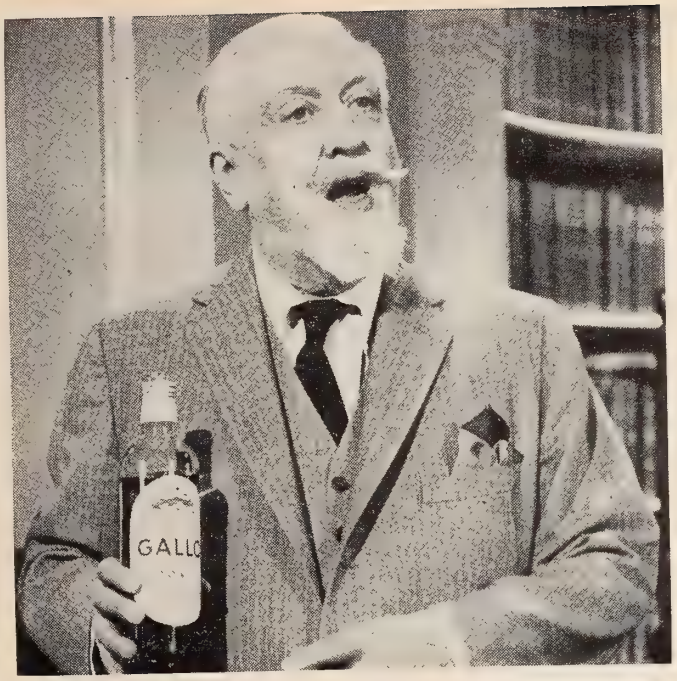
John Wayne for Gillette Safety Razor Co., Boston, through Maxon Adv., N.Y., Four Star Films, Hollywood.



Buster Keaton, often described as straight from the Stone Face Age, makes an "emotional" pitch for Alka-Seltzer (Miles Labs, Elkhart, Ind.) through Geoffrey Wade Adv., Chicago. Swift-Chaplin, Hollywood, filmed the commercial.



George Sanders for Halo shampoo (Colgate-Palmolive through D'Arcy, N.Y.; Universal-International Tv, N.Y.



Monty Wooley recommends Gallo port (E&J Gallo Winery, Modesto, Calif.) through Doyle Dane Bernbach, L.A. MPO Productions, N.Y., filmed the spot.



Rock Hudson, Hollywood's number one box office draw, learns how to pitch for the Gillette Safety Razor Co. through Maxon. Four Star Films preserved the moment.



Zsa Zsa Gabor reveals the leg that launched a thousand quips in a commercial for Gillette Safety Razor Co. (women's razors), through Maxon Adv., filmed by Four Star Films.

SAG spot scales

It's not the basic fee ($80 per day performance), it's the rerun money that counts for artists appearing in filmed commercials. The following is a summary of the scale set up in the 1958 contract between the Screen Actors Guild and film studios:

SPOTS

			On Camera	Off Camera
C	Use: 1-5 cities (the first 13 weeks; $45.00 each additional)		$80.00	$55.00
B	Use: 6-20 cities	(each 13 weeks)	125.00	72.50
A	Use: 21-60	(each 13 weeks)	170.00	105.00
AA	Use: 61-125 cities	(each 13 weeks)	220.00	150.00
AAA	Over 125	(each 13 weeks)	260.00	170.00

PROGRAM COMMERCIALS

C	Use: 1-5 cities ($210 for 26 weeks guaranteed and paid for before first use)	(each 13 weeks)	$120.00	$80.00
B	Use: 6-20 cities	(each 13 weeks)	170.00	125.00
A	Over 20	(first use)	80.00	55.00
		(each re-use)	55.00	42.50
	Advance guarantee of 8 uses in 13 weeks		405.00	295.00
	Advance guarantee of 13 uses in 13 weeks		580.00	425.00

AM PROCESSING SHORTCUT READY

FCC adopts deadline cutoff policy in move to eliminate the application merry-go-round that slows down new radio station grants

The FCC thinks it has found the answer to the radio processing merry-go-round.

It has determined that a cutoff policy will be instituted. After the cutoff date, no applications will be accepted that require consolidation with existing applications.

The hope is that this policy will drastically cut the backlog of standard radio applications for new stations and for changes in existing stations.

That backlog stands at 1,010 today, the highest in the history of the federal agency.

The seriousness of the situation was pointed up only last week when the Commission was required to add 17 new applicants to a hearing which already involves 23 applicants. These are the applications for 1550 kc and include the adjacent frequencies, 1540 kc and 1560 kc.

Procedure • The processing line was established for am radio to maintain reasonable fairness in processing applications. Standard broadcast applications cannot be treated singly—they must be processed in conjunction with other applications impinging directly or indirectly on the particular frequency involved.

This has meant that an application might be processed, and just as it was about to be granted or set for hearing, another application was submitted which required a complete re-examination of all the applications.

Here's what the Commission is going to do henceforth, according to its announcement last week:

From time to time it is going to announce the top 50 applications in the processing line. They will be listed in the *Federal Register*. After 30 days from that date, no application will be received which will be considered with these top 50. It may be received, however, and placed at the bottom of the processing line.

Under present rules, an application is entitled to consideration with one already on file if it is filed by the close of business on the day before the prior application is granted or designated for hearing.

The new policy provides that this procedure will be followed as an alternative to the new rule—whichever is the earlier.

This prompted a warning from the FCC that:

"Potential applicants, as in the past, must be guided in their decisions as to filing their applications by the public notices of the acceptance for filing of competing applications and the status of the processing line."

Amended Applications • The Commission also made one further drastic change in its rules (Secs. 1.106 [b1], 1.354 and 1.361 [b]). It provided that where a pending application is amended to change engineering proposals that application will be given a new processing number and placed at the bottom of the processing line.

The first action under the new policy was taken immediately. The Commission last week issued a list of 276 standard radio applications seeking new stations or changes in existing facilities. This list includes the 50 top applications on which nothing has been done, a group of applications which is being processed and another group which has been processed and on which Sec. 309(b) letters have been issued. The 309(b) letter, more commonly known as a McFarland letter, tells an applicant that his application cannot be granted without a hearing, giving the reasons.

In many cases a slight engineering amendment makes it possible to grant such an application. This will now cause the application to be returned to the processing line, but with a new

1 KW DAY OPEN TO CLASS IV'S

FCC says around 1,000 stations, now limited to 250 w, can file for increases in day power

A $5 million horn of plenty has appeared on the horizon for radio transmitter manufacturers.

The FCC last week decided to permit Class IV (local) stations to apply for 1 kw daytime power. And, it's expected that there will be a flood of takers who will be prime targets of the equipment manufacturers.

There are approximately 1,000 Class IV outlets on the six local frequencies. These are now limited to 250 w for both daytime and nighttime operation, in accordance with the North American Regional Broadcasting Agreement. The FCC's action permitting applications for the power boost is effective April 16.

It is anticipated that most of the stations eligible for the power hike will take advantage of the opportunity in order to maintain competitive parity. The increase in power will enable the Class IVs to expand their coverage somewhat and to strengthen their signals within their market areas.

It is estimated that it will cost a 250 watter about $5,000 to buy 1 kw transmitter, revise antenna coupling and make associated changes. This is for non-directional operation.

How It Will Work • Under the amended notes to Sections 3.21 (c) and 3.28 (b) of the FCC rules, Class IV applications for increases will be processed on a case-by-case basis except for two geographical locations. The stations requesting boosts cannot be located within an area 62 miles or less from the U.S.-Mexican border or in an area covering approximately the southern half of Florida, south of 28° north latitude and 80-82° west longitude.

The Commission also last week denied a petition by Community Broadcasters Assn. Inc. for reconsideration of part of last summer's FCC action rejecting the CBA's request for a mandatory power increase for Class IVs (AT DEADLINE, June 2, 1958). The case-by-case method of consideration was adopted at that time, instead.

number which will place it at the end of the line.

This list is reprinted below:

The top 50

(These are the first 50 applications on processing line on which no work has been done.)

BP-12197—NEW, Bibb City, Ga., Bibb City Broadcasting Co. Req: 850 kc, 500 w, DA-1, U.

BP-12198—NEW, Tazewell, Tenn., Claiborne Broadcasting Co. Req: 1430 kc, 500 w, D.

BP-12199—KGFX Pierre, S.D., Ida A. McNeil, Administratrix. Has: 630 kc, 200 w, S.H. Req: 630 kc, 250 w, S.H.

BP-12205—NEW, Houston, Tex., Southern Radio Co. Req: 1070 kc, 10 kw, DA-1, U.

BP-12207—KBRK Brookings, S.D., Brookings Broadcasting Co. Has: 1430 kc, 500 w, D. Req: 1430 kc, 1 kw, D.

BP-12211—KBLI Blackfoot, Ida., KBLI Inc. Has: 690 kc, 1 kw, D. Req: 690 kc, 10 kw, D.

BP-12213—NEW, Jamestown, Ky., Lake Cumberland Broadcasting Co. Req: 940 kc, 10 kw, DA, D.

BP-12214—NEW, Buckhannon, W.Va., Upshur County Broadcasting Co. Req: 1380 kc, 1 kw, D.

BP-12221—NEW, Orangeburg, S.C., Frank B. Best, Jr. Req: 1440 kc, 1 kw, D.

BP-12222—NEW, Madison, S.D., Madison Broadcasters. Req: 1570 kc, 250 w, D.

BP-12223—NEW, Madras, Ore., Jefferson County Broadcasting Co. Req: 900 kc, 1 kw, D.

BP-12226—WITY Danville, Ill., Vermilion Broadcasting Corp. Has: 980 kc, 1 kw, DA-1, U. Req: 980 kc, 1 kw, DA-2, U.

BP-12227—NEW, Clermont, Fla., Duane F. McConnell, Req: 1340 kc, 250 w, U.

BP-12228—WXGI Richmond, Va., Radio Virginia, Inc. Has: 950 kc, 1 kw, D. Req: 950 kc, 5 kw, D.

BP-12236—WPON Pontiac, Mich., Chief Pontiac Broadcasting Co. Has: 1460 kc, 500 w, DA-N, U. Req: 1460 kc, 500 w, 1 kw-LS, DA-N, U.

BP-12240—NEW, Winchester, Va., John Clemon Greene Jr. Req: 610 kc, 500 w, DA.

BP-12241—NEW, Anaheim, Calif., Orange County Broadcasters. Req: 1250 kc, 1 kw, DA, D.

BP-12242—NEW, Presque Isle, Me., Presque Isle Radio Co. Req: 1390 kc, 5 kw, DA-N, U.

BP-12244—NEW, Lafayette, La., General Communications, Inc. Req: 1520 kc, 1 kw, DA-1, U.

BP-12246—WALD Walterboro, S.C., Walterboro Radiocasting Co. Has: 1220 kc, 1 kw, D. Req: 1370 kc, 1 kw, D.

BP-12247—NEW, Ukiah, Calif., Jack L. & Alyce M. Powell, Joint Tenants. Req: 1250 kc, 500 w, D.

BP-12252—KOOO Omaha, Neb., Central Plains Broadcasting Co., Inc. Has: 1420 kc, 500 w, DA, D. Req: 1420 kc, 1 kw, DA, D.

BP-12253—KOWB Laramie, Wyo. Kowboy Broadcasting Co. Has: 1340 kc, 250 w, U. Req: 1290 kc, 1 kw, 5 kw-LS, DA-2, U.

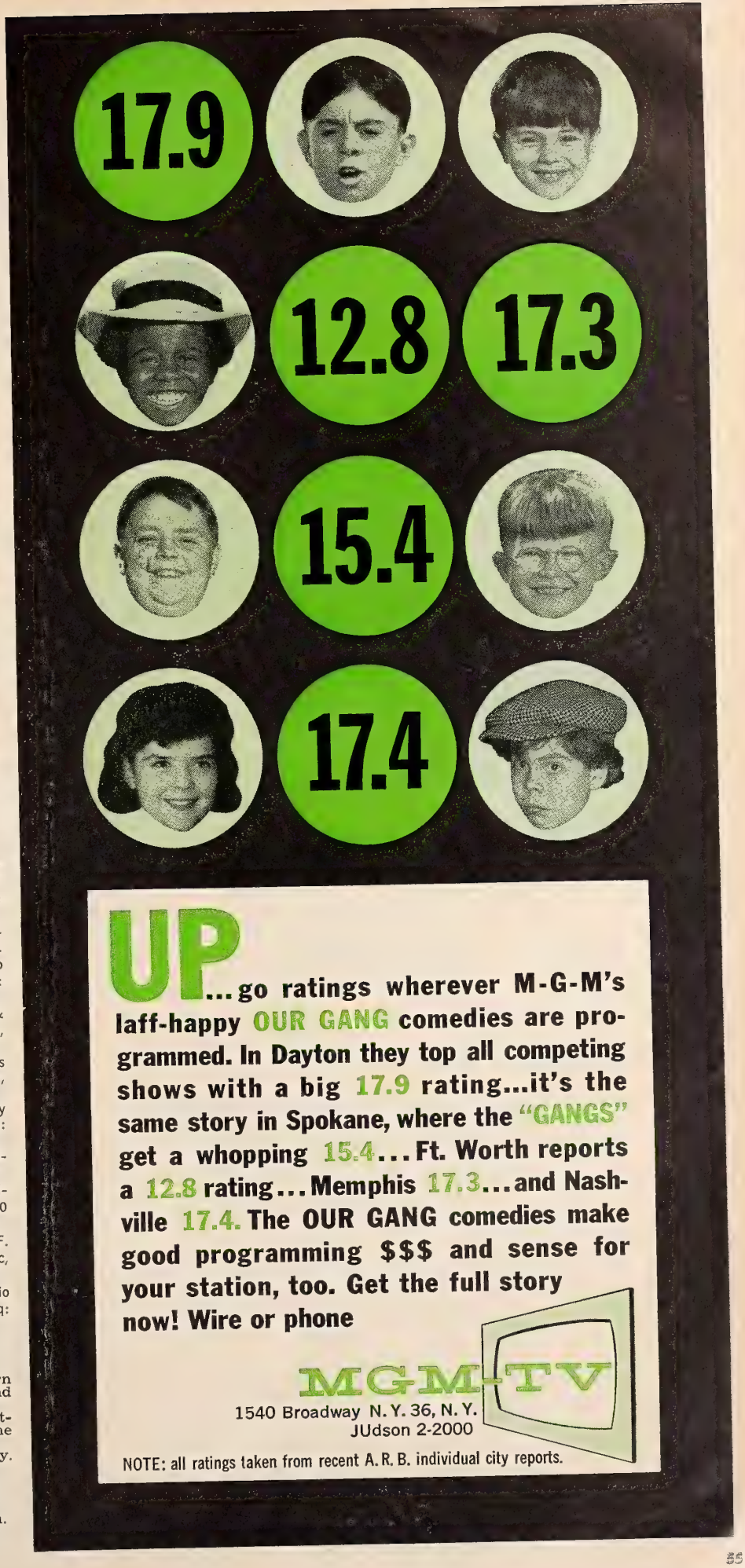
BP-12255—NEW, Nome, Alaska, Arctic Broadcasting Assn. Req: 850 kc, 5 kw, U.

BP-12256—WCMW Canton, Ohio, Stark Broadcasting Corp. Has: 1060 kc, 1 kw, D. Req: 1060 kc, 10 kw, DA-D.

BP-12257—KURY Brookings, Ore., Joseph F. Sheridan. Has: 910 kc, 500 w, D. Req: 910 kc, 1 kw, D.

BP-12258—WVIP Mount Kisco, N.Y., Radio Mount Kisco Inc. Has: 1310 kc, 1 kw, DA-D. Req:

Explanation of abbreviations:
D = daytime only.
DA = directional antenna.
DA-1 = directional antenna, same pattern but not necessarily same power day and night.
DA-2 = directional antenna, different pattern day and night with or without same power.
DA-N = directional antenna, night only.
DA-D = directional antenna, day only.
ND = Non directional antenna.
SH = specified hours.
LS = local sunset.
L = limited time with dominant station.
S = shares time with.
U = unlimited time.



1310 kc, 5 kw, DA-D.

BP-12259—WDBY, Delray Beach, Fla., Boca Raton Bible Conference Grounds Inc. Has: 1420 kc, 500 w, D. Req: 1420 kc, 5 kw, DA, D.

BP-12266—NEW, Ellenville, N.Y., Catskills Broadcasting Co. Req: 1370 kc, 500 w, D.

BP-12267—NEW, Lemoore, Calif., Radio Lemoore. Req: 1320 kc, 1 kw, DA-D.

BP-12268—NEW, Laconia, N.H., The Lawrence Broadcasting Co. Req: 1490 kc, 250 w, U.

BP-12283—NEW, Indianola, Iowa, James R. & Barbara J. Roberts, his wife. Req: 1490 kc, 100 w, U.

BP-12284—KTW Seattle, Wash., The First Presbyterian Church of Seattle. Has: 1250 kc, 1 kw, D, S-KWSC Night. Req: 1250 kc, 1 kw, 5 kw-LS, S-KWSC Night.

BP-12285—NEW, Tampa, Fla., Dixieland Broadcasters. Req: 1550 kc, 10 kw, D.

BP-12293—KDEF, Albuquerque, N.M. KDEF Broadcasting Co. Has: 1150 kc, 1 kw, D. Req: 1150 kc, 500 w, 1 kw-LS, DA-N, U.

BP-12300—NEW, Jacksonville, N.C., W. E. Baysden. Req: 1290 kc, 1 kw, D.

BP-12302—WTYN Tryon, N.C., Polk County Broadcasters. Has: 1580 kc, 250 w, D. Req: 1550 kc, 1 kw, D.

BP-12305—WONW Defiance, Ohio, Tri State Broadcasting Co. Has: 1280 kc, 500 w, U. Req: 1280 kc, 500 w, 1 kw-LS, U.

BP-12307—NEW, Madison, S.D., Madison Broadcasting Co. Req: 1390 kc, 500 w, D.

BP-12308—NEW, Tuscumbia, Ala., Tuscumbia Broadcasting System. Req: 1410 kc, 500 w, D.

BP-12314—NEW, Livonia-Garden City, Mich., Livonia Broadcasting Co. Req: 1090 kc, 250 w, DA-1, U.

BP-12315—NEW, Wisconsin Rapids, Wis., Bill S. Lahm. Req: 1220 kc, 500 w, D.

BP-12319—NEW, Lima, Ohio, Citizens Broadcasting Co. Req: 940 kc, 250 w, DA, D.

BP-12324—NEW, Weldon, N.C., Twin City Broadcasting Co. Req: 1400 kc, 250 w, U.

BP-12326—WNRG Grundy, Va., Virginia-Kentucky Broadcasting Co. Has: 1250 kc, 1 kw, D. Req: 940 kc, 5 kw, D.

BP-12329—NEW, Odessa, Tex., Western Broadcasting Co. Req: 1550 kc, 50 kw, D.

BP-12332—NEW, Liberal, Kan., The Plains Enterprise Inc. Req: 1470 kc, 500 w, D.

BP-12334—WCLE Cleveland, Tenn., Southeastern Enterprises Inc. Has: 1570 kc, 1 kw, D. Req: 1550 kc, 10 kw, DA, D.

BP-12335—NEW, Canyon, Tex. W. J. Harpole. Req: 1550 kc, 1 kw, D.

BP-12337—NEW, Tucson, Ariz., Southwest Broadcasting Co. Req: 1550 kc, 50 kw, D.

Applications under study

(These are the applications which are presently being processed by FCC staffers.)

BP-10850—NEW, Brownsville, Tenn., Florence Broadcasting Co. Inc. Req: 940 kc, 250 w, D.

BP-11127—KSWS Roswell, N.M., John A. Barnett. Has: 1230 kc, 250 w, U. Req: 810 kc, 10 kw, DA-1, U.

BP-11148—NEW, Williamsburg, Va., James J. Williams. Req: 1450 kc, 250 w, U.

BP-11202—NEW, Shelbyville, Ind., Shelby County Broadcasting Co. Req: 1520 kc, 250 w, DA-1, U.

BP-11230—WITA San Juan, P.R., Electronic Enterprises Inc. Has: 1140 kc, 500 w, U. Req: 1030 kc, 1 kw, U.

BP-11362—KJBS San Francisco, Calif., KJBS Broadcasters. Has: 1100 kc, 1 kw, L-KYW. Req: 1100 kc, 1 kw, 50 kw-LS, DA-D.

BP-11446—NEW, Sarasota, Fla., Gulf Coast Broadcasting Co. Req: 1280 kc, 500 w, DA, D.

BP-11518—NEW, Cookeville, Tenn., Cookeville Broadcasting Co. Req: 1550 kc, 250 w, D.

BP-11528—NEW, Mobile, Ala., Springhill Broadcasting Co. Req: 1550 kc, 50 kw, DA, D.

BP-11642—WLBA Gainesville, Ga., Hall County Broadcasting Co. Has: 1580 kc, 1 kw (CR) 5 kw, D. Req: 1550 kc, 10 kw, D.

BP-11703—NEW, Dunedin, Fla., Sound Radio Inc. Req: 1550 kc, 50 kw, DA, D.

BP-11736—NEW, Urbana, Ohio, Charles H. Chamberlain. Req: 940 kc, 1 kw, D.

BP-11738—NEW, Sacramento, Calif., Northern California Broadcasting Co. Req: 1030 kc, 500 w, DA-1, U.

BP-11742—WPET Greensboro, N.C., Guilford Advertising Inc. Has: 950 kc, 500 w, D. Req: 950 kc, 5 kw, DA-2, U.

BP-11744—WMAX Grand Rapids, Mich., WMAX Inc. Has: 1480 kc, 1 kw, D. Req: 1480 kc, 5 kw, D.

BP-11776—KLUV Magnolia, Ark., Charles Edward Ray. Has: 1580 kc, 250 w, D (Haynesville, La.)

BP-11796—WRCA New York, N.Y., National Broadcasting Co. Has: 660 kc, 50 kw, DA-1, U. Req: 660 kc, 50 kw, U.

BP 11829—WMIX Mt. Vernon, Ill., Mt. Vernon Radio & Television Co. Has: 940 kc, 1 kw, U. Req: 940 kc, 5 kw, U.

BP-11846—KVKM, Monahans, Tex., Monahans Broadcasters. Has: 1340 kc, 250 w, U. Req: 1330 kc, 1 kw, 5 kw-LS, DA-N, U.

BP-11847—KVFC Cortez, Colo., KVFC Inc. Has: 740 kc, 1 kw, D. Req: 740 kc, 250 w, 1 kw-LS, DA-N, U.

BP-11855—NEW, Cedar Rapids, Iowa, Laird Broadcasting Co. Req: 1360 kc, 1 kw, DA-D.

BP-11856—NEW, Media, Pa., Brandywine Broadcasting Corp. Req: 690 kc, 500 w, DA, D.

BP-11857—NEW, Ocean City, Md., The Wett Corp. Req: 1420 kc, 500 w, D.

BP-11872—NEW, Chicago Heights, Ill., Seaway Broadcasting Co. Inc. Req: 1470 kc, 1 kw, DA, D.

BP-11877—NEW, Potomac, Md. Seven Locks Broadcasting Co. Req: 950 kc, 1 kw, DA, D.

BP-11883—NEW, Portage, Pa., Mainline Broadcasting Co. Req: 1470 kc, 500 w, D.

BP-11886—NEW, North Charleston, S.C., Louis M. Neale, Jr. & Robert S. Taylor. Req: 910 kc, 500 w, D.

BP-11889—NEW, Middletown, Md., Frederick County Broadcasting Co. Req: 1550 kc, 5 kw, D.

BP-11932—NEW, Coffeyville, Kan., A.F. Misch. Req: 1370 kc, 500 w, D.

BP-11939—KWIN Ashland, Ore., Rogue Valley Broadcasters Inc. Has: 1400 kc, 250 w, U. Req: 580 kc, 500 w, D.

BP-11951—NEW, Tolleson, Ariz. William P. Ledbetter. Req: 1190 kc, 1 kw, DA-1, U.

BP-11970—NEW, Beardstown, Ill., Beardstown Broadcasting Co. Req: 790 kc, 500 w, DA, D.

BP-11975—NEW, Cheyenne, Wyo., Robert L. Howsam. Req: 1480 kc, 1 kw, D.

BP-11994—NEW, Dowagiac, Mich., Voice of Dowagiac. Req: 1240 kc, 250 w, U.

BP-12002—WHLM Bloomsburg, Pa., Bloom Radio. Has: 550 kc, 500 w, DA-2, U. Req: 550 kc, 1 kw, DA-2, U.

BP-12006—NEW, Denver, Colo., Robert W. Cahill. Req: 1470 kc, 1 kw, DA, D.

BP-12008—WKOK, Sunbury, Pa., Sunbury Broadcasting Corp. Has: 1240 kc, 250 w, U. Req: 1070 kc, 1 kw, 10 kw-LS, DA-2, U.

BP-12021—NEW, Pratt, Kan., Wilmer E. Huffman. Req: 1290 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-12024—NEW, South Toms River, N.J., Asbury Park Press Inc. Req: 1350 kc, 500 w, DA, D.

BP-12027—WHEY Millington, Tenn., Millington Broadcasting Co. Has: 1220 kc, 250 w, D. Req: 1220 kc, 500 w, D.

BP-12044—NEW, Goleta, Calif., Goleta Broadcasting Assoc. Req: 1290 kc, 500 w, D.

BP-12053—NEW, Boise, Idaho, Boise Broadcasting Assoc. Req: 790 kc, 1 kw, D.

BP-12056—KWJJ Portland, Ore., Rodney F. Johnson. Has: 1080 kc, 10 kw, DA-2, U. Req: 1080 kc, 10 kw, 50 kw-LS, DA-2, U.

BP-12059—WPEG Arlington, Fla., Regional Broadcasting Co. Has: 1220 kc, 250 w, D. Req: 1220 kc, 1 kw, D.

BP-12075—WALT Tampa, Fla., Tampa Broadcasting Inc. Has: 1110 kc, 10 kw, DA, D. Req: 1110 kc, 50 kw, DA, D.

BP-12101—WBEL South Beloit, Ill., Beloit Broadcasters Inc. Has: 1380 kc, 5 kw, DA-2, U. Req: 1380 kc, 5 kw, DA-N, U.

BP-12104—KJCF Festus-St. Louis, Mo., Jefferson County Radio & Television Co. Has: 1010 kc, 250 w, D. Req: 1010 kc, 5 kw, 50 kw-LS, DA-2, U.

BP-12110—NEW, Liberal, Kan., Dodge City Broadcasting Inc. Req: 600 kc, 500 w, DA-2, U.

BP-12112—NEW, Ashland, Va., John Laurino. Req: 1430 kc, 1 kw, D.

BP-12118—NEW, Washington, Iowa, Washington County Broadcasting Co. Req: 1380 kc, 500 w, D.

BP-12121—WGMA Hollywood, Fla., Melody Music Inc. Has: 1320 kc, 1 kw, D. Req: 1320 kc, 5 kw, DA-2, U.

BP-12135—NEW, Princeton, Ill., Bureau Broadcasting Co. Req: 1490 kc, 100 w, U.

BP-12140—WMRO Aurora, Ill., Vincent G. Cofey, Benjamin A. Oswalt, co-partners. Has: 1280 kc, 250 w, D. Req: 1280 kc, 500 w, 1 kw-LS, DA-2, U.

BP-12154—NEW, Santa Barbara, Calif., Bert Williamson & Lester W. Spillane. Req: 1290 kc, 500 w, D.

BP-12157—NEW, Sumter, S.C., B.D.S. Radio and Television Co. Req: 1240 kc, 250 w, U.

BP-12159—KMLW Marlin, Tex., KMLW Inc. Has: 1010 kc, 250 w, D. Req: 1010 kc, 10 kw, DA, D.

BP-12166—NEW, Laramie, Wyo., Laramie Bcstrs. Req: 1490 kc, 100 w, U.

BP-12171—WPOR Portland, Me., Hildreth Broadcasting Co. Has: 1490 kc, 250 w, U. Req: 1140 kc, 10 kw, DA-1, U.

BP-12187—NEW, Cheyenne, Wyo., Robert S. Pommer. Req: 1290 kc, 500 w, D.

BP-12191—WPAW Pawtucket, R.I., Roger Williams Broadcasting Inc. Has: 550 kc, 1 kw, D. Req: 550 kc, 500 w, 1 kw-LS, DA-N, U.

BP-12194—KCMC Texarkana, Tex., KCMC Inc. Has: 1230 kc, 250 w, U. Req: 740 kc, 1 kw, DA-1, U.

BP-12196—NEW, Red Bluff, Calif., Mt. Lassen Radio and Television Broadcasting Inc. Req: 1360 kc, 500 w, D.

BP-12930 , (was BP-11537)—NEW, Mariposa, Calif., Universal Electronics Network. Req: 790 kc, 500 w, D.

BP-12018—NEW, East Grant Forks, Minn., Marlin T. Obie. Req: 1590 kc, 1 kw, D.

BP-12163—WOOW Greenville, N.C., WOOW Inc. Has: 1340 kc, 250 w, U. (Washington, N.C.)

BML—1786—WINE Amherst, N.Y., Western N.Y. Broadcasting Co. Has: 1080 kc, 1 kw, D. Req: Change location from Kenmore, N.Y.

BML-1804—KCOG Centerville, Iowa, Centerville Broadcasting Co. Has: 1400 kc, 100 w, U. Req: Specified Hours.

Sec. 309(b) applications

(These are the applications on which McFarland letters have been sent and which are segregated awaiting replies. McFarland letters are the FCC's detailed explanation to the applicant as to why his application cannot be granted without a hearing.)

BML-1778—WSAC Fort Knox, Ky., Fort Knox Broadcasting Corp. Has: 1470 kc, 1 kw, D (Radcliff, Ky.). Req: 1470 kc, 1 kw, D (Fort Knox, Ky.).

BML-1790—WPGC Washington, D.C., WPGC Inc. Has: 1580 kc, 10 kw, D (Morningside, Md.). Req: 1580 kc, 10 kw, D (Washington, D.C.).

BMP-8115—KPAP Redding, Calif., High Fidelity Stations Inc. Has: 1270 kc, 1 kw, D. Req: 1330 kc, 5 kw, D.

BP-9497—NEW, Portland, Ore., Multnomah Broadcasters. Req: 1550 kc, 5 kw, D.

BP-9763—NEW, Waco, Tex., Waco Radio Co. Req: 940 kc, 250 w, D.

BP-10001—NEW, Waco, Tex., Hugh M. McBeath. Req: 940 kc, 250 w, D.

BP-10345—NEW, Fresno, Calif., Robert L. Lippert. Req: 1550 kc, 500 w, D.

BP-10427—NEW, Boulder, Colo., David M. Segal. Req: 1550 kc, 1 kw, D.

BP-10518 — NEW, Grafton-Cedarburg-Thiens-



St. George made things happen in Macedonia . . . and



WPEN

RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the only radio station in Philadelphia broadcasting up-to-the-minute traffic reports directly from our own helicopter. These authoritative, on-the-spot reports of traffic conditions are broadcast by Philadelphia Police Department traffic experts. In Public Interest—and in Sales—WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by

GILL—PERNA

New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.



INFLATION...just an Indian Giver

Not only is inflation an "Indian giver"—he's a pickpocket to boot.

Under inflation you think you get a few more dollars in pay. But then you go to spend them. Now you find that inflation has already *taken back* those dollars!

Inflation is caused by a lot of things. But one of the most important is rising labor costs without a substantial increase in the nation's productive efficiency. The reason: 75 percent or more of the final cost of what you buy goes for labor.

It's kind of a chain reaction. With each round of wage and price increases, your dollars lose another chunk of purchasing power.

If things keep on this way another twenty years—or ten—or five—what will happen to your savings, your insurance, your pension plans, your children's education?

Isn't it time to stop this spiral of inflation that eventually robs you of your future security?

This message is being brought to you by

REPUBLIC STEEL

as a member of the

AMERICAN IRON AND STEEL INSTITUTE

Republic Steel makes many products which are sold directly to the public, besides the thousands of tons of steel that go into other industries for additional fabricating. Among the consumer goods are Truscon Metal Windows, Steel Doors, and Sliding Closet Doors; Republic Steel Kitchens; gutters and downspouts; metal lath; bolts, nuts, and nails.

ville, Wis., Beacon Broadcasting System Inc. Req: 540 kc, 250 w, D.

BP-10632—NEW, Honolulu, Hawaii, Windward Broadcasting Ltd. Req: 1170 kc, 1 kw, U.

BP-11126—NEW, Tucson, Ariz., W.H. Hansen. Req: 940 kc, 250 w, D.

BP-11132—NEW, Oil City, Mich., Central Michigan Broadcasting Co. Req: 1370 kc, 5 kw, DA, D.

BP-11160—WGHN Grand Haven, Mich., Grand Haven Broadcasting Co. Has: 1370 kc, 500 w, D. Req: 1370 kc, 500 w, 1 kw-LS, DA-2, U.

BP-11293—NEW, Easton, Md., Eastern Shore Broadcasting Co. Req: 940 kc, 500 w, DA, D.

BP-11301—KBUD Athens, Tex., The Henderson County Broadcasting Co. Has: 1410 kc, 250 w, D. Req: 1410 kc, 1 kw, D.

BP-11315—NEW, Caro, Mich., Stevens-Wismer Broadcasting Co. Req: 1360 kc, 500 w, D.

BP-11350—NEW, Fitzgerald, Ga., Charles W. Dowdy. Req: 1050 kc, 500 w, D.

BP-11392—NEW, Tiffin, Ohio, Tiffin Broadcasting Co. Req: 1240 kc, 100 w, U.

BP-11417—NEW, Chester, Ill., Chester Broadcasting Co. Req: 1450 kc, 100 w, U.

BP-11438—NEW, Woodbridge, Va., S & W Enterprises Inc. Req: 900 kc, 1 kw, DA, D.

BP-11439—WBCK Battle Creek, Mich., Michigan Broadcasting Co. Req: 930 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-11456—KSGM Chester, Ill., Donze Enterprises Inc. Has: 980 kc, 500 w, DA-N, U (Ste. Genevieve, Mo.). Req: Change station location to Chester, Ill.

BP-11510—WJAC Johnstown, Pa., WJAC Inc. Has: 1400 kc, 250 w, U. Req: 850 kc, 10 kw, DA-1, U.

BP-11511—NEW, Rapid City, S.D., John L. Breece. Req: 1150 kc, 1 kw, D.

BP-11522—KUTY Palmdale, Calif., Palmdale Broadcasters. Has: 1470 kc, 1 kw, D. Req: 1470 kc, 5 kw, D.

BP-11534—KXOA Sacramento, Calif., Cal-Val Radio Inc. Has: 1470 kc, 1 kw, DA-N, U. Req: 1470 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-11551—NEW, Sarasota, Fla., Radio Sarasota Co. Req: 1220 kc, 1 kw, DA, D.

BP-11573—NEW, Santa Rosa, Calif., Santa Rosa Broadcasting Co. Req: 1460 kc, 1 kw, DA, D.

BP-11601—WAMS Wilmington, Del., Rollins Broadcasting of Delaware Inc. Has: 1380 kc, 1 kw, DA-1, U. Req: 1380 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-11602—NEW, Gloucester, Mass., County Broadcasting Corp. Req: 1550 kc, 500 w, D.

BP-11605—NEW, Sapulpa, Okla., Creek County Broadcasting Co. Req: 1220 kc, 500 w, D.

BP-11611—NEW, Greenville, Mich., Flat River Broadcasting Co. Req: 1380 kc, 500 w, DA, D.

BP-11617—NEW, Lima, Ohio, Lima Quality Radio Corp. Req: 930 kc, 500 w, DA, D.

BP-11625—NEW, Richmond, Ind., Richmond Broadcasting Co. Req: 930 kc, 500 w, DA, D.

BP-11630—NEW, Brockton, Mass., Associated Enterprises. Req: 1410 kc, 1 kw, DA, D.

BP-11632—NEW, Bloomington, Minn., South Minneapolis Broadcasters. Req: 1370 kc, 500 w, DA, D.

BP-11635—NEW, Greenville, N.C., H and R Electronics Inc. Req: 1550 kc, 1 kw, D.

BP-11640—NEW, Spokane, Wash., Pacific Broadcasting Co. Req: 1280 kc, 1 kw, D.

BP-11663—NEW, Riverhead, N.Y., Patchogue Broadcasting Company Inc. Req: 1570 kc, 1 kw, D.

BP-11667—NEW, Gloucester, Mass., Simon Geller. Req: 1410 kc, 500 w, D.

BP-11669—WETO Gadsden, Ala., Gadsden Radio Co. Has: 930 kc, 1 kw, D. Req: 930 kc, 5 kw, D.

BP-11673—NEW, Tiffin, Ohio, Sayger Broadcasting Co. Req: 1250 kc, 500 w, 1 kw-LS, DA-2, U.

BP-11676—NEW, San Antonio, Tex., Bamray Broadcasting Co. Req: 1480 kc, 500 w, DA, D.

BP-11677—NEW, Natick, Mass., Consolidated Broadcasting Industries Inc. Req: 1550 kc, 5 kw, D.

BP-11678—NEW, Spanish Fork, Utah, Pioneer Broadcasting Co. Req: 1480 kc, 1 kw, D.

BP-11680—NEW, Redwood City, Calif., South Bay Broadcasting Co. Req: 850 kc, 500 w, DA-1, U.

BP-11685—NEW, Granite City, Ill., Madison County Broadcasters. Req: 920 kc, 500 w, DA, D.

BP-11688—NEW, Rio Piedras, P.R., Julio Morales Ortiz. Req: 630 kc, 1 kw, D.

BP-11689—NEW, Highland Park, Ill., Mid-America Broadcasting System Inc. Req: 1430 kc, 1 kw, DA, D.

BP-11708—NEW, Lima, Ohio, Allen County Broadcasting Co. Req: 1240 kc, 250 w, U.

BP-11727—NEW, Salt Lake City, Utah, William Parmer Fuller III. Req: 630 kc, 1 kw, DA, D.

BP-11730—KTKT Tucson, Ariz., Copper State Broadcasting Corp. Has: 990 kc, 10 kw, DA, D. Req: 990 kc, 1 kw, 10 kw-LS, DA-2, U.

BP-11733—NEW, Moss Point, Miss., Gulf Coast Broadcasters. Req: 1440 kc, 1 kw, D.

BP-11734—KGON Oregon City, Ore., Clackamas Broadcasters. Has: 1520 kc, 10 kw, DA-1, U. Req: 1520 kc, 50 kw, DA-1, U.

BP-11740—NEW, Toms River, N.J., WFPG Inc. Req: 1230 kc, 100 w, U.

BP-11746—NEW, Fontana, Calif., Louis Helfman. Req: 1470 kc, 500 w, D.

BP-11747—NEW, Phillipsburg, Kan., North Central Broadcasting Inc. Req: 1490 kc, 250 w, S. H.

BP-11766—WBSM New Bedford, Mass., Bay State Broadcasting Co. Has: 1420 kc, 1 kw, DA-1, U. Req: 1420 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-11767—KBMX Hanford, Calif., Sheldon Anderson. Has: 1470 kc, 500 w, D (Coalinga, Calif.). Req: Change station location to Hanford, Calif.

BP-11779—WEEX Easton, Pa., Easton Publishing Co. Has: 1230 kc, 250 w, U. Req: Cp to make changes in ant. and ground system.

BP-11781—NEW, Ellenville, N.Y., Ulster County Broadcasting Co. Req: 1570 kc, 500 w, D.

BP-11783—NEW, Haines City, Fla., Haines City Broadcasters. Req: 1400 kc, 100 w, S. H.

BP-11788—WWGS Tifton, Ga., Tifton Broadcasting Corp. Has: 1430 kc, 5 kw, D. Req: 1430 kc, 500 w, 5 kw-LS, DA-N, U.

BP-11791—NEW, Denver, Colo., Denver Broadcasting Co. Req: 1550 kc, 10 kw, D.

BP-11797—WRSA Glens Falls, N.Y., Radio Saratoga. Has: 1280 kc, 1 kw, D. Req: 1280 kc, 5 kw, D.

BP-11801—NEW, Charlotte Amalie, V.I., Island Broadcasting Corp. Req: 1000 kc, 1 kw, U.

BP-11812—NEW, Gatesville, Tex., Robert W. Cahill. Req: 1580 kc, 250 w, D.

BP-11813—NEW, Kanab, Utah, Kanab Broadcasting Co. Req: 630 kc, 1 kw, D.

BP-11814—WRWB Kissimmee, Fla., Frank A. Taylor. Has: 1220 kc, 250 w, D. Req: 1220 kc, 1 kw, D.

BP-11817—NEW, Hobbs, N.M., Clarence E. Wilson. Req: 1390 kc, 5 kw, D.

BP-11832—NEW, Williamsburg, Ky., Howell B. Phillips. Req: 1370 kc, 1 kw, DA-D.

BP-11836—NEW, Caro, Mich., Caro Broadcasting Co. Req: 1360 kc, 500 w, D.

BP-11837—NEW, Pittsfield, Mass., Pittsfield Broadcasters. Req: 1260 kc, 1 kw, DA-D.

BP-11842 NEW, Albuquerque, N.M., CHE Broadcasting Co. (NSL). Req: 1240 kc, 250 w, U.

BP-11851—NEW, Waco, Tex., Audicasting of Texas Inc. Req: 1580 kc, 500 w, 1 kw-LS, DA-2, U.

BP-11854—WJW Cleveland, Ohio, Storer Broadcasting Co. Has: 850 kc, 5 kw, DA-1, U. Req: 850 kc, 5 kw, 10 kw-LS, DA-2, U.

BP-11866—WMGR Bainbridge, Ga., John A. Dowdy. Has: 930 kc, 5 kw, D. Req: 930 kc, 500 w, 5 kw-LS, DA-N, U.

BP-11870—NEW, Texarkana, Tex., Floyd Bell. Req: 550 kc, 500 w, D.

BP-11873—WSGW Saginaw, Mich., Booth Broadcasting Co. Has: 790 kc, 1 kw, DA-2, U. Req: 790 kc, 1 kw, 5 kw-LW, DA-2, U.

BP-11875—NEW, Granite City, Ill., Tri-Cities Broadcasting Co. Req: 990 kc, 500 w, DA-D.

BP-11881—NEW, Poplar Bluff, Mo., Cecil W. Roberts and Jane A. Roberts. Req: 1340 kc, 250 w, U.

BP-11884—NEW, Haines City, Fla., Frank A. Taylor. Req: 1400 kc, 100 w, U.

BP-11898—WGIV Charlotte, N.C., Charlotte Radio & TV Corp. Has: 1600 kc, 1 kw, D. Req: 1600 kc, 500 w, 1 kw-LS, DA-N, U.

BP-11902—WFBG Altoona, Pa., Triangle Publications Inc. Has: 1340 kc, 250 w, U. Req: 1290 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-11907—NEW, Price, Utah, Inland Empire Broadcasting Co. Req: 620 kc, 1 kw, D.

BP-11920—NEW, Blanding, Utah, Jack W. Watkins. Req: 790 kc, 1 kw, D.

BP-11922—KVOG Ogden, Utah, United Broadcasting Co. Has: 1490 kc, 250 w, D. Req: Install new antenna system.

BP-11923—NEW, Laurel, Miss., East Central Broadcasting Co. Req: 1490 kc, 250 w, U.

BP-11924—KTRY Bastrop, La., Morehouse Broadcasting Co. Has: 730 kc, 250 w, D. Req: 730 kc, 500 w, D.

BP-11925—WORA Mayaguez, P.R., Radio Americas Corp. Has: 1150 kc, 1 kw, U. Req: 760 kc, 5 kw, DA-1, U.

BP-11926—NEW, Johnstown, N.Y., Martin Karig. Req: 1280 kc, 1 kw, D.

BP-11936—NEW, Tallahassee, Fla., Southern Broadcasters. Req: 1410 kc, 5 kw, D.

BP-11944—NEW, Clewiston, Fla., Peoples Broadcasting Service. Req: 1350 kc, 500 w, D.

BP-11948—NEW, Fargo, N.D., Music Broadcasters. Req: 1550, 5 kw, D.

BP-11950—NEW, Morgantown, N.C., Beatrice Cobb. Req: 1360 kc, 500 w, D.

BP-11954—NEW, San Luis Obispo, Calif., The Valley Electric Co. Req: 1280 kc, 500 w, D.

BP-11957—NEW, Clewiston, Fla., Sugarland Broadcasting Co. Req: 1050 kc, 250 w, D.

BP-11958—NEW, Poplar Bluff, Mo., Don M. Lidenton. Req: 1340 kc, 250 w, U.

BP-11982—WCMC Wildwood, N.J., Francis J. Matrangola. Has: 1230 kc, 100 w, U. Req: 1230 kc, 250 w, U.

BP-11983—NEW, San Luis Obispo, Calif., Rex O. Stevenson. Req: 1400 kc, 250 w, U.

BP-11995—NEW, Manati, P.R., Arecido Broadcasting Corporation Inc. Req: 1500 kc, 250 w, U.

BP-11998—NEW, Bellefonte, Pa., Bald Eagle-Nittany Broadcasters. Req: 1390 kc, 500 w, D.

BP-12000—KVEL Vernal, Utah, Uintah Broadcasting & TV Co. Has: 1250 kc, 1 kw, D. Req: 790 kc, 1 kw, D.

BP-12005—NEW, Shelbyville, Tenn., Bedford County Broadcasting Co. Req: 1580 kc, 1 kw, D.

BP-12007—NEW, State College, Pa., Suburban Broadcasting Corp. Req: 1390 kc, 500 w, D.

BP-12012—NEW, Wilcox, Ariz., Paul Merrill. Req: 1340 kc, 250 w, U.

BP-12013—NEW, Caro, Mich., Tuscola Broadcasting Co. Req: 1360 kc, 500 w, D.

BP-12014—WCAP Lowell, Mass., Northeast Radio Inc. Has: 980 kc, 1 kw, D. Req: 980 kc, 5 kw, D.

BP-12015—KRSC Othello, Wash., Othello Radio. Has: 1450 kc, 100 w, U. Req: 1400 kc, 250 w, U.

BP-12016—KJOE Shreveport, La., Audiocasting Inc. Has: 1480 kc, 1 kw, D. Req: 1480 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-12017—KVNU Logan, Utah, Cache Valley Broadcasting Co. Has: 610 kc, 1 kw, DA-N, U. Req: 610 kc, 1 kw, 5 kw-LS, DA-N, U.

BP-12019—WALM Albion, Mich., Calhoun Broadcasting Co. Has: 1260 kc, 1 kw, D. Req: 1260 kc, 500 w, 1 kw-LS, DA-N, U.

BP-12022—KLGN Logan, Utah, Atlas Engineering Co. Has: 1390 kc, 1 kw, D. Req: 1390 kc, 500 w, 1 kw-LS, DA-N, U.

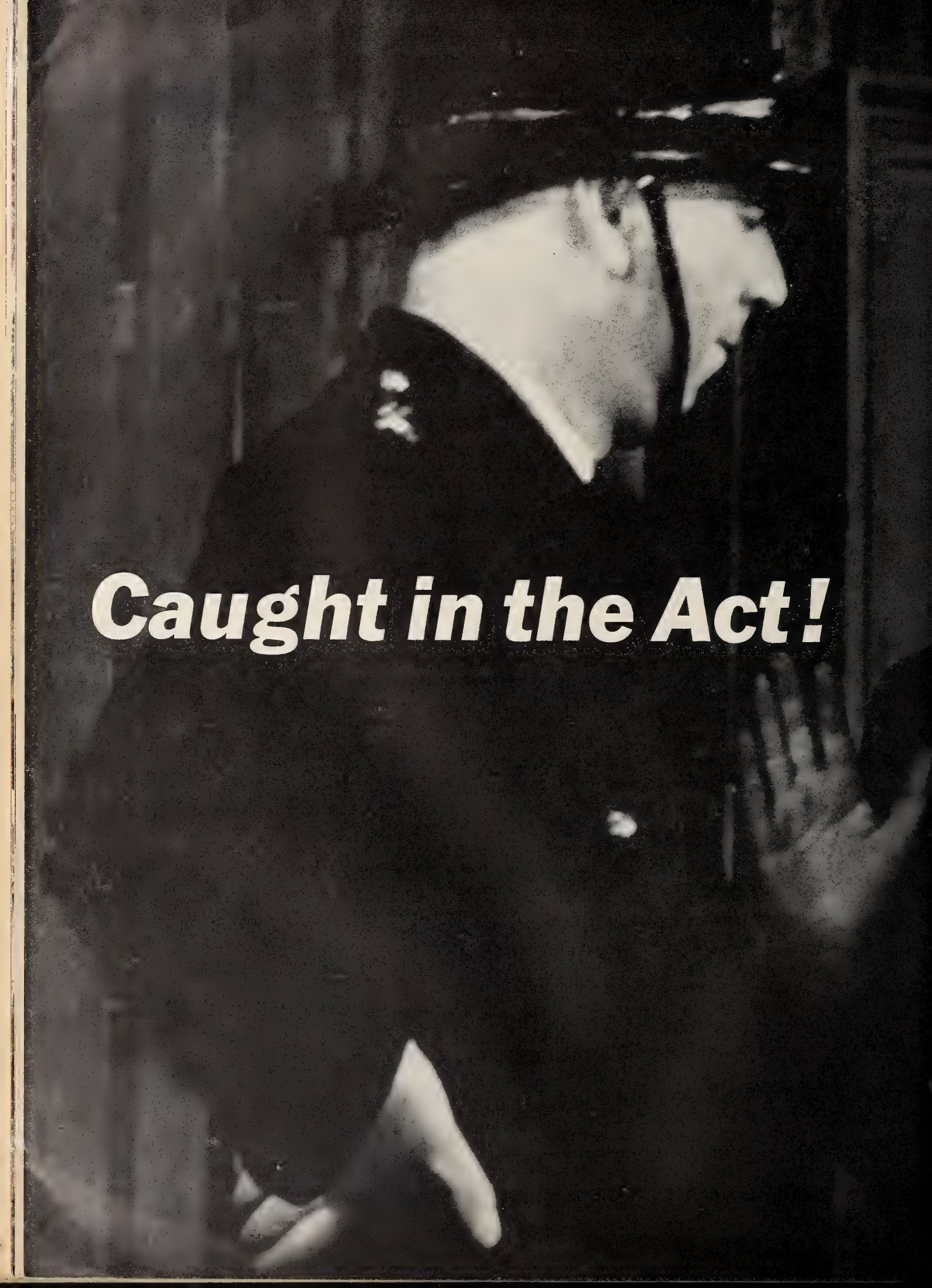
BP-12023—NEW, Palo Alto, Calif., Redwood City Broadcasting Co. Req: 1430 kc, 1 kw, DA, D.

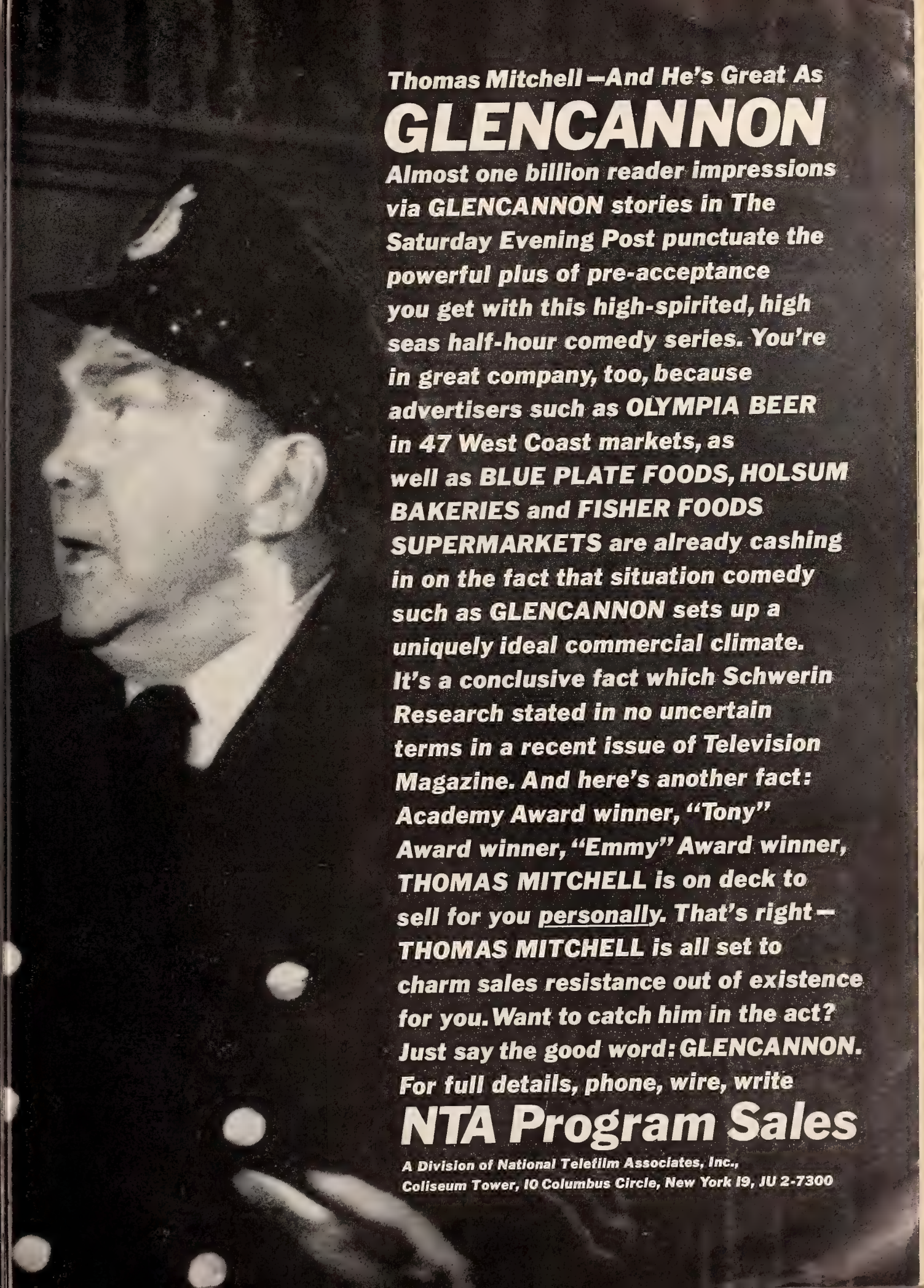
BP-12031—NEW, Sacramento, Calif., Radio Carmichael. Req: 1430 kc, 500 w, DA, D.

BP-12032—NEW, Paris, Ark., Logan County Broadcasting Co. Req: 1460 kc, 500 w, D.

BP-12036—WIOU Kokomo, Ind., Booth Broadcasting Co. Has: 1350 kc, 1 kw, DA-2, U. Req: 1350 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-12058—NEW, Laurel, Md., Interurban


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Broadcasting Corp. Req: 900 kc, 1 kw, DA, D.

BP-12063—WELM Elmira, N.Y. Has: 1400 kc, 250 w, U. Req: 1410 kc, 500 w, 1 kw-LS, DA-N, U.

BP-12068—NEW, Atascadero, Calif., Radio Atascadero. Req: 1490 kc, 100 w, U.

BP-12082—NEW, Watertown, N.Y., Thousand Islands Broadcasting Inc. Req: 1410 kc, 5 kw, D.

BP-12088—NEW, Oceanside, Calif., Benjamin C. Brown. Req: 1260 kc, 1 kw, DA, D.

BP-12092—NEW, Farmington, Me., Franklin Broadcasting Corp. Req: 1380 kc, 1 kw, D.

BP-12108—WGOR Georgetown, Ky., Robert E. Johnson. Has: 1580 kc, 250 w, D. Req: 1580 kc, 10 kw, DA, D.

BP-12113—NEW, West Memphis, Ark., Newport Broadcasting Co. Req: 730 kc, 250 w, D.

BP-12115—NEW, Del Rio, Tex., Queen City Broadcasting Co. Req: 1490 kc, 250 w, U.

BP-12116—WLSV Wellsville, N.Y., Radio Services of Wellsville. Has: 790 kc, 500 w, D. Req: 790 kc, 1 kw, D.

BP-12117—WMAM Marinette, Wis., M & M Broadcasting Inc. Has: 570 kc, 100 w, 250 w-LS, U. Req: 570 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-12120—WZIP Covington, Ky., Greater Cincinnati Radio Inc. Has: 1050 kc, 250 w, D. Req: 1050 kc, 1 kw, D.

BP-12133—WAMO Pittsburgh, Pa., Dynamic Broadcasting Inc. Has: 860 kc, 250 w, D (Homestead, Pa.). Req: 860 kc, 1 kw, DA-D (Pittsburgh, Pa.).

BP-12136—NEW, Bowling Green, Ky., Bowling Green Broadcasting Co. Req: 1340 kc, 250 w, U.

BP-12138—NEW, Lexington, Ky., Homes County Broadcasting Co. Req: 1150 kc, 500 w, D.

BP-12139—KEEL Shreveport, La., Foster & Associates Inc. Has: 710 kc, 5 kw, 10 kw-LS, DA-2, U. Req: 710 kc, 5 kw, 50 kw-LS, DA-2, U.

BP-12143—NEW, Sturgis, S.D., Sturgis Radio Inc. Req: 1280 kc, 1 kw, D.

BP-12181—NEW, Mobile, Ala., Jemcon Broadcasting Co. Req: 1360 kc, 5 kw, DA-D.

BP-12182—WATR Waterbury, Conn., WATR Inc. Has 1320 kc, 1 kw, DA-1, U. Req: 1320 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-12183—WPHB Philipsburg, Pa., Moshannon Valley Broadcasting Co. Has: 1260 kc, 1 kw, D. Req: 1260 kc, 5 kw, D.

BP-12184—NEW, Concord, Calif., Service Broadcasting Co. Req: 1480 kc, 500 w, DA-D.

BP-12201—KWMT Fort Dodge, Iowa, American Broadcasting Stations Inc. Has: 540 kc, 1 kw, DA, D. Req: 540 kc, 5 kw, DA, D.

BP-12210—WMRC Milford, Mass., Milford Broadcasting Corp. Has: 1490 kc, 100 w, U. Req: 1490 kc, 250 w, U.

BP-12239—NEW, Salt Lake City, Utah, Fortune Broadcasting. Req: 1470 kc, 1 kw, D.

BP-12249—NEW, Albany, Ga., Radio Albany. Req: 1050 kc, 1 kw, D.

BP-12291—NEW, Zephyrhills, Fla., Zephyr Broadcasting Corp. Req: 1400 kc, 250 w, U.

BP-12296—WGTA Summerville, Ga., Tri-State Broadcasting Company Inc. Has: 950 kc, 1 kw, D. Req: 950 kc, 5 kw, D.

BP-12306—KVON Napa, Calif., Jack L. Powell & Alyce M. Powell, Joint Tenants. Has: 1440 kc, 500 w, U. Req: 1440 kc, 500 w, 1 kw-LS, U.

BP-12316—NEW, Norwalk, Ohio, Malrite Broadcasting Co. Req: 1240 kc, 100 w, U.

BP-12318—NEW, Highland Park, Ill., North Suburban Radio Inc. Req: 1430 kc, 1 kw, DA, D.

BP-12320—NEW, Fredericktown, Mo., Robert F. Neathery. Req: 1450 kc, 250 w, U.

BP-12321—NEW, San Antonio, Tex., Top Broadcasters Inc. Req: 1480 kc, 500 w, DA, D.

BP-11360—KVOS Bellingham, Wash., KVOS Inc. Has: 790 kc, 1 kw, DA-N, U. Req: 790 kc, 1 kw, 5 kw-LS, DA-N, U.

BP-11465—NEW, West Memphis, Ark., Birney Imes Jr. Req: 730 kc, 250 w, D.

BP-11869—WSJC Magee, Miss., Southeast Mississippi Broadcasting Co. Has: 1280 kc, 500 w, D. Req: 1280 kc, 1 kw, D.

REGULATION OF WIRED PAY TV

Harris enters bill that would give FCC same controls over wired, on-air systems

Rep. Oren Harris (D-Ark.) last week introduced a bill that would subject wired subscription television to the same limitations the FCC has imposed on broadcast pay tv.

Mr. Harris, chairman of the House Commerce Committee, said the FCC does not now have the authority to regulate wired systems of subscription tv. His bill would give it that authority.

"To sum it all up in one sentence," he said in a statement made before the House, "you cannot have uncontrolled tests of pay television by wire if tests of pay television by radio are subject to strict limitations prescribed by the FCC."

The FCC on March 23 adopted a Third Report authorizing rigidly controlled tests of on-the-air subscription tv (BROADCASTING, March 30).

Putting on a Brake • Mr. Harris told the House last week he was opposed to subscription tv. "Let me emphasize," he said, "that the introduction of this bill in no way should be construed as proposing to authorize pay television by wire on any extended or permanent basis . . .

"Instead of contemplating pay television by radio or by wire on a permanent or extended basis, my new bill is intended to prevent runaway tests of pay television by wire which might result in the virtual establishment of a new service without the Congress having had an opportunity to consider whether the establishment of such service on a permanent basis is in the public interest."

Mr. Harris' bill would give the FCC authority to regulate intrastate wired pay tv as well as systems operating in interstate commerce. It thus would strike at plans by Skiatron to wire Los Angeles and San Francisco for subscription tv systems built around big league baseball as the central program feature.

Only one wired system of any size has actually been operated. In September 1957 Video Independent Theatres Inc. began a wired system of home movies in Bartlesville, Okla., under the name "Telemovies." After nearly nine months of operation, the system failed (BROADCASTING, May 26, 1958).

Oversight organizes

The House Legislative Oversight Subcommittee of the House Commerce Committee held a closed organizational session Thursday (April 9). Rep. Oren Harris (D-Ark.), chairman of both committees, said the Oversight group discussed procedure, policies and staff organization. He said several new staff members had been hired. The Oversight Subcommittee will meet again this week.

Harris offers Ike's spectrum resolution

The House version of a Senate resolution recommended by the President for a study of the spectrum was introduced last week by Chairman Oren Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee.

But Rep. Harris, who already has $150,000 for a spectrum study by a special subcommittee of his House Commerce Committee, introduced the White House measure (HJ Res 331) only out of courtesy to the Chief Executive, not because he favors it, according to a spokesman.

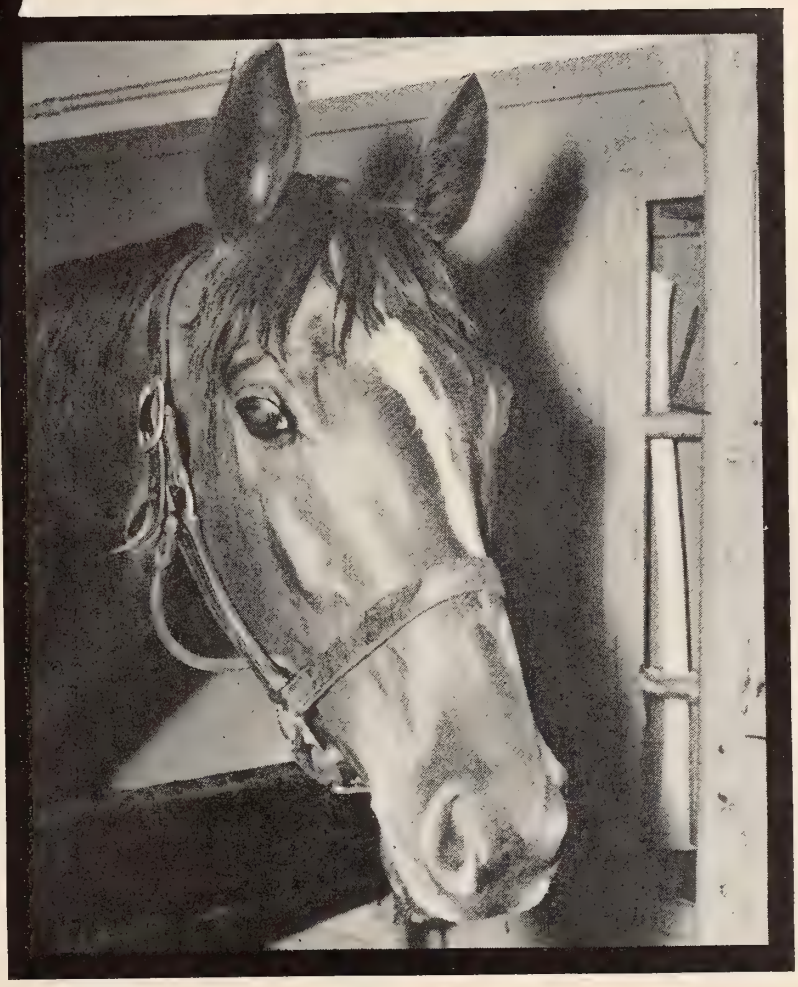
The White House recommendation drawn up by Leo A. Hoegh, director of the Office of Civil & Defense Mobilization, was introduced on the Senate side by Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee (BROADCASTING, March 16, 9).

The Commission on Telecommunication Management would include five members, all appointed by the President and none subject to Senate confirmation; all would be experts in the telecommunications field. They'd be exempt from Civil Service Commission requirements.

They would study (1) the role of the government in managing the U.S. telecommunication resource; (2) the administration organization for discharging government responsibilities, particularly "the division of responsibility under the Communications Act," to determine if any organizational or legal changes are desirable; (3) present methods of allocating bands of frequencies between federal government and non-government users to determine if any practicable changes should be made to use the frequencies to the maximum degree, considering technological

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changes that might enhance maximum use; (4) present apportionment of frequency allocations between government and non-government users to determine if, in the national interest, any frequency space should be reallocated to other uses and, if so, the amount.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, announced last week that five government agencies had approved the Presidential plan to appoint a five-man commission to study the use of the radio spectrum by both government and civilian groups.

Government agencies urging the enactment of SJ Res 76—introduced March 10 by Sen. Magnuson at the behest of the White House (BROADCASTING, March 16)—were State, Interior and Commerce Depts., Office of Civilian & Defense Mobilization and the FCC. The FCC suggested that the study not be limited to one year.

Sen. Magnuson said that he hoped to start hearings on the bill at an early date.

The White House-sponsored legislation would establish a five-man commission, with members appointed by the President. It would study the management, administration and usage of the entire radio spectrum, including both classified and public use, and report its findings and recommendations to the President in 12 months. Commissioners would receive $75 per diem when engaged in this job.

In addition to Rep. Harris, Rep. William Bray (R-Ind.) is also opposed to this concept of a Presidential commission to investigate the radio spectrum. Mr. Bray is the author of HJ Res 292 which would establish a joint commission to investigate federal use of the radio spectrum. The commission would include two members appointed by the President, one each by the Speaker of the House and the Vice President (as President of the Senate) and the chairman of the FCC. Pay would be $50 per diem.

On-channel boosters responsible to FCC

The FCC has bowed to the inevitable, with an assist from constituent-minded Congressmen.

It has decided to accept jurisdiction over on-channel boosters. This decision was taken last week and the papers are being drawn up. They may be issued this week.

At the same time, the Commission has decided to reiterate the view that it does not have jurisdiction over community antenna systems. It did, however, suggest certain Congressional action. This would take the form of requiring catv operators to secure the permission of stations whose signals they pick up. Also, the Commission suggested, catv systems should be required to carry the local tv station if so requested.

In assuming responsibility for on channel boosters—predominately picking up and rebroadcasting vhf—the Commission suggests that engineering standards be established requiring among other things provisions for frequency stability, automatic shutoff, etc.

Also required, the Commission has decided, is a prohibition on the use of chs. 4 and 5 for rebroadcast purposes. This is because the harmonics of those channels (66-72 mc and 76-82 mc) have the potential of interfering with aeronautical beacons.

Legislation needed • And necessary before it can assume this responsibility, the Commission has decided, is legislation on two fronts: A revision of Sec. 319 dealing with prior construction, and Sec. 318 requiring an operator to be in attendance while a broadcast station is operating.

MACK TRIAL STARTS
But first three days needed to pick jury

The government's criminal trial against former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside—the former charged with selling his vote as an FCC member to the latter in the FCC's 1957 award of ch. 10 in Miami to a subsidiary of National Airlines—got off to a slow start in the U.S. District Court in Washington last week.

It took three full days (Tuesday through Thursday) to select a jury of 12 from a panel of 73—something of a record for the court in time used in jury selection. The jury consists of six men and six women.

Defendants Mack and Whiteside used all 12 of the challenges to which they were entitled before the jury was seated late Thursday. The Justice Dept.'s Criminal Div. challenged three prospective jurors and the court itself, under Judge Burnita S. Matthews, disqualified three under its own motion. The trial resumes today (April 13) with opening statements by counsel and testimony by the first witnesses (see this page).

The defendants are charged jointly with conspiracy to obstruct the due and proper course of the FCC's decision and with defrauding the U.S. of rights to a just decision by the FCC, free of private interests. Mr. Whiteside, a Miami attorney, is charged with *ex parte* activity by giving money to Comr. Mack. Mr. Mack is charged with allowing himself to be corrupted in his vote by accepting money from Mr. Whiteside.

(The Miami ch. 10 case currently is awaiting oral argument following a rehearing by Special FCC Hearing Examiner Horace Stern on remand from the U.S. Court of Appeals for the District of Columbia. Judge Stern found that Public Service Television Inc. [National Airlines subsidiary and winner of the FCC grant], WKAT Miami and [to a lesser degree] North Dade Video had participated in *ex parte* activities during the adjudicatory proceedings. He asked that the grant be revoked and a new comparative hearing held. The fourth applicant, L. B. Wilson Inc., was not charged. Oral argument has been postponed at the request of the Federal District Court and has been scheduled for May 21.)

Attorney Nicholas Chase asked the court to bear expenses for furnishing a transcript of proceedings to Mr. Mack (about $700-$1,000) and for subpoena services on grounds his client was unable to pay for them. Mr. Whiteside, it was revealed, ordered two sets for himself and his own counsel, Arthur Hilland, and others. Judge Matthews agreed to furnish free transcripts.

J. Frank Cunningham, heading the government prosecution counsel, objected to a request by Mr. Chase for access to FBI files. Mr. Chase explained that he wanted the FBI's report on Mr. Mack when he was nominated to the FCC by President Eisenhower.

During the jury selection, Mr. Whiteside, an attorney, was busy keeping a scorecard on prospective jurors and in frequent consultations with his counsel in contrast to Mr. Mack, who only occasionally talked to his counsel.

Prospective jurors were questioned by defense counsel on whether possible testimony by Sen. Estes Kefauver (D-Tenn.) would bias them against the defendants, but none said this would affect them.

Long witness list seen in Mack trial

The list of witnesses to be called in the Mack-Whiteside trial begins to look long and imposing. J. Frank Cunningham, Justice Dept. Criminal Division, trying the government's case, announced 37 proposed witnesses, many mentioned at and some appearing in the House Legislative Oversight Subcommittee hearings.

The Mack-Whiteside defense counsel made no announcement, but Thursday after the jury selection named several witnesses it will call and some it may call. The lists:

BY THE GOVERNMENT

Robert H. Anderson, Miami circuit judge;

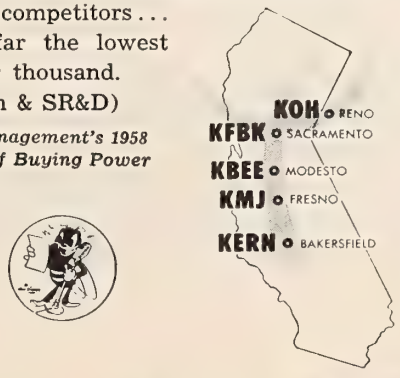
IN INLAND CALIFORNIA (and Western Nevada)

BEELINE®
RADIO
delivers more for the money

Long famed as the nation's leading agricultural market, the Inland Valley of California has recently grown as an industrial center. Thousands of new families, earning new millions of dollars have added to the economic strength of this already-rich market. For example, effective buying income is more than Maine, Vermont and New Hampshire*. And, all through this area, hundreds of thousands of people are buying the products they hear about on Beeline radio. Shouldn't your message be there?

As a group, the Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

**Sales Management's 1958 Survey of Buying Power*



Static firing test of a rocket engine at Aerojet-General plant in Sacramento

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

in law...



it's Blackstone

in medicine...



it's Gray's Anatomy

in navigation...



it's Bowditch

AND_

IN TV AND RADIO— EVERYBODY COUNTS ON BROADCASTING YEARBOOK!

It's a logical dependence. Just as those other venerable volumes are respected as fountainheads of information in their respective fields, so too is the BROADCASTING YEARBOOK recognized as an authority without peer in the business of television and radio!

Why? First of all, there's nothing else like it. Here is the most complete compendium of accurate facts available. It's handy as well as helpful.... Furthermore, you can't beat its established reputation for reliability. For 24 years now, these information-crammed source books have held a place of importance on the desks and bookshelves of every key person in TV-and-radio advertising. Few reference volumes get dog-eared and thumb-printed so fast by so many makers of decisions as a BROADCASTING YEARBOOK.

Now . . . right around the corner . . . is the publication date of the bigger-than-ever BROADCASTING YEARBOOK *for 1959—bigger because (1) it contains more, and (2) it covers both electronic media in a single edition.*

The 1959 edition scheduled for August publication will be snapped up by 16,000 busy people with the stakes of their livelihood in television or radio . . . or in both. And because they make BROADCASTING YEARBOOK a working partner, day after day, this remarkable volume becomes a powerful, long-lasting medium for your advertising. This year, the *NEW* combined format represents a greater value than ever.

Mark these dates, large and loud, on your calendar. *Deadline for advertising if proofs are desired: July 1. If no proofs, July 15.* Regular rates and mechanical specifications apply. Write, wire or phone your reservation before another day's sun has set. The *NEW* 1959 BROADCASTING YEARBOOK is too good a bet to miss!

READ WHAT IMPORTANT AGENCY EXECUTIVES SAY ABOUT THE

BROADCASTING YEARBOOK

In an agency as deeply involved in the broadcast media as we are, the compilation of facts such as those contained in your new YEARBOOK is invaluable. Congratulations!

Ted Bergmann, President
Parkson Agency
New York, N. Y.

I always look forward to the BROADCASTING YEARBOOK. It is a contribution to the industry and contains so many valuable facts.

Arthur Pardoll, Media Group Director
Foote, Cone & Belding
New York

. . . I find the YEARBOOK a valuable reference and . . . will be referring to it constantly.

William King Jr., V.P.
Kenyon & Eckhardt
Los Angeles

. . . The 1958 YEARBOOK is very complete and is constantly within arm's reach of all our buyers and supervisors.

A. C. DePierro, V.P.
Director of Media
Lennen & Newell
New York

. . . Find it very helpful.

Kai Jorgensen
Hixson & Jorgensen
Los Angeles

. . . I will put it to good use throughout the forthcoming year.

T. J. McDermott, V.P.
N. W. Ayer & Son
New York

. . . I find the YEARBOOK very helpful . . .

Frank Moriarity
Dancer-Fitzgerald-Sample
New York

. . . YEARBOOK will be very useful during the coming year just as I have always found BROADCASTING informative and helpful to my business.

Nicholas E. Keesely, Senior V.P., Radio-Tv
Lennen & Newell
New York

. . . You are to be congratulated on this major contribution to the television and radio mediums. The market data, coverage and penetration statistics, the station personnel listings—all this is excellent and will have frequent use in our media activities.

Charles Pumpian, Vice President-Media
Henri, Hurst & McDonald
Chicago

. . . I will be putting the 1958 YEARBOOK to much use.

Rollo Hunter, V.P. & Director, Radio-Tv
Erwin Wasey, Ruthrauff & Ryan
New York

. . . The 1958 YEARBOOK is a very useful volume.

Harry Parnas, Media Director
Doyle Dane Bernbach
New York

I think the publication fills a very important need in the industry.

Hendrik Booraem Jr., V. P.
Ogilvy, Benson & Mather
New York

. . It's supposed to be easy to criticize anything, but frankly I find it difficult in this case [1958 YEARBOOK]. You have done a monumental job and I certainly congratulate you and your associates.

Peter M. Bardach
Foote, Cone & Belding
New York

We found many interesting facts contained within its pages. Send us an additional copy.

Liz Vosberg, Manager
Paul Locke Adv.
Philadelphia

. . . YEARBOOK will be frequently used.

Marie Coleman
Donahue & Coe
New York

. . . I leafed through the YEARBOOK from cover to cover. It's a storehouse of real information. Congratulations on making it better every year.

Harry W. Witt, Vice President
Reach, McClinton & Co.
Los Angeles

THE NEW, TWO-IN-ONE BROADCASTING YEARBOOK OFFERS FEATURES LIKE THESE:

- **Latest working information about *both* television and radio.
- **Directories restyled for faster reference—giving facilities and key personnel, of advertising agencies, networks, stations, station representatives, program suppliers, equipment sources, and many other organizations related to TV-radio business.
- **Definitive round-up introductions, reporting on progress in each major area of activity covered by a directory.
- **Special articles and reports on such important developments as—
  - . . . radio and TV audiences, their size and composition.
  - . . . radio and television time sales — by network, spot and local—nationally and by individual markets.
  - . . . market information for every U.S. county.
  - . . . trends in the use of feature and syndicated film.
  - . . . analyses of specialized radio programming—foreign language, Negro market, multiplexing, stereophonic broadcasting.
  - . . . a review of how advertising agencies have grown with radio and television.
- **PLUS — all the many other standard features which have made BROADCASTING YEARBOOK *the* most authoritative, most cosely-read reference work in radio and television for the past 24 years!

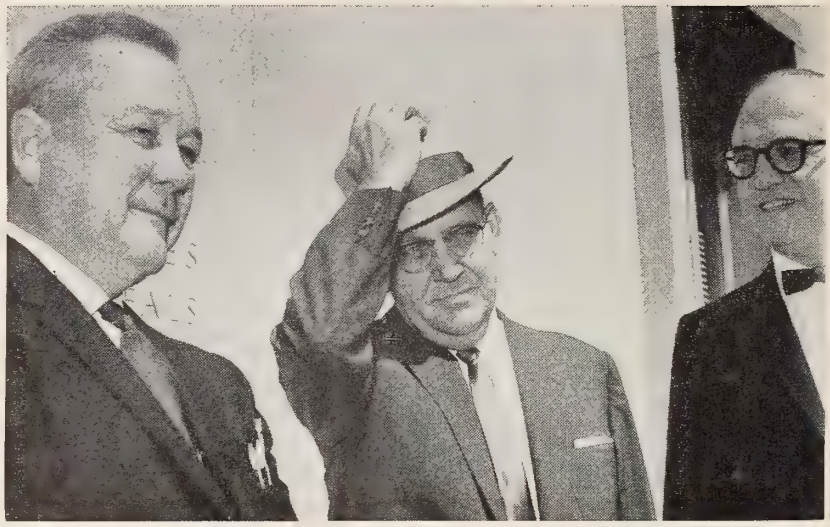


BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations



Day in court • Thurman A. Whiteside (c) leaves U.S. Courthouse after the opening day of his trial in Washington on charges of conspiring with former FCC Comr. Richard A. Mack to rig the FCC award of Miami's ch. 10 tv permit. With the Miami attorney are his counsel, Richard H. Hunt (l) and Arthur J. Hilland. Photographers were not allowed in the court, where Mr. Mack appeared briefly, under the care of his physician.

Mrs. Myrtle Adams, FCC employe; George T. Baker, National Airlines president; Leland Boardman, FBI; Henry Earl Barber, Miami attorney; Paul Berger, Washington attorney and former employe of the Harris Legislative Oversight Subcommittee; James L. Bolger, Miami accountant; Jean C. Brawner, National Airlines employe at Miami and formerly of the FBI and the Civil Aeronautics Administration; John E. Doane, FCC employe; Joseph M. Fitzgerald, Miami attorney.

John E. FitzGerald, FCC general counsel; Elizabeth Grisillo, Miami; A. Frank Katzentine, WKAT Miami and applicant for ch. 10 in Miami; Mrs. Frances Kreeger, former secretary to Mr. Mack at FCC; Perrine Palmer Jr., Miami; Watson Roper, Miami; Charles Schafer, FBI; Paul R. Scott, National Airlines attorney, Miami; David D. Scharff, Miami accountant; Thompson Shea, New York insurance man; Charles F. Sheldon, Miami insurance man; Milton Singman, FBI agent; William Y. Stembler, Miami insurance man; Henry B. Taylor, National Airlines employe.

Herbert M. Wachtell, New York attorney; Elaine B. Wood, employe of Stembler-Sheldon insurance firm; Frank Colton, Coral Gables, Fla., banker; J. Charles McKee, Miami banker; Reginald D. Watkins, Munsey Trust Co., Washington; E. W. Ripple, Coral Gables, Fla., banker; John D. Evans, Ft. Lauderdale, Fla., banker; Samuel O. Porter, Miami banker; Glenn E. Baker, Miami banker; A. Harry Becker, Washington attorney; Norman Jorgenson, Washington attorney; Paul Porter, Washington attorney; Leo Resnick, Washington attorney.

BY THE DEFENSE

FCC Chairman John C. Doerfer and FCC Comrs. Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford and John S. Cross; former FCC members George C. McConnaughey (chairman) and Edward M. Webster; also Mrs. Ann Hutterly, FCC minutes clerk.

Subpoena of Sens. Estes Kefauver (D-Tenn.), Warren G. Magnuson (D-Wash.) and A. S. Mike Monroney (D-Okla.) will depend on the "proof of the government's (Justice's) case," Mr. Mack's attorney, Nicholas Chase, said. He added that Sens. George A. Smathers (D-Fla.) and Spessard L. Holland (D-Fla.) have "committed themselves" to appear without subpoena.

Two Senate bills to clarify equal time

Two senators last week offered separate bills with the same object: to make the "equal time" provisions of Sec. 315 inoperative when a political candidate appears on news shows on radio or tv.

S 1585, introduced by Sen. Strom Thurmond (D-S.C.), a member of the Senate Commerce Committee, would exempt from Sec. 315 provisions the appearance by a candidate on any news, news interview, news documentary, panel discussion, debate, or similar program where format and production and the participants are determined by the broadcast station or network.

S 1604, presented by Sen. Gordon Allott (R-Colo.), would provide the same exemption for appearance by a candidate on "any news program, including news reports and news commentaries," where format and production are determined by station or network and where the candidate "in no way initiated the recording or the broadcast."

News Danger • Sen. Thurmond, obviously referring to the FCC's Lar Daly decision, said recent "literal constructions" of Sec. 315 may become a substantial detriment to public interests. He said he felt many radio and tv stations and networks may eliminate legitimate news items (and thus fail to keep the public informed) to avoid the requirements of Sec. 315.

WBPD Orangeburg, S.C., had urged Sen. Thurmond, in a letter released last week, to organize a "plan of action" to air the Sec. 315 problem before the Senate Commerce Committee and expressed the opinion the section should be "repealed in its entirety." While the U.S. Supreme Court, currently considering the WDAY-TV Fargo, N.D., libel case, may declare Sec. 315 unconstitutional, this possibility "should not lull us," WBPD said.

Sen. Allott, in a statement accompanying introduction of his bill, referred to the Lar Daly decision and said the FCC interpretation "abridges radically" the usefulness of radio and tv to society and their freedom as news media.

He felt the scope of Sec. 315 has been "broadened far beyond anything that was contemplated by Congress," noting that the preamble of the Communications Act indicates "no intention thus to regulate and interfere with the programming of radio and tv stations."

What Freedom Means • Sen. Allott said the effect of the Daly decision "can only be to eliminate coverage of political campaigns by radio and tv." Freedom of the press means freedom to exercise judgment as to what is news and its reporting and the broadcaster must be given latitude to exercise judgment and discretion, he said.

If this policy were applied to all media, democracy would be made unworkable, Sen. Allott continued. It would mean "a virtual blackout of public activities, as well as political activities," he said.

FCC STANDS FIRM

Calls band deletion in 'public interest'

The FCC last week remained adamant that what it did when it revised the spectrum to delete a number of bands from civilian use was in the public interest and not a violation of the Administrative Procedure Act.

The Commission, in a brief filed with the U. S. Court of Appeals in Washington, maintained that the moves were necessary in the national defense.

It also urged the court to refuse to put into the record the secret reasons submitted to the FCC by the Office of Civilian & Defense Mobilization for making the changes.

The brief was filed in the suit brought against the FCC by Aeronautical Radio Inc., Air Transport Assn. and Bendix Aviation Corp.

They charged that the Commission April 1958 action was arbitrary.

The FCC in April 1958 without notice and hearing removed from non-government use 420-450 mc and 8750-8850 mc. The aviation interests maintain that the bands were being used for radionavigation service and that the Commission should have held a formal rule-making proceeding before removing them from non-government use. The

...mber **TWO** *in a series...*

Masla Market facts

PITTSBURGH, Pennsylvania — Population 2,286,000

Factory shifts: 7 am - 3 pm
8 am - 4 pm
Office hours: 8 am - 5 pm
Peak traffic hours: 6 am - 9 am
3 pm - 6:30 pm
Peak shopping days: Thursday, Saturday
Evenings stores stay open: Monday, Thursday
Afternoon stores close: None
Paydays: Friday; 1st and 15th

WMCK

In just 70 days, exciting new programming shoots "MIGHTY 1360" up to #4 spot all day long (Feb-Mar.)!

DAYTONA BEACH, Florida — Population 102,100

Missile shift: 8:30 am - 4:30 pm
Evening stores stay open: Friday
Peak shopping days: Thursday, Friday
Payday: Friday
Military: Cape Canaveral Missile Test Center; one-third of annual payroll of $72,000,000 spent in Daytona Beach.
Tourists: Season from January to September, with peaks in February and July.
Retail sales 11.5% above last year.

WMFJ

#1 Pulse-rated station in 115 out of 120 half-hours with a 7.9 average rating from 7 am to 7 pm daily.

PLATTSBURGH, New York — Population 99,850

Peak traffic hours: 7:30 am - 8:15 am
4 pm - 6 pm
Evening stores stay open: Friday
Paydays: 1st and 15th
Tourists: Year-'round; over 1,000,000 vacationers for ski and summer fun.
Military: Plattsburgh Air Base (SAC), monthly payroll over $1,000,000.
Area booming thanks to SAC installations, St. Lawrence Seaway, new Freeway and tourists.

WEAV

Area Pulse gives WEAV 40% share of audience, 7 am to 7 pm — double ratings of second station.

FOR FURTHER FACTS ON THESE AND OTHER MASLA STATIONS, CONTACT

JACK MASLA & COMPANY, Inc.

Jack Masla, President
Clem O'Neill, Mgr. Midwest

40 East 49 St.
N.Y.C. 17
PLaza 3-8571

Dick Lawrence
Director
of Programming

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Commission's action was taken at the request of OCDM, and the new assignment establishes them for radiopositioning under government auspices.

The first revision is necessary because there are almost 1,000 boosters. Most of these, which have been operating for the last four years, are concentrated in the valleys and distances of the Northwest. They must be "grandfathered" in. The other legislative revision is necessary because the boosters are unattended.

The Commission in 1955 ordered the on-channel boosters — operating without permission of the FCC—to close down. Failing to stop the growth of this small individualistic group coverage—for most of the boosters feed only handsful of people—the FCC sued a booster station in Bridgewater, Wash. The appeals court, although upholding the FCC's right to act, remanded the matter because the Commission had not weighed all elements of this type of operation. This was in 1957.

In June of 1957 the Commission issued the first of what became obvious fruitless orders for boosters to go out of business. After the intervention of Colorado Gov. Edwin Johnson (former chairman of the Senate Commerce Committee), the FCC reconsidered. It withdrew the order and ordered a new study. In December 1958, the Commission reissued its prohibition against boosters, but in February of this year it again rescinded the order to permit further consideration.

Translators Established • Even before the court cast and the first order prohibiting the operation of on-channel boosters, the FCC established a translator service as a method for accomplishing the same end that boosters provided—the rebroadcast of big city tv programs. The translator service was established in the upper end of the uhf band.

Leading the fight to persuade the FCC to find some way of approving the operation of tv boosters were such Capitol Hill figures as Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and Congressional delegations from the states of Washington, Colorado, Idaho and others. Early this year, Kenneth Cox, special tv counsel to the Senate Commerce Committee, issued a special report on small town tv. In it he urged the FCC to find some way to approve the operation of tv boosters (BROADCASTING, Jan. 12).

Fellows asks hearing on blackout proposal

A request that a hearing be held on bills exempting professional sports from the antitrust laws was submitted last week by Harold Fellows, NAB president, to Rep. Emanuel Celler (D-N.Y.) chairman of the House Judiciary Committee.

Mr. Fellows called attention to a provision in some of the bills which would permit a tv blackout of major league telecasts from any station within 75 miles of a minor league club on the day the minor league club is playing at home.

This could affect 13 million tv homes, Mr. Fellows said, because they receive programs from stations located within 75 miles of more than one minor league team—and presumably there would be one of these minor league clubs at home at all times. Half of these 13 million homes could be blacked out at least half the time, since stations from which they receive tv programs are located within 75 miles of at least one minor league team, Mr. Fellows noted.

Idea Never Aired • The proposal for a 75-mile blackout has never been the subject of an open hearing, Mr. Fellows stated. He asked that such a hearing be scheduled before the committee takes any action on these bills, and requested that he be permitted to testify.

Last summer a Senate Judiciary antitrust subcommittee held hearings on similar bills to exempt professional sports from the antitrust laws with Mr. Fellows appearing in opposition (BROADCASTING, Aug. 4, 1958). This was tabled by the committee.

During the course of the Senate hearings various amendments were proposed, including the 75-mile blackout and a ban on pay tv (by Sen. William Langer [R-N.D.]).

A bill sponsored by Rep. Celler exempting professional sports from the antitrust laws was passed last year by the House of Representatives.

In the House are HR 2370-74 and 2266, sponsored respectively by: Reps. Francis E. Walter (D-Pa.), William E. Miller (R-N.Y.), Oren Harris (D-Ark.), John W. Byrnes (R-Wis.), William E. Cramer (R-Fla.) and Basil L. Whitener (D-N.C.).

Senate proposals include S 616, sponsored by Sens. Thomas C. Hennings Jr. (D-Mo.), Kenneth B. Keating (R-N.Y.) and Everett McK. Dirksen (R-Ill.) and S 886, sponsored by Sen. Estes Kefauver (D-Tenn.).

Civil defense guide is re-issued by FCC

A guide for broadcasting facilities in the event of national civil defense exercises or similar tests has been re-issued by the FCC.

In cooperation with the Office of Civil Defense Mobilization, FCC also outlined the extent of participation in defense drills for such non-broadcast licensees as fixed communications services, mobile systems, air patrol stations and amateur operations.

Included was a paragraph about Conelrad which stated that any operation by a standard broadcast station "should be voluntary" and approved by the FCC field supervisor in the station's region.

The guide underlined the strict procedure of such alerts, advising participants that they must perform only those duties assigned them. For example, if a mobile system is to perform the civil defense task of an ambulance corps, its radio facilities "shall be utilized only within its existing system."

It was pointed out that a valid station authorization is necessary for use of a radio transmitter and that any station having limited hours of normal service is "authorized to operate only during specified hours" no matter when the defense drill occurs.

In these tests, it was added, OCDM has requested the voluntary cooperation of all amateurs to guarantee that the "planned Radio Amateur Civil Emergency Services procedures will be effective in the portions . . . conducted by amateurs."

The notice said that a "definitive policy" regarding the availability of frequencies of non-government services under emergency conditions and areas of attack is being prepared and will be released at the "earliest possible date."

Both video, audio ID unneeded for sponsors

The FCC ruled last week that a sponsored program does not have to be identified both visually and aurally.

Its decision was in response to a question from Bert Combs, candidate for governor of Kentucky, as to whether section 3.654 of the Commission rules requires aural as well as visual sponsorship announcements in connection with political spot announcements on a television station.

Section 3.654, the FCC pointed out, provides that the station broadcasting a sponsored program shall make "an appropriate announcement" that the program is sponsored. "Responsibility," stated the FCC, "for determining whether a visual or aural announcement is appropriate lies with the licensee."

To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY

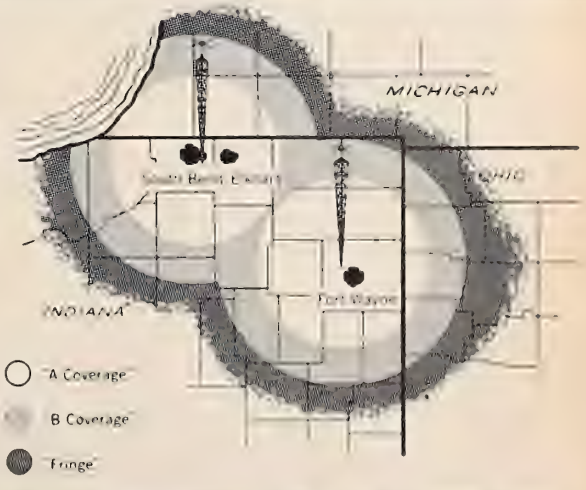
delivers both—

AT A 10% SAVINGS!

YOU NEED TWO TO TUNE UP sales in Indiana!



In this rich, diversified interurbia, automotive manufacturing is only one of many reasons for bulging purses. Fertile farms and varied business each contribute their share. Over 1.6 million population—$2.8 billion Effective Buying Income! There are two major markets in this live sales sector—South Bend-Elkhart and Fort Wayne. You can cover *both* from within, with *one* combination TV buy, and save 10%! Add Indianapolis—get *all* the best in just *two buys!*



call your **H-R** man now!



wsjv 28 ABC
SOUTH BEND ELKHART

wkjg 33 NBC
FORT WAYNE

PEABODY SCORE: NBC 7, CBS 4, ABC 2

WGN-TV, WNEW, Standard Oil (Calif.) also are winners of awards

NBC was top scorer in the George Foster Peabody Awards presented last week in New York. The network took seven. Competitors CBS and ABC won four and two respectively.

One of CBS' awards (for tv public service, a special honor) sought out CBS President Frank Stanton for particular recognition. In announcing the award at a luncheon held by the Radio & Television Executives Society of New York, Bennet Cerf, board chairman of the awards committee, referred to it as "one of the most significant" Peabody Awards presented. Basis for the award was a series of special CBS news-in-depth reports. Sig Mickelson, CBS Inc. vice president and general manager of CBS News, accepted the award and took the opportunity to answer the "irresponsible reporting" charge against CBS made by White House News Secretary James Hagerty (see page 97).

NBC winning categories included tv news (Chet Huntley and Dave Brinkley); entertainment "with humor" (Steve Allen); education (*Continental Classroom);* contribution to international understanding *(M. D. International);* writing (James Costigan for his "Little Moon of Alban" on *Hall of Fame*); special awards (Fred Astaire and Orson Welles who starred on NBC).

NBC's Board Chairman Robert W. Sarnoff accepted the award for *Continental Classroom,* observing that the program has pointed the way for a new use of commercial tv by tackling a national problem of inadequate science instruction in America's schools.

Opens New Avenues • Mr. Sarnoff said the project showed that "our commercial medium, now in its second decade, has the vitality and the continuing desire to create basic new ideas and to open new avenues of public service."

Other CBS awards included one for musical entertainment (Leonard Bernstein) and another for dramatic entertainment (*Playhouse 90*). An award for radio public service went to CBS' *The Hidden Revolution* with mention made of advertiser Nationwide Insurance.

ABC's awards included *College News Conference* for youth programs and *Easy as ABC* (with UNESCO) for radio contribution to international understanding.

Other awards: two stations, WGN-TV Chicago for the outstanding children's program *The Blue Fairy* and WNEW New York for radio news (see story, page 75), and another for radio education to the Standard Oil Co. of California for its series, *Standard School Broadcast.*

Westinghouse Broadcasting Corp. President Donald H. McGannon (RTES' president) presided at the 19th year of Peabody Award giving. The Peabody honors were set up in 1940 by the U. of Georgia's board of regents to recognize the most distinguished and meritorious public service each year by radio and tv. Presentation was made by Dean John E. Drewry of the university's Henry W. Grady School of Journalism, which with the Peabody board administers the awards. (The late Mr. Peabody was a native of Columbus, Ga., a successful New York banker-philanthropist and life trustee of the university).

Citations read by Bennett Cerf in presenting the Peabody Awards follow:

TELEVISION NEWS: Chet Huntley and David Brinkley have for the past two years developed a mature and intelligent treatment of the news that has become a welcome and refreshing institution for millions of viewers. This distinguished and experienced team exemplify with force and perception a new advance in television journalism. "The Huntley-Brinkley Report" of NBC is therefore given the George Foster Peabody Television News Award for 1958, with congratulations to Mr. Huntley, Mr. Brinkley, and NBC.



Mr. Huntley



Mr. Brinkley

TELEVISION DRAMATIC ENTERTAINMENT: The Peabody Award goes to "Playhouse 90," CBS, because it stands alone among dramatic programs on television in aiming at the best and most original of tv drama. The committee especially applauds Producer Fred Coe for his championship of the highest standards in tv writing, direction and production.



Mr. Coe

TELEVISION MUSICAL ENTERTAINMENT: By his virtuosity and genius for expression, Mr. Bernstein has inspired a resurgence of interest in symphonic music through intelligent and articulate discussions illustrated by orchestral performance of the highest quality. In recognition, the Peabody Award for Outstanding Musical Entertainment during 1958 goes to "Lincoln Presents Leonard Bernstein and the New York Philharmonic"—CBS.



Mr. Bernstein

TELEVISION ENTERTAINMENT WITH HUMOR: In a television year when genuine humor and frank experiments have been so conspicuously lacking, "The Steve Allen Show" has manfully bucked the trend. Allen and his talented associates obviously are willing to try anything on their show, and the percentage of clean hits has been amazingly high. In recognition, the Peabody Award for Television Entertainment with Humor is presented to "The Steve Allen Show," NBC.



Mr. Allen

TELEVISION EDUCATION: The Peabody Award in this category is presented to "Continental Classroom," an outstanding contribution to American education by NBC. This series has inspired the imagination of thousands of teachers and students in hundreds of colleges and universities, thus demonstrating the practical use of network television as a teaching aid.

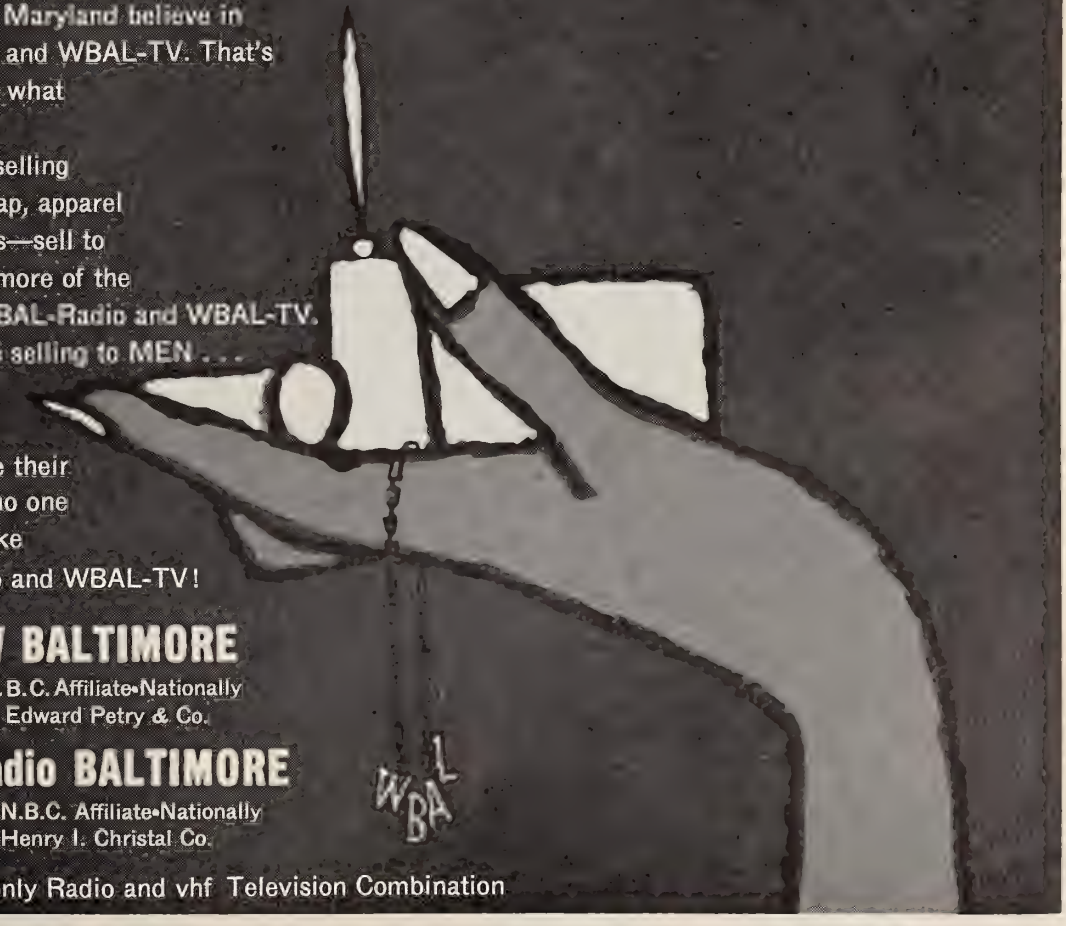
TELEVISION PROGRAMS FOR YOUTH: At a time when a small fraction of the younger generation is making bad headlines it is comforting and stimulating to have "College News Conference" give our alert and thoughtful young Americans the opportunity to speak with world leaders. It also serves the unique diplomatic function of displaying a vital young America to the representatives of foreign countries. In recognition of these facts, the Peabody Award for the Outstanding Television Program for Youth goes to "College News Conference," ABC.

TELEVISION PROGRAMS FOR CHILDREN: The Peabody Award for the best children's program goes to the imaginative and enchanting series, "The Blue Fairy," which through live acting, puppetry and narrative, brings to magic reality the most enduring of children's stories. It is noteworthy that, despite nominations of network programs, this award goes to a program series telecast live and in color by an independent station in Chicago—WGN-TV.

TELEVISION CONTRIBUTION TO INTERNATIONAL UNDERSTANDING: This Peabody Television Award goes to "M.D. International," for its inspiring study of American doctors, caring for the sick and abandoned in the far corners of the

YOUR BEST LINK WITH THE LADIES OF MARYLAND

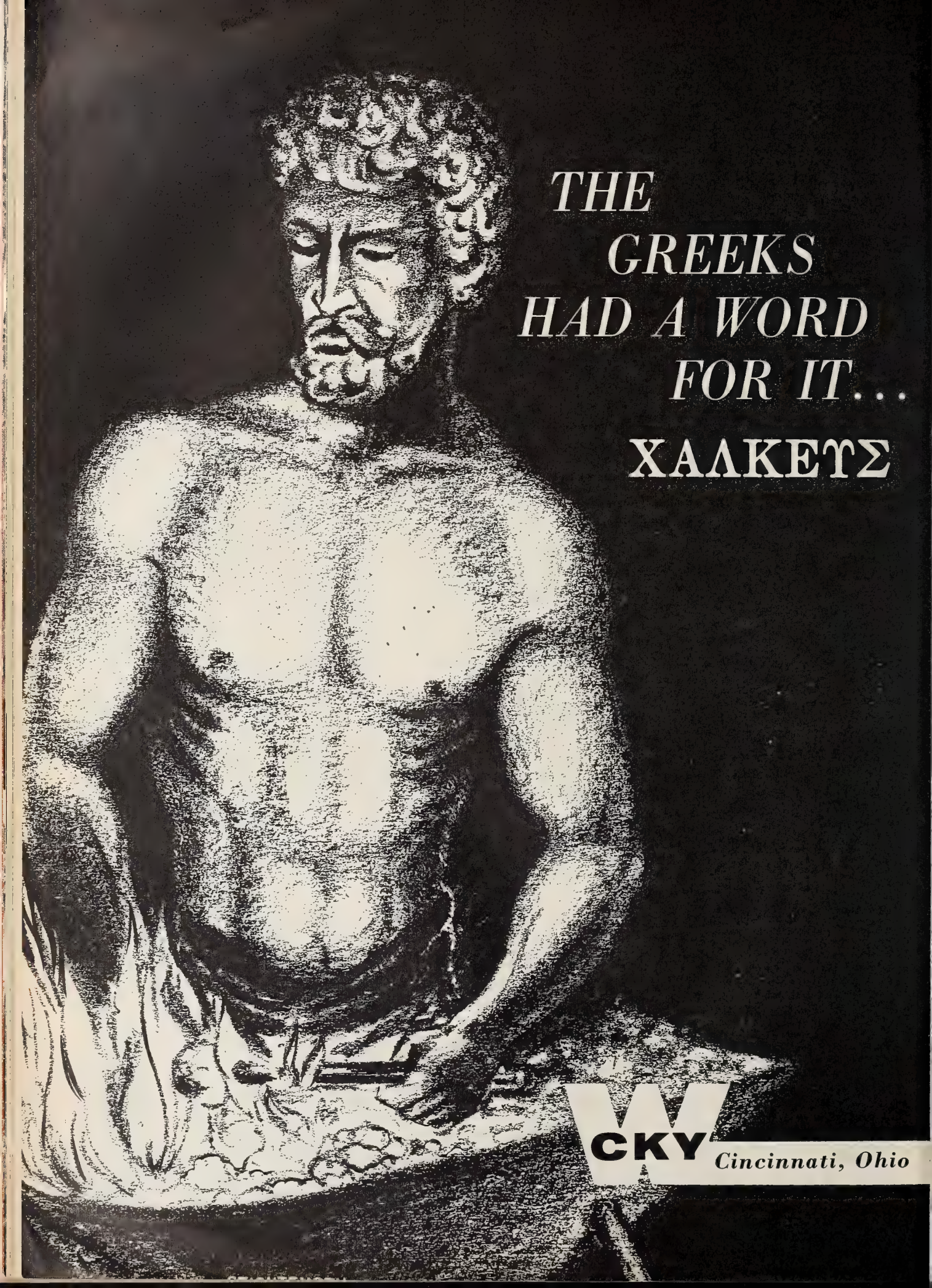
Selling to Maryland ladies? Then, let Maryland's Number one Salesmen—WBAL-Radio and WBAL-TV— do the job for you.
The ladies of Maryland believe in WBAL-Radio and WBAL-TV. That's why they buy what WBAL sells!
So, if you're selling cosmetics, soap, apparel or baby needs—sell to more ladies, more of the time, with WBAL-Radio and WBAL-TV.
And, if you're selling to MEN . . . remember that no one sells men like their wives. And, no one sells wives like WBAL-Radio and WBAL-TV!

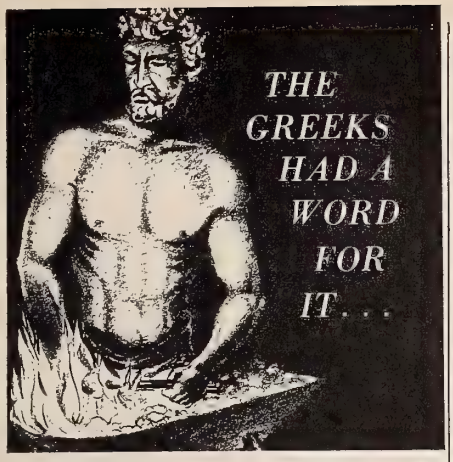


WBAL-TV BALTIMORE
Channel 11 • N.B.C. Affiliate•Nationally represented by Edward Petry & Co.

WBAL-radio BALTIMORE
50,000 Watts • N.B.C. Affiliate•Nationally represented by Henry I. Christal Co.

Maryland's only Radio and vhf Television Combination


THE
GREEKS
HAD A WORD
FOR IT...
ΧΑΛΚΕΤΣ
W
CKY
Cincinnati, Ohio



VULCAN
ΧΑΛΚΕΥΣ
ARMORER

VULCAN (Gr. Hephaestus) called God of Fire, was honored by the Olympian gods because he was the workman of the immortals, their armorer and smith. Even though he was ugly and lame, he had his compensations—for not only was he married to the beautiful Aphrodite, he also had the company of golden handmaidens he had made in his forge, to help him with his work for the gods. As Vulcan was armorer to the gods, so the Cincinnati area is an important armorer to the nation. It is highly industrialized—the home of giant machine tool companies, jet aircraft engine plants, automotive plants, atomic energy producing companies, and hundreds of smaller companies, supplying vital machinery and products to other parts of the country. Ranking 15th in national markets, it is important to every advertiser who wishes to reach the 468,000 homes in the Cincinnati trading area—homes of busy, thrifty, prosperous people.
And the wise advertiser and agency man knows that WCKY is the best buy to reach this prosperous market. WCKY offers the advertiser:

1. Responsive adult audience
2. 50,000 watts of SELLING POWER, covering ALL of the Cincinnati trading area
3. Refreshing, modern music and latest news 24 hours a day
4. Experienced air personalities who SELL your product
5. A prestige station with progressive management.

Call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago for the latest facts and figures on Cincinnati and WCKY.

WCKY
50,000 WATTS OF SELLING POWER
Cincinnati, Ohio

world, bringing comfort and the healing arts to the blind, the halt, the hungry, without hope of gain or favor. Presented on NBC's "March of Medicine," this program was an outstanding contribution to international understanding.

TELEVISION PUBLIC SERVICE: In presenting this Peabody Award to CBS-TV, special recognition goes to President Frank Stanton. Credit also goes to Producers Les Midgley and Av Westin for CBS News special-in-depth reports such as "The Ruble War;" the pioneering "Where We Stand," Parts I and II; "Arab Tide—Prologue to the Summit;"


Mr. Hewitt


Dr. Stanton


Mr. Westin


Mr. Midgley

"Face of Red China;" and a series on the Middle East, with commendation to Don Hewitt. Several of these comprehensive reports treating the news in depth were issued when the news was still white hot, and they were a significant contribution to public understanding of very important issues.

TELEVISION WRITING: To James Costigan, a special Peabody Award for the lyric beauty, the poetic insight, and the dramatic integrity of his play, "Little Moon of Alban," presented on the "Hallmark Hall of Fame" over NBC.


Mr. Costigan

TELEVISION SPECIAL AWARD: Fred Astaire is one of a handful of stars of stage, screen, and television who approaches perfection. His special 1958 television show—


Mr. Astaire

repeated by genuine acclaim—was a case in point. It set a standard for television entertainment and good taste that will remain unchallenged for a long time to come. It is, therefore, with great pleasure that this Peabody Special Award is presented to "An Evening with Fred Astaire," NBC.

RADIO PUBLIC SERVICE: This Peabody Award is given in recognition of the superb way in which CBS met the challenge in the unique request of the sponsor, Nationwide Insurance, to create a public awareness of the urgency involved in the complex problems of man in modern technological society. "The Hidden Revolution" series is the fulfillment of an obligation of public service on the part of the radio industry and the sponsor which inspired an unprecedented response from an intelligent public.

TELEVISION SPECIAL AWARD: To Orson Welles, for the wit, originality, and insouciance of "The Fountain of Youth," NBC, one of the merriest, most irreverent half hours of the year 1958, this special Peabody Award is given.


Mr. Welles

RADIO NEWS: The George Foster Peabody Award in this category recognizes WNEW New York for its fast and enterprising local coverage of news, its taped on-the-spot interviews which frequently scoop both press and radio and its policy of interrupting all programs for important news features. In recognizing WNEW this award also goes to Martin Weldon, director of news and special events for WNEW.


Mr. Weldon

RADIO EDUCATION: The choice for the Peabody Radio Education Award is "Standard School Broadcast." This is in recognition of continuous expansion and development over a 30-year period. This outstanding music appreciation series for schools combines educational value with highest musicianship, expert production, and utilization of appropriate musical groups of all types, instrumental and vocal.

RADIO CONTRIBUTION TO INTERNATIONAL UNDERSTANDING: In recognition of its outstanding contribution to public comprehension of the pioneering by UNESCO in the fields of education; for excellency of concept; and for illuminating with brilliant techniques UNESCO's work in promoting international understanding through radio, "Easy as ABC"—is the choice for the Peabody Award for Radio's Contribution to International Understanding during 1958.

How WNEW won

The story behind the Peabody Award for radio news coverage to WNEW New York has the make-believe quality of a soap opera. But it's true.

In early December 1958, WNEW had an incomplete news staff. It was being assembled for work January 1 when WNEW was to discontinue its long association with the *New York Daily News*. On December 10, New York newspapers were struck by their deliverymen, so the station moved up its time-table. WNEW hastily hired additional men, stepped up coverage.

Its staff of 12 newsmen made themselves noticed—interviewing police officers, eyewitnessing crime and disaster, talking to personalities in the news. Often in the matter of minutes tape interviews were phoned in and broadcast.

WNEW carries 48 five-minute newscasts during a 24-hour day, on the hour and half hour.

SCREEN GEMS HAS NEW IRON IN FIRE

10-year-old firm eyes station ownership, video-tape programming

Ten years ago this Wednesday (April 15) Screen Gems Inc. opened its doors for business in New York. The enterprise was a modest one. But today, the credit lines, "Produced by Screen Gems" and/or "Distributed by Screen Gems" are familiar phrases to home viewers of the company's 33 tv series and almost 1,000 feature films.

A successful business never stands still, however. And as Screen Gems marks its 10th anniversary, Ralph Cohn, president, has set his sights on another phase of the television business: station ownership. Three weeks ago, he appointed Norman Louvau, formerly general sales manager of KRON-TV San Francisco, as general manager of station operations for SG (BROADCASTING, March 23). Mr. Louvau will be responsible for negotiating for the purchase of tv stations and ultimate supervision of their operations.

"We intend to buy the maximum allowable number of stations," Mr. Cohn declared. "We are looking forward to having a station or an interest in a station by the end of the year or sooner."

The Way Ahead • As Screen Gems enters the second decade of its existence, Mr. Cohn and his associates have blueprinted the following areas of expansion for SG, and offer the following observations:

• Movement into the station ownership field. One of the mainstays of business growth is diversification and this can be accomplished by expanding into an area related to the tv film field and one with which the company has become familiar through its knowledge of programming.



• Production and distribution of video-taped programs. This would not mean the abandonment of film but would mean the use of tape when tape is advantageous.

• Co-production of programs with other nations of the world. The globe is shrinking and there is a slow but inevitable merger of cultures. SG believes that this type of co-production not only can be profitable but can contribute toward world understanding.

"There's something stimulating and challenging about contemplating the future," Mr. Cohn remarked recently, "but there's something rewarding about contemplating the accomplishments of the past."

The key to Screen Gems' success over the past 10 years (officials believe it has the largest volume in the business) is diversification, according to Mr. Cohn. SG, he said, is unique among tv film distributors-producers in that it is active in every phase of operation: creation and packaging of programs, financing and production of programs, physical production of film series, sales of series for national sponsorship, sales of programs for regional or local sponsorship, distribution of feature films and foreign distribution of tv film.

Farsighted 50 Pages • When Screen Gems was organized by Columbia Pictures in the spring of 1949, it was considered a daring move because other major film studios were shying away from the new medium. Columbia asked Ralph M. Cohn, son of the company's executive vice president, to make a study of tv's immediate and long-range potential for Columbia's facilities and resources. At the time, Mr. Cohn was part of a two-man organization, Pioneer Telefilms, which was producing tv film commercials in New York. Within a few weeks, Mr. Cohn prepared a 50-page analysis of the potentialities of television for Columbia. The result: Pioneer Telefilm was reorganized as Screen Gems, with Mr. Cohn as general manager.

Mr. Cohn's blueprint highlighted these points: the most immediate use for film in television was in commercials; a profitable market for Columbia's library of motion pictures was still several years off because of an insufficient number of stations on the air, an organization should be assembled to produce new tv film programs for both network and local telecasting.

With benefit of hindsight, Mr. Cohn can remark today that his blueprint proved "remarkably accurate." He acknowledges one error in judgment: he recommended that some of Columbia's short subjects and some features be edited, fresh material inserted, and the films released as half-hour or hour-long tv programs. Columbia experimented for several months, but the idea proved impracticable.

At the outset, Screen Gems concentrated on production of film commercials. From 1949-51, the company produced more than 200 commercials for such clients as BVD, Hamilton Watch and American Tobacco Co. Commercials continued to be SG's all-consuming pre-occupation until 1951 when the company was commissioned to produce seven half-hour films for du Pont's historical program, *Cavalcade of America*.

Tv Model T • The most noteworthy step in Screen Gems' early development was taken in the spring of 1952 when Mr. Cohn and Irving Briskin, studio manager for Columbia Pictures, sold the Ford Motor Co. and its advertising agency, J. Walter Thompson Co., on a half-hour anthology series to star top Hollywood names. The series was significant from many angles: it provided SG with training for program production because, among the 195 films in *Ford Theatre*, was every genre of dramatic tv (comedy, romance, action adventure); it established a pattern that the "nut" of an expensive series could be recouped through reruns; it placed Screen Gems in the distribution business when repeats of the series were syndicated under the title of *Your All Star Theatre*.

As more and more television stations came on the air, Screen Gems stepped up production sharply. Today, Screen Gems has 11 programs on the networks, two in national spot and 20 different programs in syndication (many of them re-runs), plus about 950 features available for sale to stations.

The company has grown to more than 250 permanent employes in the U.S. and abroad. The creative team is headed by Harry Ackerman, former west coast programming vice president



TOP COMMAND PLANNING: (l to r) Messrs. Mitchell, Hyams, Cohn and Burton Hanft, vice president in charge of business affairs

of CBS-TV, who is SG's vice president in charge of production. Irving Briskin is executive in charge of administration and operation at the west coast studio. John Mitchell is vice president in charge of sales; Jerome Hyams is vice president in charge of syndication and William H. Fineshriber Jr., former Mutual president and NBC vice president, is director of international operations.

Talent on Tap • In addition, Screen Gems has built up a stable of independent producers to supplement its staff. The company has utilized the services of such outside producers as Eugene B. Rodney *(Father Knows Best)*, Herbert B. Leonard *(Adventures of Rin Tin Tin)*, Tony Owen *(Donna Reed Show)* and William Hanna and Joseph Barbera *(Huckleberry Hound* and *Ruff & Reddy)*.

"It's been a glorious past, but I think it's going to be an even more glorious future," says Mr. Cohn.

Oscar show on NBC-TV wins 47.4 on Arbitron

Although portions of the motion picture industry's 31st annual *Oscar Awards* on NBC-TV Monday night (April 6) went higher, the two-hour show averaged out rating-wise at 47.4 on Arbitron, according to a report Thursday by ARB. The rating is good for the post-10:30 p.m. period.

The show also was carried on NBC Radio and on Canadian tv and radio stations. NBC said the Motion Picture Academy, which placed the $900,000-buy direct, has not asked for any rebate to cover the unused last quarter-hour which unexpectedly developed as the program ran some 20 minutes short. NBC-TV filled with a sports film.

This was the second year the motion picture industry sponsored the entire show itself without commercial sponsor participation. It is evident Hollywood considers the program a good investment. The box office publicity boost from the awards on tv is estimated to run into the millions of dollars, a top Oscar to any film being considered automatically "as good as a million" in added ticket sales.

But reaction to the show—its entertainment value as well as whether it is a suitable publicity vehicle for stars who are used to a meticulously controlled film environment and not live —continues to be mixed and controversial. Movieland's trade paper, *Variety*, felt "it was the same old tired format, completely lacking in ingenuity, and written, staged and performed as thought it were a benefit given by a disgruntled troupe." The reviewer felt "this newest outing was the most uneventful in memory, probably striking a new nadir in the use of the talent—plus said talent's indifference."

But despite the ragged production and other unfortunate aspects, more than one-half of the U.S. apparently were interested enough in the Oscar Award news to watch the two-hour program.

'Desilu Playhouse' goes to Fri. 9-10 p.m.

CBS-TV has slated *Desilu Playhouse*, sponsored by Westinghouse Electric (McCann-Erickson), for a Friday 9-10 p.m. position in next fall's schedule. *Playhouse* now is telecast Monday 10-11 p.m.

The network also plans to knock out *The Lineup* from its Friday 10-10:30 p.m. period, the program being expanded to an hour on Wednesday (7:30-8:30 p.m.). In its place on Friday and following *Desilu Playhouse*: *Twilight Zone* tentatively set for the 10-10:30 p.m. spot and *Person to Person* continuing in its current 10:30 p.m. period.

Affected by these changes on Friday will be Phil Silvers (now 9 p.m.) and *Lux Playhouse* (9:30 p.m.). The Silvers show is dropped. Fate of *Lux Theatre* is undecided. *Rawhide* is set for 7:30-8:30 on Friday, followed by *Dennis the Menace* at 8:30-9.

PROFITABLE



says Martin Umansky, General Manager

KAKE-TV

WICHITA, KANSAS

Every single feature in the Warner Bros. library is profitable, according to KAKE-TV's General Manager, Martin Umansky.

"The value of any library depends not on the top features alone, but on the entire list. Out of the Warner Bros. library, we've created a special afternoon theatre showing only the so-called 'lesser' features. This program alone has practically paid for the entire library of 750 features."

The Warner Bros. library has made outstanding profits for stations, large and small, in every part of the country. Join the profit parade. Get in touch with us today.

U.A.A.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd.,CRestview 6-5886

BMI STOCK STATUS
Music license group holding sold by CBS

CBS last week sold back to BMI its stock in the music licensing organization it helped to form 19 years ago.

Whether NBC and ABC would eventually follow suit was a moot question.

Network ownership in BMI is under fire in at least one pending suit and has been subjected to extensive questioning in Congressional hearings, although all three networks together held less than 20% of the outstanding stock. Richard S. Salant, CBS vice president, recognized this in his letter proposing to return the CBS-held stock to BMI.

Circumstances Change • After reviewing the origins of BMI as an organization through which the broadcasting industry undertook to protect itself against "the then monopoly position of ASCAP," Mr. Salant noted that "circumstances governing ASCAP have changed over the last 19 years" and "BMI has established itself as a valuable mature and going enterprise." He added:

"We therefore think that, although we are persuaded there is nothing wrong in our ownership of this BMI stock, the time is now ripe for us to divest ourselves of it. In all the circumstances, we think it better that CBS, as the operator of radio and television networks and stations, now place itself in the position purely of a customer of BMI with no element of ownership."

CBS recently renewed its licenses for use of BMI music by both its radio and tv networks and its owned stations (BROADCASTING, March 16). So have the other networks and their o&o's.

Stock Retired • On the heels of Mr. Salant's letter, dated March 12, BMI announced last week it had acquired CBS' 7,017 shares for $35,000, the price at which the stock originally was issued, and was retiring it as treasury stock.

Congressional records indicate that CBS was the largest network owner of BMI stock, with 8.9% held by Columbia and its owned stations. NBC and its owned stations hold 5.8%, and ABC and its owned stations hold 4.5%. The rest is held by individual stations and station owners.

NBC and ABC authorities indicated they had no immediate plans for returning the stock they hold.

In Congressional hearings, both NBC and CBS had indicated they would reconsider the question of their owning BMI stock, but the implication was that the appropriate time for this would be (1) after a $150 million suit brought by a group of ASCAP songwriters against the networks and BMI had been dismissed or withdrawn, and (2) then on condition that continued competition in the music licensing field was assured. NBC officials said flatly that they did not feel they could reconsider their BMI ownership until the lawsuit was out of the way, since a basic objective of that suit is to divorce BMI from broadcast ownership.

Congressional Hearings • In this connection, Mr. Salant said in his letter that "the identical issues raised in the lawsuit have been fully explored before the Subcommittee on Communications of the Committee on Interstate and Foreign Commerce of the U.S. Senate and the record of these hearings has just been closed. The overwhelming effect of the testimony in these hearings was to demonstrate that there is no merit to the claims of the plaintiffs in the lawsuit. In view of this, we feel that we should no longer allow the pendency of a baseless litigation to deter us from the course that we said that we would consider."

CBS dropped its representation on the BMI board of directors more than a year ago.

WHAS-TV forces issue of Conelrad storm use

A half-hour documentary over WHAS-TV Louisville, Ky., so aroused the city about storm warnings that Conelrad receivers have been bought for 202 schools and Louisville has been designated a test area for an expanded use of Conelrad.

The key figure in the Conelrad development, according to the station, was FCC Comr. Robert E. Lee, who talked to U.S. Weather Bureau officials in Washington to see if Conelrad, presently restricted to tornado warnings, might not be used for severe weather forecasts (when conditions are ripe for tornadoes, hurricanes, etc.).

WHAS-TV reported last week that these actions followed the showing of its documentary, *53 Miles From Death*, earlier this year. The special show, under news director Bill Small, was prepared when normal news coverage of a tornado that struck a Kentucky town 53 miles away revealed confusion and uncertainty about procedure among city officials if a similar storm were to hit Louisville.

Response to the program, the station said, was "tremendous" and dictated two re-showings the following weekend.

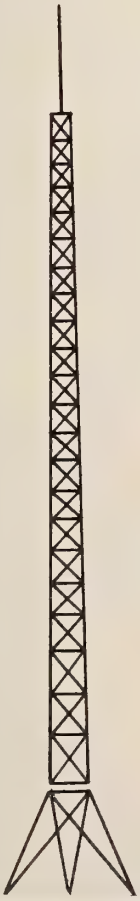
At a city-wide safety council meeting, Victor A. Sholis, station vice president and director, outlined the pattern of confusion revealed by the documentary, recommendations for corrections and Conelrad procedure generally. Purchase of Conelrad receivers by

INTERNATIONAL TRANSMISSIONS, INC.



EACH DAY
YOUR STATION CAN HAVE

DIRECT NEWS REPORTS FROM EVERY CORNER OF THE WORLD
DIRECT REPORTS FROM BROADCAST HOUSE, WASHINGTON
DIRECT NEWS REPORTS FROM THE UN
DIRECT NEWS REPORTS FROM EVERY MAJOR CITY IN THE US



ACTUALITIES

INSTANTANEOUS BULLETINS AROUND THE CLOCK

EXCLUSIVITY IN YOUR MARKET

WITH PERSONAL RETURN CUES TO YOUR STATION

"The European reports have been a valuable asset to me in programming a well-rounded news day. I find that your correspondents are on the ball when things are happening on the European scene, and the special reports we received from such places as St. Louis, at the time of the big tornado and Havana, Cuba, during the mass trials, were particularly timely. The report this week from Jerusalem on the UAR-Iraq situation was more than welcome."

Glen Howard
News Director
WOHO, Toledo

"Just a note to tell you how pleased we are with the International Transmissions material you've been supplying us. The overseas reports do a lot to dress up our frequent news schedule. Keep up the good work."

Peter Straus
Executive Vice President
WMCA, New York

"The quality of the overseas transmission is far above average not only in newsworthiness but also in audio reception. On a good number of occasions, we have outrun our competition with actuality reports of major happenings overseas. We at WIP pride ourselves on our news coverage. Thought you would like to know that your service has been a valuable asset to this operation."

Varner Paulsen
Program Director
WIP, Philadelphia

"The addition of up-to-the-minute European news coverage to our news operations has been very favorably received by both clients and audience. We are highly pleased with the quality and manner your reporters treat the news."

R. M. Hardin
President
WBUD, Trenton

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Moscow • Munich • Nicosia • Paris • Rhodes • Rome • Stockholm • Warsaw • Washington

"Me an' J.K.

is just like this!" WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between "acts", Jay interviews visiting celebrities, and leaders of local and national civic groups. "The Jay Kroll Show" — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10

WJAR-TV

Cock-of-the-walk in the PROVIDENCE MARKET

NBC · ABC · Represented by Edward Petry & Co., Inc.



every city, county and parochial school in the Louisville area followed shortly.

WHAS-TV also reports that Comr. Lee and Rep. Frank Burke (D-Ky.) have spoken to Civil Defense officials about the possibility of matching federal funds to help underwrite the Conelrad sets bought by Louisville schools.

The Lousville experiment in expanded Conelrad use, starting this month, will allow the Kentucky weather bureau to call for Conelrad to broadcast any severe weather forecast which it feels warrants special warning. O.K. Anderson, weather bureau chief in Kentucky, has said that after one year, the experiment will be evaluated for possible use across the nation.

California film men form tv association

Television Film Assoc., organized as a west coast counterpart of New York's National Television Film Council, will meet tomorrow night (April 14) at the Masquers' Club in Hollywood to sign papers to incorporate the group as a California non-profit service organization. TFA's main objectives are to maintain liaison among the producers and distributors of tv films, the tv stations and the companies providing material and services to television, and to establish and standardize better operational practices.

John P. Ballinger of Screen Gems is president of TFA. Jack M. Getz (Consolidated Film Industries) is vice-president; Frank Wolf (Gross-Krasne), secretary; Charles E. Buzzard (Buzzard Enterprises), treasurer. The organization's board also includes the following committee chairmen: Robert E. Hoffard (Eastman Kodak Co.), information and education; Harvey Gausman (General Film Lab), membership; Howard Landau (Permafilm), program; Robert C. Vinson (Armed Forces Television Service), ways and means; Edward Hunt (KTLA [TV]) tv station relations.

TFA has set four immediate major projects: To establish a telefilm leader graduated into seconds at sound speed (24 frames per second) which will remain constant when film is reduced from 35 mm to 16 mm; to establish a standard cue mark and cue mark placement; to promote general use of a standard booking request form and to educate film handlers at stations to simplify their work and prolong the life of tv film prints.

The meeting, which is open to anyone in the tv film industry, will also include a talk on "U.S. Television Around the World" by Mr. Vinson and Arnold Sheldon of AFTS.

VIDEO TAPE 'SCHOOL' SET

IATSE, Film Producers Assn. adjust tape rates

The Film Producers Assn. of New York reported last week that it is holding discussions with the International Alliance of Theatrical Stage Employes on a joint project: the establishment of a training school for producers and IATSE crews on video tape production techniques.

This project follows an understanding reached recently by FPA and IATSE on wage rates to be paid to members for work on tape. This agreement, FPA President Nat Zucker said, provides that wage rates "are to be competitive with those paid by the networks to its employes for comparable work."

Mr. Zucker explained that before the latest agreement, IATSE members were paid under the terms of its contract with FPA for film activity. They were found to be "much higher" than the rates paid to network employes, according to Mr. Zucker, and accordingly FPA persuaded IATSE to adjust its scales for tape. In some instances, the reduction in pay will amount to about 50%. Since network salaries for employes on tape run on a weekly basis, FPA agreed to revise its rates upward for IATSE members working on a daily basis.

Competitive Rates • Mr. Zucker indicated that both the union and FPA realize that rates must remain competitive if the film producers are to gain a "fair share" of tape commercial work. Similarly, he said, the proposal for a joint training school would be of mutual benefit, to IATSE and the association.

FPA, meanwhile, has not reached an agreement with United Scenic Artists Local 729 on an initial contract. In the past, the union promulgates rates to the film companies but this year FPA insisted on the negotiation of a contract. A spokesman for the union said that about 45 members work for film studios in the New York area, usually on a per diem basis, as scenic and costume designers and artists. An official of the Federal Mediation Service has been working with the union and FPA to formulate a contract establishing wages and working conditions. Local 729 members have not been employed at FPA studios since the end of March.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

CBS-TV

April 21 (9:30-10 p.m.) **Red Skelton Show**, S.C. Johnson through Foote, Cone & Belding and Pet Milk through Gardner.

NBC-TV

April 13-17, 20-22 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

April 13-27, 20-22 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

April 13, 20 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

April 14, 21 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

April 15, 22 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

April 16 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

April 16 (10:30-11 p.m.) **Masquerade Party**, Lorillard through Lennen & Newell.

April 17 (7:30-8 p.m.) **Northwest Passage**, sustaining.

April 17 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

April 18 (8-9 p.m.) **Perry Como Show**, participating sponsors.

April 19 (7:30-8:30 p.m.) **Steve Allen Show**, Polaroid through Doyle Dane Bernbach and du Pont through BBDO.

April 19 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

April 22 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson.

• Program notes

• Telenews, N.Y., has sold its daily news service to KTVB-TV Boise, Idaho; KHVH-TV Honolulu, and Tv Paulista, Sao Paulo, Brazil. Telenews' weekly sports review was purchased for National Assn. of Insurance Agents' sponsorship over WVET-TV Rochester, N.Y.

• WLW-WLWT (TV) Cincinnati has installed an Alden Automatic Weather Map Receiver. The unit, connected with the U.S. Weather Bureau's Master Analysis Center in Washington, D.C., presents a complete map of the weather every 20 minutes.

• NBC-TV reports that *The Californians* adventure series returns to the air after a three-week absence in a new time period April 21 (Tues., 9-9:30 p.m. EST), replacing *The George Burns Show*. Colgate-Palmolive, N.Y., through McCann-Erickson, N.Y., which sponsored the *George Burns Show* has signed as an alternate-week advertiser of *The Californians*. The other sponsor is not set.

• *Markham*, starring Ray Milland in the role of lawyer turned private detective, will premiere May 2 on CBS-TV (Sat., 10:30-11 p.m. EDT). The weekly half-hour series is being filmed on location in major world capitals. Sponsored by Schlitz Brewing Co. through J. Walter Thompson Co., *Markham* is a Marada

Blood-hurdler

Program director Roger Hough of KSUM Fairmont, Minn., has proved once again that in radio, timing is everything. When the Red Cross Bloodmobile came to town April 8, Mr. Hough decided to do a live remote broadcast with himself as the afternoon's first donor.

Flat on his back, mike in hand, he chatted with Jeff Coult Sr., county chairman of the Red Cross blood drive. As a nurse prepared to remove the plasma bottle, Mr. Hough reassured his audience: "You see, folks, there's nothing to giving blood." And then passed out.

Net result of this harrowing scene over the air: before the broadcast, an average of 125 pints donated per day; *after* the broadcast an average of *200* pints.

Production in cooperation with Revue Productions.

• United Artists Associated Inc., N.Y., report sales of its complete Warner Bros. features library to KRTV (TV) Great Falls, Mont.; KGHL-TV Billings, Mont., and KWRB Thermopolis, Wyo.

• The first of a group of special programs, featuring New York Gov. Nelson A. Rockefeller in a special report on the recently-enacted state legislative program, was carried on at least ten tv stations in the state April 8. The Governor's office and the New York State Assn. of Broadcasters jointly arranged for a series of 15-minute reports to the people. The taped programs are made available as a public service to tv stations throughout the state and it is planned to produce a program each week for several weeks on various phases of new legislation.

• WBT Charlotte, N.C., is offering its *Radio Moscow* series for syndication. The programs, broadcast Monday, Wednesday and Friday on WBT, feature taped excerpts of Radio Moscow's English language broadcasts with a commentary by WBT staffer Alan Newcomb and foreign affairs expert Rupert Gillett.

• CBS Films' first color series, *The Man From Antibes,* begins production in Nice (France) April 24 with Sam Gallu producing. The series will star Robert Alda and Melville Cooper in the story of an art expert who helps authorities to solve crimes which involve great works of art.

• *The Court of Human Relations* comes to daytime network tv (NBC-TV, Mon.-Fri. 2:30-3 p.m.) starting June 22. Life's problems will be mediated over the visual medium, as they were via radio under the same title as far back as the 1930's. A. L. Alexander, the show's creator and producer, will act as moderator. The troubled people will appear on the taped program but will not be identified. *Court* replaces *Haggis Baggis.*

• *Wichita Town,* a half-hour western film series with Joel McCrea and his son Jody as featured players, is to be produced by Walter Mirisch for NBC and the Mirisch Co. In *Wichita Town,* being prepared for the network's fall lineup, Mr. McCrea Sr. will wear the badge of Marshal Mike Dunbar, appearing sometimes as the leading performer, other times in a supporting role or as narrator. His son is to play a cattle foreman on friendly terms with the marshal.

• The right of M&A Alexander Productions to distribute to television eight theatrical films produced by National Pictures Corp. was upheld in Los Angeles Superior Court when Judge Ellsworth Meyer issued an injunction restraining National Pictures and its president, Edward L. Alperson, from interfering with such distribution. Pictures are: "Young In Heart," "Alaska Patrol," "Black Beauty," "Tender Years," "Rose of Cimarron," "Dakota Lil," "Belle Star's Daughter," and "Sword of Monte Cristo."

• Independent Television Corp. will return *Ding Dong School* to tv in September as its first video-tape production, Walter Kingsley, ITC president, announced. Dr. Frances Horwich, as Miss Frances, will be featured in the series to go before the tape recorders in June.

• *Texas Rodeo,* to be taped at an arena in Dayton, Tex., replaces *Jefferson Drum* as NBC-TV's Thursday 7:30-8 p.m. entry starting April 30 (CLOSED CIRCUIT, March 2). Saddlerock Corp., will produce the series, using the facilities of KPRC-TV Houston. Plans call for a continuous flow of action, minus any delays for bringing on and mounting animals. L.N. Sikes veteran rodeo contestant and judge, is the producer.

• KGW Portland, Ore., originates *Truth or Consequences* in color for NBC-TV the week of April 27. The colorcasts, billed as the city's first, are in connection with the Oregon Centennial.

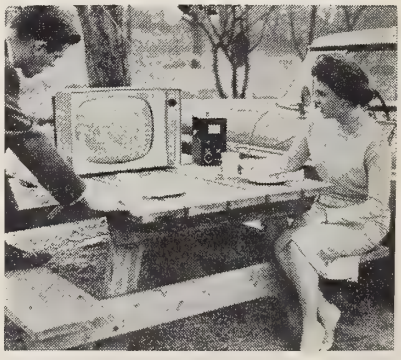
EQUIPMENT & ENGINEERING

Radio-tv production up, sales off, in Feb.

Factory production of both radio and television receivers increased in February over the preceding month, but retail sales were down. Electronic Industries Assn., Washington, reports television production in February totaled 459,492 compared to 437,026 in January. Retail sales dipped from 501,704 in January to 448,877. Sales outstripped production, however, as the two-month totals show 949,877 tv sets sold and 896,518 produced.

Radio receiver output, including auto radios, in February totaled 1,125,385, up slightly from January's 1,124,737. Retail sales, excluding car sets, were down in February, with 474,888 sales compared to 700,490 in January. January-February sales in 1959 total 1,175,378 compared to a two-month 1958 total of 839,942.

In January 614,181 radio and 370,650 tv sets were shipped to dealers. Tv shipments decreased from January 1958's 559,047.



Out-of-home tv • Magnetic Amplifiers Inc., New York, has developed a solid state static inverter that permits a home portable tv set to be plugged into an automobile dashboard. The inverter converts 6 or 12 volt dc battery current to 115 volt 60 cycle ac power, furnishing the equivalent of 100 or 200 w. It uses transistor circuits with magnetic components. Originally it was developed to provide a portable power source for jet engine starting and missile power supplies and for instruments used by auto manufacturers in road testing. The device is applicable, too, for portable stereophonic units.





IN SAN DIEGO KFMB-TV MAKES MORE PEOPLE LEAVE HOME (TO BUY) THAN ANYTHING

The only real way to "rate" an audience is not just by counting eyes in front of a TV set, but by counting feet at a supermarket. KFMB-TV sends more feet out to buy in the rich San Diego market because it's got more eyes glued to the screen. (29 of the top 30 television shows in San Diego are on KFMB-TV.) !

KFMB 8 CBS TV

REPRESENTED BY

Edward Petry & Co., Inc.

SAN DIEGO

Advertisers

• HOWARD M. WILSON, formerly merchandising manager, appointed director of marketing of National Biscuit Co., succeeding D. HENDERSON NEVITT, named administrative assistant to NILE E. CAVE, vp for sales.

• MARSHALL K. WOOD, president, treasurer and general manager of Gallaher Drug Co., elected president and re-elected member of executive committee of National Assn. of Chain Drug Stores.

• R. C. ELDRIDGE, central region sales manager of General Foods' Maxwell House division since 1953, promoted to assistant director of trade services for GF.

• J. WARD MAURER, who retired April 1 as vp, advertising, Wildroot Co., Buffalo, N.Y., received citation from Advertising Research Foundation Inc., N.Y., in commemoration of his service to ARF. Mr. Maurer was former director, vice chairman and board chairman of ARF.

• MICHAEL KEITH, formerly brand general manager of Philip Morris, N.Y., to W.A. Sheaffer Pen Co., Fort Madison, Iowa, as staff assistant to marketing vp. STEPHEN SEADLER, formerly director of Medimetric Institute, N.Y., joins Sheaffer as market research manager.

• ARMAND E. RIVCHUN, formerly of Grey Adv., appointed head of advertising and sales promotion department of DeJUR-ANSCO Corp., N.Y., camera equipment.

Agencies

• NEAL NYLAND, vp and director of Geyer, Morey, Madden & Ballard, N.Y., to agency's Detroit office to handle nation-wide advertising service department for Rambler automobile dealer groups and associations (see page 41).


Miss Chamberlain

• JOAN CHAMBERLAIN, copy supervisor of Ogilvy, Benson & Mather Inc., N.Y., elected vp.

• THOMAS S. WAINWRIGHT, formerly of Wentzel, Wainwright, Poister & Poor, Chicago agency, to Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., as vp.

• RUTH J. CERRONE, copy supervisor in New York office of Kenyon & Eckhardt, and BRENDAN J. BALDWIN, media director in K&E's Detroit office, elected vps. Mr. Baldwin will join K&E's New York office as associate media director.

• FRED L. LEMONT, account executive on Carter products at Ted Bates & Co., elected vp.

• J. WESLEY ROSBERG, senior vp of The Buchen Co., N.Y., appointed to technical committee of Advertising Research Foundation.

• TERRY GALANOY, creative director, and VANCE JONSON, executive art director, of Stiller-Hunt, Beverly Hills, Calif., elected vps.

• HOWARD CORBIN WILSON, 76, founder, director and honorary chairman of Wilson, Haight, Welch & Grover, Hartford, Conn., died April 7 at Hartford Hospital, after short illness.

• RALPH F. LINDER, formerly of Tatham-Laird, Chicago, to Donahue & Coe, N.Y., as vp in agency's grocery products division.

• WALLACE W. ELTON, vp of J. Walter Thompson, elected chairman of eastern region of American Assn. of Advertising Agencies. Other eastern region officers: DAVID OGILVY, president of Ogilvy, Benson & Mather, vice chairman, and JOHN MATHER LUPTON, president of John Mather Lupton, re-elected secretary-treasurer. All are from New York. W. STANLEY REDPATH, executive vp of Ketchum, MacLeod & Grove, Pittsburgh, elected chairman of east central region of AAAA; COLIN CAMPBELL, executive vp of Campbell-Ewald, Detroit, vice chairman, and C. M. ROBERTSON JR., president of Ralph H. Jones, Cincinnati, secretary-treasurer. ALEXANDER H. GUNN III, vp of J. Walter Thompson, elected chairman of central region of AAAA; WILLIAM A. MARSTELLER, president of Marsteller, Rickard, Gebhardt & Reed, vice chairman, and LARRY WHERRY, president of Wherry, Baker & Tilden, secretary-treasurer. All are from Chicago. Ten governors were also elected.

• HOWARD FISHER, radio-tv director of Rogers & Smith, Dallas, named vp and executive director. SHELDON KAPLAN, assistant radio-tv director, replaces Mr. Fisher as director.

• MRS. MADELEINE F. BROWN appointed media director of Clarke, Dunagan & Huffhines, Dallas.

• T. BRUCE CRAIG, partner of Craig & Webster Adv., Lubbock, Tex., died March 27 following heart attack in Lubbock.

• J.G. WALTJEN assumes presidency of newly-formed Waltjen Assoc., advertising firm located at 2103 N. Charles St., Baltimore, Md. Company will handle advertising for newspapers, magazines, tv-radio stations as well as offer marketing and public relations services.

• PAUL FREYD, past three years special consultant of BBDO, N.Y., named director of marketing, replacing RALPH HEAD, resigned.

• DANIEL M. GORDON, media director of Donahue & Coe, N.Y., has resigned, effective April 15.

• ADRIAN TAYLOR, formerly of Maxwell Assoc. Inc., Phila., appointed art director of Foote, Cone & Belding, S.F.

• JAMES VEITCH JR., formerly of Erwin Wasey, Ruthrauff & Ryan, N.Y., to Advertising Counselors of Arizona, Phoenix, as creative supervisor.

• ARTHUR SAWYER, formerly media buyer of Young & Rubicam, S.F., to Johnson & Lewis, that city, as media director.

• JAMES E. CLARK, formerly of Benton & Bowles, to Ted Bates & Co., N.Y., as art director.

• DOC WILLIAMS, formerly air personality of WADC Akron, Ohio, named vp of Stalker Agency, that city.

• ERIC RAY, formerly art director of Pickett & Eckel, L.A., to Recht & Co., Hollywood, in similar capacity.

• SIDNEY G. KOSS, formerly executive manager and principal of Bander-Koss & Assoc., Hollywood, to Robin, Lee & Arnold, Beverly Hills, Calif., as merchandising-promotion director.

• ROBERT M. GREBE, trade news editor of ABC since September 1955, appointed director of public relations for Television Bureau of Advertising, effective April 27.

• BARBARA DOWNTAIN, formerly of Bozell & Jacobs, Indianapolis, appointed publicity director of Powell, Schoenbrod & Hall, Chicago.

• MARILYN DOORLEY, radio-tv timebuyer in Los Angeles office of Doyle Dane Bernbach, promoted to media director.

• SOL KATZ, assistant director of research, Donahue & Coe, N.Y., promoted to director of research.

• JOE REDA, formerly of Grey Adv., appointed account executive of Morse International Inc., N.Y., on Vicks cough syrup, Formula 44 and Vicks nasal spray; JOHN J. ARCHIBALD, pre-

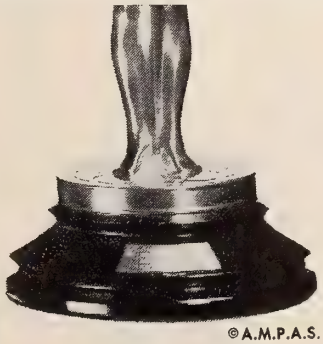
ASCAP SALUTES THE OSCAR WINNERS



ASCAP congratulates the 1958 Winners

"GIGI"

FREDERICK LOEWE—ALAN JAY LERNER
PUBLISHED BY CHAPPELL & CO., INC.



©A.M.P.A.S.

ASCAP Academy winners since 1934:

1934—"The Continental"—Con Conrad, Herbert Magidson
1935—"Lullaby of Broadway"—Harry Warren, Al Dubin
1936—"The Way You Look Tonight"—Jerome Kern, Dorothy Fields
1937—"Sweet Leilani"—Harry Owens
1938—"Thanks for the Memory"—Ralph Ranger, Leo Robin
1939—"Over the Rainbow"—E. Y. Harburg, Harold Arlen
1940—"When You Wish Upon A Star"—Ned Washington, Leigh Harline
1941—"The Last Time I Saw Paris"—Jerome Kern, Oscar Hammerstein 2nd
1942—"White Christmas"—Irving Berlin
1943—"You'll Never Know"—Harry Warren, Mack Gordon
1944—"Swinging On A Star"—James Van Heusen, Johnny Burke
1945—"It Might As Well Be Spring"—Rodgers and Hammerstein
1946—"On the Atchison, Topeka and Santa Fe"—H. Warren, J. Mercer
1947—"Zip-A-Dee-Doo-Dah"—Allie Wrubel, Ray Gilbert
1948—"Buttons and Bows"—Jay Livingston, Ray Evans
1949—"Baby, It's Cold Outside"—Frank Loesser
1950—"Mona Lisa"—Ray Evans, Jay Livingston
1951—"In the Cool Cool Cool of the Evening"—H. Carmichael, J. Mercer
1952—"Do Not Forsake Me, Oh My Darlin' "—Dimitri Tiomkin, Ned Washington
1953—"Secret Love"—Sammy Fain, Paul Webster
1954—"Three Coins in the Fountain"—Sammy Cahn, Jule Styne
1955—"Love is a Many Splendored Thing"—Paul Francis Webster, Sammy Fain
1956—"Whatever Will Be, Will Be" ('Que Sera, Sera')—Ray Evans, Jay Livingston
1957—"All The Way"—Jimmy Van Heusen, Sammy Cahn

viously of J.M. Mathes Inc., appointed account executive on Vicks VapoRub and VapoStream; RICHARD D. FALCON to service Vicks cough drops, Lavoris and Vick Canada; RICHARD L. HEFFNER assigned to Vicks throat lozenges, inhalers, Va-tro-nol and Bio-Medic throat discs.

• PETER A. KRUG, formerly radio-tv director of Calkins & Holden to BBDO, N.Y., as tv account executive on United States Steel Corp.

• MEL BRUNING, formerly in advertising department of WFGA-TV Jacksonville, Fla., to Bacon, Hartman & Vollbrecht, that city, as senior account executive.

• LEWIS W. GROUND named account executive and media-production manager, Couchman Adv., Dallas. Other Couchman appointments: MRS. JEANE STRIEGEL, formerly in Hollywood office of Benton & Bowles, to head of media planning and research, and MARY LOU ASHBURN, with agency since 1955, to director of financial operations.

• CHARLES M. BUCKLIN, formerly of Massachusetts Dept. of Commerce, to Boston office of Kenyon & Eckhardt as account executive.

• BO MUNDAY, previously of Leo Burnett, Chicago, to Ted Bates, N.Y., as account executive.

• FRANK M. LEONARD, director of public relations for Campbell-Ewald, N.Y., to Dancer-Fitzgerald-Sample, that city, in similar capacity.

• CARROLL L. CHEVERIE, formerly director and treasurer of H. B. Humphrey, Alley & Richards, to Clinton E. Frank, Chicago, as treasurer.

• J. RILEY THOMPSON, formerly of Lennen & Newell, to Warwick & Legler, N.Y., as account executive.

• ROBERT G. DEBNAM, formerly account representative in Los Angeles office of J. Walter Thompson, to Young & Rubicam's Los Angeles office as account executive on Eastside beer (Pabst Brewing Co. subsidiary).

• JAMES R. THOMPSON, formerly sales promotion manager of Polymer chemicals division of W.R. Grace & Co., to Hazard Adv., N.Y., as account executive on plastic and resins division of American Cyanamid Co.

• TOM CASEY, Tatham-Laird, Chicago, appointed account supervisor on General Mills' Surechamp dog food and Spratt's pet foods; HUGH WELLS, group copy supervisor, named director on Toni creative group, and JOHN JAMESON JR., copywriter, appointed group copy supervisor on National Homes Corp. account.



'Beau Hubbell' • Hubbell Robinson (l), executive vice president of CBS-TV, New York, accepts a plaque from Bernard J. Miller, publisher of *Gentlemen's Quarterly*, as that magazine's "Fashion Personality of the Month" for April. Mr. Robinson's suits are not by video-tape but by Dunhill Tailors, N.Y.

• PETER PENIZOTTO, formerly creative writer of Howard Swink Adv., Marion, Ohio, to Spitz Adv., Syracuse, N.Y., in similar capacity.

• JOHN JAMESON SR., retired copy chief of Tatham-Laird, Chicago, retained to work on "special assignments."

• LAIRD KOENIG, formerly copywriter of BBDO, L.A.; HAL SILVERMAN, art director, formerly, Y&R, L.A.; JIM CREIGHTON, formerly public relations officer of Canadian Broadcasting Corp., and LESLIE FOSTER, art director, formerly, Studio Artists, L.A., have joined Los Angeles office of Erwin Wasey, Ruthrauff & Ryan.

• MARTIN W. SMITH, formerly of Tv Features, N.Y., to Gardner Adv., St. Louis as radio-tv copywriter.

• JANE T. DARDEN, formerly time buyer of Frank Bull & Co., L.A., to Charles A. Mottl, Beverly Hills, Calif., as media buyer.

• HAL DICKENS, formerly vp in charge of merchandising, Edward H. Weiss, to Tatham-Laird, Chicago, in its merchandising department. Other T-H appointments: ROGER W. STRECKER, advertising manager, Cities Service Oil Co., as account executive on Procter & Gamble's American Family Products and Mr. Clean-Canada; KENT WESTRATE, formerly of Weiss, account executive on General Mills' Betty Crocker muffin mixes and Whitehall Labs; ART WATSON, formerly of Weiss, account executive on GM's Surechamp dog food and Spratt's pet foods; MYRNA MCCAULEY, formerly of Foote, Cone & Belding, as copywriter in Campbell-Swanson and General Mills creative groups; JAMES MANTICE, previously creative group head of Fulton, Morrissey Co., as copywriter, and DALE TAYLOR, formerly of Pillsbury Mills and *Chicago Tribune*, to creative research department.

• ROBERT LARIMER, formerly copy writer of McCann-Erickson, and ARCH NADLER, formerly of Remington Rand, to Benton & Bowles, N.Y., as copywriters.

• BARRY BLAU, formerly of Huber Hoge & Sons, and ERWIN GREENBLATT, previously of Grey Adv., to copy department of Sullivan, Stauffer, Colwell & Bayles, N.Y. BYRON GIBBS, formerly of Johnson Roth Assoc., to SSC&B art department.

Networks

• HANK WARNER, general manager of press information of CBS-TV and previously director of press information, ABC, named director of press information, CBS-TV.

• EUGENE H. ALNWICK and PHILIP D'ANTONI, account executives of MBS, promoted to administrative manager of network sales and division manager, respectively.

• PHILIP LUTTINGER, previously director of media and research, Bresnick Co. Adv., Boston, appointed research projects supervisor of CBS-TV.

• ART FOLEY, with ABC Press information department since 1955, promoted to ABC trade press editor, effective April 27.

• IRA DELUMEN, director of administrative services, CBS-TV Operations Dept., appointed to new position of sales service manager, production sales, same department.

• JOHN M. WILKOFF, formerly of Screen Gems in charge of presentations for national sales department, to CBS-TV, N.Y., in sales promotion and advertising department as sales presentation copywriter.

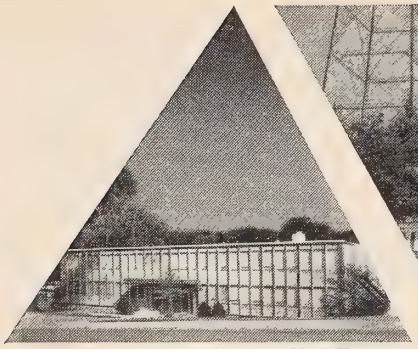
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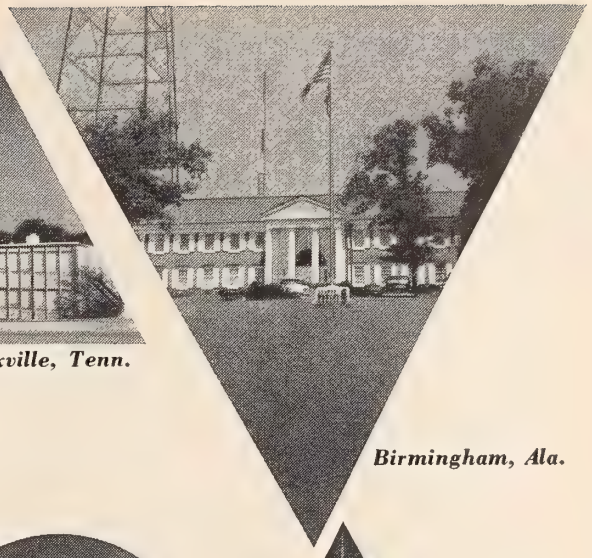
Mr. Swanson

• WILLIAM D. SWANSON, general manager of KTUL-TV Tulsa, Okla., named vp of Tulsa Broadcasting Co. (KTUL-AM-TV). Mr. Swanson was previously sales and commercial manager of KTUL-TV.

• JOE THOMPSON, formerly general



Knoxville, Tenn.



Birmingham, Ala.

this is progress



Lexington, Ky.





Columbus, Ohio



Cincinnati, Ohio

THE TAFT STATIONS . . . yesteryear, one radio station broadcasting in a single market; today nine influential radio and television stations reaching over 8,000,000 people in key Mid-West and Southern markets. This is progress—progress in building and expanding modern new broadcasting stations and facilities; progress in a growing volume of business; and progress in gainful results achieved for an ever increasing number of advertisers.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.

TAFT

the radio and television stations

WKRC-TV *Cincinnati, O.* · WKRC RADIO and FM · WTVN-TV *Columbus, O.* · WTVN RADIO and FM · WBIR-TV *Knoxville, Tenn.* · WBIR RADIO and FM · WBRC-TV *Birmingham, Ala.* · WBRC RADIO and FM · WKYT-TV* *Lexington, Ky.*

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp. Sales Office: Radio Cincinnati

"JAXIE" says—

LESTOIL

Cleans Up With Spots



Lestoil has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes.

Heavy spot saturation is being used to introduce Lestoil in this new market and these spots—combined with WFGA-TV's top programming — will provide strong selling power for Lestoil's fine all-purpose liquid detergent.

"Jaxie" is proud to have Lestoil and the Jackson Associates, Inc. advertising agency on its growing list of prestige advertisers.

NBC and ABC Programming Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

manager of KHEY El Paso, to KINT, that city, as general manager. Other KINT appointments: JERRY CARR, formerly d.j. of KHEY, FRED CARR, formerly d.j. of KHEY, and PAT O'DAY, formerly d.j. of KLYN (now KIXN), all d.j.s.


Mr. Constant

• A. H. (AL) CONSTANT, general manager of KBAK-TV Bakersfield, Calif., appointed to newly-created post of station manager, KRON-TV San Francisco, owned by Chronicle Publishing Co. Mr. Constant will continue as vp of Bakersfield Broadcasting Co. (KBAK-TV), which is subsidiary of Chronicle. EDWARD R. TABOR, general sales manager of KBAK-TV, succeeds Mr. Constant as general manager.


Mr. Gittleson

• NORMAN GITTLESON, executive vp-general manager of WMUR-TV Manchester, N.H., has resigned as result of station's ownership change (BROADCASTING, Feb. 9.) Mr. Gittleson came to WMUR-TV in 1955 after four years with WJAR-TV Providence as general manager.

• DON MENARD and ROBERT DOTY named national sales manager and local sales manager, respectively, of WTVT (TV) Tampa-St. Petersburg. Mr. Menard was previously local sales manager of WTVT while Mr. Doty was program manager.

• GORDON HELLMANN, director of sales development for Transcontinent Television Corp., promoted to director of advertising & sales promotion for tv and radio stations operated by Transcontinent. (WGR-AM-TV Buffalo and WROC-TV Rochester, both New York; WNEP-TV Scranton, Pa., and WSVA-AM-TV Harrisonburg, Va.).

• HAL SHADE, formerly operations manager of KONA-TV Honolulu, T.H., named general manager of KBAM Longview, Wash.

• DALE COWLE, formerly promotion manager of KDAL-AM-TV Duluth, Minn., named executive vp and general manager of KBIZ Ottumwa, Iowa. DON LEMASURIER succeeds Mr. Cowle as promotion manager of KDAL-AM-TV.

• ROBERT H. VAN ROO, formerly promotion-publicity manager and news director of WXIX (TV) Milwaukee, to WTCN-AM-TV Minneapolis-St. Paul as promotion manager, succeeding GEORGE LORD, named merchandising director.

• ED STUDNEY, chief announcer of WWDC-AM-FM Washington, appointed production manager. Other WWDC appointments: M.L. MOSTYN, field engineering supervisor, to studio engineering supervisor, succeeding DAVID RITCHLEY, who joins RCA, and PERRY B. WHITE to engineering department.

• NORMAN POSEN, formerly of WHMS Charleston, W.Va., named sales manager of WCAW, that city. Other WCAW appointments: PAUL HOWARD, formerly of WCUE Akron, Ohio, to program director; SHERMAN (NEMO) NEARMEN, formerly of WHMS, to account executive, and KEN WARREN to air personality.

• ELIZABETH RUDDY LYNETT, 56, co-owner of WEJL Scranton, Pa., and co-publisher of *Scranton Times*, died April 2 in Mercy Hospital, that city.

• KEN MAYER, 40, news manager of WFBM - AM - TV Indianapolis, died April 1 following heart attack in station's studios. Mr. Mayer, veteran of nearly 20 years in radio-tv news reporting, had previously been with WCAU-AM-FM Philadelphia.

• VAN CONTE, sales service manager of KTTV (TV) Los Angeles, promoted to new post of commercial operations manager, responsible for both traffic and sales service departments. CHARLES DARGAN, sales service department, named assistant commercial operations manager. ROBERT MCDANIEL has been added to sales service staff.

• CHARLES E. HINDS JR., formerly program manager of WXIX (TV) Milwaukee, to WBBM-TV Chicago as program director.

• RICHARD E. TURRELL, member of farm bureau of Otsego County (N.Y.), named farm program director of WDOS Oneonta, N.Y.

• W.T. RABE, public information director of U. of Detroit, named program director of WDTR (FM)-WTVS (TV) Detroit. RON BLACK, director for U. of Detroit studios of WTVS, named acting production manager of WDTR.

Small world

Possibly the longest job transfer in American radio history begins April 20 when Len Stein, business manager of KUAM Agana, Guam, leaves for his new post as general manager of WSTA St. Thomas, Virgin Islands, more than 8,000 miles away. Guam is the westernmost U.S. outpost while the Virgin Islands are the easternmost U.S. territory.

• ROBERT V. JONES, formerly news director of WASK-WFAM-TV La-Fayette, to WGL Ft. Wayne, both Indiana, in similar capacity.

• RICHARD L. GRAVEL, national sales manager of WTAG-AM-FM Worcester, Mass., named commercial manager.

• PAUL SOMMERKAMP, sports director of WCKY Cincinnati, promoted to news editor, replacing JOHN MURPHY, resigned. Joining station as newsmen are TOM JONES, from WAKY Louisville, Ky., and JIM HARPER, from WTRX Bellaire, Ohio.

• GENE STEWART, with KOCO-TV Enid, Okla., since 1958, named art director.

• ART KEVIN, formerly chief announcer of KGLA (FM) Los Angeles, appointed public service director, KEZY Anaheim, Calif.

• THOMAS PAPICH, formerly of KDAY Santa Monica, Calif., named Los Angeles sales manager of KFOX-AM-FM Long Beach, Calif. WILLIAM REITMANN, formerly of KGFJ Los Angeles, to KFOX as account executive in Los Angeles office.

• CABOT LYFORD, formerly producer-director of WGBH-TV Boston, named program manager of WENH (TV), Durham, N.H., U. of New Hampshire's non-commercial educational station.

• DAVE DYKE, formerly news director of WAXX Chippewa Falls, Wis., to KETV (TV) Omaha, Neb., in similar capacity.

• BOB GREGORY, formerly news director of KRDO-AM-TV Colorado Springs, named news director of KTUL Tulsa, Okla.

• JIM HOBBS, program director of WSPA-TV Spartanburg, S.C., promoted to assistant manager in charge of programs and operation.

• WILLIAM S. FUHRMANN, formerly in media department of Campbell-Mithun, Minneapolis, to sales promotion and research department of WCCO, that city. FRANKLIN HOBBS, formerly radio-tv director of Warner Bros. Pictures' promotion department, to WCCO as air personality.

• CALVIN H. MANN promoted from commercial to assistant manager of KVOS Bellingham, Wash. ALLAN SWIFT promoted from announcer to operations director of KVOS.

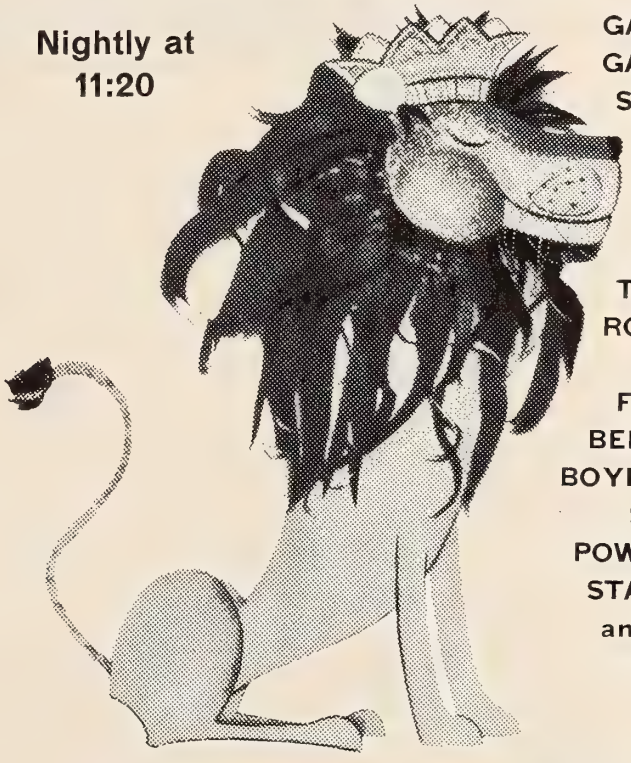
• RICHARD C. FELLOWS, formerly general manager and part owner of WWIL Ft. Lauderdale, to WPDQ Jacksonville, both Florida, as operations manager in charge of programming.

• GEORGE BROOKS, formerly manager

Rochester, N. Y. Viewers RAVE As The M-G-M Lion ROARS

Every night of the week CHANNEL 10 Viewers are being treated to the greatest Hollywood pictures featuring the cream of Hollywood stars! Such brilliant names as:

Nightly at 11:20



GABLE, GARBO, SINATRA, TAYLOR, GARLAND, TRACY, GARDNER, TURNER, ROONEY, ROGERS, FONTAINE, BERGMAN, BOYER, PIDGEON, SOTHERN, POWELL, LOY, STANWYCK and Many, Many More!

60 ACADEMY AWARD WINNERS

260 NOMINATIONS FOR ACADEMY AWARDS

There's NEVER Been A Finer Opportunity For Really Choice Spot Availabilities

CHANNEL 10 WHEC-TV WVET-TV

BASIC CBS

WVET-TV BOLLING CO. INC. • WHEC-TV EVERETT McKINNEY CO. INC.

of KMRS Morris, to KOTE Fergus Falls, both Minnesota, as sales manager.

• THOMAS J. MURRAY, formerly general manager of WKAZ Charleston, W.Va., to WWIN Baltimore as account executive.

• JAMES F. KEOUGH, formerly account executive of WDRC Hartford, Conn., to WFEA Manchester, N.H., in similar capacity.

• HILLIS BELL JR., account executive of KAKC Tulsa, Okla., to KIOA Des Moines, Iowa, in similar capacity, effective April 15.

• DICK SCHOFIELD, for past two years general manager of KVSM San Mateo, Calif., has joined KABC Los Angeles as account executive.

• PIERCE H. YOUNG, formerly account executive of Adam Young, N.Y., station representative, to WGN Chicago sales staff.

• EDWIN J. TURNER, formerly producer-director of WHAS-TV Louisville, Ky., to WJZ-TV Baltimore in similar capacity.

• HOMER WELCH, formerly production manager and program director of KGW-KEX-FM Portland, Ore., to KCBS-AM-FM San Francisco writing, production and direction staff. Other KCBS appointments: JACK SAMPSON promoted to assistant producer, and ROBERT COCHRAN named national sales representative.

• JIM PATTERSON resigns as executive producer of KRCA (TV) Los Angeles to become producer of daily hour-long variety program, *The Giroux Show*, which began on KRCA April 6.

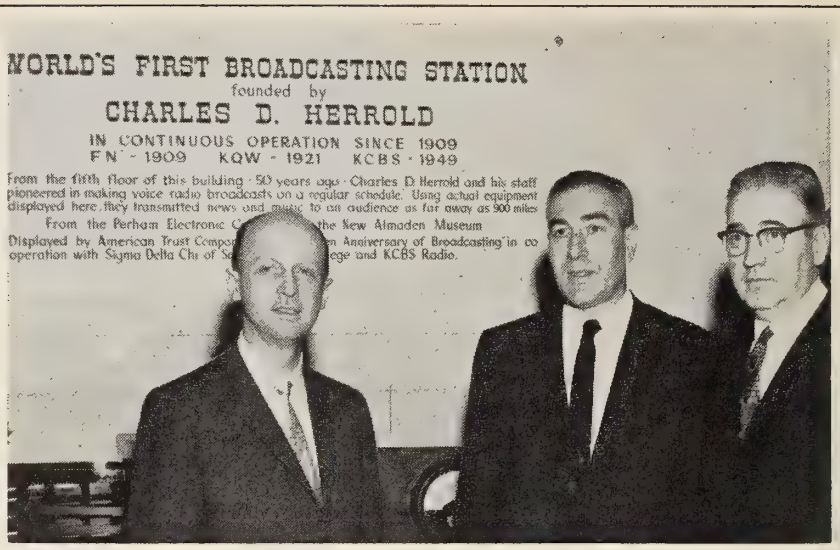
• MERRITT BLAKE, graduate of Principia College, St. Louis, joins KTTV (TV) Los Angeles as sales assistant to account executive. Other new sales assistants: GERRY VELONA, promoted from station's commercial announcement department; ROBERT DICKENSON, from UCLA; BEN COOK, from sales promotion of Corning Glass, Corning, N.Y., and DICK VENEMAN, from Mexico City College.

• DOROTHY LOMBARDO, sales service supervisor of WPIX (TV) New York, appointed sales service manager.

• JERRY LIPMAN, formerly account executive of WCAR Detroit, to WJR, that city, on its sales staff.

• JACK PATRICK, formerly air personality of WAAB Worcester, Mass., to WFEA Manchester, N.H., in similar capacity.

• E. ROBERT LISSIT, formerly news writer-editor of WBBM-TV Chicago, to KYW-TV Cleveland as news supervisor.



The world's 'first' • Maurie Webster (l), general manager of KCBS-AM-FM San Francisco, Jules Dundes (c), vice president of CBS Radio, and Arthur Hull Hayes, president of CBS Radio, stand before a 1909 facsimile, reconstructed from original parts, of the world's "first" broadcasting station (BROADCASTING, Feb. 16). KCBS, affiliated with CBS, claims that its predecessor is a radio school run by Charles David Herrold 50 years ago in the Garden City Bank Bldg. (now the American Trust Bldg.). On April 3, a plaque, commemorating the bank's lobby as the birthplace of radio broadcasting, was placed. Among congratulatory letters was one from the White House, signed by News Secretary James Hagerty on behalf of President Eisenhower.

• DAVE LOCKWOOD, formerly air personality of KRUX Glendale, to KOOL Phoenix, both Arizona, in similar capacity.

• DAVE SHAY, formerly of WOW-TV Omaha, Neb., to WMT-TV Cedar Rapids, Iowa, as newsman.

• JOHN MILHAUPT, formerly photographer of *Grand Rapids* (Mich.) *Herald*, to WOOD, that city, in similar capacity.

• GLENN HARDY, newscaster on Don Lee network for 22 years before retiring two years ago, to KBIF Fresno, Calif., with daily 15-minute newscast.

• ART ATHENS, formerly of WMGM New York, to KGHM Brookfield, Mo., as air personality.

• JOE VAN, formerly air personality of WDSU-AM-FM New Orleans, to CKLW Detroit-Windsor, Ont., in similar capacity.

• PHIL GAINES, formerly announcer of WMAL-TV Washington, to WWDC-AM-FM, that city, as air personality.

• FRANK H. WILSON, formerly newsman of WRVA-AM-FM Richmond, Va., to WTOP-AM-FM Washington in similar capacity.

• VAN LANE, formerly sports director of WDOK-AM-FM Cleveland, to WHK-AM-FM, that city, as sportscaster, specializing in horse racing results.

• FRANK KAHN, formerly of ABC, N.Y., to WASA Harve de Grace, Md., as staff announcer.

• ROBERT HERZOG, formerly news director of WXIX (TV) Milwaukee, to WISN-TV, that city, as newscaster.

• DUANE BRADY, account executive of WTVN-TV Columbus, Ohio, named newscaster for new weekday WTVN-TV program, *Rambler Reporter*.

• HAL MURRAY, formerly of KLIF Dallas, to KILT Houston as air personality.

• JOAN HINMAN named meteorologist of WJXT (TV) Jacksonville, Fla.

• JIM MILLS, Chicago freelance air personality, signed by WCFL, that city, for new nightly musical series.

• MAURY MAGILL, formerly air personality of WBBM-AM-FM Chicago, to WITH-AM-FM Baltimore in similar capacity.

• LEE WESTERN joins KIOA Des Moines, Iowa, as air personality.

• WALLY KING, formerly air personality of WJW-AM-FM Cleveland, to KYW-AM-FM, that city, in similar capacity, replacing JOHNNY BELL, who shifts to WINZ-AM-FM Miami.

Representatives

• JOHN G. STILLI, sales manager of KDKA-TV Pittsburgh, appointed account executive of Television Advertising Representatives Inc., N.Y.

• DONALD L. WILKS, formerly of Peter Pan Foundations, to Good Music Broadcasters, N.Y., as radio account executive.

• NINA FLINN, formerly of Webb Assoc. as tv director, named assistant to director of sales development, Bolling Co., N.Y.

Programming



Mr. Cantor



Mr. Bertero

• B. GERALD CANTOR, chairman of National Theatres Inc., L.A., and JOHN B. BERTERO, NT president, appointed to board of directors of National Telefilm Assoc., N.Y., subsidiary of NT. Also named to NT's board were CHARLES L. GLETT and JACK M. OSTROW, National Theatres directors. Mr. Cantor also is president of Cantor, Fitzgerald & Co., Los Angeles investment bankers. Mr. Bertero was named president of NT in October 1958 and has served on company's board since 1952.

• ERIC H. HAIGHT has resigned as vp and treasurer of National Telefilms Assoc., N.Y. Mr. Haight explained that he joined NTA in 1957 to help develop more adequate financial facilities for NTA and this activity was completed with National Theatres' acquisition of NTA. He will serve as consultant to NTA for next several months.

• JACK BERCH, account executive of Transfilm Inc., N.Y., appointed senior vp in tv division.

• ELLINGWOOD (BUD) KAY, story editor of Screen Gems, will join Independent Television Corp., Hollywood, April 20 as executive story editor. He also will be responsible for program development.

• HERB JACOBS, executive vp of Tv Stations Inc., broadcaster organization for purchasing of film programming for member stations, elected president.

• WILLIAM BEAUDINE JR., formerly production manager of MGM-TV, appointed film production manager, Independent Television Corp.; CLAUDE TRAVERSE, formerly of NBC, named tape production manager, ITC, and PHILLIPS WYLLY, previously tv producer of Compton Adv., appointed production assistant and liaison to coordinate film, tape and live activities of ITC.

• FRANK SHEEHAN, formerly of Ziv Television Sales, named western district manager of Arrow Productions, residual sales subsidiary of Independent Television Corp.

• ELLINGWOOD (BUD) KAY, formerly story editor of Screen Gems Inc., named executive story editor for Independent Television Corp., Hollywood.

• MORT STEIN, formerly of Lou Lilly Productions, L.A., appointed manager of new west coast office of Music Makers, musical commercials for radio-tv, at 128 N. Doheny Dr., L.A. Telephone: Hollywood 4-7800.

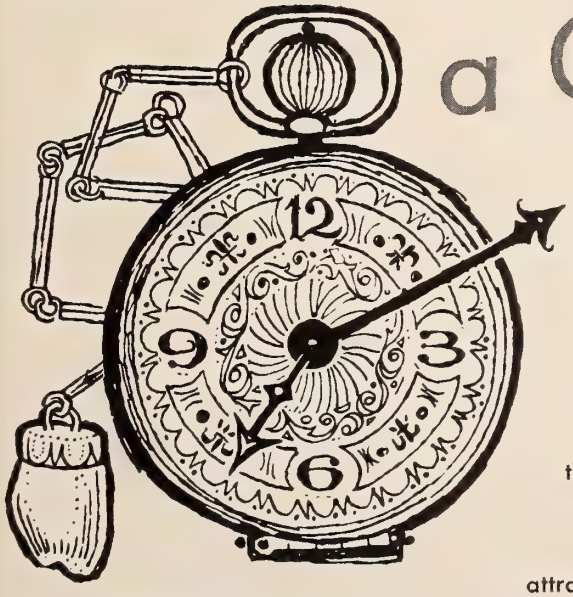
• MICKEY GROSS, formerly studio manager of California Studios, to Fanchon & Marco, booking and production agency of Scott Radio Labs, L.A.

• TOM BUCHANAN, previously of Compton Adv., to Warner Bros. Pictures, Burbank, Calif., in advertising department.

• EDWARD ADAMSON, formerly contract writer of CBS, signed as associate producer and head writer on Four Star Films' tv series, *Richard Diamond, Private Detective.*

• BURT SCHULTZ, formerly of Arthur P. Jacobs Co., to public relations department of National Telefilm Assoc., N.Y.

• ADRIAN SPIES, writer of two original dramas for this season's *Westinghouse-Desilu Playhouse,* "My Father, the Fool," and "Chez Rouge," signed to long-term staff contract to write for this series and other Desilu productions



a Good—
Good Morning

In WILKES-BARRE and HAZLETON is listening to WILK—and most everyone does just that

Pulse* proves that more people in Wilkes-Barre—Hazleton Area start the day right by listening to WILK. Wilk has just the right combination of *up-to-the-minute news—eye opening music—and good entertainment.*

WILK's outstanding programing throughout the day continues to attract the wide-awake listenership which controls the purchasing dollar.

WILK

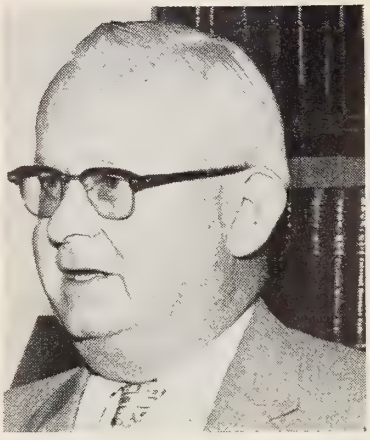
• **Highest power, greatest penetration.** • **Lowest cost per thousand.**
• **Best record of growth.** • **Most extensive merchandising support.**

Wilkes-Barre, Pennsylvania • Call Avery-Knodel for details

THE ONLY A. B. N. AFFILIATE IN NORTHEASTERN PENNSYLVANIA

*Pulse Wilkes-Barre—Hazleton Metropolitan Area—November 1958

Exodus



The expected resignation of Victor R. Hansen as assistant attorney general in charge of the Justice Dept.'s Antitrust Div. (BROADCASTING, March 23) was submitted last week, effective in the next two weeks. He said he plans to set up a law partnership in Los Angeles. Robert A. Bicks, assistant antitrust chief, has been mentioned to succeed him.



John W. Gwynne has resigned as chairman of the Federal Trade Commission. It was understood he wants to leave for personal reasons, but no date has been set. His seven-year term normally would expire in September 1960. He has served on the FTC since 1953 and as chairman for 3½ years.

Mentioned as possible commissioners were Earl W. Kintner, FTC general counsel, and Harry A. Babcock, FTC executive director; or the job might go to some GOP congressman defeated in the 1958 elections. Edward T. Tait, an FTC member since 1956, is in the running for next chairman.

and to serve as consultant on new projects.

Equipment & Engineering

• ARTHUR L.B. RICHARDSON, general counsel and secretary of Sylvania Electric Products Inc., elected vp.

• RENE SNEPVANGERS, formerly chief engineer, Fairchild Recording Corp., Long Island City, N.Y., named director of engineering and GEORGE COHEN, factory sales representative, named marketing manager.

• FRED M. LINK appointed communications equipment consultant for marketing and product design at RCA, Camden, N. J. He comes from DuMont Labs where he worked on land mobile communications after selling radio company bearing his name.

• JOSEPH D. CONNORS, general foreman of Sylvania's Seneca Falls, N.Y., plant since 1954, appointed manufacturing superintendent of that tv picture tube plant.

• ALLEN B. PITTS, with Sylvania since 1949 at Seneca Falls, N.Y., plant, placed in charge of Sylvania Electronic Tubes' "bonded shield" picture tube manufacturing program.

• FREDERICK G. PLETT, supervisor of industrial engineering at Sylvania's Hillsboro, N.H., semiconductor plant, promoted to manufacturing superintendent.

• WILLIS C. BEECHER, consulting engineer, to Page, Creutz, Steel & Waldschmitt, Washington. Mr. Beecher was formerly with consulting firm of Kear & Kennedy.

• WILLIAM PAUL NOVACK named supervisor of manufacturing engineering and CARLYLE MOORE, manager of technical reproductions, technical products division, Packard Bell Electronics, L.A. Mr. Novack was formerly with Foster Transformer Co., Cincinnati, and Mr. Moore, with Stancil-Hoffman, L.A.

• ANDREAS KRAMER, with Audio Devices Inc., N.Y., since 1951, appointed chief engineer of company's subsidiaries, Audiotape Corp. and Audio Manufacturing Corp.

• EARL L. NISSEN, formerly export sales manager, Amana Refrigeration Co., Amana, Iowa, appointed consumer products sales manager of Motorola Inc's. international operations. STUART F. MALCOLM, formerly export manager, A.J. Alsdorf Corp., Chicago, named staff assistant to director of operations. HENDRIX G. BLUE promoted to local advertising manager for all consumer products, Motorola, Chicago. GEORGE MAHONEY named sales promotion manager for home and automobile radio, and GLORIA MINER, advertising production supervisor.

Allied Fields

• LEE WAGNER, first publisher of New York *Tv Guide*, to Tv Junior Publications, N.Y., as head of staff for *Junior Tv*, monthly magazine.

• PHILIP M. BOTTFELD, Benton & Bowles, N.Y., account executive and member of merchandising committee, has resigned to establish his own business as marketing and communications consultant.

• JOSEPH W. WALSH, formerly of Kenyon & Eckhardt, named director of premium sales co-ordination of Broadcast Specialty Co., N.Y., contest promotion company for radio-tv.

• WILLIAM J. HARRIS, Dallas, was elected vp of American Federation of Musicians AFL-CIO, succeeding CHARLES L. BAGLEY, L.A., retired. CHARLES L. KENNEDY, president of AFM's San Francisco local, elected to AFM board to fill vacancy created by Mr. Harris' promotion to vp.

• BILL GRIFFITHS resigns as assistant general manager of WELM Elmira, N.Y., effective April 15 to become sales manager of John D. Mavor, Horseheads, N.Y., national homes dealer.

• DR. EDWARD LESTER LLOYD, 55, until last year executive vp of A.C. Nielsen, Chicago, died March 30 in his home in Oxford, England. After leaving Nielsen, Dr. Lloyd established office in London as business consultant.

Government

• RALPH H. GARRETT, FCC engineering staff member since 1945, appointed chief of aural, new and changed facilities branch of Broadcast Bureau's broadcast facilities division.

International

• GEORGE S. BERTRAM, advertising manager of Swift Canadian Co. Ltd., Toronto, Ont., re-elected president of Bureau of Broadcast Measurement, Toronto, co-operative research organization. Directors elected were: W. H. ERSKINE, vp and managing director of J. Walter Thompson Co. Ltd., Montreal; ERNEST T. GATER, vp, Sterling Drug Mfg. Ltd., Aurora, Ont.; RALPH T. SNELGROVE, president, CKBB Barrie, Ont.; T. RALPH HART, vp and radio-tv director of Spitzer & Mills Ltd., Toronto; and W. CLIFFORD WINGROVE, assistant manager, CFPL-TV London, Ont.

MEDIA NOT COMMUNICATING?

SDX panel says public short-changed quality or quantity of information needed

The U.S. public is not receiving the information it needs from the communications media.

This was the general conclusion reached by a panel appearing on the second portion of *The Great Challenge* series dealing with the informational media over CBS-TV on April 5 (2:30-3:30 p.m.). The only dissenter was Charles A. Sprague, editor-publisher of the *Oregon Statesman*, Salem, Ore., and former governor of that state, who insisted the public is "getting it (information) more in quantity and better in quality than ever before."

Those on the panel who questioned the adequacy of information relayed to the public were Arthur Schlesinger Jr., professor of history at Harvard U.; Robert D. Swezey, executive vice president and general manager of WDSU Broadcasting Corp., New Orleans and James Reston, chief of the Washington bureau of the *New York Times*. James Hagerty, Presidential news secretary, hedged, saying he was "not sure."

The Deficiencies • Eric Sevareid, CBS commentator, who served as moderator, asked the panel to describe the kind of news the public was not receiving, both qualitatively and quantitatively. Mr. Schlesinger pinpointed these areas as communist China and nuclear tests, including fall-out.

Mr. Reston asserted there was a definite deficiency in coverage of "social and cultural news" and cited as an example of sparse coverage a speech by educator Robert Hutchins analyzing the problems of society as a whole. Mr. Swezey said the public is not "getting sufficient information on how our government is being run" and said he personally was "concerned about defense budgets." He added that as "a television man," he felt "very sensitive" that the medium was not able to cover Congress or committee hearings.

Mr. Hagerty replied to the criticism centering around Red China by saying that he personally would like to see trained American newsmen reporting from Red China. But since the decision of the U.S. Government is to ban Americans from Communist China, he would abide by it.

Mr. Sprague was asked how his readers can be helped when "conflicting statements" are issued by well-known individuals on vital subjects, such as the U.S. defense position. He replied that public opinion often was divided on significant issues but added that for the most part, most of the people "are inclined to accept the decision of those who have official responsibility, which is the President."

Mr. Reston made the point that more and more, the Washington correspondent has to rely on Congressional committees to disclose news but said he believed that as a result news "comes out now in a greater flow."

Government Suppression • The panel generally agreed there was a tendency on the part of defense units in the government to put the label of "national security" on information they wanted to withhold. Mr. Hagerty agreed, but pointed out that on occasions, when the Government is in the process of formulating a policy or decision, there is considerable study and work before the policy or decision is completed. Even though a newsman learns of a segment of this story, Mr. Hagerty reported, he will not discuss it until it is approved by the President.

Mr. Swezey reported that Mr. Hagerty was not giving radio-tv sufficient credit for the amount of news coverage and analysis of the news in depth that actually is carried on the air. He said that, compared to other news media, radio and television are doing "a very good job" but conceded that, like the newspapers, they are not doing "the full job."

RKO Teleradio earnings on the rise

The RKO Teleradio Div. of General Tire & Rubber Co. had "one of the finest quarters in its history" with a profit of about $1.7 million, William O'Neil, president of GT&R, told the Company's stockholders in Akron last week. Earnings for the parent company for the first quarter ended last Feb. 28 were reported at a record $6,034,547, equal to $1.16 per common share, compared with $1,754,124, or 30 cents a share for the comparable 1958 quarter.

No breakdown was available of income from the various stations the RKO Teleradio Division owns and operates: WOR-AM-FM-TV New York, WNAC-



*pulls "First All Day" rating!**

***"Most listened to"**... and hottest of any as indicated by recent audience studies!

Top personalities and *best news coverage* . . . local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater *cumulative* audience.

Check WFBM first—where every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June 19, 1958

to sell the most Hoosiers be sure your product is cooking in the hottest pot!



Represented Nationally by the KATZ Agency



Headliners' silver anniversary awards • Broadcasters received their silver medallions from the National Headliners Club at Atlantic City, N.J., April 4.

(L to r): Duncan Mounsey, executive vice president-general manager, WPTR Albany, N.Y.; Leon Drew, program director, KMOX-TV St. Louis, Mo.; Joe K. Phipps, director of news operations, WWDC Washington; Ralph Squillace, president, Atlantic City Press Club; John P. Cosgrove, BROADCASTING, who edited SHRDLU, 50th Anniversary history of National Press Club; Herbert Morrison, news director, WTAE (TV) Pittsburgh, Pa.; Al Owen, toastmaster, WOND Atlantic City; Paul Bruck, CBS News cameraman; Ralph Paskman, CBS News; Dick Elliott, reporter, WJJD Chicago; Marty Ross, program manager-news director, WPTR Albany, and Keith M. Jackson, sports editor, KOMO-AM-TV Seattle.

KMOX-TV was given the "Public Service by a Tv Station" award for its local and national affairs programs, *Eye on St. Louis* (Monday-Friday 10:15-10:30 p.m.) and *Close-Up* (half-hour weekly). This inadvertently was omitted from the story in last week's BROADCASTING (April 6).

AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis, WGMS-AM-FM Washington and The Yankee Network.

IUE complains to FCC as 5 stations ax film

Five television stations last week found themselves in the middle of a dispute between the International Union of Electrical, Radio & Machine Workers (AFL-CIO) and General Electric Co.

The cause: A 30-minute IUE film on industry decentralization and resultant unemployment. This was found too controversially one-sided by WABC-TV New York (but WABC-TV ran the film at 11 p.m. Thursday night); WMAR-TV Baltimore, WTOL-TV Toledo, WLWD (TV) Dayton, Ohio, and WLWA (TV) Atlanta, Ga.

The result: IUE President James B. Carey filed with the FCC an official complaint against the stations, charging "arbitrary censorship."

Cast as Villain • The half hour film, entitled "Help Wanted," deals with unemployment resulting from decentralization policies of major electrical companies. It singles out General Electric as a prime example of this trend.

The union bought 30 minutes on 26 tv stations, but five refused to run the film.

Mr. Carey charged in his letter to FCC Chairman John C. Doerfer that the stations accepted the program but later refused to run it. He asked the FCC to "take appropriate action against these licensees to compel them to sell IUE time requested for, and to broadcast, its program."

The IUE president said that the stations' action is "a serious violation of their obligation to broadcast in the public interest."

He continued:

"To reject a program such as 'Help Wanted' on the ground that it is controversial or objectionable is unwarranted censorship, intended to effectuate some editorial prejudice of the stations, if not the commercial and industrial policies of their owners and advertisers."

A spokesman for the FCC said that the complaint had been received and that the stations identified would be asked for their version of the story. This is routine practice, he emphasized, before the Commission can decide what to do about the complaint.

Broadcasters Respond • Executives of the four stations which did not carry the program told BROADCASTING:

Robert E. Dunville, vice president and general manager of Crosley Broadcasting Corp., owner of WLWD and WLWA, said the program was turned down because it violated a Crosley policy of not accepting advertising which is disparaging or negative. Mr. Dunville said he had screened the film himself and found it slanted. He also found objectional, he said, the film's references to GE and its president, Ralph J. Cordiner.

Ewell K. Jett, director of WMAR-TV, said that the film was accepted subject to screening. It arrived Wednesday for Sunday showing, Mr. Jett said, and after screening there was not enough time for the agency to meet with its client to edit out the objectionable features.

Mr. Jett said that he could not approve showing the program because it contained "possible defamatory material."

Commission-Oriented • The Baltimore broadcaster, a former FCC commissioner, emphasized that it is the policy of WMAR-TV to make time available to carry programs of controversial nature. He said WMAR-TV carries the United Steel Workers program the first Sunday of each month. He also said that he offered IUE participation in a future discussion program on unemployment and decentralization.

Frazier Reams, president, WTOL-TV, declared that the film was reviewed by Tom Bretherton, executive vice president; Bob Krieghoff, program director, and himself, and all agreed "that we should not run this film because it was not in the public interest to do so." He added: "We believe we made the



3-Cup Champion in the MEMPHIS TV MARKET

Channel 3 is First By All Surveys

No wonder in Memphis they say "There's more to see on Channel 3." WREC-TV's combination of the finest local programming and the great shows of the CBS Television network deliver the greatest audience in the Mid-South area. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Jan. 12-Feb. 8 '59 (Metro Area)	Pulse Feb. '59 (Metro Area)	Nielsen Dec. 7-Jan. 10 '59 (Station Area)
WREC-TV	**223**	**251**	**259**
Sta. B.	110	109	71
Sta. C	57	19	81

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

best decision, based on the facts and our public obligation."

Mr. Reams pointed out that the film portrayed graphically and with a strong appeal the plight of some of the people who had lost their jobs because of the closing down of plants. He also remarked that there is no GE plant in the WTOL-TV area, and that he knows of no other company operating in this area planning to "decentralize."

The following statement was issued last Thursday (April 9) by Joseph Stamler, vice president and general manager of WABC-TV New York:

"The film, 'Help Wanted,' when originally contracted for by the agency for the client, was done so on the basis that it would be of a non-controversial nature. After being screened by the station, it was found that it was of a controversial nature and judged unacceptable under the terms of the contract. The station suggested to the agency that the film be resubmitted as a 'controversial issue' program, to be reviewed and processed in this light, taking into consideration the policies of the station, as well as those of the FCC, toward a controversial program. The film was resubmitted on this basis and found acceptable for telecasting by the station."

The film was ordered through station reps by the Washington advertising agency of Maurer, Scheubel & Fleischer.

When WABC-TV ran the film last Thursday night, it carried a disclaimer to the effect that the views expressed in the film were not necessarily those of the station itself.

Cool ABC project

ABC Radio plans to give its summertime-product advertisers a boost with "Play It Cool," a 13-week promotion involving both on-air promotion and merchandising aids for marketing departments. Categories to be covered are easy-to-prepare meals, appliances, personal care and overnight trips.

Throughout the summer ABC Radio personalities will speak up for the products, often immediately before or after commercials, and the stations are to supply local-slant promotion.

Acquire Katz stock

Harry Kullen and Charles W. Shugert head a group of employes acquiring the stock of the Joseph Katz Co. of New York. Mr. Kullen has been with the agency for more than 30 years and served as president since the death of Joseph Katz last year. Mr. Shugert is a former vice president of Benton & Bowles and account supervisor on Continental Oil Co. He is executive vice president of the agency. Paul Carpenter is secretary-treasurer of the agency. He formerly was with Grant. Stock was acquired from Mrs. Katz and two sons. The Joseph Katz Co. of Baltimore is associated with the agency.



Mr. Kullen



Mr. Shugert

Streamlined 'avails'

NBC Spot Sales has devised a new form, consolidating data on radio stations it represents, in the hope of simplifying the agency timebuyer's job.

George S. Dietrich, director of NBC Radio Spot Sales, said each station is providing his organization with copies of a standard four-page folder, which contains marketing and programming data in the inside pages. The cover page is to be used as an availability sheet by NBC Spot Sales. Mr. Dietrich said the information in the single folder previously appeared on as many as four separate sheets and buyers often had to ask for more of the sheets.

NEWS COMPLEXITY
Public knowledge gap widens—Mickelson

A combined and constant effort by news makers, media and the public itself will be necessary to narrow the gap, now increasing "steeply," between "the complexity of events of our time and the public's ability to understand them."

Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, called for this three-way attack on what he called the "widening comprehension gap" in a speech prepared for delivery today (April 13) at a joint luncheon of the Texas Assn. of Broadcasters and members of the Texas State Legislature. The occasion is TAB's spring meeting today and tomorrow at Austin.

Mr. Mickelson said television is doing much to "remedy its own shortcomings" in regard to the gap between information and the understanding of it, but that it is being hampered by unjustifiable restrictions—such as the FCC's Lar Daly decision holding that equal time requirements apply to newscasts as well as straight political broadcasts (BROADCASTING, Feb. 23, *et seq.*).

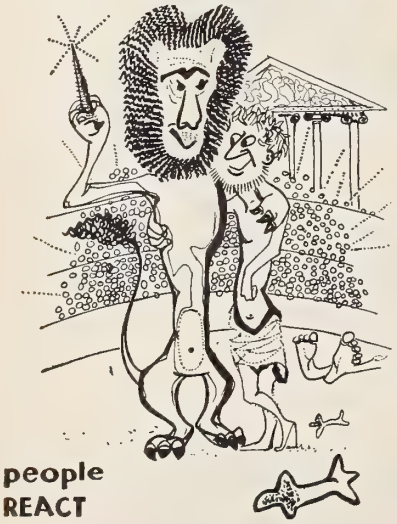
Daly Decision • Carrying on the attack first launched on that decision by CBS President Frank Stanton (BROADCASTING, March 16), he also said FCC's latest Daly ruling—last week, requiring that Mr. Daly as a write-in candidate must prove he was a legally qualified candidate—"Is encouraging in a small way, even though it would probably not apply to primaries." Moreover, he said, this latest ruling "does not alter the bigger picture substantially—a picture in which there are a dozen or even 18 legally qualified candidates for President in a national election."

He said "the ascendancy of television to a role equal to that of newspapers in the electoral process would explain the increasingly large voter turnout that began with the age of television," and that "a blackout of political coverage by television would be a staggering loss to the nation's voters." Just such a blackout "would inevitably occur if television were forced to grant equal time to all candidates in news broadcasts."

The information process, Mr. Mickelson said, "must work all the way up and down the scale from federal government to the smallest local political unit. . . . Concealment of news or its control at any point may give encouragement to those who may wish to control it at some other point, and any concealment of news on any level, except in the interest of national security, denies essential information to a public which, in a democracy, must be informed."

Narrowing the Gap • He outlined

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ways CBS is working to narrow the "comprehension gap": "expanding its reporting staff, doing more original reporting and encouraging more specialization among its reporters . . . producing more programs relating to the complex problems of our time and scheduling more of them in maximum audience periods."

But he warned that neither media nor a combination of media and news sources can do the job alone: "A third participant is necessary: the consumer of news—the listener, reader, viewer; in short, the general public. We can program until our image orthicon tubes wear out and our towers crumble; the newspapers can print until their presses disintegrate; but it won't do any good unless the public is interested and has some minimum background for information.

". . . . We must assume that it is not necessary to operate on a kindergarten level and that it is not our function to make everything so palatable and so fascinating that it can compete with westerns, variety shows or panels. There must be some give and take if we are to succeed. This simply means that the schools, the home, the churches, the clubs, the lodges and public meetings have responsibility too, a responsibility for creating a climate in which information is welcomed; indeed, demanded."

He called upon broadcasters to "look to the quality and quantity of your information programs and to the character of the people who produce them," and upon legislators to join with broadcasters in the campaign to open up the sources of news and keep them open.

CBS' Dulles report

A strong defense was voiced last week by Sig Mickelson, CBS vice president and general manager of CBS News, of a report broadcast by CBS Radio on Monday (April 6) that Secretary of State Dulles had decided to resign. Mr. Mickelson's statement was prompted by a comment from Presidential News Secretary James Hagerty that the broadcast constituted "about as irresponsible reporting as I know of. . . . This is not true."

Mr. Mickelson delivered his statement last Tuesday (April 7) during the Peabody Awards Luncheon in New York (see story, page 72). He said that Mr. Hagerty had asked CBS News to carry "a correction," but Mr. Mickelson said that "CBS News sees no reason . . . to correct the story that it obtained from a responsible source and which it broadcast in good faith."

Mr. Mickelson pointed out that CBS News did not state or imply that Secretary Dulles had resigned but that sources in Europe said that the Secretary of State has decided to resign.

• Datelines

WASHINGTON • MBS surfaced early in the race to interview crew members of the atomic submarine *U.S.S. Skate* which docked Tuesday (April 7) at Groton, Conn., after a long cruise under the north polar ice cap. While a news crowd waited for the sub to come into port, Mutual caught up with Lt. Bruce I. Meader in Washington, D.C., where he was flown April 3 by helicopter while the sub was still at sea. Lt. Meader had been dispatched to deliver pictures taken during the voyage of the *Skate*. In an exclusive interview for Mutual's *World Tonight* (8:05-8:30 p.m. EST), Lt. Meader described the trip.

SAN FRANCISCO • The report of an escaped cobra snake from a San Francisco snake dealer was revealed as a hoax by KSFO there. Acting on a tip from a listener that a similar incident had happened in Denver, KSFO newsman Aaron Edwards checked with the Denver police and the *Denver Post-Dispatch*. He told the San Francisco police what he had found out: seven years ago in Denver the same thing had happened to the same man.

A deputy located the loser of the snake and had him call Mr. Edwards. The resulting telephone conversation, which indicated a publicity hoax had been perpetrated, was taped, then given to the San Francisco police.

LOS ANGELES • Lloyd Perrin, KMPC Los Angeles newsman, was cruising in a mobile news unit within a few blocks of a gun battle that broke out on Washington Blvd. there. He sped to the scene to find that a policeman had been shot. The newsman's exclusive broadcast from the scene was recorded, repeated on newscasts and sent to other stations.

SEATTLE • KING-TV Seattle has covered a two-week session of the Washington State Legislature. For the live telecasts, said to be the first direct from Olympia, KING-TV interrupted programming and later broadcast a 15-minute summation each evening.

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Excellent facility with solid earnings record in attractive small market. Terms to qualified buyer with $40,000 cash.

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Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WERC-AM-FM Erie, Pa.: Sold to Cleveland Broadcasting Co. (WERE-AM-FM-TV Cleveland) by WERC Broadcasting Corp. (Joseph L. Brechner, principal owner) for $270,000. Mr. Brechner has interests in WHMS Charleston, W.Va., WLOS-AM-TV Orlando, Fla. WERC is on 1260 kc with 5 kw, directional antenna, different pattern day and night, and is affiliated with ABC. WERC-FM is on 99.9 mc with 9.7 kw.

• KDAN Eureka, Calif.: Sold to KDAN Inc., owned by James F. Hadlock and Naum Healy, owner of KBUC Corona, Calif., for $225,000 by W.H. Hansen, president and general manager. KDAN is on 790 kc with 5 kw day.

• WETO Gadsden, Ala.: Sold to Airmart Radio Stations Inc. by C.L. Graham (who will retain sole ownership of WANA Anniston and WPID Piedmont, both Alabama) for $85,000. Airmart Radio is equally owned by William R. McDaniel (onetime public relations director for WSM Nashville, Tenn.) and Melvin Lewis. The sale was handled by Paul H. Chapman Co. WETO is on 930 kc with 1 kw, day; and an application is pending before the FCC for an increase to 5 kw.

• WYNN Florence, S.C.: Sold to Joe Speidel III, who owns WOIC Columbia and WPAL Charleston, both South Carolina, by Vernon H. Baker for $50,000. The sale was handled by Blackburn & Co. WYNN is on 540 kc with 250 w, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 118):*

• WSOC-AM-FM-TV Charlotte, N.C.: Sold to Carolina Broadcasting Co. by WSOC Broadcasting Co. (E.E. Jones, Hunter Marshall, R.S. Morris and others) for $5.6 million. Carolina Broadcasting Co. is owned by Miami Valley Broadcasting Corp. (WHIO-AM-FM-TV Dayton, Ohio) which is principally owned by the James M. Cox family. Comr. Robert Bartley dissented on the multiple ownership issue.

Other Cox stations include WSB-AM-FM-TV Atlanta, Ga., and 42.5% of WCKT (TV) Miami, Fla. Newspapers in the Cox group are: *Atlanta Journal* and *Constitution, Miami Daily News, Dayton News and Journal Herald*

and *Springfield* (Ohio) *News and Sun.*

WSOC-TV is on ch. 9 and is affiliated primarily with NBC-TV. WSOC is on 1240 kc with 250 w and is affiliated with NBC. WSOC-FM is on 103.5 mc with 35 kw.

• WGAY, WAYL-FM Silver Spring, Md.: Sold to Connie B. Gay (interests in WTCR Ashland, Ky., WFTC Kinston, N.C., KITE San Antonio, Tex., and WYLD New Orleans, La.) by Tri-Suburban Broadcasting Corp. for $456,000. Comr. Robert Bartley dissented on the multiple ownership issue. WGAY is on 1050 kc with 1 kw, day. WAYL-FM is on 99.5 mc with 20 kw.

• KCUB Tucson, Ariz.: Sold to Boffard Broadcasting Corp. (Ralph R. Boffard) by Gordon Broadcasting of Tucson for $200,000 and agreement that assignor will not engage in radio business for 5 years within a 25-mile radius of Tucson. KCUB is on 1290 kc with 1 kw and is affiliated with NBC.

• KXII (TV) Ardmore, Okla.: Sold to Texoma Land Television Co. by estate of John F. Easley for $160,000. This grant was conditioned that Texoma may continue to operate KXII (TV) from its existing transmitter site under special temporary authorization only for the time specified in the modified construction permit for completion of construction or additional time as the FCC may allow. The Commission also granted the KXII (TV) application to move the transmitter site and make various equipment changes.

Texoma Land Television will be owned 85% by the same group that owns KADA, KTEN (TV) Ada, Okla., (Bill Hoover and family) and 15% by the selling group. Comrs. Rosel Hyde and T.A.M. Craven abstained from voting. Comr. Robert Bartley dissented on the assignment on the overlap issue.

KXII (TV) is on ch. 12 and is affiliated primarily with NBC-TV.

• KHON Honolulu, Hawaii: Sold to KHON Broadcasting Co. (H.G. Fearnhead, president) by South Pacific Broadcasting Co.. (H.G. Wells Jr., president) for $125,000. KHON is on 1380 kc with 5 kw.

KOMO-TV joins ABC

KOMO-TV Seattle joins ABC-TV as a primary affiliate on Sept. 27, it was announced jointly last week by W.W. Warren, executive vice president and general manager of KOMO-TV and Alfred R. Beckman, ABC vice president in charge of tv station relations. KOMO-TV (ch. 4) became an affiliate of ABC-TV in October 1958, at which time it was announced the station would become a primary affiliate, effective Dec. 10, 1959.

Five indies go MBS

Mutual reports affiliation applications from 17 stations in the past six weeks, five of which (all independents) have been signed. KATR Corpus Christi, Tex., joined last week along with KSIG Crowley, La., and WCBC Anderson, Ind. In March the network added KMRC Morgan City, La., and WELY Ely, Minn.

Teachers endorse etv

A survey of educational television in schools of Washington County, Md., by the local board of education shows that 83% of teachers queried prefer to teach with the aid of tv. These teachers also think the quality of instruction has improved since the advent of the county's closed-circuit etv network.

A random sampling of 2,567 pupils indicates that 58% feel they learn more in a classroom with tv than without. Sixty per cent said they study more and 68% that tv classes require closer attention. Seventy-eight per cent of 520 families in the area favor the etv experiment; 54% said it gives children a better education; 15% said results were poorer.

A warning that etv could be used "in the wrong way" was another conclusion from the survey. Television can emphasize uniformity and "bring on the age of 'Big Brother is watching you'," the report said.

Day's work

The capture of an armed robber is credited to News Director Bob Scott of KRIZ Phoenix, Ariz., by the local sheriff, according to the station.

Mr. Scott received the tip that a liquor store was being robbed. He arrived at the store as two masked men escaped in an automobile. The news director, after recording the license tags, went into the building to find a third gunman holding a deputy sheriff at gunpoint. Following a brief scuffle, the gun was knocked from the man's hand and Mr. Scott kept him covered while the deputy sheriff left to chase the fugitives. They later were apprehended.

The KRIZ staffer was presented with a plaque and transistor radio by the sheriff for "an unquestionable act of bravery."

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BETTER SOUND, BIGGER REVENUE

WLW tries high quality approach to am operation, and it works

A new, big-budgeted version of "modern radio" is paying off in larger audiences and more sponsors.

The formula consists of a combination of high-fidelity, low-distortion signals plus easy-listening music.

WLW Cincinnati, a 37-year-old clear-channel station which had been plagued by rating and sponsor troubles during the television era, has discovered a special type of modern radio that is now paying its way.

The cost? Plenty—$300,000 over a two-year-plus period, more than many a tv station costs to build. But WLW is getting its money back.

In 1957 WLW set out to prove that technical improvement and adult programming could provide radio's answer to the television problem.

After sagging several years following tv's arrival, the station is happily counting (a) its growing audience and (b) its money as a result of the mechanical and program upgrading. The job was expensive in the case of a 50 kw station WLW concedes, but lower power stations could do it for less.

Oust Rock and Roll • WLW's concept differs widely from the top-40-news program format widely associated with the term "modern radio." After trying for years to out-rock, out-roll and out-news its local competitors with discouraging results, the station decided it might beef up its local popularity by taking two steps:

- Rebuilding the entire mechanical plant to produce a signal it hoped would be better than any fm station, and
- Revamping the music format from song-shop favorites to sweet-sounding standards and show tunes plus some classical.

As a result WLW claims to be the "highest-fidelity station in the world." R. J. Rockwell, veteran Crosley engineering vice president who directed the technical operation, has charts to show that the present WLW signal stays within plus or minus 1 db between 17 and 21,500 cycles—over 10 full octaves, with distortion of 0.3%.

He made the claims after Frank H. McIntosh, president of McIntosh Lab and inventor of amplifiers widely used in broadcasting and related fields, had conducted a series of measurements.

The Best Available • After testing the rebuilt equipment and the broadcast signal, Mr. McIntosh said: "WLW has really done something worthwhile in the advancement of high-fidelity for everyone. Those people fortunate enough to be within the primary range of this station can enjoy the very highest quality transmission available today to anyone.

"This is the only am station anywhere, to my knowledge, which has gone to this extent to provide listeners with high-quality transmission."

The oft-heard claim that am's 10 kc band limits the fidelity of am stations is met this way by Mr. McIntosh:

"It should be recognized that while fm is capable of this same order of fidelity, many stations have not achieved it because of limitations in microphones, preamplifiers, circuits and program sources. It is very satisfying to find a station, WLW, willing to go to the expense to make an am station at least in its primary area comparable with any other system of transmission."

Hi price fi

"What'll it cost?" That was what Robert E. Dunville, the Crosley stations' president-general manager, wanted to know when engineering vice president R.J. Rockwell suggested a hi-fi overhaul of WLW Cincinnati equipment.

"About $50,000," the innovator guessed, a figure that turned out to be slightly off.

The final bill: $300,000.

Mr. Rockwell, inventor of the patented cathanode modulation system transmitter, said the low distortion rate "makes possible the recreation of the loudest crescendo of full orchestra or the softest tone of muted strings."

Auto Radios Improve, Too • Concededly, a signal of this fidelity is most appreciated by those with high-quality receiving gear, Mr. Rockwell said. He added, however, that auto receivers and even low-cost am sets with narrow range now show improved quality in the new WLW signal. He ascribed this to the fact that both harmonic and intermodulation distortion have been reduced "to unbelievably low levels."

Harmonic distortion is not displeasing to most ears, Mr. Rockwell said. On the other hand intermodulation distortion is usually annoying. It is the result of two or more frequencies being mixed together. Two or more high-pitched instruments will cause the reproduction to be muddy and run together, Mr. Rockwell explained, and he demonstrated the effect on a series of radios ranging from a 12-speaker unit to a table radio and a little transistor portable.

"There seems to be a prevailing misconception that am stations are limited in their permissible bandwidth," Mr. Rockwell observed. "Actually this is not true. The basic allocations system for the am band was originally set up by the FCC to provide adjacent channel separation of 40 kc in the same area and sufficient geographical separation on the 10, 20 and 30 kc channels to minimize interference. As a result, high-fidelity transmission can be accomplished in the am band." For hi-fans he offered this tip, "Those with a hi-fi record player can add a good quality am tuner for less than $20." He demonstrated a low-cost tuner on a fancy speaker, with off-the-air music sounding just as good as closed-circuit when the switches were thrown back and forth.

Each unit in the station's amplifiers, lines, microwave and other portions of the mike-antenna system offered a new problem in redesign, he recalled.

Clean, faithful signals and pleasant music have their cultural rewards, but how about money? The program switchover was started more than a year ago; the mechanical changes three years ago.

"Results are showing on the business side," said Robert E. Dunville, president-general manager of the Crosley stations. "The increase in audience, especially in the metropolitan area, is most encouraging."

WLW's network business (NBC, ABC) for 1959 is down 14% over the same period last year; March is down an additional 4% from March 1958, a total loss of 18% in network business. The station expects this trend to continue through the year.

Interesting Figures • In 1958 national and regional advertising remained about the same as 1956-57, with a very slight increase.

But here's where the figures start to get interesting. Mr. Dunville said: "In our current national and regional sales as at the end of March, we are showing approximately 10% increase, and since the influx of this business started towards the end of February, it is expected this increase will continue."

Still more encouraging is the local picture. Several years ago WLW had cut its open one-minute rate from $100

to $80, following a national network and station trend. The music was mostly pop. News was strengthened by WLW's "Comex" news-weather operation.

"You could fire a shotgun at our schedule and not hit a local commercial," Mr. Dunville said. "Now we've got top metropolitan ratings and the business is coming in fast.

"And the salesmen really like the improved signal and the tuneful music," said Dick Osborne, assistant sales manager. "Prospects are more receptive."

The man at the statistical controls, K. T. Murphy, vice president-treasurer, is happy again. "Other radio station sales are going down; ours are going up," he said. "We expect to get the $300,000 equipment money back. I was impressed by the engineering and programming changes. Now that the money is coming in I'm even more impressed."

Ratings Zoom • Scott McLean, radio sales manager, said, "The February 1959 Nielsen metropolitan report again showed substantial increases in audience amounting to 146% as compared with the base of December 1957. As far as WLW's total station audience is concerned, popularity is up 98% compared to December 1957. The regional coverage, of course, has always been good.

"Our lead in the metropolitan audience is big news. The increase in metropolitan audience since December 1957 is: 6-9 a.m., December 1958 up 245%, February 1959 up 306%; 9 a.m.-noon, December 1958 up 85%, February 1959 up 153%, noon-3 p.m., December 1958 up 29%, February 1959 up 47%; 3-6 p.m., December 1958 up 172%, February 1959 up 208%."

Advertising agencies are taking note of all the doings at this pioneer station (700 kc 50 kw). Holmes Leeds, radio-tv director of Strauchen & McKim, said a client, Fifth Third Union Trust Co., has just bought a five-nightly musical program "for those who like better music and sound." He said the bank wants to reach people who are potential customers for trust service as well as local and commercial accounts. WLW's *Music for You* will reach "the executive type" with its blend of classical, semi-classical and standards, he explained.

Night radio audiences are picking up in Cincinnati, Mr. Leeds said. "Radio has a definite place at night though the audience may never reach the pre-television levels," he said. "The WLW signal patterns closely to an fm signal in my home." Samuel Kendrick, the bank's advertising manager, and Edmund R. Strauchen, senior partner in the agency, like the music. "WLW is teaching the public to tune carefully now that it is broadcasting hi-fi," Mr. Leeds said.

Harold E. Peterson, of Stockton, West, Burkhart, feels the WLW signal is "much better than other am signals around here and is quite apparent on my car radio." He is account executive on the Ohio Bell Telephone-Cincinnati Suburban Bell Telephone contract on WLW (24 announcements weekly promoting use of the yellow books).

Amazing Reception • "It's amazing to me they get such fine am reproduction," he said. "The program changes also are a big factor in the increased local audience."

Ann Smith, radio-tv director of Ralph H. Jones Co., said Miami Margarine Co. is impressed with the results of its *Music for You* campaign for Nu-Maid margarine and Durkee salad products. Miss Smith said, "The mail is fantastic, with high sponsor mention. We are convinced better music can sell food, reaching an adult audience as well as college and high school students. Remember, a tremendous number of people take music lessons." The Jones and Stockton, West, Burkhart agencies are usually ranked one-two in Cincinnati billings.

Nelson Shaw, president of McAlpin Co., listed in the first three Cincinnati department store field, said its afternoon Bob Braun disc jockey program "gets tremendous listenership and brings in many requests for the merchandise advertised, particularly teenage sportswear." Mr. Shaw is vice president of the Mercantile Stores chain, of which McAlpin Co. is a unit. Braun Bros. Packing Co. (no relation to Bob Braun) and RCA Victor are among other pleased sponsors.

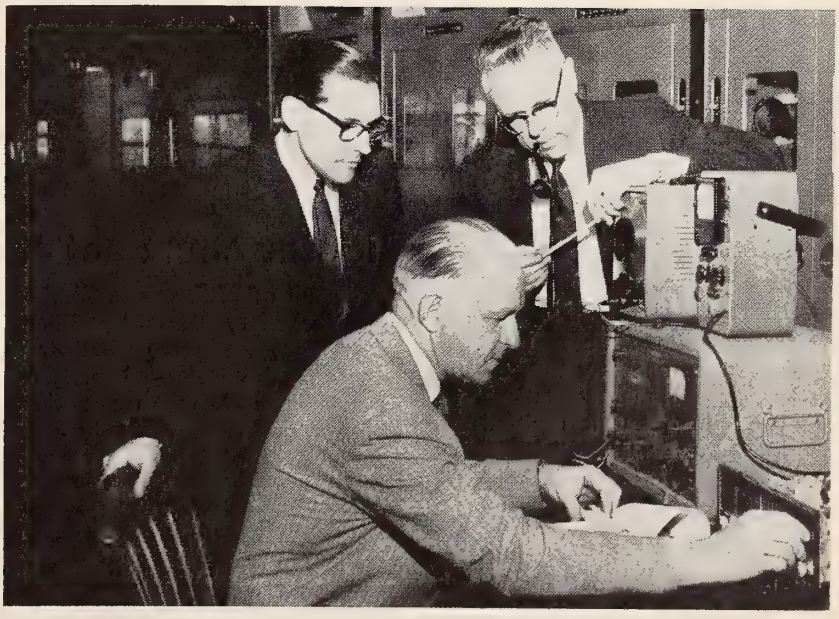
The WLW metamorphosis began three years ago when Mr. Rockwell said the station needed an auxiliary 50 kw transmitter. He promised Mr. Dunville a hi-fi signal on am if he built it and then rebuilt all equipment from mikes to antenna.

The decision was made and the rebuilding job got underway. It took two years, with the difference in quality starting to reach listeners' ears late last year as unsolicited letters came from the public.

WLW is just starting to promote its new sound and programming. Station breaks remind listeners of the hi-fi service.

"Everybody is enthusiastic about the quality," Mr. Dunville said. "They all are working a little harder. Mike personnel know they're sounding better. Engineers are interested. Sales people like it. We're proud of WLW again."

WLW operated with 500 kw power a score of years ago. "We have equipment to go on 500 again in a short time," Mr. Dunville commented. "And in hi-fi."



How high is hi-fi? • The quality of WLW Cincinnati transmission is tested by Frank H. McIntosh (seated), president of McIntosh Lab, after a $300,000 modernization of technical layout. Rebuilding of all equipment gives WLW the highest fidelity transmission of any am station, Mr. McIntosh said. Standing (l to r) are Clyde G. Haehnle, Crosley senior engineer, and R. J. Rockwell, Crosley engineering vice president and inventor of the Rockwell Cathanode modulation system.

Small markets urged to get rating service

A plan to attract more national business to radio stations in smaller markets by getting more complete audience measurements in those markets was proposed by Noel Rhys, executive vice president of Keystone Broadcasting System, at the annual meeting of Mississippi Broadcasters Assn. at Biloxi April 4-5.

"It is generally conceded that the small-town and rural radio outlets enjoy a higher listenership than radio stations in the larger markets," he said in a speech at the April 4 luncheon. "It is not unusual for a small-town station to enjoy a 10 or even 15 rating for its local programming, whilst the wired networks today command national ratings ranging from .9 to 3.5. The latter information is readily available to timebuyers whereas the former is not, except in scattered instances.

". . . I suggest that a national rating service be employed to serve the listenership requirements of the smaller markets. Basic station information could be obtained from a representative group of small-town and rural stations which would reflect the listening patterns of this type of radio outlet throughout the country. This could in effect serve these stations in the same manner that major markets are being measured currently. This information . . . could be invaluable to the timebuyer [in evaluating] availablities."

An Existing Service • Mr. Rhys said later he was thinking in terms of retaining some existing measurement service to do these ratings. He told the MBA that "we know that timebuyers rely on Nielsen Coverage Service to a very large extent in selecting markets" in the smaller counties, but that NCS "is a measurement of potential audience" and "certainly does not report habitual listenership or station loyalty."

While proposing more complete measurements as one way to get more business for small-market stations, he also offered some business pitfalls to avoid. He warned against "cheapening the rate structure to a point that is an actual 'giveaway.' Barter deals, whereby time segments can be sold nationally for less than peanuts, without financial return to the station involved, are not calculated to enhance the prestige or value of the radio medium. In point of fact, it is selling radio short and selling it down the river of no returns. Then there is the very doubtful procedure of donating time for premium gimmicks. Furthermore, to underwrite practices that actually deprive you of income that you had previously enjoyed is hardly a realistic way of building."

Mr. Rhys said Keystone now has 1,061 members and in 1958 enjoyed for the second year in a row the most successful year in its 18-year history.

RTES taps Pellegrin for presidential post

Frank E. Pellegrin, partner, vice president and secretary of H-R Representatives and H-R Television, has been nominated for president of the Radio & Television Executives Society, the New York organization made up of broadcast and agency executives. Nomination is tantamount to election. Donald H. McGannon, Westinghouse Broadcasting president, headed RTES in the 1958-59 season.

Other nominations included Sam J. Slate, general manager of WCBS New York, as first vice president; Ted Bergman, president of Parkson Adv., and Omar F. Elder Jr., ABC's secretary and assistant general counsel, as vice presidents; Mary McKenna, research-sales development director of Metropolitan Broadcasting Corp., as secretary, and Jay Smolin, director of advertising, United Artists Associated, as treasurer.

Board of governors: (for two years) Sam Cook Digges, CBS Films; Josef C. Dine, Dine & Kalmus; Jayne Shannon, J. Walter Thompson; P.A. Sugg, NBC's owned stations and spot sales; Robert H. Teter, Peters, Griffin, Woodward; (for one year) Robert J. Leder, WOR-AM-TV New York; Mr. McGannon, and (now serving with term ending May 1960) Ernest Lee Jahncke Jr., Edward Petry & Co.; Winfield R. Levi, BROADCASTING; Alfred L. Mendelsohn, Screen Gems, and David Channing Moore, Transcontinental Tv Corp.

All-star court action

The suit of Piedmont Publishing Co. to compel Mary Pickford and her husband Buddy Rogers to sell their stock in WSJS-TV Winston-Salem, N. C., is underway in Los Angeles Superior Court, which is concurrently considering the Pickford-Rogers countersuit for $750,000.

Piedmont, controlled by Gordon Gray, assistant to President Eisenhower, contends that in 1953 it was issued 1,000 shares of stock in Triangle Broadcasting Corp. (WSJS-TV license) and Miss Pickford 500 shares, at $100 per share, with Piedmont having an option to buy her stock within six years under a formula which would give her and her husband, to whom she assigned 225 shares, $126,812 or a profit of $76,812 on their $50,000 investment.

Rejecting the offer, Miss Pickford and Mr. Rogers filed a cross-suit alleging that she had been induced to withdraw her application for a tv station in Winston-Salem and go in with Piedmont on assurances the option would not be exercised and that the price now offered for the stock is designed to deflate its true value, which they say is at least $500,000.

AP radio-tv members number 1,879

A total of 1,879 radio and television stations held membership in the Associated Press at the end of 1958, compared with 1,702 at the close of 1957, Frank J. Starzel, general manager, announced last Friday (April 10) in his annual report to the membership.

Mr. Starzel noted that the number of stations served by AP had almost tripled since associate membership first was offered in 1957. In television, he said, about 85 tv stations, previously served through common ownership with radio members, became associate members in their own right during 1958.

"As to the exchange of news by member stations," Mr. Starzel reported, "the increase in that activity is even more striking, with emphasis in 1958 on thoroughness and quality, rather than quantity. In spite of that, the quantity of news so exchanged continued to increase."

This exchange of news by member stations, he pointed out, was "especially helpful to coverage of almost 600 communities where there are radio members but no daily newspaper members."

Allen taken to court

A series of editorial attacks on the Oregon State Police administration broadcast by W. Gordon Allen, owner of KGAY Salem, Ore., has resulted in his indictment for slander.

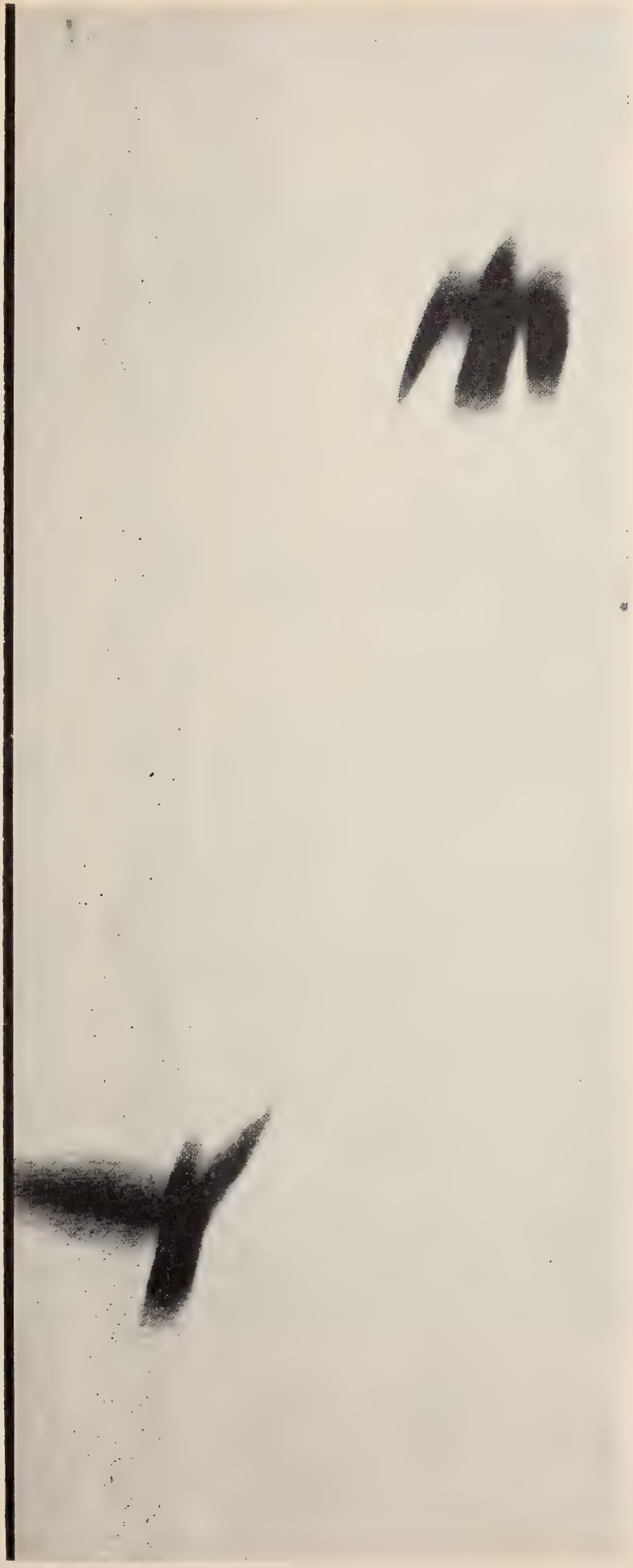
Mr. Allen broadcast six-minute editorials five times a day for three weeks "to demonstrate . . . how tax money is being misspent." It was his March 23 editorial naming State Police Supt. H.G. Maison that resulted in the charges. The trial is set July 7.

An application from KGW-TV Portland to telecast the trial proceedings was turned down Thursday (April 9).

AP candidates named

The Associated Press Radio-Tv Assn. nominating committee has selected 12 candidates for six radio vacancies on the board of directors which are to be filled at the annual election in July.

Nominees: (Eastern district), 1-10 kw stations, Daniel W. Kops (incumbent), WAVZ New Haven, Conn.; A.E. Ferrise, WMMN Fairmont, W.Va.; sta-



The shape of flight

The shapes of things that fly have always been determined by the materials they are made of. Feathers form wings that are basically alike for all birds—and membrane forms an entirely different wing for insects. It takes thousands of years, but nature improves its materials and shapes, just as technology improves the materials and shapes of aircraft. But here, the improvements in materials are so rapid that designs become obsolete almost as soon as they are functional.

Today, our aeronautical designers and missile experts work with types of materials that didn't exist just a few short years ago. Steels are probably the most important examples: United States Steel Corporation has just developed *five* new types of steel for our missile program. They are called "exotic" steels because they have the almost unbelievable qualities necessary for unearthly flights.

The shape and the success of our space birds depend on steel.

USS is a registered trademark

USS **United States Steel**

tions with less than 1 kw, Al Larsen (incumbent), WALL Middletown, N.Y.; Joe M. Cleary, WESB Bradford, Pa.; (Southern district), less than 1 kw, Matt Bonebrake (incumbent), KOCY Oklahoma City; Charles P. Blackley, WTON Staunton, Va.; 1-10 kw, F.O. Carver, WSJS Winston-Salem, N.C.; Don Murray, WDBJ Roanoke, Va.; (Central district), less than 1 kw, John Engelbrecht (incumbent), WIKY Evansville, Ind., and Robert E. Schmidt, KAYS Hays, Kan.; (Western district), less than 1 kw, Ken Nybo (incumbent), KBMY Billings, Mont.; and Gene Shumate, KRXK Rexburg, Idaho.

Additional nominations, acceptable through April 30, may be made in the above categories upon written petition by three members of the association in the district where a vacancy exists. They should be sent to Oliver Gramling, AP, 50 Rockefeller Plaza, New York.

Judge keeps word on access in Indiana

An Indiana Criminal Court judge has made good on his promise not to restrict unduly electronic and pictorial coverage of the Connie Nicholas murder trial. He is convinced more than ever that the American Bar Assn.'s Canon 35 is "outmoded as the horse and buggy."

Judge Thomas J. Faulconer Jr. of Marion County Criminal Court promised last January that radio-tv and other newsmen could cover the court proceedings if they would stay "within the bounds of propriety" and not hamper a fair trial (BROADCASTING, Jan. 5).

There has been only one prohibition, a bar against live tv, which Judge Faulconer decided to impose because of the nature of the trial. Mrs. Nicholas is charged in connection with the death of Forrest Teel, drug firm executive. Moreover, he felt that live coverage might distract witnesses and jurors in the protracted Indianapolis trial.

Judge Faulconer described the conduct of radio-tv newsmen and photographers as "exemplary" and felt pictures of tv newsreel cameramen and still photographers have been taken "in a very unobtrusive manner that has not upset the decorum of the court."

Coverage has included tv newsreel pictures, tape-recording of testimony and periodic live radio broadcasts of the proceedings. Only twice has Judge Faulconer objected: one motion picture camera made too much noise and a tripod for tv newsreel equipment provided a visual obstruction.

No objections to coverage have been raised by either prosecuting or defense attorney or by Mrs. Nicholas herself.

SAFETY'S SAKE
Awards to stations, networks, syndicators

A total of 145 radio and 35 tv stations, two radio and two television networks, four syndicators and the owner of a station group are recipients of the National Safety Council's non-competitive public interest awards for 1958.

Announcement of the honors today (April 13) was accompanied by an encomium from Howard Pyle, NSC president, for the "tremendous contribution of mass communication media to the sharp reduction in the number of accidental deaths last year." Winners in the radio-tv-advertiser categories become eligible for the Alfred P. Sloan awards for highway safety, to be conferred later this year.

Cited for "outstanding leadership" were NBC Radio and NBC-TV; CBS and CBS-TV, and the Triangle radio and tv properties (WFIL-AM-FM-TV Philadelphia; WLBR-TV Lebanon-Lancaster, Pa.; WFBG-AM-TV Altoona-Johnstown, Pa.; WNBF-AM-FM-TV Binghamton, N.Y., and WNHC-AM-FM-TV New Haven-Hartford, Conn.)

Radio-tv syndicators honored: Dixie Productions, Lake City, Fla.; Riley Jackson Productions, Hollywood; Lutheran Church-Missouri Synod, St. Louis, and Telenews Daily-Hearst Metrotone News, New York.

And Ads • Fifty advertisers also were commended for their safety contributions, along with 39 daily and 14 weekly newspapers, 14 general and 44 specialized circulation magazines, 7 labor publications and 70 outdoor advertising organizations.

Serving as judges were Frederick H. Garrigus, NAB manager of organizational services; Robert P. Keim, account executive, the Advertising Council; William Ray, news director, NBC Central Div. (WMAQ-WNBQ [TV]); Hugh Curtis, editor, *Better Homes & Gardens:* Norman Damon, vice president, Automotive Safety Foundation; George D. French, vice president, Outdoor Advertising Inc.; Norman Shaw, associate editor, *Cleveland Press,* and Dr. Albert A. Sutton, Northwestern U. Medill School of Journalism.

Other safety winners in the radio-television field:

Radio Stations • CFJB Brampton, Ont.; CFPL London, Ont.; CHML Hamilton, Ont.; CHUM Toronto, Ont.; CJCA Edmonton, Alta.; CKOX Woodstock, Ont.; CKPC Brantford, Ont.; CKSL London, Ont.; CKSO Sudbury, Ont.; KABC Hollywood, Calif.; KABR Aberdeen, S.D.; KARM Fresno, Calif.; KCRC Enid, Okla.; KDPS-FM Des Moines, Iowa; KDTA Delta, Colo.; KDUB Lubbock, Tex.; KELO Sioux Falls, S.D.; KEX Portland, Ore.; KFAB Omaha, Neb.; KFJZ Fort Worth, Tex.; KGAY Salem, Ore.; KGGF Coffeyville, Kan.; KGW Portland, Ore.; KHAM Albuquerque, N.M.; KIOA Des Moines, Iowa; KLAC Hollywood, Calif.; KLIK Jefferson City, Mo.; KLMS Lincoln, Neb.; KLON (FM) Long Beach, Calif.; KLRS Mountain Grove, Mo.

KLZ Denver, Colo.; KMMJ Grand Island, Neb.; KMON Great Falls, Mont.; KMOX St. Louis, Mo.; KMPC Los Angeles, Calif.; KNGS Hanford, Calif.; KOA Denver, Colo.; KOFI Kalispell, Mont.; KONO San Antonio, Tex.; KOTA Rapid City, S.D.; KPOJ Portland, Ore.; KSDS San Diego, Calif.; KSEI Pocatello, Idaho; KSFO San Francisco, Calif.; KSOO Sioux Falls, S.D.; KSTN Stockton, Calif.; KSUB Cedar City, Utah; KTAR Phoenix, Ariz.; KTLN Denver, Colo.; KTOK Oklahoma City, Okla.; KVI Seattle, Wash.; KVOE Emporia, Kan.; KXOK St. Louis, Mo.; KYA San Francisco Calif.; KYW Cleveland, Ohio; WALT Tampa, Fla.; WANE Fort Wayne, Ind.; WASA Havre De Grace, Md.; WAVZ New Haven, Conn.; WBAW Barnwell, S.C.

WBIZ Eau Claire, Wis.; WBMC McMinnville, Tenn.; WBOK New Orleans La.; WBVP Beaver Falls, Pa.; WCAE Pittsburgh, Pa.; WCBE (FM) Columbus, Ohio; WCCC Hartford, Conn.; WCKB Dunn, N.C.; WCKR Miami, Fla.; WCUE Akron, Ohio; WDBO Orlando, Fla.; WDSU New Orleans, La.; WDVA Danville, Va.; WEAN Providence R.I.; WEBH (FM) Chicago, Ill.; WEJL Scranton, Pa.; WENE Endicott, N.Y.; WERE Cleveland, Ohio; WESB Bradford, Pa.; WFBC Greenville, S.C.; WFBE Flint, Mich.; WFBM Indianapolis, Ind.; WFGM Fitchburg, Mass.; WFKY Frankfort, Ky.; WGBI Scranton, Pa. WGBS Miami, Fla.; WGN Chicago, Ill.; WGRO Lake City, Fla.; WHBC Canton, Ohio; WHEC Rochester, N.Y.; WHGR Houghton Lake, Mich.

WHIM Providence, R.I.; WHOP Hopkinsville, Ky.; WHSC Hartsville, S.C.; WIBC Indianapolis, Ind.; WIEL Elizabethtown, Ky.; WILS Lansing, Mich.; WING Dayton, Ohio; WIS Columbia, S.C.; WJBK Detroit, Mich.; WJBW New Orleans La.; WJMX Florence, S.C.; WJR Detroit, Mich.; WJW Cleveland, Ohio; WKAR East Lansing, Mich.; WKBZ Muskegon, Mich.; WKGN Knoxville, Tenn.; WKJG Ft. Wayne, Ind.; WKMI Kalamazoo, Mich.; WKNB West Hartford, Conn.; WKY Oklahoma City, Okla.; WLW Cincinnati, Ohio; WMAK Nashville, Tenn.; WMIK Middlesboro, Ky.; WMIX Mt. Vernon, Ill.; WMPS Memphis, Tenn.; WMRN Marion, Ohio; WMSC Columbia, S.C.; WNAR Norristown, Pa.; WOHO Toledo, Ohio.

WOWL Florence, Ala.; WPEO Peoria, Ill.; WPEP Taunton, Mass.; WPIT Pittsburgh, Pa.; WPRO Providence, R.I.; WQAM Miami, Fla.; WRKH Rockwood, Tenn.; WRVA Richmond, Va.; WSAR Fall River, Mass.; WSAU Wausau, Wis.; WSB Atlanta, Ga.; WSGW Saginaw, Mich.; WSMB New Orleans, La.; WSNW Seneca, S.C.; WSPA Spartanburg, S.C.; WSPR Springfield, Mass.; WSSC Sumter, S.C.; WTRY Troy, N.Y.; WTTM Trenton, N.J.; WUSJ Lockport, N.Y.; WVCG Coral Gables, Fla.; WWDC Washington, D.C.; WWJ Detroit, Mich.; WWL New Orleans, La.; WWVA Wheeling, W.Va.

Television Stations • CHCH-TV Hamilton, Ont.; CKSO-TV Sudbury, Ont.; KABC-TV Hollywood, Calif.; KCMO-TV Kansas City, Mo.; KELO-TV Sioux Falls, S.D.; KFSD-TV San Diego, Calif.; KOMO-TV Seattle, Wash.; KTRK-TV Houston, Tex.; KTVT (TV) Salt Lake City, Utah; KWTV (TV) Oklahoma City, Okla.; WBTV (TV) Charlotte, N.C.; WBTW (TV) Florence, S.C.; WBZ-TV Boston, Mass.; WCET (TV) Cincinnati, Ohio; WCPO-TV Cincinnati, Ohio; WDBO-TV Orlando, Fla.; WEWS (TV) Cleveland, Ohio; WFBC-TV Greenville, S.C.; WFBM-TV Indianapolis, Ind.

WGN-TV Chicago, Ill.; WHAS-TV Louis-

All at once

WLIB New York reported last week that it plans to bunch its commercials—a total of two minutes to the quarter-hour. To be employed on a new, 45-minute jazz show starting yesterday (April 5), the plan called for 13 minutes of uninterrupted programming followed by 2 of commercials in tandem, another 13 of programming and 2 of commercials, etc.

ESSO RESEARCH works wonders with oil

Helps "mirror" finishes hold bright future



Even the finishes are exciting on the new cars! They have new color, new gleam. They stay new looking longer, seldom need polishing, shrug off bad weather. Esso Research helped in perfecting these fine finishes by developing fast-drying solvents derived from oil. Your car looks better, runs better – because **ESSO RESEARCH** *works wonders with oil.*

ESSO

WESTERN ELECTRIC AND



ONE OF THE principal products of Western Electric's Oneida Plant is telephone exchange cable. Production begins with copper rod and raw plastics; flows through a continuous series of highly mechanized operations, to emerge as finished cable.

OMAHA, NEBRASKA

This big cattle and grain city—the "Gateway to the West"—recently welcomed the completion of a modern new Western Electric plant. Here we're making telephone equipment for the Bell System . . . and helping Omaha build a brighter, more prosperous future.

It's just a short ride southwest from bustling downtown Omaha to the acres of buff brick buildings that house Western Electric's spanking new Omaha plant . . . now in operation.

Here some 2,800 Omaha men and women are now at work. Eventually their ranks will grow to about 4,000. The skill and talent of these men and women is devoted to making dial switching equipment and telephone exchange cable . . . our job in Omaha. It's an important part of our assignment as manufacturing and supply unit of the Bell System.

What's all this mean to Omaha? For one thing, good jobs for many people. It means contributions by W. E. folks to the city's civic and social life. And added business for some 260 local firms (part of our state-wide total of 375 suppliers).

It means something to us, too. The chance to benefit from the native talents of the men and women who are working with us . . . and the opportunity to enjoy the friendliness and hospitality of this great city of the plains.

Besides Omaha, Western Electric has plants in 25 other cities where we also make telephone equipment for the Bell System. Last year we purchased over a billion dollars worth of raw materials, products and services from over 30,000 suppliers located in every state. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 different cities.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



PART-TIME STUDENTS at company expense, W. E.'s Kenneth Hooker and Mari Ann Feiler attend the University of Omaha. This year, 54 Omaha employees are enrolled in classes through W. E.'s Tuition Refund Plan.



LOU GERDES, City Editor of Omaha World-Herald, knows his town and its people. "We were glad when W. E. came to Omaha," he says. "We knew they would be good for the city and felt sure they'd find Omaha a good place to be. It's worked out just that way, too."



E. F. OWEN (right) of the Paxton & Vierling Steel Co. talks over orders with W. E. buyer Robert Groth. Most of our suppliers in Omaha—like Paxton & Vierling—are small companies with less than 500 employees. For all, business has increased since Western came to town.



COMMUNITY MINDED. W. E.'s Harlon N. Harvey (left) accepts plaque from Community Fund Chairman Leo Daly. Plaque recognizes outstanding employee participation in the Omaha Community Fund drive.

ville, Ky.; WJW-TV Cleveland, Ohio; WKJG-TV Fort Wayne, Ind.; WLWI (TV) Indianapolis, Ind.; WLWT (TV) Cincinnati, Ohio; WMSB (TV) East Lansing, Mich.; WNBC (TV) West Hartford, Conn.; WNOK-TV Columbia, S.C.; WOML-TV Florence, Ala.; WPRO-TV Providence, R.I.; WRC-TV Washington, D.C.; WROC-TV Rochester, N.Y.; WSAU-TV Wausau, Wis.; WSYR-TV Syracuse, N.Y.; WWJ-TV Detroit, Mich.

Advertisers • Allis-Chalmers Manufacturing Co., Milwaukee, Wis.; Brown Realty and Abstract Co., Lake City, Fla.; Brown's Tire Service, Lake City, Fla.; Chevrolet Motor Div., General Motors Corp., Detroit, Mich.; Chrysler Corp., Detroit, Mich.; C. William Clipfel Associates, Hartford, Conn.; E. I. du Pont de Nemours & Co., Wilmington, Del.; East Ohio Gas Co., Cleveland, Ohio; Esso Standard Oil Co., New York, N.Y.; Farmer's Bank & Capital Trust Co., Frankfort, Ky.; Farmers Insurance Group, Los Angeles, Calif.; Firestone Tire & Rubber Co., Akron, Ohio; First National Bank, Lake City, Fla.; First National Bank of the Black Hills, Rapid City, S.D.; Food Fair Stores, Southern Div., Miami, Fla.; Ford Motor Co., Dearborn, Mich.

Foremost Dairies, Houston, Tex.; General Motors, Detroit, Mich.; Girard Trust Corn Exchange Bank, Philadelphia, Pa.; Glendale Federal Savings & Loan Assn., Glendale, Calif.; Godeau Funeral Home, San Francisco, Calif.; B. F. Goodrich Co., Akron, Ohio; Greyhound Corp., Chicago, Ill.; Hardware Mutuals, Stevens Point, Wis.; Hedges Oil Co., Albuquerque, N.M.; Heldt Bros. Trucks, Alice, Tex.; Hoseth Auto-Electric Co., Rapid City, S.D.; Interstate Building Assn., Washington, D.C.; Kalil Bottling Co., Tucson, Ariz.; S. S. Kresge Co., Ltd., Sudbury, Ont.; Krey Packing Co., St. Louis, Mo.; MFA Mutual Insurance Co., Columbia, Mo.; Mack Trucks, Plainfield, N.J.; McDermid Studios, Edmonton, Alta.; Metropolitan Life Insurance Co., New York, N.Y.

H. H. Meyer Packing Co., Cincinnati, Ohio; Mid-Continent Spring Co., Hopkinsville, Ky.; Monsanto Chemical Co., Plastics Div., Springfield, Mass.; New Jersey Bell Telephone Co., Newark, N.J.; R. J. Reynolds Tobacco Co., Winston-Salem, N.C.; Betsy Ross Bakeries, Bluefield, W.Va.; Savitt Jewelers of Hartford, Hartford, Conn.; Security Bank, Mountain Grove, Mo.; Shell Oil Co., San Francisco Div., San Francisco, Calif.; Sinclair Refining Co., New York, N.Y.; Standard Oil Co. of Calif., San Francisco, Calif.; Standard Oil Co. (Ind.), Chicago, Ill.; Texas National Bank, Houston, Tex.; Woodlond Beverages Ltd., Woodstock, Ont.; Yellow Pages, Michigan Bell Telephone Co., Detroit, Mich.

• Media reports

• Target date for KEZU Rapid City, S.D., to go on the air is mid-June. Ground-breaking for a $25,000 building was held March 20. KEZU, owned by Black Hills Radio Inc., is assigned 920 kc with 1 kw.

• KQAL-FM Omaha was due to commence operation yesterday (April 12). Jack L. Katz is owner-general manager. The station is broadcasting weekdays 6 p.m.-midnight and noon-midnight on weekends.

• WMMM Westport, Conn., has commenced operation. Norman Bernstein, general manager, says news will have programming priority. *Inside Fairfield County* (Conn.) presents news in depth about Westport, New Canaan, Fairfield, Wilton and Westport. WMMM's musical format is dinner music, operetta, musical comedy, opera, semi-classical and classical. The daytimer is on 1260 kc with 1 kw.

• WNIB (FM) Chicago has moved from 6 N. Hamlin Ave. to Chicago Federal Savings Bldg., 108 N. State St.

Themes' swan song

KDAY Santa Monica, Calif., isn't going to give television shows any free plugs if it can help it. That's why it has thrown the theme music records from *Peter Gunn, 77 Sunset Strip,* and *Maverick* out of its library.

"It's flattering that tv representatives are smart enough to gear their promotional efforts to radio," General Manager Irv Phillips says, "but frankly, at KDAY we're through supporting tv programs . . . the next thing we'd be flooded with records with themes from *Truth or Consequences, Divorce Court* or *The Wednesday Night Fights.*"

• The California Teachers Assn. (southern section) awarded its sixth annual Communications Award for 1958 to KCOP (TV) Los Angeles, the first broadcast station to claim an award that up to now has gone to newspapers, according to the station. KCOP was cited for "service to public education and for the continuous scheduling . . . of public service educational television programs such as *Assignment Education.*"

• Multiple newspaper owner Knight Publishing Co. last week purchased the evening *Charlotte* (N.C.) *News* for an unofficial price of between $1.5 and $2 million. The Knight organization owns the other Charlotte paper, the morning *Observer.* John S. Knight station properties include: WAKR-AM-FM-TV Akron, Ohio (45%) and WCKT (TV) Miami, Fla. (42.5%).

• The ABC Radio Network acquired two additional affiliates, effective April 1. The stations are KWJJ Portland, Ore., independent since its founding in 1925, and KLRA Little Rock, Ark., reaffiliating after one month's operation as an independent. KWJJ operates on 10 kw, 1080 kc. Rod F. Johnson is president and general manager. KLRA is on 10 kw, 5 kw-d, 5 kw-n, 1010 kc. Leonard Coe is president.

• A bid by Barney Young of Life Music Inc. to force CBS Inc. to let him see its stock books and to postpone the CBS April 15 annual meeting until he had studied them (BROADCASTING, March 30) has been denied by New York Supreme Court Judge Saul Streit. In his decision, Judge Streit said he was "satisfied that this application is but the latest of a series of acts on the part of petitioner which constitute a 'campaign of general harassment of respondent [CBS] and its management, in the interest of the petitioner's company'." Life Music has a $5 million suit pending against CBS, NBC and BMI, and CBS contended Mr. Young's move to see stock books was intended to promote that suit.

• Keystone Broadcasting System announces ten new affiliates: WHEP Foley, Ala.; KCUE Red Wing, Minn.; WLSM Louisville, Miss.; KRFS Superior, Neb.; WCGC Belmont, N.C.; WEZN Elizabethtown and WPTS Pittstown, both Pa.; KBFS Belle Fourche and KEZU Rapid City, both S.D., and WMSR Manchester, Tenn. KBS now claims total of 1,062 stations.

• WAOK Atlanta, Ga., has presented a $500 grant to Atlanta U. to go toward prizes for the university's 18th annual exhibition of paintings, sculpture and prints by Negro artists.

• KBIG Santa Catalina, Calif., has bought a site for its main studios and offices at 115 Whitley St., Avalon, Calif. The move from KBIG's location at transmitter-site Renton Pass is slated for early fall. When the studios are moved to the new address, the transmitter will be operated by remote control (subject to FCC approval). Programs will continue to originate from KBIG Hollywood studios. Newscasts still will come from the city room of the *Los Angeles Herald-Express.*

• Philadelphia Guild of Advertising Men presented its 12th annual award for distinguished achievement in the television field to Dick Clark, star of ABC-TV's *American Bandstand* and the *Dick Clark Show* at a dinner April 10 at the Drake Hotel in Philadelphia. Mr. Clark made his tv debut with his Philadelphia-orginated *American Bandstand* show.

• Al Schottelkotte, newscaster, WSAI Cincinnati is credited by the station with getting action on two community problems. He suggested in an editorial that a committee be formed to find a new recreation area to replace one removed for an expressway. Citizens are at work now on the recreation project.

In another editorial the newsman exposed the fact that a man was collecting $225 monthly in veteran's disability payments for a "faked" mental illness. Mr. Schottelkotte sent the man's file to the Veteran's Administration in Washington and received word that the payments would cease.

• "On-the-go radio" is the title given the completely revamped 19½-hour program schedule of WJIM Lansing, Mich. The new format calls for 42 daily newscasts; more NBC programs; and a de-emphasis of the radio disc jockey, with an announcer now bearing the title, "musical host."

• WBCM Bay City, Mich., is remodeling its studios and offices on the mezzanine of the Wenonah Hotel, its home since 1925.

• KWOW Pomona, Calif., names Enyart & Rose Adv., L.A., to handle its promotion.

• WHIL Medford, Mass., broadcast an editorial that helped a local woman visit the site where her airman son had been killed in Armenia. Previously, the mother had received no reply to her requests for permission to visit where the plane had crashed. After the editorial was sent to the acting U.S. Secretary of State, the woman was told that the government would not object to her visiting the crash site.

• Erection of the 150-foot tower of KBBI (FM) Los Angeles started March 30 atop the 13-story building at 558 S. Hope St. The new station, owned by Bible Institute of Los Angeles, expected to start test broadcasts April 12, according to Al Sanders, vice president in charge of the station's development. KBBI will broadcast from 6:30 a.m. to 10:30 p.m. daily, on 107.5 mc (ch. 298) with an ERP of 19.6 kw. Equipment is RCA, including the first 5 kw fm transmitter on the West Coast, KBBI announced.

• Rep appointments

• Clarke Brown Co., Dallas, has been appointed for southern regional business of WIBR Baton Rouge, KILE Galveston, WAME Miami, WAPX Montgomery and WJBW New Orleans. The stations have their own national representative serving other sections of the country.

• KWIZ-AM-FM Santa Ana, Calif., to The Meeker Co.

FANFARE

Missoula stations join to break sales records

"Radio history will be made on Wednesday when all three Missoula [Mont.] radio stations join forces to bring you King Dollar specials being offered by Missoula merchants. From 8:30 to 9:30 Wednesday morning, KGVO, KBTK and KXLL will broadcast the same radio program, so that no matter what station you're tuned to you hear up-to-the-minute news of bargains being offered during Missoula's Dollar Day. So, for bargain specials direct from the merchants to you, listen to KGVO, KBTK or KXLL from 8:30 to 9:30 on Wednesday morning for King Dollars!"

The radio history promised in this announcement, broadcast by the radio stations of Missoula, was made on Feb. 18. "The promotion was designed to stimulate the Chamber of Commerce's Dollar Day promotion," as described by John Graham, manager of KGVO. "Thirty-eight Missoula merchants participated in the radio promotion which was sold to the chamber for $275, prorated among the Chamber members. Each station received $75 for the one-hour broadcast. Each station collected and wrote one-third of the copy and produced its own four five-minute segments.

"George Harris, manager of Montgomery Ward and manager of the Dollar Day promotion, virtually raved about the success of the promotion," Mr. Graham reported. "Montgomery Ward here," he said, "tripled its business over the last Dollar Day (in July 1958) and, oddly, did a tremendous business in lawn furniture (this despite that the day was cold and dreary). J.C. Penny's more than doubled its business; Missoula Mercantile Co., largest independent department store here, reported business as 'excellent,' and Angelo's, a leading Missoula men's shop, sold out everything they had on sale and had in a lot of people who'd never visited the store before.

"The promotion included newspaper advertising, as it had done last year, but this was the first time for the concerted drive by the radio stations. Mr. Harris said the impact of the three radio stations was terrific and he added he believed this was the only way to do it. He had complimentary things to say about the radio spots, describing them as 'good,' even though Montgomery Ward here is not a sensational radio advertiser ordinarily."



Curbstone ratings • Jim Lange, presiding "morning mayor" over KGO San Francisco, has gone directly to the people for a vote of confidence. Here by the Golden Gate Bridge he counts votes as motorists respond to a broadcast invitation to blink their lights as they go by.

Mr. Lange and another KGO personality, Buddy Webber, cooperated on the survey, one at the microphone inside the remote unit and the other on top for the count. Results: 7:30-8:30 a.m., 127 light blinkers among 2,200 city-bound cars, figured at a 5.7 rating; 4:30-5:30 p.m., 110 cars with lights on among 2,002 outbound, for a 5.5 rating.

Franklin portrait prize

Air personalities Tim Nolan and Bob Byron at KPRC Houston conducted a "write-in-your-name-to-be-picked-out-of-a-hat" contest not long ago, offering the "seemingly unimportant prize" of a picture of Ben Franklin. The winner of the contest, which pulled more than 300 entires in four days, was not overly impressed, reports KPRC, until he received the portrait of Mr. Franklin on a $100 bill.

The "Franklin" award contest was

followed by a "nice women's scarf" prize contest. KPRC boasts that the first two days' entries in the new contest topped the entire total for the previous one.

May's top tunes

And the world shall be filled with music—jingles, that is, in behalf of National Radio Month, which begins May 1.

The jingles are part of a National Radio Month kit being sent out in mid-April to more than 1,900 radio stations by the NAB. Faillace Productions Inc., New York, created the series for NAB around the 1959 Radio Month theme, "Radio . . . Always in Tune With You." They are on a double-faced, 12-in. standard groove, 33 rpm disc and comprise two series: "You're Always in Tune," and "You *Can* Take It With You." Both series include two duplicate 60- and 30-second vocal versions and a 60-second instrumental version. The NAB jingles are cleared for 13 weeks beginning May 1, and thus may be used for an additional nine weeks after the close of Radio Month.

The promotional kit also includes 30 spot announcements, a fact sheet, sample news releases, artwork ideas, text of speech, text of proclamation (to be signed by governors and mayors) and suggestions for local promotions.

Radio Advertising Bureau also has begun arming its constituents for National Radio Month.

Promotion kits were shipped to some 900 member stations last week, featuring 17 fully orchestrated jingles ranging in length from 10 to 60 seconds. Also in the kits: 101 sales ideas, some of them bizarre (horses wired for sound, cats covered with banners, etc.), others more-down-to-earth; copy for 25 announcements and a 20-minute speech.

RAB is co-sponsor of National Radio Month with NAB, Electronic Industry Assn. and National Appliance & Radio-Tv Dealers' Assn.

Transatlantic trumpets

In its quest to give the station an "original musical personality." WICC Bridgeport, Conn., reports it has engaged the services of Austin (Ginger) Croom Johnson, a 43-piece orchestra using Ted Heath and Mantovani musicians and 18 voices of the Westminster Chorale. They will put in 12 days on the project in London.

WFBM always rings 10 times

Outdoor telephone booths in Indianapolis, Ind., are ringing dollar bills for listeners of WFBM Indianapolis, which has been conducting a "Jack-in-the-booth" promotion twice nightly on its *Road Show*.

The two daily calls are made to unnamed outdoor phone booths, where the telephone is allowed to ring ten times. Each ring is "counted-down" from the $10 mark, with the person who answers receiving $8 if the phone has rung twice. In the first week of the promotion, according to WFBM, there were six winners, one for $9 and the rest receiving between $2 and $4.

KING-TV tapes bridge tourney

With its studios converted into a bridge arena, KING-TV Seattle videotaped an hour-and-a-half of the final play for the Vanderbilt Cup bridge competition. The subsequent tournament telecast was sponsored by the American Contract Bridge League and brought together "the nation's outstanding contract bridge players." The winner of the Vanderbilt Cup, a team captained by bridge columnist B. Jay Becker, will represent the U.S. in the 1960 Bridge Olympiad in Rome, according to KING-TV.



Operation leg-pull on April 1 schedules

April 1 brought out the trickster in stations' programming departments. Among those reporting Fools' Day stunts:

WFBR Baltimore and WINS New York broadcast phonograph records backwards and invited listeners to guess what they were. WFBR gave $13 to the first person to identify each of seven discs. WINS, which received about 5,000 telegrams plus telephone calls with guesses at the backward records, presented $5 to each of seven winners.

WAVI Dayton, Ohio, and WONE there switched disc jockeys Bernie Wullkotte and Jolly Rogers. WONE's "Top 40" format went with Mr. Rogers to WAVI, while WAVI's "Big Band Sound" was broadcast by d.j. Wullkotte over WONE. WAVI says that indignant listeners called both stations wondering what had happened to programming.

WCAE Pittsburgh disc jockeys switched names and programs. To make listener confusion complete, news commentator Hal Scott did a woman's show in falsetto.

KTIX Seattle, Wash., disc jockeys also assumed each other's identities and threw in such tricks as broadcasting out-of-season weathercasts and spinning 33⅓ rpm discs at 45 rpm. Listeners who telephoned KTIX with the record's correct title and artist were given an album of their choice.

KDKA Pittsburgh disc jockeys threw April Fools' Day parties for each other with listeners who provided "wacky gifts" receiving pen and pencil sets for the best sent in. Among hundreds of presents: gunpowder, baby bottles, a toothless comb for a baldheaded man and an 1879 baby crib.

McLendon plugs rival

Gordon McLendon, president of McLendon Corp. which owns among others KLIF Dallas, was heard April 1 on KIXL Dallas broadcasting plugs for his competitor.

The announcements were to pay back a bet to KIXL President Lee Segall. Mr. McLendon wagered that a popular movie wouldn't run locally for three months. The loser was to write and broadcast eight promotional announcements for the rival outlet. So pleased was winner Segall that he asked Mr. McLendon if he may use the spots regularly.

'Newsbeat' with a heartbeat

A 3½-year-old blue-eyed blonde won the hearts of newsmen over KREM-TV Spokane, Wash. Little Reggie LaDuke needed an operation to close a hole in

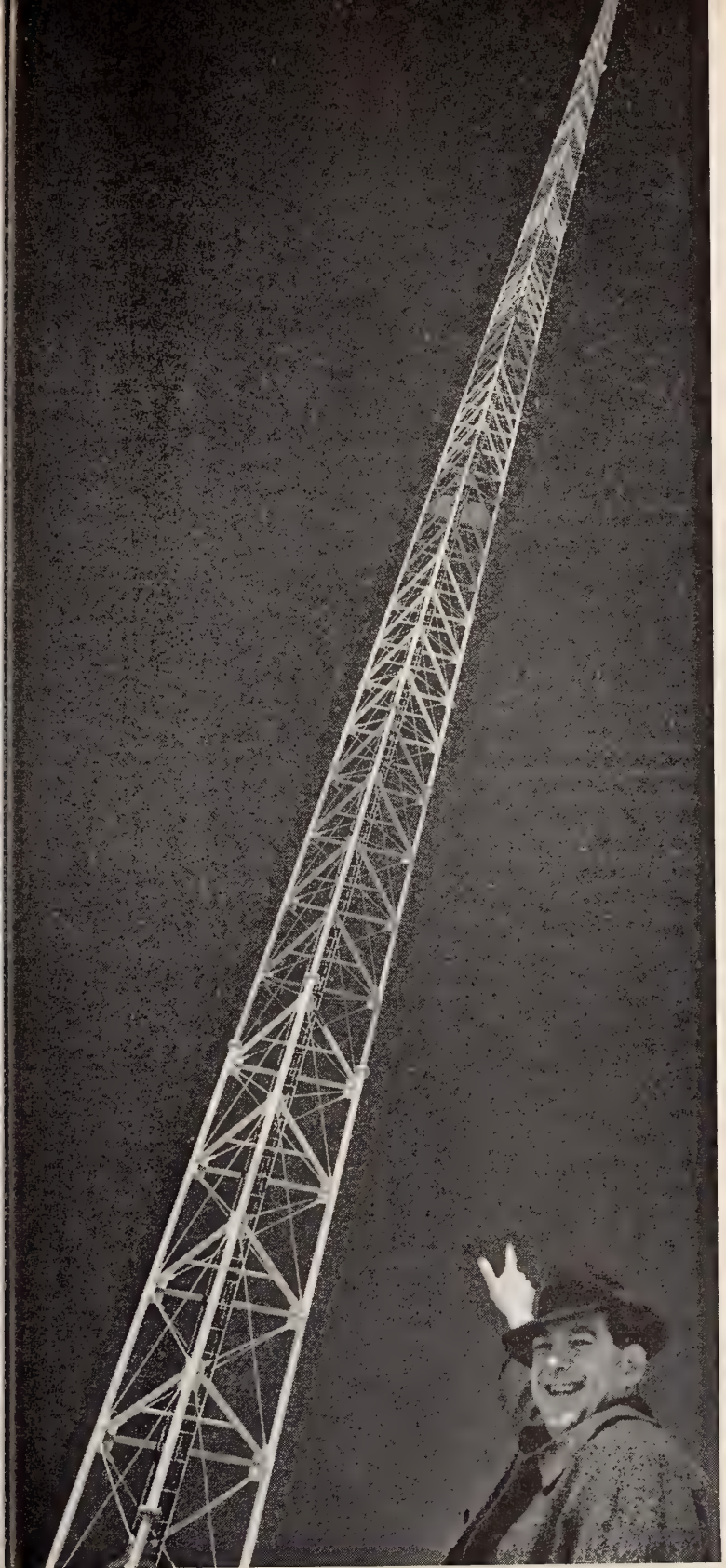
"This Dresser-Ideco tower sprouted 395′ in two years ...without growing pains."

"Now our Dresser-Ideco tall tower stretches up to 1107 feet," points out Ralph O'Connor, General Manager of WISC-TV, Madison, Wisconsin. "This final height was reached in 3 successive stages over a 2½-year period. Today we have one of the finest tower structures you'll find.

"The original 712′ tower was carefully designed and built by Dresser-Ideco to anticipate the need for future height increases. The tower went into service on June 25, 1956, just 60 days after construction started. In May, 1958, the first extension raised overall tower height to 921′, stepped up the size of WISC-TV's coverage. The final 174′ extension completed in December, 1958, again expanded coverage and improved and intensified our signal within the established coverage pattern. Each of the two extensions was completed on schedule, handled according to the original plans of Dresser-Ideco tower experts.

"From initial design to final inspection," Ralph O'Connor reports, "Dresser-Ideco gave careful and craftsmanlike attention to every phase of our 3-stage construction project. As a result everything went along smoothly."

You are assured of this same expert performance on new tower construction — or modification of existing Dresser-Ideco structures — when you specify the world's most experienced tower designer-builder. This tower modification service, available to all Dresser-Ideco tower owners, is another good reason to work with Dresser-Ideco. See your broadcast equipment representative, or contact us direct. And ask for Tower Catalog T-57.

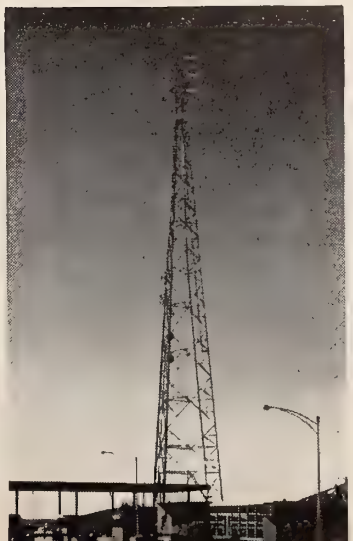


"There's something else new up there," says Ralph O'Connor. "We're pioneering the use of Don Hoskins' strobe daytime lighting for overcast weather conditions, in cooperation with the Wisconsin State Aeronautics Commission and the Dresser-Ideco tower engineering department."

Designers and builders of
over half the 1000′-plus television towers in service today.

Dresser-Ideco Company
Division of Dresser Industries, Inc.

TOWER DIVISION, DEPT. T-94
875 MICHIGAN AVE., COLUMBUS 8, OHIO



Dresser-Ideco microwave tower at Rockford, Illinois, one of 22 along the Illinois Toll Road ... representative of special developments for civilian and government tower needs. Here is evidence of Dresser-Ideco's continuing commitment to serve the broadcasting and communications industries now, and in the years ahead.



spot

SUMMER RADIO GOES





WHERE THE FAMILY GOES

You reach people–wherever they are, at home or on vacation – with SPOT RADIO.

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SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly, Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

her heart. KREM-TV reporters told viewers of *Newsbeat,* a nightly news show, of the operation that Reggie needed and which her father couldn't afford.

In less than three weeks, viewers had contributed more than the $2,000 needed. No direct appeals were made.

• Drumbeats

• Advertisers over KROW Oakland, Calif., can make an extra impression on consumers as they make their rounds at the grocery store. In a market-basket promotion bonus, the station is offering eligible sponsors shared space with market directories attached to 124 grocery store shopping carts.

• KTVW-TV Seattle-Tacoma, Wash., made use of station talent to tell the story of a heart operation for a telecast promoting the local heart fund drive. The operation was shown on film with commentary in non-technical language by ventriloquist Rod James of the KTVW-TV staff and his dummy. The half-hour documentary was commended by heart association workers.

• WWDC Washington received 10,627 postcards within five days when listeners were asked to send in the serial number of one of their dollar bills. WWDC announces one of the serial numbers each week, awarding the owner $100-$1,000 (depending on the spin of a wheel).

• An anti-contest contest is being sponsored by Bob Gage of KBIG Santa Catalina, Calif. He has asked his listeners to complete in 25 words or less the sentence, "I hate contests because . . . ", with the winner receiving a weekend for two on the resort island of Catalina.

• The Motion Picture Assn. of America, New York, last Monday (April 6) asked local movie people to answer the telephone by saying "Good morning, this is Oscar day. Be sure to see the Academy Awards telecast at 10:30 tonight."

• KGHM Brookfield, Mo., as part of its third anniversary promotion ran a contest to turn the call letters into a slogan. The winner among 200 entries received $25 for submitting "Karrier of the Green Hills Message."

• More than 20,000 "Guarantee Labels" from Aunt Jemima self-rising flour packages were collected in the WWRL Woodside, N.Y., Gospel Singing Contest. The public attended finals in the contest free of charge, but were required to hand in two labels each to vote for their favorite singer. The project, featuring more than 1,000 entrants, marked Aunt Jemima's 10th year on the WWRL sponsor list.

• Two 1959 Ford cars were awarded the winner of the WRC Washington "Sound of Quality" contest, conducted through February with more than 7,000 entries reported. Through air, newspaper and poster promotion, listeners were asked for 25-word essays on "the sound of quality." Other prizes: a phonograph and eight transistor radios.

• KNOB (FM) Long Beach, Calif., was named in a Los Angeles City Council resolution the week before last, commending the station on its permit to boost power to 79 kw. KNOB is an all-jazz outlet.

• This is "Color Television Month in California", as proclaimed by Gov. Edmund G. (Pat) Brown in recognition of the five-year-old industry's "great achievements in this new field of communication."

• WBET Brockton, Mass., located near military air installations, has been broadcasting the sound of a plane breaking the sound barrier. The recorded sonic booms are scheduled to acquaint listeners with the sound and to allay fears of explosion.



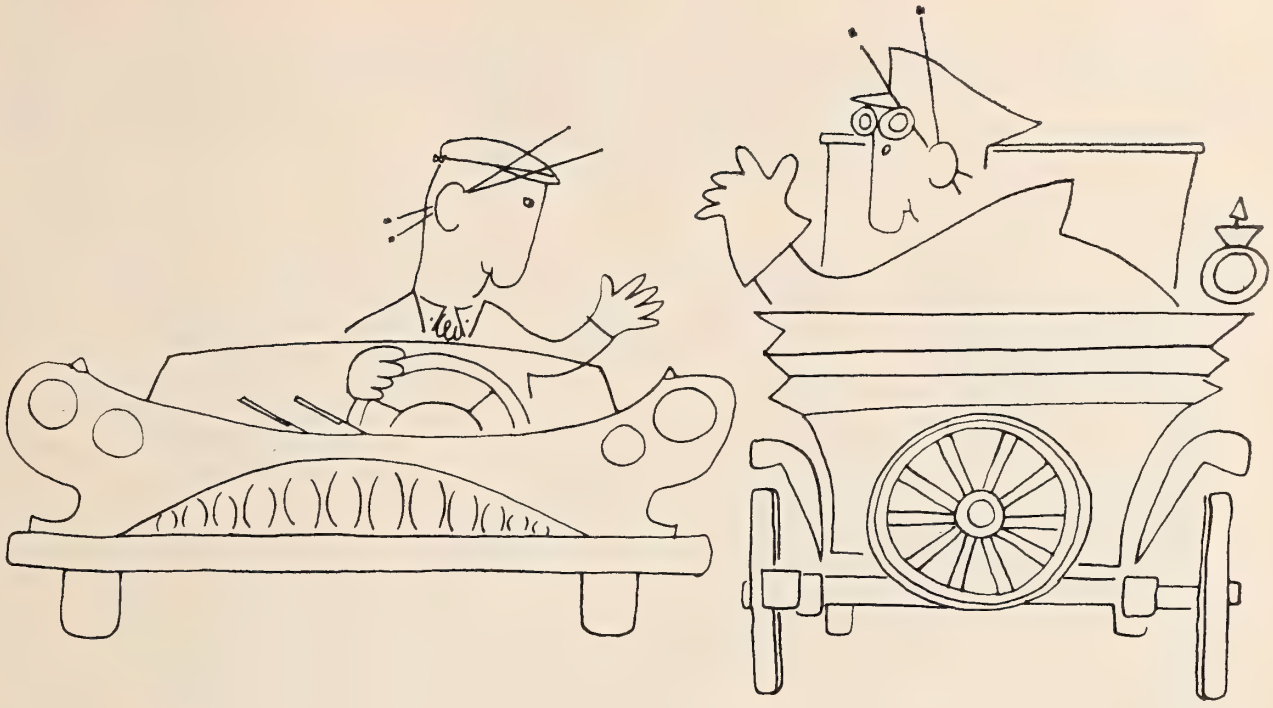
Money through the hoop • WDGY Minneapolis staffers so far this year have raised $10,000 for charitable enterprises in their home state and Wisconsin by playing basketball with local teams. Air personalities who double on the court gather around station manager Jack Thayer (holding ball). They are (clockwise from Mr. Thayer) Bill Diehl, Don Kelly, Dan Daniel, Stanley Mack and Jim Ramsburg.

The WDGY "Radio Wonders" team also includes former college and pro stars enlisted for the benefit performances. Organized last fall, the team has played a 16-game schedule for hospital funds, school treasuries, youth groups and civic activities in area towns. The games, 12 of them WDGY victories, have attracted more than 19,000 to watch the Wonders against local teams. WDGY has offered to advise other stations interested in how to organize a basketball project.

Promotion kitty set

Representatives of 30 station representatives in New York have pledged a kitty of $2,500-3,000 to help underwrite a presentation on the farm audience to advertisers and agencies during the June 17-20 convention of the National Assn. of Radio and Telesion Farm Directors in New York. A committee of Edward P. Shurick, Blair-Tv, H. Peter Lasker, Crosley Broadcasting Co., and Ben Holmes, Edward Petry Co., was named to cooperate with the NARTFD promotion committee headed by Bob Nance, WMT Cedar Rapids.

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COMPLETELY CUSTOM MADE
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OVER 400 STATIONS SOLD
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Life insurance investments change, too... to keep pace with the times

It is quite widely understood that life insurance funds have traditionally provided a major source of capital for our burgeoning economy. But perhaps not so well known are the continuing changes in the *types* of investments life insurance companies make, and the ways these investments enhance economic development.

Early in this century, for example, railroads required exceptionally large amounts of capital. Later public utilities needed funds for expansion. During World War II the Government needed money to carry on the war effort.

And then the acceleration of oil and natural gas production and their transmission required funds, a field in which life insurance investments pioneered. Increased industrial production and the ever-increasing need for housing, highways, and consumer credit in recent years have called for many new kinds of long-term financing.

In all these areas life insurance investments have laid the foundation for the greater use of equity capital, thus releasing and multiplying the effectiveness of such capital.

The evolution of MONY's investment portfolio is indicative of the continuing efforts to make capital available where and when it is needed most . . . to put the funds of millions of individual life insurance policyholders to work for the good of the economy, as well as for the ultimate benefit of the policyholders themselves.

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For Life, Accident & Sickness, Group Insurance, Pension Plans, **MONY** TODAY MEANS **MONEY** TOMORROW!

Shortwave KGEI wins overseas audience

A listener file of 11,000 letters attests to the growing popularity in Latin America and the Caribbean area of KGEI Belmont, Calif., an international shortwave station which has been on the air about four months and has an effective radiated power of 1,200 kw.

KGEI is a commercial outlet which beams musical, cultural, educational and informative programs in Spanish and English to Latin America. The station says several sponsors, who have goods or goodwill to sell in Latin America, have bought time on the station. Among these is Standard Oil Co. of California which airs its *Chevron School* on KGEI.

It's estimated there are about 8 million shortwave sets in Central and South America and the Caribbean. KGEI presently is on a limited schedule of four hours a day.

Radio Station KGEI Inc., a group of businessmen, bought the station from General Electric Corp. and reactivated it, receiving an FCC license last November. It is currently on 17.8 mc, but frequencies change from season to season because of atmospheric conditions.

Operating head of the station is Marvin R. Steffins Jr., vice president, who has lived a number of years in various Latin American countries. KGEI calls itself "The Voice of Friendship," claiming its commercial operation inspires confidence in listeners in contrast to the propagandistic nature of programming by many other shortwave stations. As a private enterprise, KGEI has a role in propagating the "free way" and promoting goodwill and better understanding among the peoples of the Americas, Mr. Steffins says.

KGEI programs include music, national and international news, reviews of American business, Bible readings and a program for children.

KGEI was first put into operation by GE in 1939, was taken over along with other shortwave outlets by the Office of War Information in 1942 and was leased to the U. S. Information Agency after World War II. GE took over again in 1953 and discontinued programming in 1956. WRUL Boston is the only other commercial shortwave station in the country.

New ch. 9 contestant

The Toronto board of education and other educational and cultural groups in the Toronto area have started planning to apply for the ch. 9 allocation. The Canadian government is expected soon to permit second television stations in present one-station cities. There are a number of groups known to be planning to apply for the allocation, including Toronto radio stations CFRB, CKEY and CKFH. Entry of the educational group is expected to complicate the decision by the Board of Broadcast Governors, as ch. 9 is the only vhf allocation still available for Toronto. There are also three uhf allocations for Toronto, but as yet there are only uhf satellite stations in operation in Canada.

A Mexican answer to hot competition

In Mexico City 29 am and 8 fm stations vie for listeners from among some four million inhabitants.

One organization's answer to this maze of competition is multiple ownership, a luxury unattainable in U.S. cities. Known as "Formula RM," the combine embraces five stations, each catering to a different section of the population. Their only trait in common, beyond ownership, is nearly total reliance on recorded music.

One of the RM stations programs for teenagers. The emphasis is on "top 40" American popular music. Also provided is information about school activities, sometimes delivered by students themselves.

Then there's "Radio Mil" (referring to its 1000 kc) over which popular music of all nations is played, interspersed with recorded comedy segments. E. G. Salas, general director and owner of Formula RM, said that American recording companies use this station as a testing ground for a record's potential popularity in the area.

"Radio Feminina," operated entirely for and by women, plays "romantic music all day." It features a "Stork Club" for expectant mothers to whom it makes available low-cost medical attention through a clinic which co-operates in return for air time.

The "masses" are reached through "Radio Sinfonola," which means jukebox. Here telephone requests are played and the announcers speak in "slang."

The group's other station is on the fm band and offers mostly classical music for "cultured, professional, influential people." (The number of receivers is estimated at 100,000.) This station presents fewer commercials, usually for more expensive products.

Mr. Salas said that television had thus far failed to challenge radio's supremacy in Mexico because of the expense of tv sets.

Canadian tv count

The Canadian Bureau of Statistics said Monday (April 6) that nearly 70% of the country's 4.2 million households had tv sets at the end of last year. In 1957 the figure was about 63%. Nearly all (96%) households had at least one radio set.

Canadian radios up

Radio receiver sales in Canada are booming. The report for the first two months of this year issued by the Electronics Industries Assn. of Canada, Toronto, shows 79,213 radio were sold, compared with 61,442 in the same January-February period last year. Sales for February were 42,226 units as against 31,284 in February 1958. Major increases were in portables and automobile sets, the latter almost double the number sold in February 1958. Ontario bought most receivers in the first two months, 34,291, with Quebec province accounting for 19,914 sets.

Television receiver sales were down in the first two months of this year to 63,442 sets as against 67,068 sets in the 1958 period. Bulk of the sets sold were in Ontario 25,245, and Quebec 11,719 units.

Canadian tv stations agree on option time

A television network option time agreement has been reached between the Canadian Broadcasting Corp., and independently-owned Canadian stations at meetings in Toronto. On the basis of 103 hours of network broadcasting time each week, it was decided that 54 hours would be option network time, the balance station time. Both station and network option time were divided into three time classifications, with class A time from 7:30-11 p.m. Monday through Saturday, 5-11 p.m. Sunday. Football telecasts and spectaculars would fall outside network option time and would be considered as specials. The plan would not restrict either the network or the individual stations from contracting for additional network service.

Attending the network option time committee were George Cromwell, CHSJ-TV St. John, N.B.; Jean Pouiliot, CFCM-TV and CKMI-TV Quebec; Bob Reinhart, CFPL-TV London, Ont.; Hal Crittenden, CKCK-TV Regina, Sask., and from the CBC Peter Mc-

NEW GATES LEVEL DEVIL



A NEW CONCEPT IN LEVELING AMPLIFIERS

The marked engineering advancement in the exclusive new Gates "Level Devil" is best illustrated by contrasting the old with the new. In former leveling amplifiers, the lower signal level, referred to as noise, was expanded during a point of program silence. A baseball or football game is an excellent example. When the sports announcer was silent for a moment, the crowd noise expanded considerably. And, when the announcer spoke, the crowd noise immediately decreased. With Level Devil, this difficulty is greatly overcome. In the absence of signal, the noise level does not rise above the regular level established by the average signal. With older level amplifiers, the noise would rise 10 to 15 db. under equivalent conditions.

Leveling amplifiers have, until "Level Devil," seen only limited use in television. A film with a signal to noise ratio of 30 db. (average value) could not tolerate background noise increased during a period of silence on the film. By overcoming this background noise, which would be very noticeable to the listener, Level Devil becomes ideal for television broadcasting. This new leveling amplifier also offers many other outstanding advantages in services such as film, tape, and disc recording, and becomes another progressive step in AM and FM broadcasting.

For complete technical information, write today for Bulletin 107-A. Yours for the asking.

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Donald, director of the English tv network, Toronto; Jean St. George, Montreal; Ian Ritchie, Toronto and Dan Cameron, Winnipeg.

• Abroad in brief

• Granada Tv Network, London, plans to sell, distribute and exchange its programs with other countries. Stuart Griffiths, with Granada 18 months, has been named to head the newly-formed Overseas Dept. Mr. Griffiths formerly was program director with CBC, Canada. His headquarters: Overseas Dept., Granada Tv, 36 Golden Sq., London W. 1.

• France had 1,023,808 registered tv sets at the end of last year, an increase of a half-million over 1957. Radio sets numbered 10,694,792. The country's tv audience is estimated at about 3.5 million.

• Canadian Marconi Co., Montreal, owner of CFCF Montreal and electronics manufacturer, reported a net deficit for the fiscal year 1958 of $386,844, down from the 1957 deficit of $1,479,547. The report showed an operating profit for the year of $512,000 but depreciation, officers' salaries, fees and legal expenses totalled $899,000 to bring about a net loss. The deficit was attributed mainly to changing government defense requirements which resulted in cancellation of some major defense contracts. Working capital at year's end stood at $4,147,479, compared with $3,832,298 at the end of 1957.

• CFRA-FM Ottawa names Radio & Television Sales Inc., Toronto and Montreal.

• An international microwave tube meeting is planned for Nachrichtentechnische Gesellschaft (West German equipment association) June 7-11. Details are available from Tagungs-Buero Mikrowellen-Roehren, Brienner Str. 40, Munich, West Germany.

• The Vatican City, Rome, plans to install a tv station. The Vatican transmitter will concentrate on tying its studios in with the Eurovision network.

• Switzerland had 56,481 television receivers registered on March 1. This is an increase of 3,486 units over February's figure.

• An East German Russian-owned television receiver manufacturing organization exhibited the country's first 110-degree picture tube at the International Trade Fair, Leipzig. The set is a prototype; no plans to produce it in quantity were announced. West German observers state that their 110-degree tube will be on the market in three months.

• VOWR St. John's, Nfld., lost its 210-ft. tower in a March storm. Five years ago VOWR had lost its antenna tower and had to replace it at a cost of $5,500. This year the new tower is expected to cost $6,500 and will be replaced in May. Meanwhile the station is broadcasting with a temporary antenna.

VOCM St. John's, also lost its tower in the same storm, the second to go down for this station within six months.

• The third annual Canadian Radio Week is to be May 3-9 and its slogan "Be in the know—Buy a Canadian radio." The Broadcast Advertising Bureau of the Canadian Assn. of Broadcasters is working with receiver manufacturers in the promotion. CAB member stations and stations of the Canadian Broadcasting Corp. are co-operating with special programs, air promotion and numerous merchandising displays.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

April 2 through April 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATION

Alpine, Tex.—Big Bend Bcstrs. vhf ch. 12 (204-210 mc); ERP 0.236 kw vis., 0.148 kw aur.; ant. height above average terrain 225 ft., above ground 185 ft. Estimated construction cost $19,000, first year operating cost $36,000, revenue $40,000. P.O. address Box 779. Studio and trans. location Alpine. Geographic coordinates 30° 32′ 30″ N. Lat., 103° 39′ 36″ W. Long. Trans. Electron, ant. Prodelin. Legal counsel & consulting engineer none. Principals include **Gene R. Hendrix** (55%), **Jack Hawkins** (20%), **Barney Hubbs** (15%) and **Bill H. Hubbs** (10%). Big Bend is licensee KVLF Alpine. Ann. April 6.

Existing Tv Stations

ACTION BY FCC

WMBD-TV Peoria, Ill.—Granted license for tv station without prejudice to such action as Commission may deem appropriate as result of the final disposition of pending litigation relating to the allocation or assignment of tv channels in Peoria. Ann. April 3.

New Am Stations

APPLICATIONS

Palmetto, Fla.—Palmetto Bcstg. Co. 1220 kc, 1 kw D. P.O. address % Styers Market, Route 1, Palmetto. Estimated construction cost $18,210, first year operating cost $36,000, revenue $50,000. Sole owner is **L. T. Styers**, owner Styers Market. Ann. April 8.

Nashville, Ga.—Berrien Bcstg. Co. 1280 kc, 500 w D. P.O. address 610 N. Davis St., Nashville. Estimated construction cost $14,448, first year operating cost $30,000, revenue $40,000. Equal partners **B. L. Bennett** and **A. L. Taylor** are retail merchants. Ann. April 2.

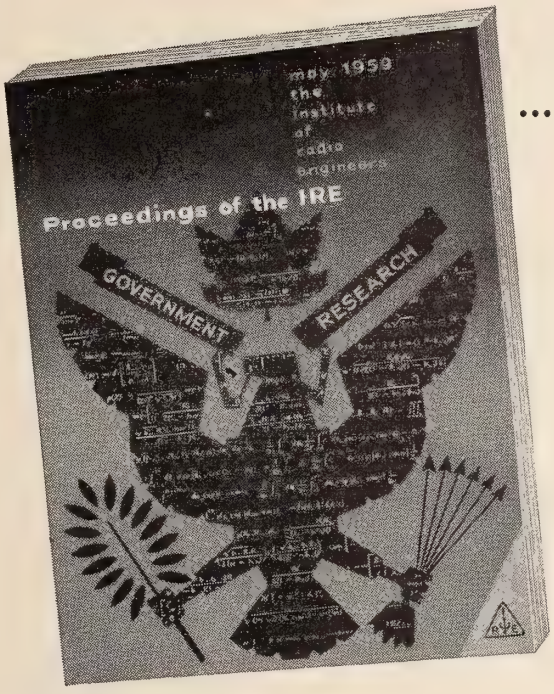
Baltimore, Md.—Caba Bcstg. Corp. 940 kc, 1 kw D. P.O. address 22 Light St., Baltimore 2. Estimated construction cost $53,106, first year operating cost $150,000, revenue $150,000. Applicants are **Matthew R. Rappaport** (66%) and **Robert M. Goldman** (33%). Mr. Rappaport is in motion picture theatre business and Mr. Goldman is attorney. Ann. April 2.

Terrytown, Neb.—Terry Carpenter Inc. 960 kc, 1 kw D. P.O. address Box 170, Terrytown. Estimated construction cost $18,500, first year operating cost $40,000, revenue $50,000. Terry Carpenter Inc. is owned by **Terry** (61 %), **Gary** (14%), **Michael** (14%) and **Hazeldeane Carpenter** (8%). Terry Carpenter is state senator in Nebraska Legislature. Hazeldeane Carpenter is his wife, and Gary and Michael are sons. Ann. April 2.

Hammonton, N.J.—Dinkson Corp. 690 kc, 250 w D. P.O. address % Richard Howell,

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

IRE Salutes Government Research



Again government projects make the news as space satellites relay world weather data and rockets orbit the sun. The *Institute of Radio Engineers* salutes government contributions to progress in radio-electronics in the *Special May Issue* of **PROCEEDINGS OF THE IRE.**

The big May **PROCEEDINGS OF THE IRE** gives deserved recognition to the government laboratories and bureaus engaged in electronics research and development, and brings to its readers information about the invaluable work being done by engineers and technicians in federal employ. Included are 40 technical papers dealing with the most important aspects of current projects.

Radio-Electronics Behind the Headlines

This Special Issue reveals how the government is meeting the challenge of creating new and better electronic devices for peaceful and utilitarian purposes, as well as how it is meeting the pressing need for advanced national defense systems. Also discussed are future safeguards for the security of the free world.

Presentation of this special issue on *Government Research* is in keeping with the IRE's policy of bringing to the world of radio-electronics the latest news of subjects of special interest and significance. Such a practical policy enables the IRE to provide a valuable service to the industry by making technical material and pertinent information available not only to its 72,000 members, but to informed non-members as well.

Read this informative report on *Government Research* in the publication that records progress. If you are not a member of the IRE, be sure to reserve a copy of the May **PROCEEDINGS,** now.

PARTIAL CONTENTS OF THIS GOVERNMENT RESEARCH ISSUE:

"The Basis of Our Measuring System" by A. G. McNish, National Bureau of Standards

"The DOFL Microelectronics Program" by T. A. Pruge, J. R. Nall & N. J. Doctor, Diamond Ordinance Fuze Labs.

"VFL Propagation Measurements for the Radux-Omega Navigation System" by C J. Casselman, D. P. Heritage & M. L. Tibbals, U. S. Naval Electronics Lab.

"Submarine Communication Antenna Systems" by R. W. Turner, U. S. Naval Underwater Sound Lab.

"Some Characteristics of Persistent VHF Radio Wave Field Strengths Far Beyond the Radio Horizon" by L. A. Ames, E. J. Martin & T. F. Rogers, Air Force Cambridge Research Center

"Phenomena of Scintillation Noise in Radar Tracking Systems" by J. H. Dunn, D. D. Howard & A. M. King, U. S. Naval Research Lab.

"On Models of the Atmospheric Radio Refractive Index" by B. R. Bean & G. D. Thayer, National Bureau of Standards

"Image Intensifiers and Image Converters for Military and Scientific Use" by M. W. Klein, Engineering Res. & Dev. Labs.

"A Light-Weight and Self-Contained Airborne Navigational System" by Staff, Defense Research Board, Canada

"The CAA Doopler Omnirange" by S. R. Anderson & R. B. Flint, U. S. Dept. of Commerce

"Pulsed Analog Computer for Simulation of Aircraft" by P. N. Herzog, U. S. Naval Training Device Center

"Progress and Problems in Army Communications" by R. E. Lacy, U. S. Army Signal Res. & Dev. Labs.

"The Engineering of Communication Systems for Low Radio Frequencies" by J. S. Belrose, W. A. Hatton, C. A. McKerrow & R. S. Thain, Defense Research Board, Canada

"Numerical Approach to Electronic Reliability" by J. J. Naresky, Rome Air Development Center

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☐ Enclosed is company purchase order for the May 1959 issue on Government Research

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CITY & STATE _____

All IRE members will receive this May issue as usual. Extra copies to members, $1.25 each (only one to a member)

229 Liberty St., Hammonton. Estimated construction cost $23,312, first year operating cost $35,000, revenue $50,000. Applicants are **Francis M. Gardner, A. Harry Zoog** and **James J. Dooley** (23⅓% each) and **Alfred J. Wagner, Richard G. Howell** and **Dr. Thomas F. Flynn Jr.** (10% each). None has broadcast interests. Ann. April 2.

Eugene, Ore.—Eugene Bcstrs. 1320 kc, 1 kw D. P.O. address % Robert Sherman, 127 Montgomery St., San Francisco. Estimated construction cost $28,219, first year operating cost $42,000, revenue $48,000. Applicants are (25% each) **William H. Crocker II, Diana C. Redington, Thomas J. Davis Jr.,** and **Robert Sherman.** None has previous broadcast interests. Ann. April 2.

Clinchco, Va.—Dickenson County Bcstg. Corp. 1430 kc, 1 kw D. P.O. address Clintwood, Va. Estimated construction cost $24,490, first year operating cost $25,000, revenue $30,000. Applicant corporation is composed of 67 stockholders, all having less than 2% interest, and no previous broadcast interests. Ann. April 7.

Existing Am Stations

APPLICATIONS

WKDX Hamlet, N.C.—Cp to change frequency from 1400 kc to 1250 kc, increase power from 250 w to 1 kw, change hours of operation from unl. to daytime, make changes in ant. (increase height) and install new trans. Ann. Apr. 8.

WKRK Murphy, N.C.—Cp to change frequency from 1390 kc to 1320 kc, increase power from 1 kw to 5 kw and install new trans. Ann. April 8.

WDXB Chattanooga, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc) Ann. April 7.

WIKE Newport, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc) Ann. April 8.

WTWN St. Johnsbury, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. April 8.

WLBL Auburndale, Wis.—Mod. of license to change hours of operation from D to SH (daily except Saturday). (930 kc) Ann. April 8.

New Fm Stations

APPLICATIONS

Prestonburg, Ky.—Gordon Collins 95.5 mc, 5 kw. P.O. address Lackey, Ky. Estimated construction cost $16,321, first year operating cost $5,000, revenue $10,000. Mr. Collins owns WDOC Prestonburg. Ann. April 6.

Baltimore, Md.—John B. Reynolds 95.1 kc, 20 kw. P.O. address 902 Marsh Rd., Wilmington, Del. Estimated construction cost $35,700, first year operating cost $25,000, revenue $30,000. Mr. Reynolds owns WJBR (FM) Wilmington. Ann. April 8.

Omaha, Neb., Council Bluffs, Iowa—Nonpareil Bcstg. Co. 98.7 kc, 3.075 kw. P.O. address 120 S. Main St., Council Bluffs, Iowa. Estimated construction cost $6,356, first year operating cost $1,200, revenue $2,500. Applicant owns KSWI Council Bluffs. Ann. April 2.

Dallas, Tex.—E. F. Weerts 107.9 mc, 7.6 kw. P.O. address 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $18,079, first year operating cost $33,600, revenue $42,000. Mr. Weerts owns San Diego dining room and is applicant for fm permits in San Diego and Houston. Ann. April 2.

Ownership Changes

ACTIONS BY FCC

WGAY, WAYL-FM Silver Spring, Md.—Granted assignment of license and cp to **Connie B. Gay** (interests in WTCR Ashland, Ky.; WFTC Kinston, N.C.; KITE San Antonio, Tex., and WYLD New Orleans, La.); consideration $456,000. Comr. Bartley dissented. Ann. April 8.

WSOC - AM - FM - TV Charlotte, N.C.—Granted transfer of control from **E. E. Jones,** et al., to **Carolina Bcstg. Co.**; consideration $5,600,000. Comr. Bartley dissented. Transferee is owned by **Miami Valley Bcstg. Corp.** (WHIO-AM-FM-TV Dayton, Ohio) which, in turn, is principally owned by Cox family. Ann. April 8.

KXII (TV) Ardmore, Okla.—Granted (1) assignment of cp from estate of **John F. Easley,** deceased, to **Texoma Land Television Inc.** (majority stockholder of KTEN-TV, ch. 10, Ada); consideration $160,000; conditioned that Texoma may, after consummation, continue to operate KXII from its existing trans. location under STA only for that length of time specified in mod. cp for completion of construction, or such additional time as Commission may allow; and (2) application to move trans. site, reduce vis. ERP, increase ant., and make equipment changes. By letter, denied petition by **Texas State Network Inc.** (KFJZ-TV, ch. 11), Fort Worth, to defer action on KXII (TV) applications until action on KFJZ-TV rulemaking petition to shift ch. *2, now educational in Denton, to Fort Worth for commercial use, assign ch. 11 to Denton for educational use, and modify KFJZ-TV's license accordingly, or consolidate in hearing KXII (TV) applications with rulemaking proceeding. Comrs. Hyde and Craven abstained from voting; Comr. Bartley dissented to assignment of cps. Ann. April 8.

APPLICATIONS

WETO Gadsden, Ala.—Seeks assignment of license from **Gadsden Radio Co.** to **Airmart Radio Stations Inc.** for $71,000. Airmart is owned by **Melvin Lewis** and **William R. McDaniel** (49.6% each) and others. Mr. Lewis owns magazine distribution agency and Mr. McDaniel has interest in WHLP Centerville, Tenn. Ann. April 7.

KFIV Modesto, Calif.—Seeks assignment of license from **Modesto Bcstg. Co.** to **K-fiv Inc.** for $50,886. Applicants are **Theodore J. Wolf** (40%), **A. J.** and **Rebecca B. Krisik** (30% each). Mr. Wolf is present 10% owner of licensee of KFIV. Mr. Krisik has interests in KGYW Vallejo and KNGS Hanford, both California. Ann. April 8.

KAFE (FM) Oakland, Calif.—Seeks assignment of license from **Daniel Xavier Solo** to **Joseph H. Cox** for approximately $57,000. Mr. Cox is proprietor San Francisco high-fidelity music business. Ann. April 8.

KROW Oakland, Calif.—Seeks assignment of license from **KROW Inc.** to **The McLendon Pacific Corp.** for $800,000. Stockholders of McLendon Pacific are also stockholders of McLendon Corp. which is licensee of KLIF Dallas, KILT Houston, WAKY Louisville, and through subsidiary companies KTSA San Antonio and KEEL Shreveport, La. Ann. April 3.

KTUR Turlock, Calif.—Seeks assignment of license from **Turlock Bcstg. Corp.** to **KTUR Inc.** for $115,000. Purchasers are **Danny Landau** (25%), **Harrison M. Fuerst** (12%), **Milton Fromson** (17½%), **Richard S. Cole** (14%), **Richard H. Gries** (7%) and others. Mr. Landau owns Cleveland ad agency, Messrs. Fuerst and Gries have interests in KVOR Colorado Springs, Colo., and KPAS Banning, Calif. Mr. Fromson owns insurance agency and Mr. Cole has interest in KVOR. Ann. April 3.

KWBY Colorado Springs, Colo.—Seeks assignment of cp from **Music Broadcasting Corp.** to **Hill-Smith Bcstg. Inc.** for $120,000. Applicants include **John D. Hill** and **Frank A. Smith.** Hill-Smith Bcstg. Inc. is owned by **KWHK Inc.,** licensee KWHK Hutchinson, Kan. Ann. April 8.

WPCT Putnam, Conn.—Seeks transfer of control of **Israel Putnam Bcstg. Co.** through transfer of 10% of stock from **Albert Lanthier** to **Rene Cote,** present 43% owner. Mr. Cote has 50% interest in WILI Willimantic, Conn. Ann. April 8.

KLIK Jefferson City, Mo.—Seeks assignment of license from **Empire Bcstg. Co.** to **KLIK Bcstg. Inc.** for $170,000 plus $5,000 for agreement to not compete. Purchasers are **Isadore J. Fine** (15%), **Oscar K. Fine** (30%), **Jesse D. Fine** (30%), **Eugene P. Fine** (15%) and **T. M. Nelson** (10%). Fines have interests in KFEQ-AM-TV St. Joseph, Mo., and Mr. Nelson has interests in KFEQ-AM-TV, WILO Frankfort, Ind., and WOHP Bellefontaine, Ohio. Ann. April 6.

KNIM Maryville, Mo.—Seeks assignment of license from **KNIM Inc.** to **Clark Bcstg. Co.** for $47,250. Purchasers are **Roger Moyer** (60%) and **Zoe Moyer.** Roger Moyer owns interest in WTIM Taylorville, Ill. Zoe Moyer is housewife. Ann. April 7.

KHOB Hobbs, N.M.—Seeks transfer of control of **Permian Basin Radio Corp.** through sale of interest owned (38.3%) by **Helen F. Orr, Charlie D.** and **Billie O. Shaw** to **Quenton K. Crandall** and **Charles R. Scott,** who each presently own approximately 30% interests, for $30,633. Ann. April 8.

WOLF Syracuse, N.Y.—Seeks assignment of license from **New York Civic Bcstg. Corp.** to **Ivy Broadcasting Inc.** for $329,000. Applicant includes **Ellis E. Erdman** and **James J. Clynes** (25% each), **Janice B. Abbott** and **Pauline B. Treman** (24% each) and others. Mr. Erdman has interests in WTKO Ithaca, WEBO Owego, both New York, and WACK Newark, N.J. Mr. Clynes is attorney. Mrs. Abbott and Mrs. Treman are housewives. Ann. April 2.

WDBM Statesville, N.C.—Seeks assignment of license from **Iredell Bcstg. Co.** to **Iredell Bcstg. Corp.,** both owned by Walter A. Duke. Ann. April 6.

WDSG Dyersburg, Tenn.—Seeks transfer of control of **State Gazette Bcstg. Co.** through transfer of 50% of stock from **Russell M. D. Bruce** to **Robert William Ward** (present 50% owner) and wife. Consideration $26,500. Ann. April 8.

KANN Sinton, Tex.—Seeks assignment of license from **San Patricio Bcstg. Inc.** to **Southern Bcstg. Corp.** for $70,000. Applicants are **Edwin** and **Patsy Dunn Singer.** Mr. Singer is in oil refining and production. Ann. April 6.

WJWS South Hill, Va.—Seeks transfer of control of 52.3% of **Old Belt Bcstg. Corp.** from **J. C. Oakley, J. E. Matthews, R. E. Daniel Jr., R. L. Wallace,** and **J. H. O'Brien Jr.** to **W. B. Hofler,** present 33.4% owner, for $26,250. Mr. Hofler is general manager of WJWS. Ann. April 8.

WAGE Leesburg, Va.—Seeks assignment of license from **Marion Park Lewis** to **Leesburg Bcstg. Corp.,** which is wholly owned by Mrs. Lewis. She also owns WINC, WRFL (FM) Winchester, WSIG Mt. Jackson, WFVA Fredericksburg, all Virginia; WAYZ Waynesboro and WHYL Carlisle, both Pennsylvania, and WELD Fisher, W.Va. (see WELD, page 121). Ann. April 6.

WIKE Newport, Vt.—Seeks transfer of control of 59% interest in **Twin State Bcstrs. Inc.** from **E. Dean Finney** and **Tacy Hood Finney** (husband and wife) to **E. Dean Finney.** No consideration involved. Ann. April 2.

WTWN St. Johnsbury, Vt.—Seeks transfer of control of 59% interest in **Twin State Bcstrs. Inc.** from **E. Dean Finney** and **Tacy Hood Finney** (husband and wife) to E. Dean Finney. No consideration involved. Ann. April 2.

KNBX Kirkland, Wash.—Seeks transfer of control of **Eastern Bcstg. Co.** through transfer of one-third interest owned by **W. A. Chamness** to **L. N. Ostrander** and **G. A. Wilson** for $65,000. After transfer, re-

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maining partners will each own half interest. Ann. April 8.

WELD Fisher, W.Va.—Seeks assignment of license from **Marion Park Lewis** to **South Branch Bcstg. Corp.**, wholly owned by Mrs. Lewis. For other broadcast interests see WAGE Leesburg, Va. (page 121). Ann. April 6.

Hearing Cases

ACTIONS BY FCC

By memorandum opinion and order, commission denied petition by Texas State Network Inc. (KFJZ-TV, ch. 11), Fort Worth, Texas, for rule making to reallocate ch. *2 now reserved for educational use in Denton, Tex., to Fort Worth for commercial use, assign ch. 11 to Denton for educational use, and modify KFJZ-TV's license accordingly. Commissioners Hyde and Craven abstained from voting. Ann. April 8.

MIAMI TV CH. 7 PROCEEDING REOPENED

By Order, on April 3 Commission, on its own motion, reopened record in comparative proceeding on applications of Biscayne Television Corp. (WCKT), East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp. for new tv stations to operate on ch. 7 in Miami, Fla. for further hearing in Washington, D.C., before an Examiner and on date to be determined later, on following issues:

1. To determine whether any of members of Commission who participated should have disqualified himself from voting in proceedings before Commission which resulted in award of cp for television station on ch. 7 in Miami.
2. To determine whether any person or persons influenced or attempted to influence any member of Commission with respect to proceedings resulting in award of cp for ch. 7, Miami, in any manner whatsoever except by recognized and public processes of adjudication.
3. To determine whether any party to proceedings before Commission which resulted in award of the cp for ch. 7 in Miami directly or indirectly secured, aided, confirmed, ratified, or knew of any misconduct or improprieties in connection with proceedings.
4. To determine, in light of facts adduced upon foregoing issues, whether grant heretofore made of cp for ch. 7, Miami, was void *ab initio* and if not, whether such grant is voidable and action should be taken to set it aside; whether any of applicants in this proceeding was and is disqualified to receive grant of its application; and whether conduct of any applicant, if not of disqualifying character, has been such as to reflect adversely upon such applicant from comparative standpoint.

Upon petition therefor filed with Commission, consideration will be given to holding of hearing sessions at locations other than Washington. All parties to these cases before Commission may participate if they make timely request, with opportunity for cross-examination and rebuttal testimony. Commission further ordered that presiding officer shall permit Attorney General of the United States or his designated representative, upon request made, to participate in hearing as *amicus curiae*.

Further hearing was ordered in light of record of hearings before Subcommittee on Legislative Oversight of House of Representatives Committee on Interstate and Foreign Commerce which made reference to possible *ex parte* representations made during course of Miami ch. 7 proceeding.

Routine Roundup

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 3

WARF Jasper, Ala.—Granted assignment of license to **Walker County Bcstg. Inc.**

WKUL Cullman, Ala.—Granted assignment of license to **Cullman Bcstg. Inc.**

WAPE Jacksonville, Fla.—Granted assignment of cp to **William J., Cyril G.** and **Daniel M. Brennan**, d/b Brennan Bcstg. Co.

WONA, WAMY Winona and Amory, Miss.—Granted assignment of licenses to **Southern Electronics Inc.**

KAPI Pueblo, Colo.—Granted license for am station.

KDEN-FM Denver, Colo.—Granted license for fm station.

WDGY Minneapolis, Minn.—Granted license covering installation of new trans. and ant. as auxiliary trans. and ant. at studio location.

KADA Ada, Okla.—Granted mod. of license to operate trans. by remote control.

KFEQ St. Joseph, Mo.—Granted cp to install new type trans.

KCTV (TV) San Angelo, Tex.—Granted cp to change ERP to vis. 26.9 kw, aur. 13.5 kw and make changes in ant. system and other equipment; ant. 420 ft.

WKBN-TV Youngstown, Ohio—Granted mod. of cp to change ERP to vis. 204 kw, aur. 110 kw; change type of ant., and make changes in equipment; ant. 630 ft.

KART Jerome, Idaho—Granted authority to operate SH beginning April 15 and ending Sept. 15.

KBMI Henderson, Nev.—Granted extension of authority to remain silent to June 6.

WORG-FM Orangeburg, S.C.—Granted request to cancel license; call letters deleted.

Following stations were granted extensions of completion dates as shown: KBCO (FM) San Francisco, Calif. to Oct. 19; KTYM-FM Inglewood, Calif. to April 30; WTAF (FM) Birmingham, Ala. to May 30; KXII (TV) Ardmore, Okla. to August 14; KACE-FM Riverside, Calif. to June 16.

Actions of April 2

KLRJ-TV Henderson, Nev.—Granted assignment of license to **Southern Nevada Radio & Television Co.**

WKAL Rome, N.Y.—Granted assignment of license to **Mid New York Bcstg. Corp.** (main trans. & ant. & alt. main trans. & aux. trans.)

WKTV (TV) Utica, N.Y.—Granted assignment of license to **Mid New York Bcstg. Corp.** (main trans. & ant. & alt. main trans. & aux. trans.)

KDDD Dumas, Tex.—Granted assignment of license to **Dumas Bcstrs. Inc.**

WWIN Baltimore, Md.—Granted acquisition of positive control by **Thomas F.** and **Mary H. McNulty** (stock held jointly) through purchase of stock from **J. Harry West.**

KEZY Anaheim, Calif.—Granted transfer of control from **Cliff Gill** to **Cliff Gill**, individually and as voting trustee for **Daniel Russell.**

KORK Las Vegas, Nev.—Granted transfer of control from **Donrey Operating & Trading Co.** to **Southern Nevada Radio & Television Co.**

WTVO (TV) Rockford, Ill.—Granted relinquishment of negative control by **H & E Balaban Corp.** through sale of stock to **Elmer Balaban** and **Irwin Dubinsky**, trustees for benefit of **Harold Froelich.**

KTUE Tulia, Tex.—Granted relinquishment of negative control by each **Marshall Formby** and **Clint Formby** through sale of stock to **Lee McKinney.**

KTER Terrell, Tex.—Granted involuntary transfer of control from **Paul Wnorowski** to **Ruby Wnorowski**, executrix of estate of Paul Wnorowski, deceased.

KBEN Carrizo Springs, Tex.—Granted extension of authority to sign-off at 7 p.m. except for special events for period beginning March 22 and ending April 30.

KMAN Manhattan, Kan.—Granted authority to sign-off at 6:30 p.m. for period April through August 31, except for special events when station may operate up to licensed sign-off time.

WRRR Rockford, Ill.—Granted authority to sign-off at 6 p.m. CST, for period May 1 through Aug. 31.

WTAY Robinson, Ill.—Granted authority to sign-on at 6 a.m., sign-off at 6 p.m. for period April 1 through Sept. 30.

KTRH-FM Houston, Tex.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: *WGTV (TV) Athens, Ga. to Nov. 5; WCHU (TV) Champaign, Ill. to June 15; WCSC-TV Charleston, S.C. to June 15.

Actions of April 1

KABQ Albuquerque, N.M.—Granted transfer of control from **Edward M. Sleighel** to **Nancy W. Sleighel.**

WRFM (FM) New York, N.Y.—Granted mod. of SCA to change frequency from approximately 32.5 and 57 kc to 41 and 67 kc.

WKBM-TV Caguas, P.R.—Granted extension of completion date to June 30.

Actions of March 31

WFTG London, Ky.—Granted authority to sign-on at 6 a.m. and sign-off at 7:30 p.m., Monday through Saturday from April 1 through Aug. 31.

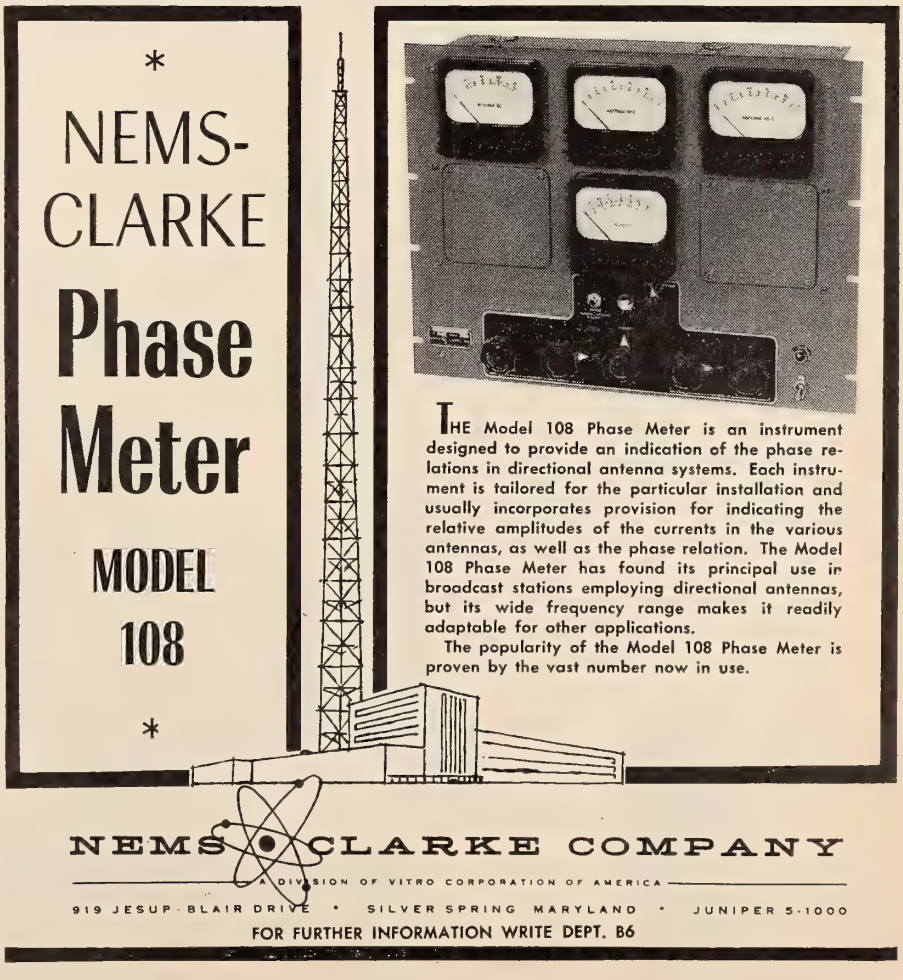
WPEO Peoria, Ill.—Granted authority to sign-off at 7 p.m. weekdays and sign-on at 6 a.m. and sign-off at 7 p.m. Sundays, CST, for period May 1 through Aug. 31.

WPRE Prairie Du Chien, Wis.—Granted authority to sign-off at 6:15 p.m. CST for period April 1 through April 30; sign-off at 7:15 p.m., CST, period May 1 through Aug. 31, except for special events when station may operate up to licensed sign-off time.

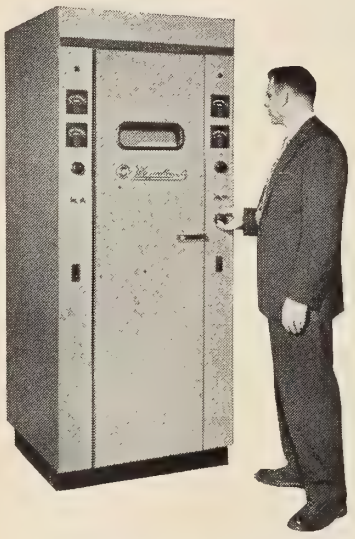
WTRW Two Rivers, Wis.—Granted authority to sign-off at 6 p.m., local time, for period beginning April 1 through Sept. 30.

Actions of March 30

WTSV-AM-FM Claremont, N.H.—Granted



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assignment of licenses to **Radio Claremont Inc.**

WTSL Hanover, N.H.—Granted assignment of license to **Radio Hanover Inc.**

KLEA Lovington, N.M.—Granted license covering installation new type trans. as aux. trans. at present main trans. location.

WRBL Columbus, Ga.—Granted license covering installation new type trans.

Granted licenses for following am stations: KABY Albany, Ore.; WSRO Marlborough, Mass.; WRIM Pahokee, Fla.

WVLK Lexington, Ky.—Granted license covering increase in daytime power, make changes in DA system (DA-1 to DA-2) and ground system and installation new trans.

Following stations were granted extensions of completion dates as shown: WBRK Pittsfield, Mass. to Oct. 4; WSAR Fall River, Mass. to Sept. 30; WSNO Barre, Vt. to July 1; KSTN Stockton, Calif. to May 30; KPUP (FM) San Francisco, Calif. to Aug. 5.

KBMO Benson, Minn.—Granted authority to sign-off at 6:30 p.m., CST, for period beginning April 1 and ending Aug. 31.

WPRS Paris, Ill.—Granted authority to sign-off at 7 p.m., CDST, for period beginning April 1 through Aug. 31.

WMAX Grand Rapids, Mich.—Granted authority to sign-off at 8 p.m. for months of June and July, and sign-off at 7 p.m. Saturday and Sunday for period beginning April 1 through Aug. 31.

WLMJ Jackson, Ohio—Granted authority to sign-off at 7 p.m., EST, for period April 1 through Aug. 31, except for special events when station may operate up to licensed sign-off time.

ACTIONS ON MOTIONS

Commission on April 2 granted request by National Bcstg. Co., Inc., to extent of extending time from April 8 to May 8 to file comments to notice of inquiry into additional hours for daytime am station operation. NBC had requested extension to June 12.

By Commissioner Frederick W. Ford

Granted petition by Broadcast Bureau for extension of time to April 10 to file responsive pleadings to request for inquiry, investigation or other appropriate proceeding by Commission, filed by William C. Forrest, protestant, in proceeding on applications of Tomah-Mauston Bcstg. Inc. (WTMB), Tomah, Wis. Action April 8.

Granted petition by Broadcast Bureau for extension of time to April 21 to file exceptions to initial decision in proceeding on am applications of Fox Valley Bcstg. Co., Geneva, Ill., et al. Action April 2.

By Chief Hearing Examiner James D. Cunningham

Scheduled hearing for June 3 in proceeding on applications of WSC Bcstg. Co. and Paradise Bcstrs. for am facilities in Chico and Paradise, Calif. Action April 7.

Granted petition by James W. Miller, Milford, Conn., for dismissal without prejudice of his am application, and retained in hearing status three remaining applications involved in consolidation. Action April 6.

Denied petition by Dale Windnagel, Oak Harbor, Ohio, to accept late appearance in proceeding on his am application and that of Malrite Bcstg. Co., Tiffin, Ohio; rejected notice of appearance tendered with petition; dismissed application with prejudice for failure to prosecute, and retained in hearing status application of Malrite. Action April 2.

Scheduled hearings for May 26 in following am proceedings: Southbay Bcstrs., Chula Vista, Calif.; Voice of the New South Inc. (WNSL) and Southland Bcstg. Co. (WLAU), both Laurel, Miss.; and Plains Bcstg. Corp., Independence, Iowa. Action April 1.

By Hearing Examiner J. D. Bond

Granted petition by Broadcast Bureau for extension of time from April 2 to April 8 to file replies to appeal from ruling of hearing examiner and request for clarification of procedure to be utilized filed by Wilson Bcstg. Corp., applicant in New Bedford, Mass., ch. 6 proceeding. April 6.

By Hearing Examiner Charles J. Frederick

Received in evidence Public Witness Exhibit No. 1 (direct testimony of E. R. Mehrling on behalf of Civil Aeronautics Administration) with exception of those portions objected to by WHAS Inc., and allowed objected portions to accompany record as offers of proof, and closed record in proceeding on application of WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky., to change trans. and ant. location. Action April 3.

Granted motion by Kalamazoo Bcstg. Co., Kalamazoo, and Dowagiac Bcstg. Co., Dowagiac, both Mich., to correct transcript in proceeding on their am applications, et al. Action April 2.

Granted petition by Broadcast Bureau for extension of time for filing pleadings (now due April 3) in response to petition by Fairview Bcstrs., Rensselaer, N.Y., for leave to amend its am application, to date ten days after Commission releases its order either granting or denying request of Fairview to enlarge issues in proceeding on its application and that of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, N.Y. Action April 2.

On own motion, scheduled further hearing for 9 a.m., April 8 in matter of mod. of cp of Capitol Bcstg. Co. (WJTV), Jackson, Miss. Action March 31.

Granted joint motion by Alkima Bcstg. Co., West Chester, Pa., and Herman Handloff, Newark, Del., for continuance of hearing on their applications, et al., from April 22 to May 11, and changed date for exchanging exhibits from April 10 to April 24. Action March 30.

By Hearing Examiner Millard F. French

Granted petition by Northwest Bcstrs. Inc., for extension of time from April 8 to April 22 for exchange of exhibits in proceeding on its application and that of Rev. Haldane James Duff for am facilities in Bellevue and Seattle, Wash. Action April 7.

On own motion, scheduled prehearing conference for 9 a.m., April 16 in proceeding on application of South County Bcstg. Co. for am facilities in Wickford, R.I. Action April 1.

By agreement of parties, scheduled further hearing for 9 a.m., April 8 in matter of assignment of call letters KOFY to Intercontinental Bcstg. Corp., for am station at San Mateo, Calif. Action March 31.

Granted petition by Radio Kentucky Inc., for acceptance of late appearance in proceeding on am applications of Granite City Bcstg. Co., Mount Airy, N.C., and Cumberland Publishing Company (WLSI), Pikeville, Ky. Action March 30.

By Hearing Examiner Isadore A. Honig

On own motion, scheduled prehearing conference for April 24 in proceeding on am applications of Voice of the New South Inc. (WNSL), and Southland Bcstg. Co. (WLAU), Laurel, Miss. Action April 6.

By Hearing Examiner Annie Neal Huntting

Granted oral joint request of Valley Bcstg. Co., Lehighton, Pa., and Miners Bcstg.



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Service Inc., Kingston, Pa., for cancellation of prehearing conference in proceeding on their am applications previously scheduled for April 9. Action April 7.

Granted oral request by WJMJ Bcstg. Corp., for extension of time from April 6 to April 8 to file proposed findings of fact and conclusions in proceeding on its application and that of The Young People's Church of the Air Inc., for fm facilities in Philadelphia, Pa. Action April 3.

Granted petition by Tri-County Bcstg. Corp., Plainfield, N.J., for leave to amend its am application to substitute lease-purchase agreements concerning trans. site. Action April 2.

Granted oral joint request by Valley Bcstg. Co. and Miners Bcstg. Service Inc., and scheduled prehearing conference for April 9 at 9 a.m., in proceeding on their applications for am facilities in Lehighton and Kingston, Pa. Action April 2.

By Hearing Examiner H. Gifford Irion

Scheduled further hearing session for April 8 at 2 p.m., in proceeding on am application of Booth Bcstg. Co. (WBBC), Flint, Mich. Action April 7.

Granted petitions by Courier-Times Inc., New Castle, Ind., for leave to amend its am application to reflect changes in stockholdings and deletion of voting trust by Radio Crawfordsville Inc., Crawfordsville, Ind., for leave to amend its am application to show subscription agreement and by Eider C. Stangland, Sheldon, Iowa, for leave to amend its am application to show promised bank loan—all in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis., et al. Actions April 6.

Continued hearing from April 20 to June 23 in proceeding on am applications of Golden Gate Corporation, Providence, R.I., et al. Action April 6.

By Hearing Examiner Jay A. Kyle

Upon verbal request by counsel for Richard B. Gilbert, Tempe, Ariz., scheduled further prehearing conference for April 9 at 2 p.m. in proceeding on his am application, et al. Action April 7.

Rescheduled hearing now scheduled for April 7, for April 22, in proceeding on am applications of Jeannette Bcstg. Co. and Carnegie Bcstg. Co., for am facilities in Jeannette and Carnegie, Pa. Action April 6.

Upon verbal request of both counsel for Douglas H. McDonald, trustee, and counsel for Broadcast Bureau, continued hearing from April 15 to June 16 in proceeding on Evansville Television Inc., to show cause why its authorization for WTVW (TV) Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action April 6.

Pursuant to prehearing conference held April 3 in proceeding on am application of Malrite Bcstg. Co., Tiffin, Ohio, continued hearing from April 8 to April 30, at 2 p.m. Action April 3.

Granted petition by Broadcast Bureau for extension of time from April 3 to April 30 to file response to motion by Douglas H. McDonald, trustee, for termination of proceeding on Evansville Television Inc., to show cause why its authorization for WTVW (TV) Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7; granted motion by McDonald to substitute him as party respondent for Evansville Television Inc. Action April 3.

Granted petition by Jeannette Bcstg. Co., for leave to amend its application for new am station in Jeanette, Pa., to specify new trans. site. Action April 2.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 8

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,312	34	117	665
FM	557	64	145	75
TV	449[1]	71	102	113

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 8

	VHF	UHF	TOTAL
Commercial	439	81	520[3]
Non-commercial	32	9	41[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Feb. 28, 1959

	AM	FM	TV
Licensed (all on air)	3,297	545	448[1]
CPs on air (new stations)	42	46	68[2]
CPs not on the air (new stations)	119	134	106
Total authorized stations	3,458	725	666
Applications for new stations (not in hearing)	490	44	43
Applications for new stations (in hearing)	130	24	63
Total applications for new stations	620	68	106
Applications for major changes (not in hearing)	519	38	40
Applications for major changes (in hearing)	45	0	15
Total applications for major changes	564	38	55
Licenses deleted	1	1	0
CPs deleted	0	0	1

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

On own motion, continued prehearing conference from March 30 to April 3 at 9 a.m., in proceeding on applications of Malrite Bcstg. Co. and Dale Windnagel for am facilities in Tiffin and Oak Harbor, Ohio. Action March 27.

By Hearing Examiner Forest L. McClenning

Granted petition by Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio, for extension of time from April 1 to May 1 to file proposed findings of fact and conclusions of law in proceeding on its am application. Action April 1.

By Hearing Examiner Herbert Sharfman

Scheduled prehearing conference for April 21 in proceeding on application of Plains Bcstg. Corp., for am facilities in Independence, Iowa. Action April 2.

Granted motion for continuance by Tribune Publishing Co. in proceeding on its application and that of Fisher Bcstg. Co. for new tv stations to operate on ch. 2 in Portland, Ore., to following extent: introduction in evidence of written direct cases; rulings by Hearing Examiner, etc.—April 13 to April 27; appearance of Fisher witnesses—May 4 to May 18, and appearance of Tribune witnesses, etc.—May 11 to May 26. Action April 1.

Referred to Commission for action petition by Fisher Bcstg. Co., for leave to amend its application for new tv station to operate on ch. 2 in Portland, Ore., so as to specify different trans. site. Action March 31.

PETITION FOR RULEMAKING FILED

KOL Seattle, Wash. (3-27-59)—Requests Commission to authorize regional stations to operate with powers up to 25 kw. Ann. April 3.

License Renewals

Following stations were granted renewal of license:

KISD Sioux Falls, KOLY Mobridge, KOTA-TV Rapid City, KWAT Watertown, KWYR Winner, WNAX Yanktown, KGFX Pierre, KIJV Huron, KSON Aberdeen, all South Dakota.

KICK Springfield, KRMS Osage Beach, KCMK(FM) Kansas City, KFVS Cape Girardeau, KJCF Festus, all Missouri.

KWBG Boone, KLIL Estherville, KQTV (TV) Fort Dodge, all Iowa. WMCW Harvard, WNIB (FM) Chicago, WEEK-TV Peoria, WEEQ-TV La Salle, all Illinois; WCKY Cincinnati, Ohio; and WDOR Sturgeon Bay, Wis.

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From the SEC record:

The following stock transactions by officers and directors of companies in the radio-tv and allied fields have been reported by the Securities & Exchange Commission. Transactions involved common stock unless otherwise indicated.

American Broadcasting-Paramount Theatres Inc.—A.H. Blank (trusts) bought 500 shares in two transactions for total of 3,297.

Columbia Broadcasting System Inc.—Lewis Gordon acquired 102 shares bringing his total to 895; Goddard Lieberson acquired 7,903 shares bringing his total to 8,115.

Guild Film Co.—Harry A. McDonald disposed of 500 shares leaving him 500; David Van Alstyne Jr. (7,207 shares) disposed as trustee of 2,400, leaving nothing.

Skiatron Electronics & Television Corp.—Kurt Widder sold 400 shares leaving 6,500.

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RADIO

Help Wanted—Management

Eastern group needs assistant station manager with sales and air background, several years staff experience, probably working now as announcer-salesman or pd and looking for chance to move up. Can offer full management position within 1 year. Desire family man with car. Send resume, tape and photo immediately. Box 343K, BROADCASTING.

Station manager for new station in south Florida. Prefer sales background. This is your chance to grow with new organization. Excellent opportunity for aggressive man. Send personal and business resume to Box 480K, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Traveling salesmen. Need extra income? Producer of quality station breaks and jingles needs top flight salesmen in all territories. Contact Box 341K, BROADCASTING.

Radio sales manager midwest (metropolitan population 125,000) 5 kw am Mutual affiliate. Multiple ownership. If you have proven sales record and are ready for management, send salary requirements, picture and details to Box 455K, BROADCASTING.

Wanted: Top salesman, salary and commission, for small market but with terrific potential. Long established station owned by veteran operator, located in the southwest with ideal year-around climate, and fine recreational facilities. Send complete resume, credit and character references and sales background with first letter. Box 500K, BROADCASTING.

Sales director for large metropolitan fm independent good music station, replies kept strictly confidential, state salary—resume—when available. Box 507K, BROADCASTING.

Wanted: Commercial manager for daytime station in two-station town of 10,000. Must be hustler, proven ability. Permanent. Ideal southern state locality. Job presents challenge with future for producer. Write fully Box 524K, BROADCASTING.

Ideal opening for a salesman who is now successful in a small market and wants larger income and easy, bigger market selling. Ideal conditions, adult audience, future, promotions, excellent salary guaranteed to right man, insurance, hospitalization, other benefits. First year should earn over $10,000.00. Send full resume to Tom E. Beal, General Manager, KBKC, 610 West 46th, Kansas City, Missouri.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman—Good guarantee against 15%, car allowance. KFRD, Rosenberg, Texas.

Experienced salesman with good background to sell for leading radio station in northeast Georgia. Salary plus commission. Contact WGGA, Gainesville, Georgia.

Florida—needs experienced salesman with some announcing. Immediate opening. WHIY, Ft. Gatlin Hotel, Orlando.

Experienced sales manager-salesman for kilowatt station on air in May. Stable retail community plus excellent Adirondack summer-winter vacation area. Contact Thomas Humphrey, 18 Old Forge Road, Glens Falls, New York.

Help Wanted—(Cont'd)

Sales

Managers-Sales managers — sell for the south's top-rated negro station group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunity unlimited for aggressive, executive types between 28 to 39. Send complete resume and photo first letter. McLendon Ebony Radio, Suite 509, Lamar Life Building, Jackson, Mississippi.

Two highly qualified salesmen to join expanding 8-station radio-tv chain. Age 21-36. Opportunity to advance to management. Excellent draw, 15% commission. For Norfolk, Va. and Wilmington, Del. Send background, history of billings and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Del.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, **fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.**

Need experienced, enthusiastic air salesman for fast growing eastern group. Must have at least 1½ years air experience. Pay $90 week to start with, regular raises. Send tape, photo, and resume immediately. Box 344K, BROADCASTING.

Announcer: Experienced who is interested in learning to write local news. $85 per week. Pennsylvania station. This is not for actors, singers or hillbillies. Box 406K, BROADCASTING.

Experienced dee-jay wanted for formula station in major market. Send letter of background, references, photo, audition tape to Box 469K, BROADCASTING.

Immediate opening for good announcer. Permanent. Music format. Box 473K, BROADCASTING.

Wanted—good voice for top station in midwest market. Company is adding more stations, opportunities are good. Send tape, resume and salary requirement. Box 475K, BROADCASTING.

Mississippi Delta station needs experienced announcer. Good salary. Prefer man from this locale. No night work. Send tape. Box 503K, BROADCASTING.

Announcer. Beginner considered. Good voice and reading ability essential. We'll train. Straight board, selling in future. Located edge of Black Hills for ideal hunting and fishing. Send tape and resume to Roy Marsh, KASL, Newcastle, Wyo.

Announcers-newsmen—Good salary for right people. Full details to KFRD, Rosenberg, Texas.

Experienced morning announcer. Immediate opening. Send tape, references, resume to KILO, Grand Forks, North Dakota.

Classical music station, San Francisco needs announcer with thorough experience in programming own shift, commercial copywriting. Send photo, complete B.G. with references. No tape. KSFR, 10 Claude Lane, San Francisco 8, California.

Good announcer first phone, no maintenance: Permanent. Rush details, tape. KSIB, Creston, Iowa.

Experienced staff announcer who can write copy-live in the Ozarks. Send resume, picture and tape. KTCN, Berryville, Arkansas.

Help Wanted—(Cont'd)

Announcers

DJ opportunity, major market—$450 monthly start for four hour show daily. Should have sense of humor and dig modern radio. Eighteen month contract. Lottsa side dough. Must be fast and have first phone. Send tape, etc., to Wally Nekskog, "Cutie Radio," 8633 39th, S.W., Seattle 16, Washington.

Immediately, announcer-copywriter. Minimum $85 . . . more for really good man. Tape, history, samples to Kenn Maloney, Manager, KUVR, Holdrege, Nebraska.

Experienced morning man — immediate opening, one year commercial experience required. Growing station in metropolitan market. Call or write Milton Maltz, WBRB, Mt. Clemens, Michigan.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Two openings, staff-dj and staff-news. Immediate. Send particulars. WFAH, Alliance, Ohio.

Immediate opening combo-announcer-engineer with first ticket. 250 watt remote control operation. Personal interview necessary. Contact J. Alan Jasper, WIDE, Biddeford, Maine.

Immediate opening commercial announcer with news and/or sports background. Two years basic experience in spinning records . . . announcing etc. preferred, but maybe you're ready to step into a spot in a metropolitan station with less. Send air check, recent photo, background to Bill Frosch-WISH-Indianapolis.

Have immediate opening for first-phone combo man in one of nation's fastest growing cities, Tullahoma, Tennessee. Must have production minded man with ability to run top fifty operation. State salary expected in letter of application, together with recent snapshot, tape, and resume. Henry Beam, WJIG, Tullahoma, Tennessee.

Need combo-man first ticket, good announcer. If can join now, phone collect Manager, CA 6-5343, WKTG, Thomasville, Georgia. Salary open.

Announcer with first phone wanted by station near University of Michigan. Write WOIA, Box 76, Ann Arbor, Michigan.

Need three brave, experienced announcers for new radio station near Cape Canaveral. If you fear missiles, fast growing market, sun, fishing and opportunity—don't reply. Contact Carl Collins, WRKT, Cocoa Beach, Florida or phone Cocoa, Newton 6-4230.

Experienced announcer for kilowatt station on air in May. Fine community in summer-winter vacation land. Send resume and tape to Thomas Humphrey, 18 Old Forge Road, Glens Falls, New York.

Technical

Our chief just received cp of his own. Need replacement. Station and equipment is only 1 year old. Will probably be building another new one within a year. Eastern group operation with unlimited opportunity. Send resume and state salary requirements. Box 345K, BROADCASTING.

Need radio-tv experienced man to take charge of closed circuit tv operation. Excellent opportunity for good man. Write Box 462K, BROADCASTING.

Engineer, 1st class, Boston. $75 to $95. Reference, experience. Box 515K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Chief engineer: The man we want is between 30-40 years of age, married and mature, dislikes leaving his present position but concerned with future earnings, knows equipment, likes to work with it, reads trade publications, genuinely interested in engineering future. We are prepared to pay $135-150 weekly for such a man. Do not reply unless you are prepared to move. Do not reply unless you can furnish complete details first letter, including picture and references. Personal interview necessary. All replies held in the strictest confidence. Address Box 8661, Westhampton Station, Richmond 26, Virginia.

Chief or maintenance engineer with some announcing. Must have transmitter and other maintenance experience. Send tape and resume to Dick Bott, KDON, Salinas, California.

Engineer-announcer. Must be capable of proper maintenance and good announcing. 5 kw daytime, non-directional, new equipment, modern studios in town of 4,000. Easy hours, pleasant conditions, salary open. Looking for familyman desiring permanence. Telephone collect: Al Clark, KWYR, Winner, South Dakota.

Studio engineer, first phone ticket necessary. Must have car. Immediate opening. KSTT, Davenport, Iowa.

Need 1st class engineer for radio-television station. No announcing. WDAN, Danville, Illinois.

Engineer-announcer first class ticket. Must be above average. J. B. Delzell, WGTN, Georgetown, South Carolina.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

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SEATTLE WASH.	Grantham School of Electronics 408 Marion Street Seattle, Washington

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted: Experienced newsman for midwestern station. Must be able to read own newscasts. Growing station needs second newsman. Send tape and resume to Box 334K, BROADCASTING.

Program producer-announcer for one year starting July 1, 1959, by a midwestern university radio station. Could become permanent position. Must be university graduate, prefer person with educational and commercial radio experience. Salary $5500-$6000 with month vacation and other benefits. Write Box 376K, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 380K, BROADCASTING.

News director radio and tv. Midwest. Affiliated with NBC television and MBS radio. Excellent opportunity for man who is capable of directing 8 man team. Send full details Box 456K, BROADCASTING.

Program director for large metropolitan fm independent good music station, replies kept strictly confidential, state salary—resume—when available. Box 506K, BROADCASTING.

Copywriter needed (female preferred) for Pine Bluff, Arkansas radio station. Start $55.00 40 hour week. Reply Box 33, Pine Bluff. Send samples.

Newsman, night shift, to start about June 1. Must have previous experience. If interested, send tape, resume, and photo. Fred Epstein, KSTT, Davenport, Iowa.

Copy-traffic girl needed by progressive southern station. Age no limit. Salary open. If you can come now, phone CA 6-5343, Thomasville, Georgia, collect. If available in two weeks, write Manager, WKTG, and send sample copy.

Immediate opening for copywriter. Must be experienced. Salary open. Send sample of promotion as well as copywork as soon as possible. Gene Edwards, WROW, Albany, New York.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K, BROADCASTING.

Station manager. Capable all phases, including sales. Proven record. Box 459K, BROADCASTING.

Production and promotion manager for converting your station to modern program ideas and ratings. Write Box 474K, BROADCASTING.

FM manager! Successful programming and sales. 75% of present station sold in 9 months! Wanted bigger market and more money! College graduate, family. Have youth, aggressiveness, experience, but most important, a solid belief in the future of fm. Box 501K, BROADCASTING.

Fourteen years as assistant manager and program director KICD, Spencer, Iowa which grossed $234,000 last year. Now want to step up as manager small or medium market station. Available immediately. Mason Dixon, Milford, Iowa, Phone: Arnold's Park 3321.

Sales

Salesman/announcer. Love challenging sales problems. Write copy. Operate board. Box 390K, BROADCASTING.

Attention major markets: Replace bottom man on your totem pole with one outselling all competition his market. Box 400K, BROADCASTING.

Salesman—television-radio. Married, 32, all information 1st letter. Florida-southwest. Permanent. Box 486K, BROADCASTING.

Idea salesman 27, wants professional radio, tv station. Three years radio sales, news experience. Midwest. Box 489K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer strong on sports play-by-play experience in baseball, football, basketball. One year experience. Sales, news, dj. Relocate anywhere. Box 964H, BROADCASTING.

Versatile broadcaster, 5 years radio, 3 tv. Good voice and on-camera appearance. Radio background includes all phases dj and announcing, play-by-play all sports. Television announcing and directing. Currently employed. Desire major market with future. Tape, references, salary requirements. Box 365K, BROADCASTING.

Young man. Determined to succeed. Well trained. Any reasonable offer? Box 392K, BROADCASTING.

Negro deejay. Smooth patter, efficient. Production. Controls. Audition tape. References. Box 395K, BROADCASTING.

Sportscaster—8 years radio-tv, play-by-play major college football, basketball, minor league baseball. Currently employed. Box 417K, BROADCASTING.

Announcer—13 years radio—versatile. Wish to relocate California, Arizona, Florida. Box 440K, BROADCASTING.

Female, announcer plus. Good background. Women's programs, plus. Reliable. Versatile. Box 450K, BROADCASTING.

Personality-dj; strong commercial, gimmicks, operate board. Steady, creative, cooperative. Box 451K, BROADCASTING.

Announcer-dj; experienced. Ready for larger market. Music, news, commercials. Box 452K, BROADCASTING.

Negro announcer/dj. Intelligent, versatile. Good background. Salesman. Handle controls. Box 453K, BROADCASTING.

First phone announcer. Three years experience all phases. No maintenance. Classical, popular, gospel. Dignified news, commercials. Single. College. Box 454K, BROADCASTING.

News-special events-plus. Announcer-producer-writer. Radio and tv. Box 461K, BROADCASTING.

Oklahoma, Texas, Kansas. First phone combo in Chute #1, rides a mean commercial, lassoes neat newscast, tall in the saddle riding those discs. Need a good hand for your spread Podnuh? Box 465K, BROADCASTING.

Summer replacement. Michigan state university student, speech major, experienced announcer. Box 470K, BROADCASTING.

Announcer. Negro. Sparkling air personality. Ambitious. Light experience, tape available. Box 471K, BROADCASTING.

Top swingin' jockey available soon. Seeking large market, top pay. Write Box 472K, BROADCASTING.

Summer work. College student desires work with or as baseball play-by-play announcer. Box 477K, BROADCASTING.

Five years, all phases radio, smooth-air-work, network voice, outstanding news-commercial delivery. Want major market. No sales. No top 40 please. $425 minimum. Box 478K, BROADCASTING.

Announcer, Negro. Real cool. Disc jockey. Light experience. Tape available. Box 481K, BROADCASTING.

Some announcing and board experience. Recently obtained first phone. Available May. Box 482K, BROADCASTING.

Recent radio school graduate desires to break into commercial radio. Experienced all phases board operation. Also do copywriting. Tape and photo upon request. Prefer small Florida station. Box 485K, BROADCASTING.

Good voice. Versatile. College junior desires summer announcing position. Three years experience. Tape available. Box 491K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Disc jockey—8 years major market radio-tv. Want station that swings. Top 40 or other. PD experience 2 years. Available immediately. I'm sick of promises—want results and future. Only stations that can pay in 3 figures over $130 plus, reply. Box 492K, BROADCASTING.

Experienced first phone newsman/deejay seeks alive, promotion minded station. Prefer trial basis, to tapes. Please state salary. Box 494K, BROADCASTING.

Topnotch, dynamic announcer, disc jockey. Successful, versatile, stable. Presently key midwest market. Minimum starting $135. Box 495K, BROADCASTING.

Will pay $100 for six month or 1 year contract as announcer (some experience) in (preferred) a college town station. Age 33. Box 496K, BROADCASTING.

Announcer. Negro. Bright young air personality. Light experience. Tape available. Box 497K, BROADCASTING.

Early-morning man, farm editor, news, sports. Normal, natural, easy-going personality with major Texas station background. Thoroughly experienced, dependable, with excellent references. Box 498K, BROADCASTING.

Need audience building-medium market. Young, bright disc jockey. Completely new program format. Production, programming, copy. Box 505K, BROADCASTING.

Built-in variety: married couple, know music, sing, write jingles. Formerly associated via own vocal group with top radio-tv personality. Two years deejays in likeable but severely distressed area, seek right spot (small, medium, or large) to settle down. One reasonable salary suffices. Box 508K, BROADCASTING.

Dear Radio: You're my true love even though I left you for another. I'll do anything air work, continuity, coddle your clients, capture new listeners, work like crazy, travel anywhere, if you'll only take me back. Please write "western gal", Box 509K, BROADCASTING, and say you care.

Staff announcer, solid experience and educational background. Versatile. Box 511K, BROADCASTING.

Interested in strong sports station, play-by-play football, basketball; newsman; dj, 3 years experience. Reliable familyman. Box 512K, BROADCASTING.

DJ, pd looking for challenging position with rewarding salary. Prefer middle Atlantic. New England states, will consider all. This professional desires professional operation. Box 520K, BROADCASTING.

Deep, resonant voiced announcer, prefer news, commercials, dj working knowledge of business. Married recently, available immediately. Box 521K, BROADCASTING.

Southern California only! Smooth, versatile dj. Also news and sales, allergic to snow. Seven years success in large eastern market. Previous "hard sell" spots recorded for national account. Production minded, prefer to run board. Any shift, pep in the am, relaxed at night or you name it. On the spot newscasting and commentating from mobile unit. Young, married, steady, good appearance, takes orders. $125 minimum. Box 523K, BROADCASTING.

Ambitious, talented announcer. Limited experience. Eager to move ahead. Hours secondary. Bill Baker, 529 West 158th Street, New York.

Announcer: 11 years experience. Interested in television as well as radio announcing. Desiring job with a future. 31-years old, married, family. Tape and photo upon request. Write to Donald Christensen, 513 Prospect Avenue, Beaver Dam, Wisconsin or telephone Turner 5-4354 evenings. Interested in midwest location only.

Announcer-engineer experienced, congenial, good mature voice. Peter Grimes, phone Atlas 3-6931, Waycross, Georgia.

Situations Wanted—(Cont'd)

Announcers

Staff announcer. Authoritative delivery. Married, vet. Good voice. Low on experience—high on potential. Can sell. Dave Dunn, 2053 N. Avers, Chicago, Ill. Humboldt 9-7216.

Desire small station in Illinois, Indiana, Michigan, Wisconsin. Excellent play-by-play. Prefer sports. Can sell. Clean delivery. Casual dj, no hep-cat. Tape available. James Haus, 1205 S. 6th Ave., Maywood, Ill., Fillmore 4-7774.

1st phone experience announcer-dj. Desires top 40 or personality type dj work. Also station that can offer chance for advancement and permanent position. No chief engineer job accepted. Available immediately. Locate anywhere. Phone: Fred Keslik, CA 6-1262, St. Paul, Minnesota.

Experienced combo man, age 21, dependable, Gary McClendon, 210 Rose Road, Albertville, Alabama.

DJ-announcer, working, desires position near NYC. Guy Moody, 1425 Broadway, N.Y.C. LO 3-6525.

Morning man, strong on news. 1 year experience, 22, 2½ college. Want position in larger area. Tape and resume. Don Noe, P.O. 264, Philadelphia, Mississippi.

Top announcer. The team is the theme. Write Phil Patrick, 3910 Waldo Blvd., Manitowoc, Wisconsin.

Announcer-dj. Some experience. Thirty years in show business and radio as entertainer. Prefer small town. Walter (Toby) Price, 8826 E. Whittier, Pico-Rivera, California.

Announcer-dj-newscaster. Negro, 2 years AFRS, college and radio school grad. Experience tv booth announcing, minimum experience Chicago suburban radio. Operate own board, excellent musical taste from pops to classics. References and tapes available. Walt Sanders, 3763 So. Wabash Ave., Chicago, Ill. BO 8-9540.

Technical

Experienced first class engineer am-fm high power directionals wants location for tv shop and engineering for station. Box 464K, BROADCASTING.

D. C. area 1st phone. Available now part-time. Future? Negro engineering student. HO 2-3818.

First phone man, slightly handicapped, no experience, desires immediate employment with an opportunity to learn. Salary secondary. Eddie Kelton, 2603 Inwood Road, Dallas 35, Texas.

First phone desires employment as engineer, or job leading to chief engineer. Five years am experience, some fm. Ernest Opel, 4422 Kenyon Street, Seattle, Washington. PA 2-2298.

Situations Wanted—(Cont'd)

Production-Programming, Others

Continuity director. Nine years radio-tv. Production. Hard sell. Rapid typist. Congenial. Cooperative. Box 435K, BROADCASTING.

Newsman—Competent, experienced reporter-newscaster, interested radio and/or tv. Box 468K, BROADCASTING.

Top flight, 28 years old, holding down world, state and local news editor slot on fast paced operation. On air work tv, radio. Solid background. Want news director or reporter post in medium or large market anywhere. Box 476K, BROADCASTING.

Copywriter—Female, radio, excellent English background, quality prone, newswriting degree University Missouri School Journalism. Want change of scenery, new challenges. Small cities, mixed newswriting-copywriting if possible. Presently employed. Box 484K, BROADCASTING.

Program director-top 10 market jockey, will put proven formula to work for you. Ideas and promotion. Top production. 8½ years background. Must have complete authority to build ratings. Don't waste my time and yours, if you're looking for "yes" man. Contract necessary. My salary against results. Box 493K, BROADCASTING.

Combo, 9 years, 1st phone. Experience: sponsor liaison, Folger's, Coca-Cola, etc.; public relations, writing, producing; all phases of news and dj announcing; operational experience with 10,000-watt TX; publicity. Education: Don Martin graduate; Bachelor of Arts, Speech-English. Seeking program directorship at progressive west coast station—starting salary not below $125. Box 516K, BROADCASTING.

Operations director, ten years radio, 36, family. Programming specialists, quality airwork. Box 517K, BROADCASTING.

Newsman: Seeks opportunity to advance in news-conscious television or radio organization. Currently employed radio network o/o. National news award. Excellent voice, appearance, MA, age 27, married, family. Available June 15th. Resume, tape, photo. Box 519K, BROADCASTING.

TELEVISION

Help Wanted—Management

Opportunity knocks! Successful vhf network affiliate in southwest will groom young man not over 40 for assistant manager. Man we seek is probably top announcer who graduated to program director or sales and now seeks further advancement opportunity. Must know production, programming and traffic, be able to hire, supervise and work with staff, make sales calls and presentations and assume responsibility for station operation under manager's directions. Native of southwest or south preferred. Position requires ability and hard work. Send complete resume, photo and state present earnings. All replies confidential. Box 413K, BROADCASTING.

WANTED, WORKING TIME SALESMAN

A progressive independent 5,000 watter, top rated station in a Middle Atlantic States market of ½ million, is looking for a good working time salesman.

If you are presently employed, but are eager to tackle a larger market, you may be our man.

We're looking for a sober, ambitious man, with a good employment record. He must know radio's advantages over other media and must believe in them. He must be willing to prepare presentations, get them in the hands of prospects, and follow thru to a conclusion.

If you feel you are our man, send a complete resume, a statement of past earnings, and other information you consider pertinent to Box 504K, BROADCASTING.

Help Wanted—(Cont'd)

Management

If you have a proven sales record in national field and are ready for management, send salary requirements, picture and details. Multiple ownership. Midwest 350,000 sets. Box 457K, BROADCASTING.

Wanted, general manager for television station in Central America. Must speak Spanish and know programming and sales. Reply Box 466K, BROADCASTING. Answer will be held confidential.

Sales

Excellent opportunity for energetic, effective salesman of dependable character with vhf in expanding Texas market. Box 384K, BROADCASTING.

Midwest television station serving 150,000 homes seeks experienced local salesman. City population over 100,000. Terrific local potential. Top salary, plus commission arrangement for right man. Box 418K, BROADCASTING.

Announcers

Announcers wanted (2) for television work in New Hampshire. $90 per week. Prefer men with bass type voices. Call Columbia 5-7480, Washington, D.C.

Need on-camera announcer with news background. If acceptable, will be assigned key news period. Some writing required but principal interest is in authoritative delivery. Send tape, picture and background to Jack Bomar, KTHV, Little Rock, Arkansas.

Technical

Engineers wanted (3) for uhf station New Hampshire. Prefer one who has had uhf experience on a 25 kilowatt or 50 kilowatt RCA air-cooled transmitter. $500 per month and home furnished 4 miles from town. One assistant chief must be extra good technician on RCA studio equipment. One trainee engineer also wanted. Call Columbia 5-7480, Washington, D.C.

Transmitter engineer for mountain installation. Preferably single or married with no children. Also need relief engineer with first phone starting about June 1. Contact CE, KOAT-TV, Albuquerque, N. M.

Studio engineer with maintenance and operating experience. Familiarity with DuMont studio equipment desirable. Good pay scale commensurate with ability and experience. Please send full resume with picture to Edward M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Television studio engineer. Must be experienced and have first phone license. Give experience, references and requirements in first letter. W. E. Dixon, WCHS-TV, Charleston, West Virginia.

Engineer, 1st radio-telephone license for vacation relief. WHIO-TV, Dayton, Ohio.

Production-Programming, Others

Copywriter with commercial creativity for vhf, large Texas market. Box 381K, BROADCASTING.

Traffic director for network vhf. Box 382K, BROADCASTING.

Newsman-announcer for television or radio. Must be able to gather, write and deliver news. Box 383K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Excellent opportunity for producer-director who is ready for production manager's job. Midwest NBC affiliate 350,000 sets. Send full details Box 426K, BROADCASTING.

Major Iowa network affiliate needs experienced continuity writer May 1st. Send resume of background, work samples, salary requirements to: Box 522K, BROADCASTING.

WFMY-TV needs a smart promotion girl to handle public service and program on-the-air material, write weekly newspaper column on tv, prepare newspaper ads and allied publicity responsibilities in four-person department. Job must be filled very soon. Experience in broadcast field required. Write General Manager, WFMY-TV, Greensboro, N.C., giving full information on background, salary requirements and send samples of work and photograph. Excellent living and working conditions offered.

All-around ETV assistant: Switch and ride audio, splice film, write continuity, some live producing, $3800-$4600. Send photo, how you can fit job, references airmail to WJCT, 1070 E. Adams, Jacksonville, Fla.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television radio experence. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

After thirteen year apprenticeship in radio-tv-agency-newspaper advertising, am ready for manager job. Past four years television sales manager top 20 market. Box 514K, BROADCASTING.

Sales

Radio-tv time salesman—mature, industrious, imaginative salesman with record of selling intangibles seeks opportunity to sell time. Can double as announcer. Also speak fluent Spanish. Will answer every reply with complete resume and photo. Box 353K, BROADCASTING.

Announcers

Announcer. Producer. TV, film, radio experience. News, sports, commercials, versatile. Box 458K, BROADCASTING.

Newscaster. Familiar all phases tv news reporting, gathering. Broadcasting 12 years. Interested in markets 500,000 or more. Box 467K, BROADCASTING.

Technical

Excellent background in tv radar. Many years of radio 250-50kw. No actual tv experience. Best references. Desire to break into tv. Box 488K, BROADCASTING.

Assistant chief presently employed, eastern U.S.A 8 years radio, tv, microwave and vhf radio. Construction experience, 2 full power vhf, 1 uhf, 50 kw am, 1500 mile microwave system, vhf mobile and base stations. Complete resume on request. South preferred. Box 502K, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Beginner, 6 months experience. Two years college, all phases tv. Anxious to start in any position. Age 34, married, have first phone, will travel. John Bobbitt, 3143 Stevens, La Crescenta, Calif., phone: CHurchill 8-3490.

Production-Programming, Others

Need a news director? Top qualifications, top references, top accomplishments for a station aiming at top news programming. Box 327K, BROADCASTING.

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 339K, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative. Versatile. Co-operative. Box 460K, BROADCASTING.

TV audiences on the WANE? Schedules need more WOW? KNOX on WOOD won't help. If lack of program and production KNOE-how is WREC KING your station's image than why WINK at KOLD facts WHEN tv program and production WHIZ can KEY your operation to KING-size ratings and more KOIN. I KID you not . . . (W)TEN years experience in KOVRing diverse audiences assures KNAC for WISE administration. Guaranteed to WEAR well in any WARD. KLIX in all environments. Have WISH to KLEW you further. May I show you may WREC KARD? Box 490K, BROADCASTING.

Assistant news director ready for director's job. Seven years here with proven ability to develop and hold top ratings, build solid operation. Looking for permanent spot with progressive station. Married. M.A. degree. Best character, professional references. Write Box 499K, BROADCASTING.

Production manager. Professionalize, tighten your production; eleven years radio, television; six years television producer-director, all commercial; detail man. Box 510K, BROADCASTING.

FOR SALE

Equipment

Two new 200 foot Stainless towers complete! KSOP, Salt Lake City, Utah.

Channel (22) uhf RCA 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: $11,500. WSIL-TV, Harrisburg, Ill. Channel (3).

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

General Electric 3 kw BT-3A fm transmitter tested. $4,000 or best offer. TV-fm-am transmitters and studio equipment. Technical Systems Corp., Dept. LD, 12-01 43rd Ave., L.I.C. 1, N.Y.

WANTED TO BUY

Stations

CP or station in difficulty, sought by responsible operator. Box 302H, BROADCASTING.

Small or medium market station. Prefer Virginia or North Carolina. Small down payment, or will lease with option to buy. Box 479K, BROADCASTING.

Will buy your cp, or your station, or control of your station, or lease your station. Am former owner. Box 483K, BROADCASTING.

Television Station Wanted

One of America's sharpest TV operators, presently operating a TV station, would like to purchase 49.9% or more interest in a television station. Prefer a station which has too much overhead and operating expense for its income, a station that is costing more than $25.00 per hour to operate, a station that is losing money or not making enough to justify the investment.

I am not a broker, however, would like to hear from brokers. Willing to invest $250,000.00 for an interest or as down payment on a purchase.

Box 350K, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Sputniks I-II and four U.S. Satellites recorded with informed narrative. Ready for airing. 7½ ips 5" reel dual track $3.95; 7" full $4.95. Box 404K, BROADCASTING.

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 4¼x5½, $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

RADIO

Help Wanted—Technical

SALES ENGINEER
BROADCAST EQUIPMENT

Nationally known electronic equipment manufacturer offers responsible position in midwest home office sales staff for sales engineer thoroughly familiar with broadcast equipment. Excellent opportunity for growth and advancement in salaried position which includes many company benefits. Limited travel. Send resume to Box 513K, BROADCASTING.

Production-Programming, Others

AD WRITER'S VACUUM

There is certainly no dearth of good copywriters from the South but imaginative people from Dixie seem hypnotized by the attractions of Madison Avenue and Michigan Boulevard. Perhaps they are unaware of the transformation in their native land, that life here now can be both delightful and rewarding, that a new prosperity is burgeoning and they can share in it, that there is stimulation aplenty in advertising here, and that their words can be eligible for nation-wide readership.

Our type of advertising calls for clever, creative people who can telegraph ideas in brief heads, subheads and captions, who can put one colorful word with five ordinary ones and make six sing.

If you're an experienced writer with a knack for color and brevity (not a distance runner), this could be the all-important turning point in your life. We're not setting any other specifications except that you have to be happy to live within an hour and a half of New York or Chicago—by jet!

Address Box 487K, BROADCASTING.

Help Wanted—(Cont'd)

WANTED

program director

for

Good Music Station

By this we mean Classical and Semi-Classical—no Pop.

One of Top Markets in the Country.

Send full qualifications to:

Box 448K, BROADCASTING

Situations Wanted—Announcers

Play-by-play announcer for National Champion L.S.U. football team. Available for major college football broadcasts. National recommendations.
Box 463K, BROADCASTING

FOR SALE—Equipment

WEATHER IS IMPORTANT!

Tell Your Listeners what's going to happen, When, Where & How Much.

Brand-New, (Never used) Navy Model SO-8 RADAR, 2900-3100

Mc Frequency, including about 50 ft. of Waveguide, Coax Cables, and Instruction Manual ideal for tracking all atmospheric disturbances.

Also . . . two B-16-H Rek-O-Kut turntables used 3 months.

Call Bud Pentz, KWBE
Beatrice, Nebraska CAnal 3-2388
—Box 1450—

TV Broadcast Studio Equipment for sale. Two complete Dage 320a camera, chains and switcher-disolver. Used less than 100 hours. Brand new condition, still under warranty. Original cost over $20,000. Sacrifice $14,490. Ideal for tv station, school, advertising agency, or closed circuit tv.
Box 518K, BROADCASTING

STATIONS • FOR SALE

RUSH TO THE ROCKIES
Colorado fulltimer grossing excess of $80,000. Price of $86,000 includes valuable real estate. Excellently equipped throughout. $20,000 down, balance over ten years.
Box 525K, BROADCASTING

Calif.	Medium	250w-F	$150M	terms
La.	Single	250w-D	35M	terms
Ala.	Medium	1kw-D	65M	terms
Ga.	Small	1kw-D	47M	cash
W.Va.	Small	250w-F	30M	terms
Ill.	Single	500w-D	80M	terms
Ky.	Medium	1kw-D	175M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Fla.	Medium	1kw-D	120M	terms
Mich.	Medium	1kw-F	325M	terms
S.E.	Metro	500w-D	75M	terms
S.E.	Major	5kw-D	250M	terms
Fla.	Large	250w-D	250M	terms
South	Major	250w-F	200M	terms
S.W.	Small	AM-TV	350M	terms

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CHAPMAN COMPANY
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chicago
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santa barbara
33 w. micheltorena

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ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080, offers: Southwest regional fulltimer. Made over $40,000 1958. Excellent real estate valued over $25,000. Price $170,000 firm 27% down. Texas regional daytimer. Making money. $42,500 with $10,000 down. Balance $500 month including interest. Oklahoma regional daytimer $100,000, 20% down.

NORMAN & NORMAN
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Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
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Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279



Let's reopen this window—now!

During World War II a *temporary* Federal tax was imposed on all passenger fares paid by everybody who used trains, planes, buses and other for-hire carriers. One big reason for this was to discourage nonessential use of these vitally needed transportation facilities during the wartime emergency.

Today, 14 years after the end of the war, this tax is *still* in effect. *Still* adding 10% to the cost of the ticket. *Still* discouraging travel—at a time when railroad passenger service is burdened with operating deficits of more than $700 million a year.

The travel tax weakens the whole transportation industry. It threatens the ability of the railroads and other public carriers to keep pace with the growing needs of our economy and national defense. IT SHOULD BE REPEALED—NOW!

ASSOCIATION OF AMERICAN RAILROADS • *Washington, D. C.*

OUR RESPECTS TO . . .

Soren Harold Munkhof

As new tv construction nears relative stability, Soren Munkhof can look back over a career as empire-builder and trail-blazer. His work literally has taken him from swamps to cornfields, complete with bulldozers and hastily-erected tar-paper shacks.

An erect figure of Danish extraction, Mr. Munkhof is credited with helping to design, plan, supervise and build such midwestern stations as WOW-TV Omaha, WTVW-TV and WITI-TV Milwaukee, WREX-TV Rockford, Ill., and more recently, the rebuilding of WFRV-TV Green Bay, Wis., now an NBC-TV primary affiliate on ch. 5.

Today, he is turning his talents to managerial and sales pursuits at WFRV-TV, of which he is executive vice president, general manager, film buyer and national sales manager.

Mr. Munkhof's proclivity for pioneering new stations, from the ground up, constitutes somewhat of an enigma to many who have not labored with him through various construction and consultant cycles. This employe loyalty prompted one colleague to observe: "Actually, he's as modest as a mother with 10 children and as untalkative as a person with a new set of store-bought teeth."

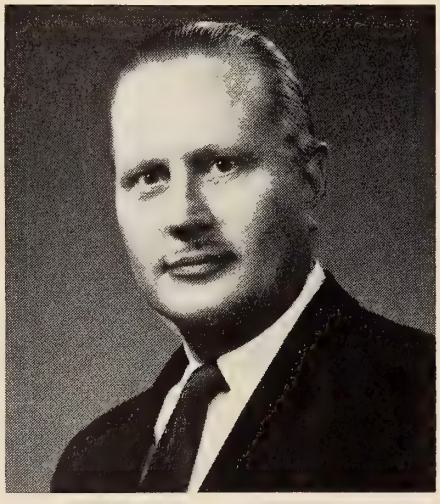
Actions, Not Words • Soren Harold Munkhof apparently has let actions instead of words do most of the talking since he left newspapers for broadcasting 25 years ago in Omaha (where he was born Dec. 19, 1910). He first got the construction bug from his father on a $211 bid for a theatre lobby job and served as a foreman at the age of 14.

He spent seven months studying in Denmark before majoring in English, journalism and education (and minoring in economics and accounting) at Creighton U. in Omaha. After graduation in 1934, he worked as night assignment and police reporter for Hearst's *Omaha Bee-News*, then joined United Press as political reporter and "telephone news report editor" in Lincoln. A year later, he headed the journalism department of Omaha Benson High School while working for his master's degree at Creighton.

Young "Munk" joined WOW Omaha in 1937, becoming one of the first radio station news reporters in the country. He gradually built up the department to 17 people, rising to assistant news manager in 1939 and director of news, special events, farm and sports programming in 1942. When WOW started experimental tv work in 1946, Mr. Munkhof and his associates put into use one of the first electronic view finders and field zoom lenses, handling closed circuit tv pickups. WOW, under the late John Gillin, sent him to New York for a six-week training period at NBC-TV studios (he worked on the *Milton Berle* and *Howdy Doody* shows).

Mr. Munkhof next helped plan and construct WOW-TV and became field director and news and special events director. The station went on the air Aug. 29, 1949, and he directed all news, locally filmed, remote and sports shows. Prior to WOW-TV's hookup with the NBC network in September 1950, he was named production manager. In this post he coordinated engineering, sales and business administration, as well as production and film lab activities. He was promoted to program director in 1952 and then tv coordinator (station manager).

Broadcast Consultant • Mr. Munkhof left WOW-TV in 1953, branched out into consultant work—for Milwaukee Area Telecasting Corp., Greater



Mr. Munkhof: station builder

Rockford Television Inc., and other companies which had obtained construction permits. Hired as general manager of Greater Rockford in May 1953, he set out to supervise construction, equipping, staffing and operation of WREX-TV. By Sept. 30, nine weeks after moving bulldozers into a cornfield, it went on the air without a building as a CBS-TV affiliate. Mr. Munkhof accomplished this trick by building a tar-paper shack on a foundation to house the transmitter and control room while the building was constructed around and over it. When this was completed, he simply tore down the unneeded shack.

Serving as station manager until June 1954, Mr. Munkhof resigned to become general manager of WTVW (Milwaukee Area Telecasting Corp's. ch. 12) and once again directed building, tower construction and installation of equipment—this time in a swamp. By October 1954, within seven weeks, WTVW was on the air as Milwaukee's second vhf. Mr. Munkhof and his associates had built half a mile of road, drained the swamp, constructed the building (under a circus tent because of heavy rains), installed equipment and set up a temporary 300-ft. tower. Together with Elden Anspach (formerly his program director at WOW-TV, then WREX-TV and now WFRV-TV), they hired a staff and set programming plans, with Mr. Munkhof supervising and directing sales and promotion and also serving as manager and member of the board of directors as well. (WTVW was sold to the Hearst Corp. in March 1955, from which emerged WISN-TV).

Mr. Munkhof continued his career next as vice president and general manager of Independent Television Inc's. WITI-TV Whitefish Bay (Milwaukee), permittee for ch. 6. He effected an agreement to continue his consulting activities and leave Independent once he finished supervising design, construction and installation of equipment for the station (now owned by Storer Broadcasting Co.).

Rebuilds WFRV-TV • In June 1956 Clayton Ewing, president of WFRV-TV (owned 100% by Valley Communications Inc.), called in Mr. Munkhof to undertake a rebuilding and reorganization job on his station and appointed him executive vice president and general manager. WFRV-TV completed a new 1,000-ft. tower and building in January 1957 and, under Mr. Munkhof, reconstituted its entire staff, programming and sales-promotion activities. (It previously had its studios in Neenah, Wis.)

Mr. Munkhof believes strongly in news ("everything you do should be clear, concise and brief"), applicable to the whole market area, and editorializing (WFRV-TV maintains an editorial board). It has a full complement of still, live and motion picture cameras.

Mr. Munkhof was a founder, director (for three terms) and executive secretary (for five years) of the Radio-Tv News Directors Assn. He's a member of Broadcast Pioneers and the Green Bay Chamber of Commerce. During World War II he served in the Civil Air Patrol and also was Nebraska Wing staff public information officer, still holding the rank of lieutenant-colonel. Mr. Munkhof is single.

FCC's A-day

BARRING the unforeseen the FCC within the next fortnight will decide what course it proposes to follow in its last ditch effort to break the television allocations impasse. Its conclusions necessarily will be a compromise. It cannot satisfy all of the contending aspirants within and outside television.

What will emerge will be a proposed national policy, to implement, supplement or modify the one enunciated seven years ago in the "Sixth and Final" report which established the 12 vhf-70 uhf channel economy and which anchored assignments to specified locations based on arbitrary mileage separations.

The FCC has been pondering a dozen different plans, ranging from a visionary full-scale move to the uhf band to a stifling 12-channel vhf domain. The all-uhf proposal is licked before it starts, what with an overwhelming preponderance of vhf-only tuners in the 50 million tv receivers in use. A 12-channel system could not get off the ground if it entailed degradation of service to millions of existing set owners.

Somewhere in between the FCC plaintively hopes to find a minimal short-range answer. A majority now is pondering modifications to "shoe-horn" new stations in a number of markets to effect three-station (actually three-network) competition. This, proponents contend, could be accomplished through reduced mileage separations, perhaps on a temporary basis, or through regional junior reallocations by ordering existing stations to move to provide needed mileage separations.

Whatever the majority may propose, nothing will happen automatically. Even before it arrives at the point of instituting tedious rule-making procedures, the FCC plan must pass Congressional muster.

No government agency has ever been confronted with a more bewildering or thankless problem. Really, it is a multiplicity of problems because there are other services, besides television, clamoring for spectrum space. These are after the uhf band, the fm band, and in one instance, the lower end of the vhf tv band. Besides, the government services are yet to be heard from.

The ideal answer would be for one adequate contiguous vhf band for tv. This may come eventually, but it isn't in the cards for perhaps 10 years. So the FCC feels it must have a short-range solution.

It would be foolhardy to sacrifice a single uhf channel until it is known whether an exchange for comparable vhf space is possible. This would take time and possibly legislation.

Any effort inordinately to reduce vhf separations to accommodate more stations obviously will be resisted by existing stations, not because of fear of economic loss, but because of loss of service to established audiences. The FCC knows this through harsh recent experience. When it proposed to outlaw on-channel booster service in the mountain areas of the West, the wrath of the governors of the states plus their Congressional delegations descended upon it. Only thousands of viewers were involved. Uncounted millions would be affected through a breakdown of existing separations, as the FCC was pointedly told two weeks ago by the Assn. of Maximum Service Telecasters.

The FCC had the authority to effectuate the existing dual allocations in 1952. It has the unquestioned authority to revise them, but it must have plausible explanations for Congress and through the judicial processes open to licensees, for the courts.

The physical limitations of the vhf spectrum cannot be changed. So far no way has been found to induce manufacturers to produce all-channel receivers. No attempt yet has been made to license manufacturers in the same manner that transmitter types must be approved by the FCC. This could be a legislative approach Congress might want to consider.

So far the FCC has been showered with advice from self-serving groups. We do not profess to know the answers.

The most we can do is to extend our sympathy in the realization that whatever the FCC does it will be damned by certain elements in Congress and by groups with their individual axes to grind. It must do the best it can with what it has, under its sworn duty of providing equitable allocations. It should provide additional service where it is needed most, but without unduly molesting existing service.

Whatever the FCC concludes to be the short-range panacea, it is to be fervently hoped that there will emerge from the genius of science an electronic miracle that will multiply the spectrum so that all can be accommodated in a free competitive economy.

Dear sir, you cur

A POWERFUL union leader last week asked the FCC to compel four television stations to broadcast a union program.

The FCC should have told him to jump in the lake, or even in the Potomac which is polluted.

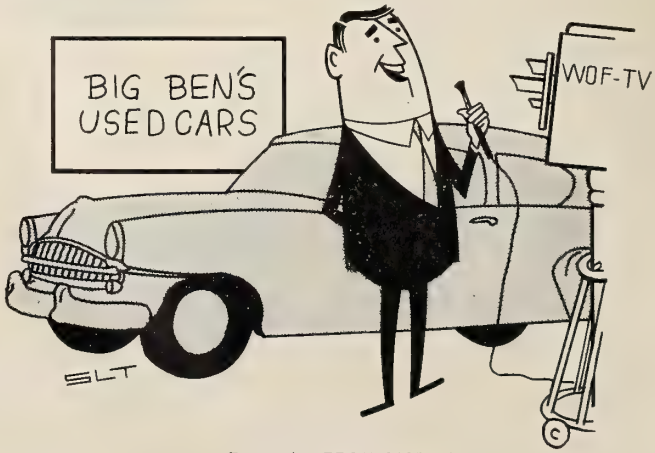
But it didn't.

Instead it prepared letters advising the stations that James Carey, president of the United Electrical, Radio and Machine Workers, had protested their rejection of his program and asking them for an explanation.

Mind you, no matter what answers the FCC receives, it must eventually tell Mr. Carey it cannot honor his request. The law prevents the government from forcing stations to broadcast any program. So why the letters?

They were instruments of the insidious technique of regulation by suggestion that has developed into an art at the FCC. Is the technique effective?

Well, one of the four stations changed its mind after Mr. Carey hollered copper.



Drawn for BROADCASTING by Sherwin L. Tobias

"And now a word from our program. . . ."

THIS IS THE PIEDMONT INDUSTRIAL CRESCENT

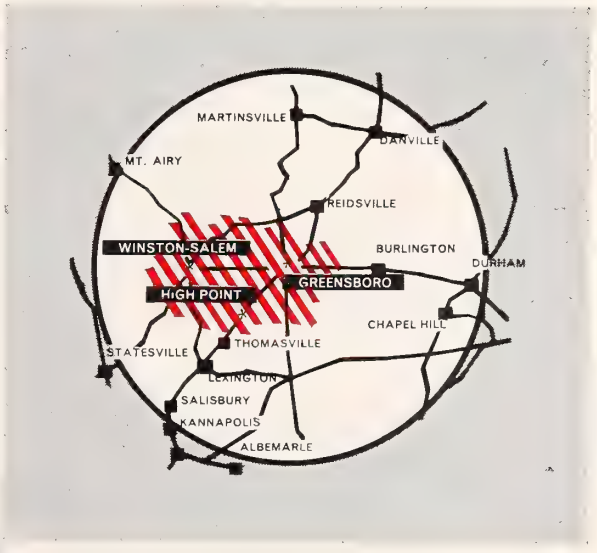
and it's dominated by wfmy-tv

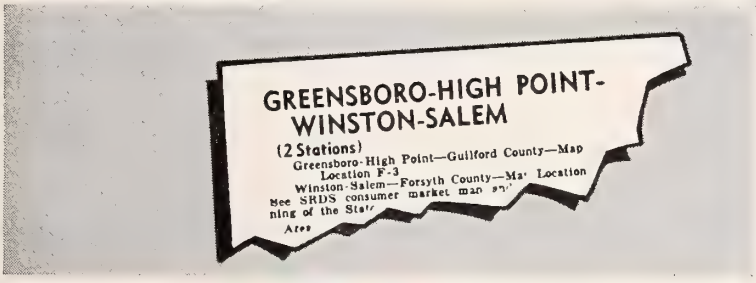


The Piedmont Industrial Crescent is a unique concentration of buying power stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.





This Is North Carolina's
INTERURBIA

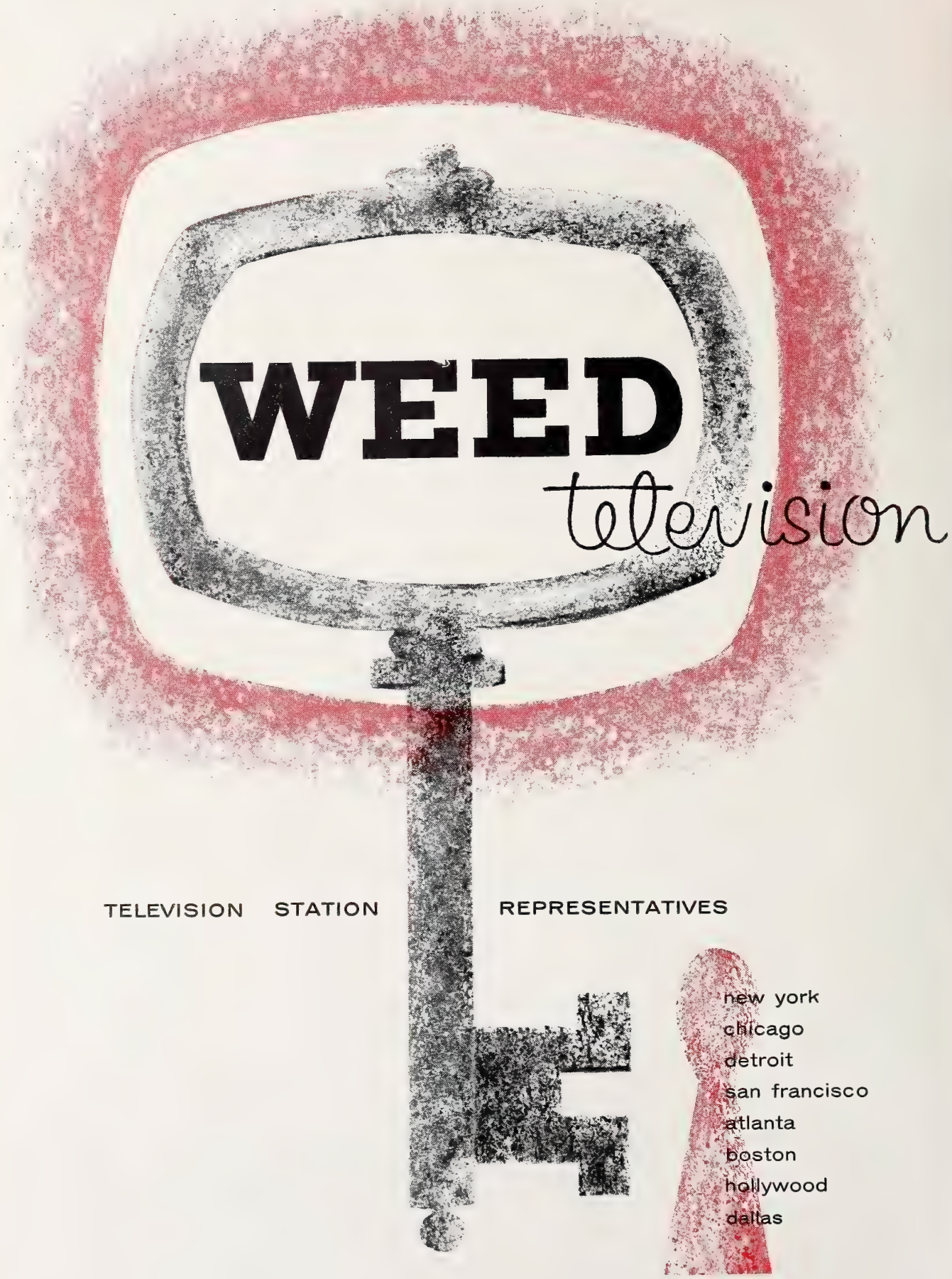
. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.

CBS

wfmy-tv

GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc.,
New York, Chicago, San Francisco, Atlanta, Boston, Detroit


WEED
television
TELEVISION STATION REPRESENTATIVES
new york
chicago
detroit
san francisco
atlanta
boston
hollywood
dallas

APRIL 20, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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How agencies can improve their image—4A Chmn. Danforth Page 26

Tv network boom: a complete lineup of all nighttime shows Page 31

How 271 timebuyers evaluate local television programming Page 34

Do they get your message? NC&K's new dimension for ratings Page 46

Now Your ANNOUNCEMENTS Can Get HIGHER VIEWING!

Thanks to the fact that WHO-TV has invested over $250,000 in top film packages—and programs them in excellent time periods—*you can buy one-minute participations, with FABULOUS ratings, at exceptionally low cost!*

WHO-TV particularly recommends these three terrific shows—*all* with vastly higher ratings than their competition, according to ARB for January 12—February 8, 1959:

FAMILY THEATRE (12:00 NOON to 2 PM, MON. thru FRI.)

Average ARB rating, Mon.-Fri.—	1 Week	4 Weeks
WHO-TV	16.2	15.3

ARB Cumulative Rating—42.0%

EARLY SHOW (4:30 PM to 6:05 PM, MON. thru FRI.)

Average ARB rating, Mon.-Fri.—		
WHO-TV	23.1	20.4

ARB Cumulative Rating—47.9%

LATE SHOW (10:30 PM to sign-off, MON. thru FRI.)

Average ARB rating, Mon.-Fri.—		
WHO-TV	10.6	10.6

ARB Cumulative Rating—31.7%

PGW has all the dope, including the list of top-flight advertisers who are now *using* these spectacular offerings. Make a note to ask your Colonel!

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines; WOC-TV, Davenport



WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *National Representatives*

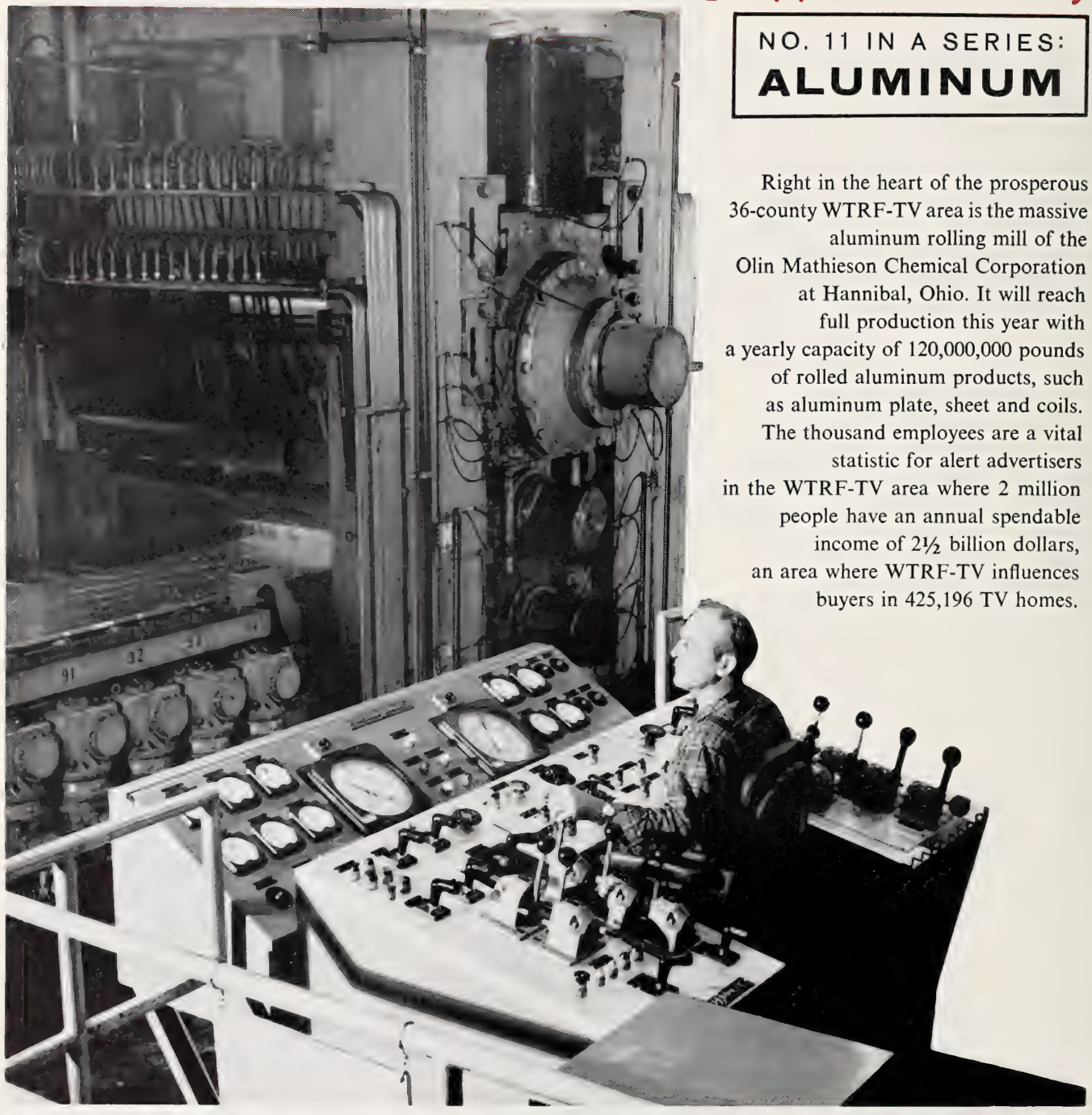
NBC Affiliate

WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley

NO. 11 IN A SERIES:
ALUMINUM



Right in the heart of the prosperous 36-county WTRF-TV area is the massive aluminum rolling mill of the Olin Mathieson Chemical Corporation at Hannibal, Ohio. It will reach full production this year with a yearly capacity of 120,000,000 pounds of rolled aluminum products, such as aluminum plate, sheet and coils. The thousand employees are a vital statistic for alert advertisers in the WTRF-TV area where 2 million people have an annual spendable income of 2½ billion dollars, an area where WTRF-TV influences buyers in 425,196 TV homes.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv 7

reaching a market that's reaching new importance!

THE PREFERRED RADIO STATION IN BALTIMORE

"Preferred" has a two-way meaning in Baltimore radio. Adult Baltimoreans prefer WCBM programming . . . and agencies *and* advertisers prefer the kind of audience WCBM consistently delivers!

WCBM

10,000 watts on 680 KC ● Baltimore 13, Maryland

A **CBS** *Radio Affiliate*

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



LOOK AT THE RICH DALLAS-FORT WORTH MARKET . . .

. . . and the best way to see it is through KRLD-TV in Dallas . . . covering more than 656,000 TV Homes . . . the greatest TV Circulation in the South! Ask any Branham man.

KRLD-TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT

P. R. plan • Tv Information Committee, appointed last month at NAB convention, has reached preliminary agreement on three-year public relations project, with estimated budget of $1,140,000 per year, to be carried on under NAB "umbrella." Proposal, to be presented to NAB Tv Board at meeting in New York April 30, would provide for opening of New York public relations office with headquarters there or in Washington but to function as entity, separately staffed. Name tentatively discussed is Television Information Bureau (TIB) or Office (TIO).

Money for three-year project to affirmatively sell tv against print media and other critics would be raised principally from stations and networks. Highest one-hour rate of tv stations would be sought on quarterly basis. Networks would be asked to contribute perhaps $100,000 each with their owned and operated stations to subscribe on regular basis. Retaining NAB "umbrella" is premised on notion that its main functions are in public relations and government relations and that it has faltered badly in former. To withdraw project from NAB fold could precipitate schism with disastrous results, committee feels.

Squeeze play • One of biggest advertising agencies is practicing tie-in pressures reminiscent of war days when customers had to buy two bottles of bad rye to get one bottle of Scotch. Agency controls multi-million dollar account which is heavy user of spot tv. But for station to be ordered on this, agency "suggests" acceptance of another account, not so desirable. Issue has been joined and major battle impends with outcome a toss-up at moment.

Birthday ball • Gala commemoration of 25th anniversary of federal communications regulation is being planned by entities identified with overall communications field. Tribute would be paid to all living members of FCC, to legislators who sat on committees that wrote Communications Act of 1934 and to others in public life identified with early days of communications regulation.

Sparked by Federal Communications Bar Assn., project would include trade associations identified with communications (NAB, Electronic Industries Assn., Assn. of Maximum Service Telecasters, Clear Channel Broadcasting Service, telephone and telegraph entities, etc.). Event would be observed at dinner July 11, precise 25th anniversary of Communications Act, at Statler-Hilton in Washington.

Day and date • Chicago office of J. Walter Thompson Co. expected to release in next fortnight results of survey described as highly favorable to daytime radio. Agency's Family Advisory Service made study on behalf of JWT clients, showing influence of radio on American housewives during daytime hours.

Fast Nielsens • Second instant-ratings service is scheduled to be operating commercially in New York within weeks—A.C. Nielsen Co.'s Instantaneous Audimeter which has been in installation there for several months. Original target date of "spring" for commercial operation, authorities confide, will be met. Rates not yet set. American Research Bureau's Arbitron instant-ratings service has been in operation in New York since Sept. 1, 1958, on commercial basis.

Oversight revisited • New staff of House Legislative Oversight Subcommittee has been swamped last two weeks trying to provide information subpoenaed and volunteered in trials of Richard Mack, Thurman Whiteside and Bernard Goldfine, all indicted as result of subcommittee disclosures. Committee has taken extra precautions to acquire best staff available to avoid repetition of past strife. All applicants were given stiff tests, "even if recommended by the Speaker." Some job-seekers objected and left in "huff" when asked to take exam.

Committee now has 12 staffers at work, including Chief Counsel Robert Lishman, and plans to hire 3-4 more. No attorney has yet been assigned to FCC, which informed sources report, will be left alone for several months as far as alleged improper activities are concerned. First study on agenda will be one of "practicability, necessity and advisability" of placing some limitations upon ex parte recommendations made to commissioners in rulemaking proceedings. Problem will be explored in depth during hearings on HR 4800, designed to carry out subcommittee recommendations.

Against stream • Contrary to trend, WGN Chicago reports radio billings for first quarter 50% ahead of year ago. Tv, according to Ward Quaal, vice president-general manager of WGN stations, is up 39% as against 1958 first quarter, while on March-to-March basis, it's up 41.8%. He attributes increases to "uplifted operations, more aggressive selling by more salesmen."

Advance notice • Marking departure from procedure during incumbency of Sherman Adams as assistant to President, White House notified Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) of decision to renominate Comr. Rosel H. Hyde for new seven-year term week before name was transmitted to Senate last Friday. White House said nomination would be coming up "within few days". Brief confirmation hearing is planned prior to June 30 expiration of present Hyde term. While quick confirmation is expected, committee may jog Comr. Hyde on Commission's delays in processing of cases and on lethargy in handling allocations and other matters.

The bounce • Firestone, in negotiations with ABC-TV after five years at 9-9:30 p.m. Mondays (story page 48), may go video-tape over independent stations if it does not find suitable major network time. This possibility, it's learned, has been discussed with Raymond Firestone, president. Five years ago, great furore running from White House to Capitol was precipitated when Firestone was dropped by NBC and moved to ABC. Then, as now, problem centered around inability to get competitive ratings for show.

Cure proposed • Legislation to eliminate Sec. 309(c) of Communications Act (which permits automatic protests on ground of economic injury) and to provide other remedies relating to pregrant protests, has been drafted by Federal Communications Bar Assn. and shortly will be introduced in Senate by Chairman Magnuson (D-Wash.) of Commerce Committee. FCBA President Leonard H. Marks has been authorized by executive committee to testify in support of remedial legislation at expected hearings.

Antitrust boss • Successor to Victor R. Hansen as assistant attorney general in charge of Antitrust Division, Dept. of Justice, in all probability will be Assistant Attorney General George C. Doub, chief of Civil Division. Judge Hansen's chief assistant, 31-year-old Robert A. Bicks, becomes acting chief, but Mr. Doub's final selection is expected because of age factor.



Just a minute! THAT'S ALL IT TAKES TO CAPTURE NORTHERN OHIO'S BIG MOVIE-MINDED AUDIENCE HERE'S WHY:

WARNER BROTHERS... PARAMOUNT
20TH CENTURY... UNITED ARTISTS

Scheduled 4 times daily on Channel 8 . . . 9:00 AM "Watch & Win"—1:00 PM "Star Matinee"— 5:30 PM "Big Show"—11:20 PM "Nite Movie"

"Famous on the local scene"

WJW·TV

CHANNEL 8

CBS • CLEVELAND, OHIO

Storer Television — Storer Broadcasting Company

WJW-TV Cleveland | WAGA-TV Atlanta | WSPD-TV Toledo | WJBK-TV Detroit | WITI-TV Milwaukee

WEEK IN BRIEF


MR. DANFORTH

Agencies can improve their image • The way to win business' absolute confidence, says J. Davis Danforth, executive vice president, BBDO, and chairman, AAAA, is simple: be businesslike. Many advertisers, he adds, have a misconception about Madison Avenue because the avenue has not earned for itself the kind of business reputation it deserves. It is up to the agencies, argues Mr. Danforth, to improve its image in a society which is becoming increasingly more intelligent and more critical. For the how-to-do-it, read MONDAY MEMO. Page **26.**

Network tv sales boom • Hesitation of year ago is gone as advertisers sign up at a clip that pushes network fall-season nighttime sales three months ahead of 1958 selling season. Rundown of program lineups, production costs, sponsors, producers, and unsold or unassigned periods as they currently stand. Page **31.**

Timebuyers evaluate local tv • Programming at local level and some of the factors influencing their purchase of it are examined by 271 panelists in new NBC Spot Sales Timebuyer Opinion Panel. Page **34.**

AAAA Convention this week • Government relations, creativity, "rising expectations" to highlight annual meeting starting Thursday. Record 700 members and guests expected. Page **42.**

Do they get the message? • A research study by Norman, Craig & Kummel indicates that highly-rated westerns and other "violent" tv programs fall down in sponsor identity while "warm, friendly" programs, often with lower ratings, score higher in communicating the sponsor's message. Page **46.**

New chapter, same verse • Mack-Whiteside criminal trial marks third phase of Miami ch. 10 award aftermath. Page **78.**

CBS gains again • Stanton tells stockholders meeting that first-quarter sales and earnings were best ever; sees 1959 results ahead of record set last year. Page **64.**

CBS Radio signs six • WKMH Dearborn to replace WJR Detroit in affiliate lineup; five other Michigan stations in Knorr, Booth and Stevens-Wismer groups also sign up. Page **72.**

Tv allocations report • FCC has statement for Congress: Long range answer is 50-channel vhf band; short range moves include shoehorning extra vhf channels in problem areas. Page **75.**

Boosters made legal • FCC agrees it will license these tv auxiliaries. Commission, however, reaffirms previous decisions it cannot touch community antenna systems. It recommends congressional action to require catv systems to get permission from stations from which it picks up programs, and also carry local tv stations if requested. Page **76.**

Brewers boost broadcast buying • TvB releases figures showing their 1958 investment in spot and network tv up 6% over 1957. Report also reveals print media ads by brewers down 21%. Page **50.**

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This is NOT a game! It's a FACT!

QUESTION:

?

What's different about Buffalo, N. Y.?

ANSWER:

In BUFFALO it actually COSTS LESS than HALF to buy the TOP STATION

WBNY

See latest Pulse figures and rate card or call Jack Masla

PRODUCTS OF SYRACUSE

. . . *important in the home*

Power at work . . . in these home workshop tools made by Syracuse's Porter-Cable Machine Company . . . in the lively program broadcast by Syracuse's WHEN-TV. Both designed for a better home life . . . greater pleasure. To put power to work behind your product in Syracuse and all of Central New York, place it on WHEN-TV view. A call to the Katz Agency or WHEN-TV commercial manager, Fred Menzies, will put it in the spotlight.



WHEN YOU WANT TO SELL SYRACUSE
WHEN-TV
CBS IN CENTRAL N. Y.

A MEREDITH TELEVISION STATION AFFILIATED WITH BETTER HOMES & GARDENS AND SUCCESSFUL FARMING MAGAZINES

KCMO KCMO-TV Kansas City / KPHO KPHO-TV Phoenix / KRMG Tulsa / WOW WOW-TV Omaha / WHEN Syracuse

ANOTHER FCC TERM FOR HYDE

President Eisenhower on Friday nominated FCC Comr. Rosel H. Hyde for third seven-year term as FCC commissioner. Announcement was made from Augusta, Ga., where President was vacationing. Nomination requires Senate approval. Mr. Hyde's present term expires June 30.

Idaho-born 59-year-old Republican is true government careerist. He entered government in 1924 as clerk with Civil Service Commission, was accountant at Office of Public Buildings & Parks, and joined Federal Radio Commission in 1928. He received law degree from George Washington U., Washington, in 1929, and in 1942 was appointed assistant general counsel of FCC. In 1945 he was named general counsel, and in 1946 appointed commissioner to fill unexpired term of William H. Wills. In 1952 he was reappointed.

Mr. Hyde was chairman of FCC from April 1953 to October 1954, being succeeded by George C. McConnaughey.

During his tenure as chairman, Mr. Hyde put into practice revised tv processing procedure which saw hundreds of tv grants made—first after tv freeze, which began in September 1948 and ended in April 1952. He also has been active in international conferences, most recent being the 1950 North American Regional Broadcast Agreement and 1957 radio agreement with Mexico. Both are still awaiting Senate ratification.

ASCAP and radio: where matters stand

Details of both agreement and disagreement in current negotiations between ASCAP and All-Industry Radio Music License Committee were out in open Friday after report by Bill Morgan, KLIF Dallas, member of all-industry group.

Robert T. Mason, WMRN Marion, Ohio, committee chairman, had told broadcasters at NAB convention that broad agreement had been reached that would reduce radio stations' ASCAP music license fees by total 9% (BROADCASTING, March 23). Mr. Morgan gave other details in report to Texas Assn. of Broadcasters last week. Here, as confirmed by still other sources, is gist of situation:

There's agreement that commercial fee will be reduced from 2.25% of net time sales to 2.125%, and that sustaining fees for stations grossing more than $50,000 per year will be cut by total of $350,000, which is 35% of all sustaining fees paid by radio stations to ASCAP in 1957. (Reason there's no reduction in sustaining fee for stations grossing under $50,000 is that they pay only nominal sustaining rate of $1 per month.) It has been estimated that new agreement, when final, would mean total saving to radio of more than $750,000 a year.

Where there's disagreement between ASCAP and all-industry committee is in finding formula for distributing that $350,000 reduction in sustaining fees. Under old licenses, sustaining fees were based on stations' half-hour and quarter-hour rates. But ASCAP wants new rates based on multiples of one-minute rates. It's on this point, and on amount of reductions for stations in different size groups, that differences continue—and currently appear far from settled.

When agreement is finally reached, all-industry group will make recommendations but it will be for each station individually to decide whether to accept or reject.

Alert test success although bugs appear

For 30 minutes Friday—between 11:30 a.m. and noon, EST— more than 3,000 radio and television stations were mute while 1,200 other am radio stations pooled forces to bring U. S. listeners taste of wartime alert. Cost to broadcasters in loss of half-hour revenues: estimated $250,000.

First reports, countrywide, hailed efficiency of operation. Scattered reports indicated interference problems in some areas; poor reception of either 640 kc or 1240 kc (Conelrad frequencies) in some areas, unintelligible messages from civilian defense authorities in others.

National program, live from unidentified "secret" civil defense headquarters, fed voices of four recognizable network announcers to all Conelrad stations. They were Charles Ashley, ABC; Lewis Shollengberger, CBS; Steve McCormick, MBS and Robert McCormick, NBC.

Material from national headquarters was under production supervision of professional broadcasters—Don Coe, ABC; Dave Driscoll, CBS; Joseph Keating, MBS and Sam Sharkey, NBC. Also assigned to production planning was Vincent Wasilewski, NAB government relations executive.

National program was highlighted by live message delivered by Civil & Defense Mobilization Director Leo A. Hoegh. Messages mainly were explanation of Conelrad operation and description of construction and equipping of emergency shelters.

In Washington, D.C., area, Conelrad stations made switches to 640 kc and 1240 kc in 30-60 seconds after "alert" sounded. Program material furnished by local civil defense to 1240 kc clusters proved of such low quality, civil defense officers ordered switch to national program. Some fading discernible on 640 kc, but not of major significance. Reception on 1240 kc in downtown Washington proved poor.

All radio and tv stations in Washington area ran explanations of upcoming Conelrad drill every 30 minutes all morning up to 11:30 practice alert. Telephone calls inquiring about silence were at minimum (WTOP-AM-TV, CBS affiliate in capital city, received 23 calls; WARL Arlington, Va., received only four calls).

Bad Time in L.A. • Conelrad exercise put Southern California stations off

CONTINUES *on page 10*

No Merger

Merger talk between Fletcher D. Richards Inc., and Cohen & Aleshire, both New York, which had been proceeding for some time is now reported definitely off. C&A Chairman Harry B. Cohen was quoted as saying there was no anticipation of resumption of negotiations. Meanwhile, remaining formalities in merger of Richards organization with Calkins & Holden were expected to be cleared up in near future.

AT DEADLINE

CONTINUED *from page 9*

air at 8:30-9 a.m., peak morning traffic time and heaviest shopping day of week. Morning motorists were deprived of bulletins on which they normally depend to warn them of traffic conditions.

Western station operators resentfully charged committee of eastern broadcasters picked relatively quiet 11:30-Noon EST for test, with westerners having no voice in matter.

Minimum calls to Southern California stations resulted from widespread publicity over air, but stations adjacent on radio dials to Mexican border outlets—which continued broadcasting—received calls accusing them of ignoring Conelrad-imposed silence.

In Marlboro, Mass., WSRO there reported so many alerts filled air that warnings could not be understood.

Conelrad drill throughout country was checked by FCC field engineers, with reports due this week. In some areas variations of Conelrad were ordered—including use of stations on regular frequencies and with full power for 2-3 minute bursts.

Only two dissents made on Friday: One was from Savannah civil defense director who claimed Conelrad system was "obsolete" and would only lead to general panic. He referred to test several years ago which showed, he said, 90% of people in Savannah and Chatham County could not receive intelligible signal.

Other was Ben Strouse, WWDC Washington, who in on-air editorial lambasted quality of civil defense program material furnished 1240 kc clusters in Washington area. For first 15-minutes, Mr. Strouse said, program was "absolutely unintelligible."

Wire Alert Plan • Muzak Corp., New York, music programmer, has arranged with civil defense for number of its franchise holders to feed alert in time of national emergency or disaster condition. Warning signal system, used by 177 of Muzak's franchisers, will be sent over leased phone wire (costs to be shared with state civil defense offices), according to details to be revealed today (April 20) in New York when several hundred Muzak franchisers will assemble for three-day meeting.

KPEL to ABC

KPEL Lafayette, La., affiliates with ABC Radio network effective April 27. Its owner is Pelican Broadcasting Co., of which John Paul Goodwin is president, William A. Patton vice president and general manager. KPEL operates on 1420 kc with 1 kw daytime and 500 w night.

WEEK'S HEADLINERS



MR. RICH

• LEE RICH, vp in charge of media for Benton & Bowles, N.Y., elected member of agency's board of directors (CLOSED CIRCUIT, April 6). Mr. Rich joined B&B in 1952 as associate media director; was elected vp in 1955, and named director of media in 1957. Earlier, he had been media director of Wm. H. Weintraub agency in New York (now Norman, Craig & Kummel) for three years and media director for Albert Frank-Guenther Law, N.Y.



MR. MARTIN

• DONALD N. MARTIN will resign as public relations director of NAB, effective June 19, to establish his own public relations firm with offices in New York and California. Firm will result from merger of two existing companies, it is understood. Harold E. Fellows, NAB president, is considering successor to Mr. Martin but has not yet made his decision. Mr. Martin joined NAB in November 1956.



MR. TREVARTHEN

• WILLIAM H. TREVARTHEN, vp of production services, ABC, since February of this year, named director of network operations, NBC-TV, effective April 27. He will be in charge of NBC-TV studio and theatre operations, maintenance and plant facilities, administration and scheduling of all engineering personnel and special and sound effects. Other NBC appointments: JAMES G. HERGEN, director of participating program sales, NBC-TV, appointed director of NBC Telesales, N.Y., and WILLIAM F. STORKE, administrator of participating program sales, appointed director, succeeding Mr. Hergen.



MR. SHELTON

• WILSON A. SHELTON, vp and creative director of Compton Adv., N.Y., appointed senior vp and creative director of agency. Mr. Shelton replaces ALFRED J. SEAMAN, who has resigned, and will announce his future plans shortly. Mr. Shelton also was named to Compton's board of directors. Previously, he had been with Biow Co., N.Y., as senior vp and creative director and had held similar posts with Dancer-Fitzgerald-Sample, and Wm. Esty Co., both New York.



MR. KRUGMAN



MR. GOULD



MR. MELAMED



MR. MAY

LESTER KRUGMAN, executive director of advertising, promotion and merchandising of National Telefilm Assoc., N.Y., named vp in charge of advertising and public relations. Other NTA appointments: GEORGE K. GOULD, president of NTA's Telestudios Inc., appointed to additional post of vp in charge of broadcast facilities; DAVID J. MELAMED, vp in charge of business affairs, named vp in charge of administration; ALAN MAY, vp-treasurer of National Theatres Inc., L.A., assumes added duties of vp-treasurer of NTA, controlled by National Theatres; SAMUEL P. NORTON, formerly partner in Rosenthal & Norton, Los Angeles law firm, elected vp in charge of legal and business affairs, and BURTON LIPPMAN, controller of NTA, adds duties of assistant treasurer and assistant secretary.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

DISTINGUISHED AWARD TO KLZ-TV DENVER

THE ALFRED I. DUPONT TELEVISION AWARD FOR 1958 has been presented to KLZ-TV Denver, Colorado, . . . the only station to be so honored.

The citation to KLZ-TV reads: "Cited for the clear evidence in its programming policies of a sense of obligation to participate intimately in community life, for its furtherance of cultural traditions and identity in the region it serves, for its willingness to devote some of its best hours and talent to program in the public interest, and for its record of giving substantial time to balanced and fair discussion of controversial issues. Specifically cited are the presentation of such basic problems of community concern as the problem of water, the direction of attention to the history, traditions and legends of Colorado, the extensive coverage of local and national news, and a Panorama program which mirrors the community to itself. It is also notable as the first radio or television station to win an Award of the Alfred I. duPont Awards Foundation for the second time."

KLZ Radio received the Alfred I. duPont Award in 1948. This latest honor to KLZ-TV reflects a continuing philosophy of excellence in over-all programming, a principle of leadership to which this company remains dedicated.



KLZ-TV, Denver, Colo. Affiliated with the CBS Television Network
A Subsidiary of Time, Incorporated


IN MARKET
AFTER MARKET
AFTER MARKET

AFTER MARKET



JEFF'S COLLIE

© Lassie Programs, Inc. 1959

the sponsor's best friend

LASSIE
is still
outstripping all competition
in its sixth
record-breaking year
on the network.

As **JEFF'S COLLIE,** it is
the best friend too
of the local sponsor.

Now the **SECOND YEAR**
of **JEFF'S COLLIE**
is available locally.

For your market,
wire or phone collect today.

ITC INDEPENDENT TELEVISION CORPORATION

488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100



WHO WINS... YOU, OR THE ICE BOX?

"And now a word from our sponsor. . . ." All too often, this is the cue for the viewing public to get up and go out to the ice box. . . . If that happens to you, *you're out in the cold* . . . no matter how big your star, or lush your audience rating. . . . To make those precious three minutes produce a *profit* is the main reason we're in broadcasting. **N. W. AYER & SON, INC.**

The commercial is the payoff



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

April 20—Radio Advertising Bureau sales clinics at Tulsa, Okla., and Minneapolis, starting nationwide series that ends May 22. RAB will present 30 how-we-sold-it stories and exhibits.

***April 20—Hollywood Ad Club's** Broadcast Advertising Day. NAB President Harold E. Fellows will address luncheon at Hollywood Roosevelt Hotel, co-sponsored by Hollywood Chamber of Commerce.

April 20-23—American Newspaper Publishers Assn., 73rd annual convention, Hotel Waldorf-Astoria, New York. Agenda includes discussions on radio-tv competition for national ad dollar; working relationships between newspapers and broadcast stations; the problem of agencies who, for retail accounts for commission reasons, favor radio-tv and the effect of competitive media in the decline of newspapers' national advertising.

April 21—"Genii" awards banquet of **Radio & Television Women of Southern California,** Beverly Hills Hotel, Los Angeles.

April 23—Georgia Assn. of Broadcasters, management conference, Dinkler Plaza Hotel, Atlanta.

***April 23—Chicago Broadcast Adv. Club** monthly luncheon meeting, Sheraton Towers, Chicago. Oliver A. Unger, president of National Telefilm Assoc., is featured speaker.

April 23-24—Assn. of National Advertisers two-day workshop on advertising expenditures, Westchester-Biltmore, Rye, N.Y.

April 23-24—Ohio Assn. of Broadcasters, Sheraton Gibson Hotel, Cincinnati. Speakers: Jerome H. Feniger, Cunningham & Walsh; Sol Taishoff, editor and publisher of BROADCASTING, "Editorializing in Radio"; Ed Broman, Ziv Productions, "Syndicated Tv Film"; Adam Young, and others to be announced. Entertainment Friday evening includes buffet dinner at Wiedemann Brewing Co. and Cincinnati Reds-Milwaukee Braves baseball game.

***April 23-25—Western States Advertising Agencies Assn.,** ninth annual conference, Oasis Hotel, Palm Springs, Calif. Stan Spero, vice president, KMPC Los Angeles, will represent radio; Selig Seligman, vice president and manager, KABC-TV Los Angeles and Harry Floyd, manager of tv sales, NBC Western Div., will speak for television Friday morning during a panel on "How Media Is Meeting the New Concepts in Advertising."

April 23-25—American Assn. of Advertising Agencies, annual meeting at The Greenbrier, White Sulphur Springs, W. Va. Annual elections, other business in closed sessions April 23. April 24, presentation on "The Revolution in Rising Expectations" by correspondents, editors and publishers of Time Inc. magazines. Award-winning tv commercials, chosen by Art Directors Club of New York, and advertising films from Venice film festival will be shown both April 24 and 25. Creative session April 25 on safeguarding creativity in today's advertising agency, with discussions by Anthony C. Chevins, Cunningham & Walsh; John A. Sidebotham, Young & Rubicam, and David Ogilvy, Ogilvy, Benson & Mather, all New York. Rep. Bob Wilson (R-Calif.) to discuss legislative threats to advertising and what advertising needs to do. Other speakers to be announced. Annual banquet April 24.

April 24—New Mexico AP Broadcasters Assn., Bishop's Lodge, Santa Fe.

April 24—Oregon AP Radio Assn., Multnomah Hotel, Portland.

April 24-25—South Dakota Broadcasters Assn., Sheraton-Cataract Hotel, Sioux Falls. A sales clinic is planned. Non-members invited.

April 24-25—New Mexico Broadcasters Assn., Bishop's Lodge, Sante Fe.

April 24-25—Arizona Broadcasters Assn., spring meeting, Ramada Inn, Phoenix. Speakers include Walter Lucking, president, Arizona Public Service Co.; Maj. Allan Deming, public information officer, Fort Huachuca, Ariz.; Stary Gange, vice president, Pacific Olive Growers Assn.; FCC Comr. Robert E. Lee and Howard Bell, NAB vice president. Phoenix mayor Jack Williams will be toastmaster at Friday banquet.

April 25—Spring meeting of **Associated Press Broadcasters of Idaho and Utah,** Hotel Boise, Boise.

April 25—United Press International Broadcasters of Connecticut, Waverly Inn, Cheshire.

April 25—United Press International Broadcasters of Indiana, Sheraton-Lincoln Hotel, Indianapolis. Agenda commences at noon and includes discussion on libel laws with report by President Bill Donnella.

April 25—Idaho-Utah AP Broadcasters Assn., Boise Hotel, Boise.

April 26—Colorado-Wyoming AP Broadcasters Assn., Albany Hotel, Denver.

April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 26-29—U.S. Chamber of Commerce annual meeting, chamber hdqrs., Washington.

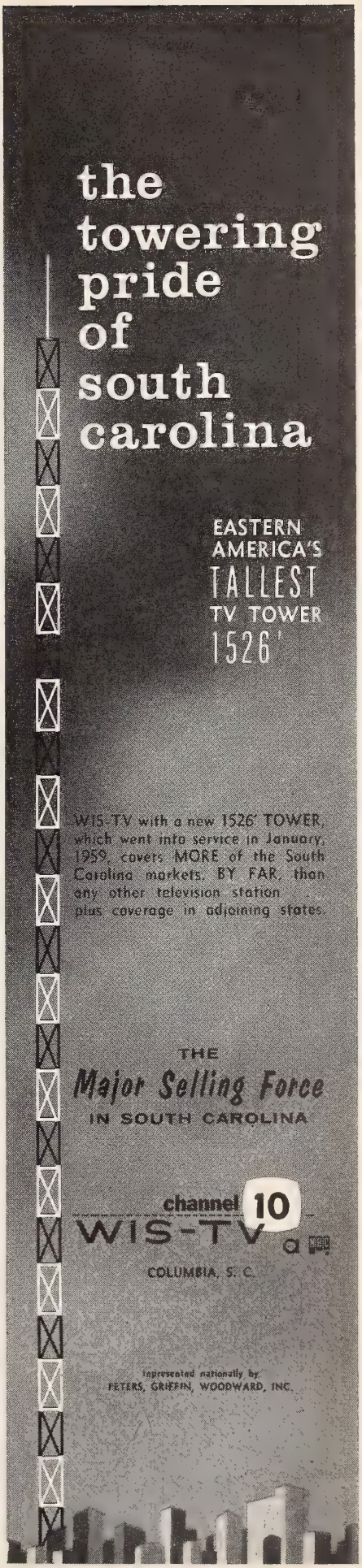
April 27-28—Potts-Woodbury Adv. Agency Radio-Tv Farm Clinic, Bellerive Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.

April 27-May 2—Journalism & Broadcasters Week, School of Journalism & Communications, U. of Florida, Gainesville. (April 27 is Broadcasters Day. Key speakers include FCC Comr. Robert E. Lee; Matthew J. Culligan, NBC-Radio vice president; John F. Day, CBS tv news director, and Harold Krelstein, president of Plough stations).

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

***April 29-May 2—American Women in Radio & Television,** annual convention, Waldorf-Astoria, New York. **April 29:** Welcome party, 10:30 p.m. **April 30:** Tours and reception; banquet at 7 p.m., Sen. John F. Kennedy (D-Mass.) speaker; general session, 10 p.m., "Brainstorming for a Better AWRT". **May 1:** Fannie Hurst, commentator-author, keynote speaker at 9:45 a.m. opening session; NAB's Harold Fellows to moderate 10:30 a.m. panel on communications; Jayne M. Shannon, J. Walter Thompson Co. broadcast media supervisor, to moderate 2:30 p.m. panel on "Selling Techniques in a Changing Society." **May 2:** John Day, CBS-TV director of news, to moderate 10:30 a.m. panel on "Technical Progress—How to Make the Most of It"; also at 10:30 a.m., panel on



WSBT-TV ...SOUTH BEND, INDIANA'S DOMINANT STATION



HAZEL BURNETT... Captures the Eyes and Ears of Housewives in 15 Counties

Housework in 15 counties stops when Hazel Burnett's "Homemakers Time" comes on the air—5 days a week from 9 to 9:30 a.m. That's because Hazel, WSBT-TV's Home Economist discusses subjects dear to the housewife's heart. The ladies respond with enthusiasm to the tune of about 1400 letters and post cards monthly.

"Homemakers Time" is the only program of its type in the South Bend area. It is typical of the many highly-rated local personality shows on WSBT-TV.

WSBT-TV dominates the prosperous South Bend market. The Nov. A.R.B. shows this station carrying 9 of the 10 top rated programs, 18 of the top 25; 33 of the top 50! Total Effective Buying Income in the station's 15-county coverage area is $1,594,029,000!

See your Raymer man or write WSBT-TV about availabilities on "Homemakers Time" and other popular local shows.

WSBT-TV ONE OF CBS' HIGHEST-RATED STATIONS

SOUTH BEND, INDIANA • CHANNEL 22

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

"Program Sources—Keeping a Step Ahead," moderated by Duncan McDonald, The Yankee Network; Pauline Fredericks, NBC analyst and UN correspondent, to moderate 2:30 p.m. panel on "Entertainment and Enlightenment." Election of officers and the McCall's Award Dinner also scheduled for May 2. **May 3**: Business meeting at 10:30 a.m. In addition, other social and business activities to be held throughout the five days.

April 30-May 2—Alabama Broadcasters Assn. annual meeting, Buena Vista Hotel, Biloxi, Miss. Speakers include FCC Comr. Robert T. Bartley; Dallas Townsend, CBS News; Charles H. Tower, NAB personnel-economics manager, and John M. Outler Jr., WSB Atlanta.

April 30-May 3—4th district, Advertising Federation of America, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.

May 1—Journalism Institutes, Center Bldg., U. of Wisconsin, Madison.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

***May 2—Inland Empire AP Broadcasters Assn.** meeting for broadcasters from Eastern Washington and North Idaho, Davenport Hotel, Spokane.

May 2—Virginia AP Broadcasters, spring meeting, National Press Club, Washington.

May 2-3—Spring caucus sponsored by **Los Angeles Advertising Women,** Ambassador Hotel, Los Angeles. Includes business meetings, social features and awards luncheon.

May 3—Oklahoma AP Broadcasters Assn., Lake Texoma Lodge, Durant.

May 3-9—Canadian Radio Week, sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.

***May 4**—Commencement of **FCC inquiry into television network program practices.** Chief Hearing Examiner James D. Cunningham presiding. Docket 12,782.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

May 4-9—Advertising Research Foundation seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

May 5—American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.

May 6—National Aeronautical Electronics Conference, Biltmore and Pick-Miami Hotels, Dayton, Ohio. A panel on worldwide communications systems is scheduled.

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

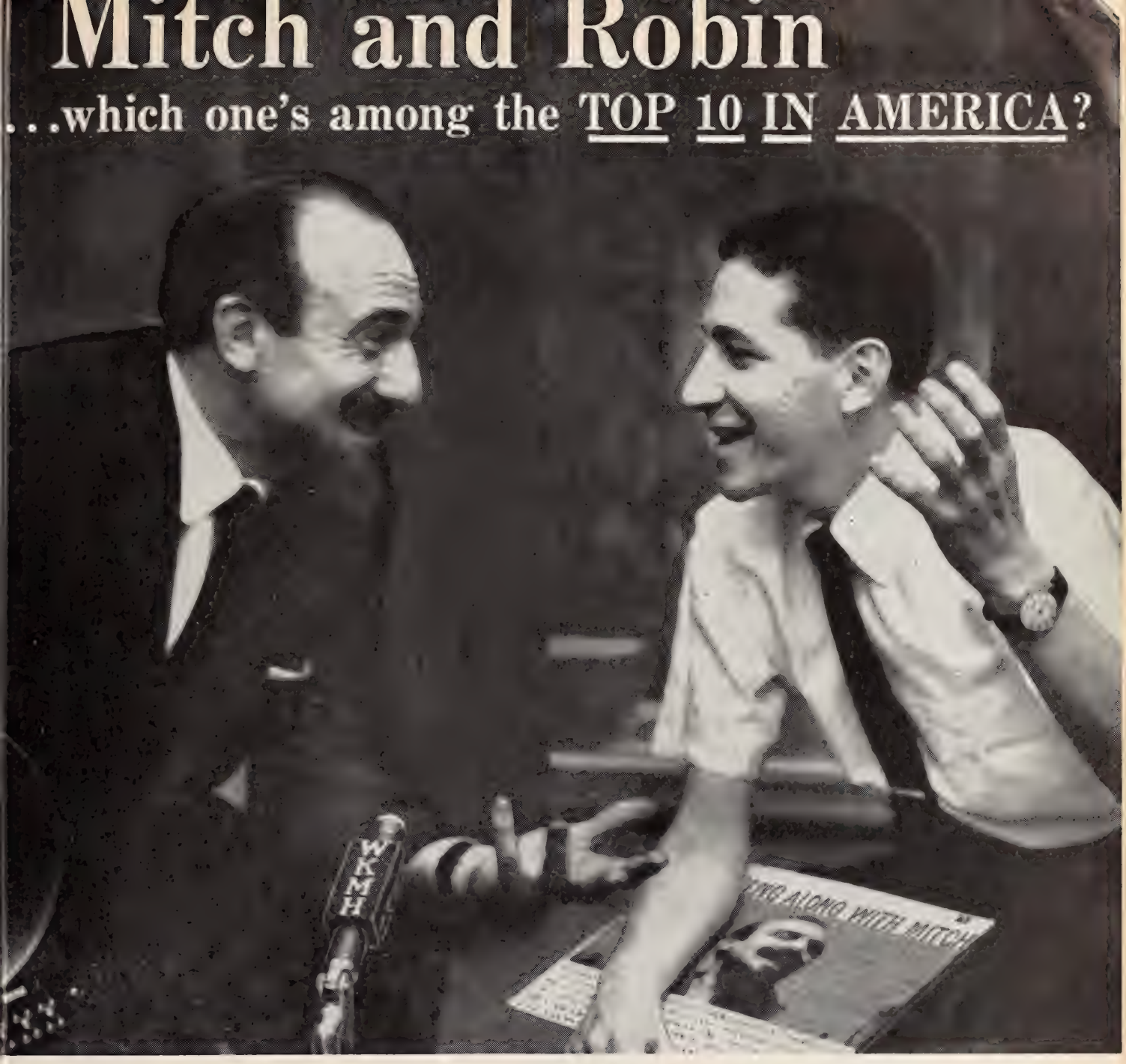
May 6-9—Ohio State U. Institute for Education by Radio-Tv, Deshler-Hilton Hotel, Columbus. Keynote address by Dr. Frank C. Stanton, CBS president. Other speakers: FCC Comr. Frederick W. Ford; Paul Chamberlain, equipment sales manager, GE, and producer David Susskind. Panel discussion on the advertiser as sponsor of educational tv programs under chairmanship of John P. Cunningham, president-chairman of Cunningham & Walsh. Interview by remote facilities with Sen. Warren G. Magnuson (D-Wash.).

May 7-8—Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

May 7-9—5th district, **Advertising Federation of**

Mitch and Robin

...which one's among the TOP 10 IN AMERICA?



you'll find the answer on WKMH

When Mitch and Robin get together, the air waves crackle! Here indeed are two MUSIC MEN—each a leader in his field. Just as Mitch Miller has his enthusiastic fans, WKMH's Robin Seymour has an immense and loyal following. Robin was recently named one of the top 10 radio personalities in America. Why not let this national award winner make sales for YOU in the rich Detroit market?

Represented by
Edward Petry & Co., Inc.

knorr BROADCASTING CORPORATION

WKMH Dearborn-Detroit WKMF Flint, Michigan WELL Battle Creek, Michigan WSAM Saginaw Michigan WKHM Jackson, Michigan

There's more

There's **WJXT** in Jacksonville, where the most desirable figures are displayed in business ledgers! *Only WJXT* puts you in the swim of this booming regional center . . . 66 counties in Northeast Florida and South Georgia, well over *twice* the counties covered by the other station according to NCS No. 3.

With 38 of the top 40 shows (and all ten top local shows) WJXT boasts rating leads generally between *a one-sided 70%* evenings and mornings and *a deadly 90%* afternoons. In *every* category which advertisers use to judge leadership, simple arithmetic proves there's more, much more to WJXT


to Florida...
WJXT 4
JACKSONVILLE, FLORIDA
An affiliate of the CBS Television Network
Represented by CBS Television Spot Sales
Operated by The Washington Post Broadcast Division:
WJXT Channel 4, Jacksonville, Florida WTOP Radio Washington, D.C. WTOP-TV Channel 9, Washington, D.C.



There is nothing like a dame who watches **KOIN-TV**. And in Portland and the surrounding 32 Oregon and Washington counties, that's practically all the gals. They're different. They're different because they're so loyal and reactive. They believe in **KOIN-TV**. They're sold on it...just ask the discriminating fellows at CBS-TV Spot Sales, who will be delighted to display distinctive rating figures for you.

America, convention, Hotel Frederick, Huntington, W.Va.

May 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. (Extended from April 8 deadline, previously announced). Docket 12,729.

*May 8—**Connecticut Broadcasters Assn.**, Waverly Inn, Cheshire. Agenda includes agency panel discussion by Catherine Noble, Marschalk & Pratt; Dick Jackson, J. M. Mathes Inc.; Jerry Sprague, Cunningham & Walsh; Leo Kaufman, Kaufman Agency; Edward Lush, E. J. Lush Inc., and Shirley Walker, Graceman Advertising Inc. Dinner speaker: Comdr. Edward Whitehead, president of Schweppes (USA) Ltd.

*May 8—Ninth annual **Radio-Television Industry Conference**, San Francisco State College, San Francisco, Calif. Discussions by national and local figures include motivational research, editorializing and panel on "What Time Buyers Look For." Banquet speaker: Writer Rod Serling.

May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 14—Sigma Delta Chi annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winnters of 1959 SDX distinguished service in journalism awards in 15 categories.

May 14—U. of Michigan Advertising Conference. Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

May 14—Washington AP Broadcasters Assn., Washington Athletic Club, Seattle.

May 14-15—Nebraska Broadcasters Assn., annual convention, Cornhusker Hotel, Lincoln.

*May 15—**Iowa AP Radio & Television News Assn.** annual spring meeting, Fort Des Moines Hotel, Des Moines. To be held in connection with **Iowa Radio & Television News Directors Assn.** convention.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale; also, **United Press Intl.** business meeting.

*May 18-20—Annual **Electronic Parts Distributors Show**, Conrad Hilton Hotel, Chicago.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Initial decision by Examiner Horace Stern recommended grant to Public Service Television Inc. (National Airlines Inc.) be revoked and allegations of ex parte representations by applicants be weighed aaginst them in new comparative hearing. Docket No. 9321 et al.

May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, **Highlights for Children** magazine, will be chief speaker.

May 21-23 Montana Radio Stations Inc., Great Falls.

May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.

*May 23—**California AP Television & Radio Assn.**, El Cortez Hotel, San Diego.

May 24-27—Associated Business Publications, annual meeting and management conference, Skytop Lodge, Skytop, Pa.

*May 27—**Chicago Federated Adv. Club**, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co. In departure from past, awards in radio-tv category will be based solely on commercial, rather than on program carrying it, to keep category consistent with other media divisions. Deadline for entries: April 24.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

JUNE

June 1-3—National microwave symposium, **Professional Group on Microwave Theory & Techniques, Boston Section**, Paine Hall, Harvard U., Cambridge, Mass.

June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis.

June 9-11—National Community Television Assn. annual convention, Mayflower Hotel, Washington, D.C.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

*June 13—**UPI Broadcasters of Pennsylvania**, Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio, Tex.

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

*June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools.

June 17-19—American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 17-20—National Assn. of Radio-Television Farm Directors convention, Hotel Statler, New York.

June 18—Maryland-D.C. Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

*June 18-20—**Florida Assn. of Broadcasters** convention, DuPont Plaza Hotel, Miami.

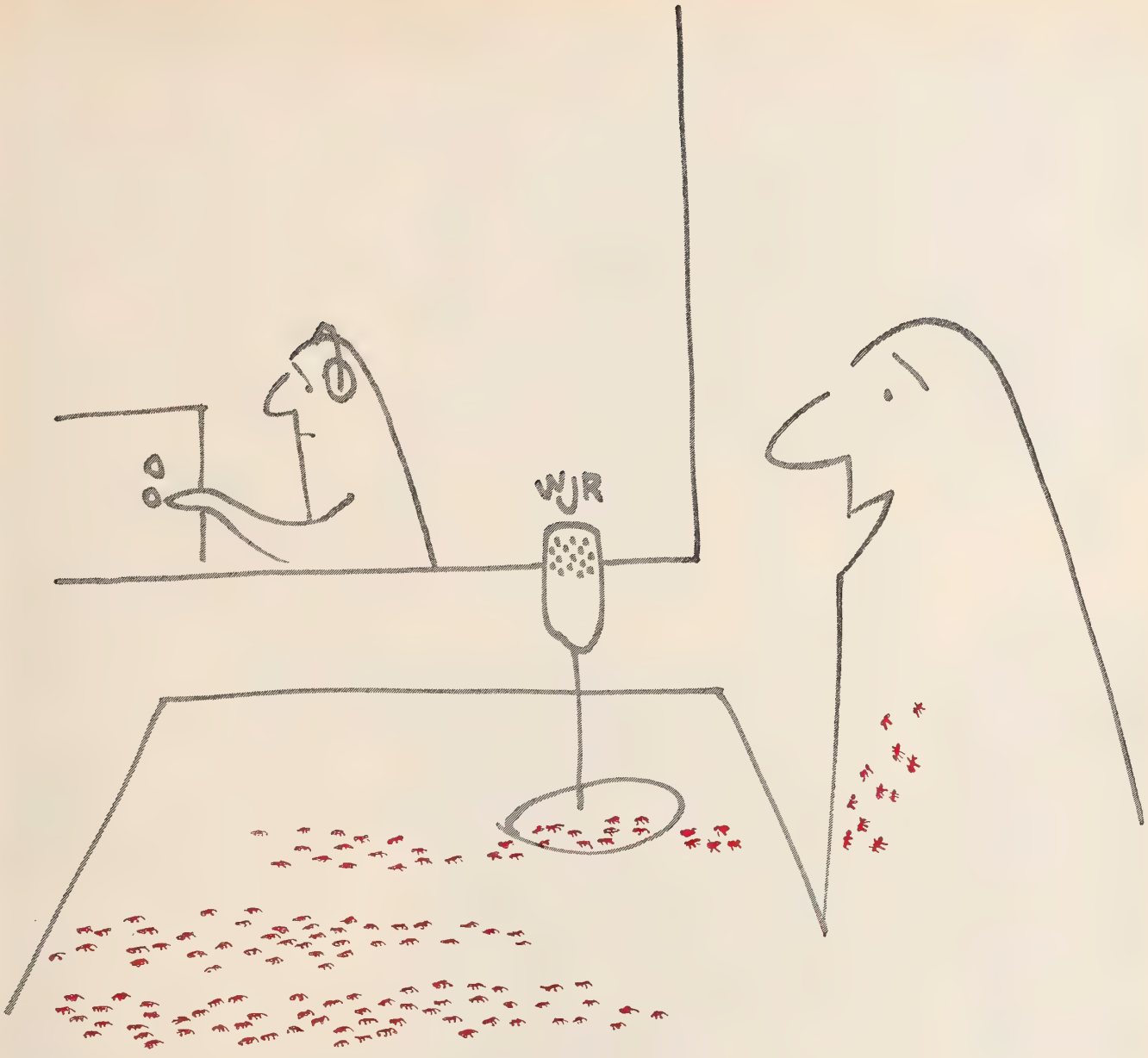
*June 18-21—Pet Milk's second annual **Grand Ole Opry** talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for promotion prizes and for all expense-paid trips to Nashville.

June 19-20—Colorado Broadcasters & Telecasters Assn., Glenwood Springs.

June 21-26—American Institute of Electrical Engineers, summer and Pacific general meeting, Olympia Hotel, Seattle.

June 22-Aug. 15—Summer Radio-Tv Institute, Stanford U., Stanford, Calif. George A. Willey, director.

June 28-July 2—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe City, Calif.



HOW TO GET RID OF RED ANTS

You can trap them, stomp on them, drown them with bug bombs, but if they keep coming back for more, what do you do? One WJR listener wrote to Bud Guest for help (Bud has a breezy program "The Sunny Side of the Street" daily from 8:15 to 8:30 a.m. on WJR).

The problem was aired and, within a few days, produced a deluge of letters from experts on how to get rid of red ants. Audience response like this is not unusual as Bud Guest is a favorite correspondent of listeners in Michigan, Ohio, Indiana and Southwestern Ontario.

Imaginative programming like "The Sunny Side of the Street" and many other live shows carry out WJR's philosophy—live radio with adult appeal. And since adults are the people with money, where can you find a better pipeline to their pockets and purses than on a station which talks their language?

Whether your problem is red ants or a sales campaign, ask your Henry I. Christal representative for all the facts on WJR, the "buying power" station in the Detroit-Great Lakes area.



WJR's primary coverage area—over 17,000,000 people.

WJR DETROIT

760 KC 50,000 WATTS

RADIO WITH ADULT APPEAL



with

190%

MORE LISTENERS THAN THE NO. 2 STATION IN THE MARKET . . .

WILS

is the best and biggest buy in metropolitan LANSING*

Proof . . . ? Take a look at the latest Hooper . . .

TIME	WILS	STATION B
Monday—Friday 7:00 a.m.—12:00 noon	57.0	26.5
Monday—Friday 12:00 noon—6:00 p.m.	66.2	16.3

C. E. Hooper Jan.-Feb. 1959

5000 WATTS . . . A 24 HOUR SCHEDULE, and MORE LISTENERS than all other stations heard in the market *put together* . . . WILS is the NO. 1 STATION in Michigan's capitol city market*, with 63,150 radio homes and a buying income of $451,675,000.

CONTACT VENARD, RINTOUL & McCONNEL, INC.



* 1958 Survey of Buying Power

1320 kc 5000 watts

LANSING, MICHIGAN

94

ASSOCIATED WITH WILX CHANNEL 10, LANSING AND WPON, PONTIAC

OPEN MIKE

Support appreciated

EDITOR:

John M. Patterson, our president, has brought to my attention the very excellent editorial support in several issues of BROADCASTING weekly on the Truth Broadcaster Program and its NAB-sponsored radio and tv participation program, and I want you to know how much we appreciate it.

Gwilym A. Price
Chairman of the Board
Crusade for Freedom Inc.
New York

Underscore plea for vigilance

EDITOR:

I am grateful and in complete accord with your splendid editorial, "Television and Politics" (BROADCASTING, April 6).

As a station executive, I echo your advice of the essentiality of the nation's stations exercising the most extreme vigilance in the handling of political broadcasting. When we stray from the fair play reputation which has become our hallmark, we certainly will be inviting drastic repercussions from any offended political party or individual.

As executive director of the 1960 Democratic National Convention, I welcome your early and strong warnings along these lines well in advance of a political contest of national importance.

J. Leonard Reinsch
Executive Director
1960 Democratic Natl. Conv.
Washington, D.C.

EDITOR:

Congratulations on "Television and Politics." Leadership by publications such as yours in calling for continued and constant objectivity in the presentation on television and radio of the candidates and the views of all parties will insure a fairer presentation to our citizens of political ideas. It will help also to cement even firmer a continued pleasant professional relationship between the nation's broadcasters and those of us in the field of politics.

Paul M. Butler, Chairman
Democratic National Committee
Washington, D.C.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

The Officers and Directors of the

MUZAK CORPORATION

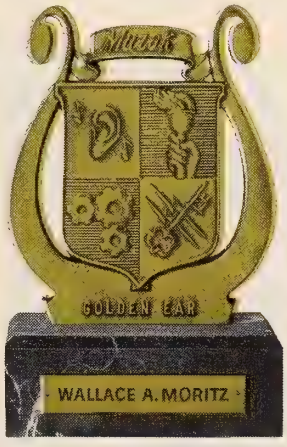
take great pride in announcing

the 1958 winner of the

FIRST ANNUAL GOLDEN EAR AWARD

Mr. Wallace A. Moritz

IN RECOGNITION of his outstanding achievements, Mr. Wallace A. Moritz of San Angelo, Texas, is awarded the MUZAK Golden Ear Award for 1958. For his Chairmanship of the First National Miss Wool Fiesta, and his production of the film, "The San Angelo Story," plus the official part he played in the activities of the March of Dimes, the Community Chest, the Memorial Hospital, Children's Treatment Center, Mr. Moritz was named the San Angelo "Citizen of the Year." He is Vice President of the Board of City Development and was also named "Boss of the Year–1958" by the National Secretaries Association.



JUDGES: **IVY BAKER PRIEST,** Treasurer of the United States
JACK WRATHER, Chairman of the Board of Muzak Corporation
CHARLES COWLEY, President of Muzak Corporation

THE GOLDEN EAR AWARD is an annual award established by the MUZAK Corporation to honor the franchiser whose achievements in National, State, or Community affairs mark him as the outstanding citizen of the year in the MUZAK family. In making this award, MUZAK Corporation seeks to encourage and honor individual excellence, pre-eminence and leadership in church, fraternal or social work; philanthropy; government; business; or other meritorious human endeavor.

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NTA INTERNATIONAL, INC.

Subsidiary of National Telefilm Associates, Inc.
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8 & 1



*Captain January, Poor Little Rich Girl, Wee Willie Winkie, Heidi, Rebecca of Sunnybrook Farm, Little Miss Broadway

MONDAY MEMO

from **J. DAVIS DANFORTH,** *executive vice president, BBDO, and chairman, AAAA*

If you want the respect of businessmen, you have to be businesslike

The business world has changed dramatically in the last few years, particularly the management of the large corporations which are today America's biggest advertisers. Today there are professionals in most key jobs. The "egg-head" in America is no longer solely a scientist. Business men are being trained up. American universities and business schools are supplying many more and an even higher level of well-trained young men to move up through the ranks in large corporations.

Many business men today have a misconception about the advertising business because advertising, particularly the agency business, has not earned for itself the kind of business reputation it deserves.

There is nothing wrong with advertising agencies that a businesslike approach can't correct. If we run our individual agencies in a businesslike way—which means being efficient in the use of our human machinery—we will improve our image and we will continue to grow and to prosper.

The major asset of any advertising agency is its people. Unlike most of our clients, we have no tremendous investment in plant, or machinery, or inventory of manufactured goods or any raw materials like steel, or oil, or wheat, or any other commodity. All we have is our *people*. Our single biggest expense, as a personal service business, is our payroll and the space to house our people. In fact, in the AAAA agency, payroll alone averages just over 60% of total operating expense.

How we behave in our day-to-day relationship with our clients determines what kind of a business image we create. If we, in our client relations, become more dedicated, more thorough, more constructive and more creative than any other outside professional vendor he employs, we could not help but bring stability to the agency field. Just as the advertiser organization is acquiring more highly trained and skilled people in its marketing organization, so should the advertising agencies of this country be recruiting and training able, young men and women.

The need for better recruiting

Business schools are today turning out more and more graduates to administer the marketing investments of which we are an integral part. We must do a better job of attracting them to our business. By this I don't mean that we must, in any way, change our way of doing business as agencies, or change the atmosphere of our agency life. What is important is that we must sell ourselves to the next generation of top management as being as businesslike as they feel they, themselves, are.

We will all agree, I am sure, that it would be ridiculous to try to persuade financial, manufacturing, legal and accounting oriented men to be agency-like in their thinking. It would be equally unrealistic to attempt to suggest that marketing and advertising managers become more agency-like in their jobs. The agency world is primarily a creative adjunct *to* business. But it must be managed and presented to business in *business* terms.

All too frequently advertisers, including the board of directors, think of agencies as a peculiar brand of irresponsible individuals who can't understand a profit and loss statement, are not vitally concerned with retail sales, are sadly lacking in a basic understanding of modern marketing techniques and have no real interest in merchandising, sales promotion or the overall relationship of advertising percentage to sales.

Another thing which business men think about agency people is that they move from one job to another much too frequently. It is certainly true that job changing, reported so fully by the advertising columnists every day, year in and year out, certainly doesn't *improve* our image in the minds of business.

No wonder many of them think we must over-pay, have no real stability and that every young man on Madison Avenue is open to a higher bidder. Perhaps if legal offices, banks, stock exchange firms, had news columnists eagerly reporting their industry, they would reveal almost as many moves. But, in any case, I am sure all too frequently we hear friends say, "Why do advertising agency people move around so much?" The answer to that is we *don't*; we just get more publicity.

The need to destroy myths

The figures to prove that personnel turnover in agencies is lower than in many other businesses were presented four years ago at the 37th annual meeting of the AAAA by Lawrence Valenstein, president of Grey Advertising Agency. Some of those figures are worth quoting again.

Mr. Valenstein used U.S. Dept. of Labor statistics to show that monthly turnover of personnel in 26 basic industries was 57% higher than it was in AAAA agencies. So you see the facts about job stability in agencies are more reassuring than the public's fancies. Somehow we must make the public aware of those facts.

During the past year, as chairman of the American Assn. of Advertising Agencies, I have had occasion to travel several thousand miles around the country and I have met hundreds of agency people. They represent small, medium and large-size agencies. As a matter of fact, the more than 300 AAAA agencies are today placing 75% of total national advertising.

The early part of last year they saw advertising appropriations cut as the country went through a very difficult first quarter. They were even more concerned about the drop in their client's sales than they were about the loss of their own billing. Retrenchments were made, agencies "tightened their own belts" to try to maintain service and to protect their own profits. Speaking of profits, here again advertising agencies must be more businesslike.

For almost 30 years, members have furnished the AAAA headquarters office balance sheets and profit and loss statements. The last 18-year trend from 1940 to 1958 has shown a steadily diminishing return. This, in spite of the fact that total national advertising has shown a tremendous increase.

Agency net profits, after taxes, in 1957 averaged just a little over six-tenths of one percent of gross billing! Not many of our clients could stay in business with this very narrow margin of profit. Even comparing agency profits



Dave Danforth is one agency executive who has stayed put. He's never worked for any other outfit. Born in Kane, Pa., April 22, 1903, he attended prep school at Phillips Exeter Academy, went three years to Princeton (where he was active in the Triangle Club), quit in 1925 to become a messenger boy with Barton, Durstine & Osborn. Three years later that agency merged with George Batten Co. to become BBDO.

A client contact specialist, Mr. Danforth has been executive on some of BBDO's major accounts, including General Electric, B. F. Goodrich, du Pont, U.S. Steel and Philco. He was elected to the BBDO board in 1939, became a member of the executive committee in 1946 and executive vice president in 1949. He was elected chairman of the American Assn. of Advertising Agencies last year.

Mr. Danforth married Ethel Reasoner Dec. 6, 1926. They have two sons, John Loring Danforth, now with Curtis Publishing Co., and Peter Davis Danforth, an Air Force lieutenant.

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as a percent of gross income, we are still lower than the top 500 industrial corporations. Our average was only 4.1% as a percentage of gross income.

It is obvious that with decreased net earnings and consistently expanding service facilities, the management of advertising agencies must make a very real effort to be good enough business men to produce and maintain agency profits at a reasonable level.

In this age of expanded services, agencies cannot live on commissions from media alone. In fact, on the average, media commissions account for only about two-thirds of agency gross income. Agencies have found that they must collect for many research and public relations jobs, for special marketing studies and sales analyses, for production costs, both print and tv, for sales promotion and research and for many, many other collateral jobs requested by the advertiser.

Our clients want us to make reasonable profits, because they know that if their account is making money for the agency, they will get that much better service. They have greater respect for agency management when they know we are good managers of our *own* business.

The effects of television

While we are on the subject of acting like business men, it is a good opportunity to mention broadcasting. It was only 10 years ago that commercial television really had its start. And what a start! Today, with American homes now owning 44,000,000 tv sets, a whole new dimension has been added to agency service. It is certainly true that the addition of television into the commercial advertising arena has required a host of new, highly specialized people to plan, to produce programs and commercials.

Naturally, there have been many criticisms about "too many commercials," "too many westerns," "too many quiz shows," etc., etc. But can you picture America *without* television?

Many people have good reason to compain about *some* programming and *some* commercials, but considering that this 10-year-old baby has grown into a multi-million dollar giant in this short decade, there can be no discounting the entertainment, information and the pleasure it has brought into millions of homes. Nobody has to pay a penny to look at television and if the viewer doesn't like what he sees, he may switch to another station or he can turn the set *off*. Latest "use" figures indicate the average set is tuned in to some program more than 5½ hours every day.

There is a tremendous amount of good business thinking going into the planning of these programs by the advertiser, by the agency and by the network. Agencies are constantly striving to improve programming and to buy both time and talent on a more efficient basis.

The importance of attitudes

Perhaps the most important "A" in the AAAA is *attitude*. The attitude of the agency men and women about their individual job and the manner in which this is manifested in their individual actions, behavior, speech, demeanor. It is our attitude more than anything else—attitude toward our own associates, our clients, our suppliers and media representatives—that can help us become business-like.

The AAAA has continuously promoted the basic practice of serving advertisers by creating advertising which has the best possible chance to succeed, by serving media in turn, by making successful use of the space and time which media have to sell, and by serving the economy by helping to bring more goods and services to more people.

We are consistently trying to attract, select, train and handle more high caliber people. Agencies are developing new types of research, both in quality and in quantity in an effort to make advertising more efficient. As the economists and business leaders are shifting emphasis from production to marketing and consumption, there is a growing awareness that advertising can and should play an even larger role in finding customers and educating them to the enjoyment of even higher standards of living. Doing this, we cannot fail to gain public *understanding* of advertising, and its key role in our economy.

There is no question that we have our own public relations job to do. We have done a much better job for our clients than we have done for ourselves. In the next decade, total advertising will grow and grow, and it will become even more important that leaders in business, in government and education learn to respect us and our work.

Ready made...

DETROIT AREA TV SPOTS

POWERFUL "BIG LEAGUE" TV SPOTS
IN THE NATION'S FIFTH MARKET
WITHOUT ANNOYING NETWORK CLEARANCES
GIVE MORE IMPRESSIONS... MORE HOMES per dollar
...thats the CKLW-TV channel 9 story
...or call YOUNG TELEVISION CORP. for more facts.

325,000 WATTS

CKLW-TV GUARDIAN BLDG. • DETROIT 26, MICH.

J. E. Campeau, Pres.

in Shorthand...



it's Gregg

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1959 **BROADCASTING YEARBOOK** won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as **THE** authority for a multitude of facts about television and radio... **dependable** facts they can translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1959 **BROADCASTING YEARBOOK,** packed with more data about the broadcast media than ever before, will be delivered to 16,000 **paid** subscribers in August. Your message gets a big bonus of attention and long life at regular **BROADCASTING** rates. Today's **the** day to reserve a good spot for it.

Deadlines? July 1 if proofs are needed; July 15, no proofs.

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RADIO CORPORATION OF AMERICA

Electron Tube Division ***Harrison, N.J.***



Captive or Captivated Audience?

There's all the difference in the world between a "captive audience" and a "captivated audience."
This goes for the commercials as well as the show.

Young & Rubicam, Inc.

Advertising • New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • London • Mexico City • Frankfurt • San Juan • Caracas

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 20, 1959
Vol. 56 No. 16

THE FALL TV NETWORK LINEUP

- **It's shaping up earlier by far than it did last year**
- **More than $5.5 million a week in programming is now set**
- **Some 30 new programs will be introduced—plus specials**

Brisk sales are booming tv network fall-season lineups toward completion at a pace a good three months ahead of last year's.

Advertisers who hedged and hesitated in the recessive economy of early 1958 are showing relatively little inclination to dawdle in 1959. The nighttime schedules of the three networks are at least as nearly sold out in April 1959 as they were in late July a year ago—and maybe more so.

An estimated $5.5 million a week in regularly scheduled nighttime network programming is already on the books of ABC-TV, CBS-TV and NBC-TV, according to the best available accounts. This compares with something over $5 million last July (BROADCASTING, July 28, 1958). These figures do not include time charges—or the production and time costs of scores of big-budgeted specials. Nor do they count daytime programming.

ABC-TV, off to the best start in its history, is less than six hours short of sell-out of its evening schedule for the 1959-60 season—about one hour better than last July in selling its 1959-60 lineup. CBS-TV is about four hours short of wrap-up, approximately its position last July. NBC-TV officials will not disclose precisely which hours are unsold but say they've sold close to 90% of their nighttime schedule, which would put them ahead of July.

Reshuffling Ahead • None of this is to say that any network's 1959-60 lineup is locked up—far from it. All three networks, in reporting program schedules, stressed that they were tentative and that a number of changes—probably many—can be expected before the new season gets under way. Some reshuffling may still be going on in September or even October.

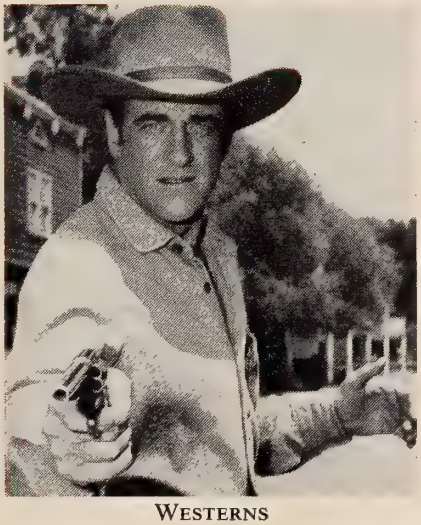
The NBC-TV lineup of sponsors and their programs appeared even more tentative than the others. This stemmed in large part from NBC's refusal—for competitive reasons, officials said—to specify in a number of cases what advertiser planned to sponsor which program. This in turn was attributed partially to negotiations still going on between sponsors and network over specific programs and time periods.

New Shows • The overall schedules, as tentatively drawn, show that the independent packagers continue, along with the networks, as prime sources of program material. Five independents alone are producing 31 series—Warner Bros. ten, Revue eight (not counting two by MCA, Revue's parent), Four Star Productions five, and Goodson-Todman and Screen Gems four each.

The lineups as projected at this point anticipate more than 30 new shows—approximately equally divided among the three networks.

Westerns and mysteries again take top honors, with about 13 hours of westerns and 12 of mysteries each week. Variety shows occupy about nine hours, situation comedies about seven and a half, dramatic programs six and a half, adventures four and comedy, quiz and panel shows all down to three and a half hours each.

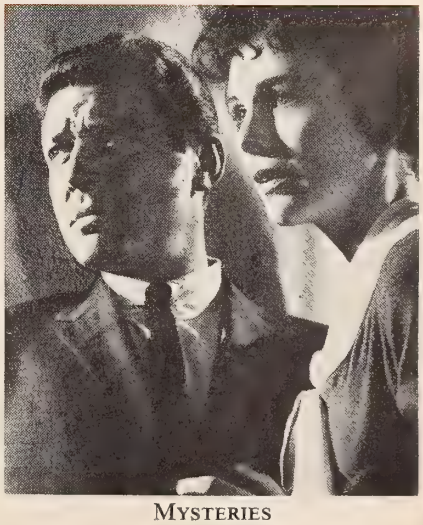
FOR NIGHTTIME SCHEDULES TURN PAGE



WESTERNS



VARIETY



MYSTERIES

There'll be more of these shows than any others on network tv next fall.

FALL SCHEDULES FOR TV NETWORKS

What the television networks' 1959-60 nighttime schedule will offer, what it will cost in production, who the independent packagers are and what selling still remains to be done are all reflected in the accompanying table. Periods unsold to date carry the notation "available." Programs listed as "unassigned" indicate sponsors have been signed, but specific shows or times have not yet been decided upon. Program times and sales information were supplied by the respective networks. Production costs, although not official, were estimated by BROADCASTING on the basis of the best information available from a number of sources. Program times are in terms of current New York time on date of broadcast. Agencies handling accounts are listed in parentheses ( ); production firms are in brackets [ ]; starting dates indicate commencement date of fall cycle for new series. Where no date is shown, starting date is currently undetermined.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Maverick* $95,000 Kaiser Drackett (Y&R) [Warner Bros.] Continuing	*Little Julius* $37,000 Available [CBS]	*Riverboat* (7-8 p.m.) $80,000 [Revue]
8:00		*Ed Sullivan Show* $81,000 Eastman Kodak (JWT) Mercury (K&E) [CBS] Continuing	*Comedy Hour* Costs unavailable Format not set Unassigned
8:30	*Law Man* $40,000 R.J. Reynolds (Esty) Gen. Mills (D-F-S) [Warner Bros.] Continuing		
9:00	*Colt .45* $37,500 Beechnut (Y&R) ⅔ Available [Warner Bros.] Continuing	*GE Theatre* $50,000 General Electric (BBDO) [Revue] Continuing	*Dinah Shore* *Chevy Show* $115,000 Chevrolet (Campbell-Ewald) [Henry Jaffe Enterprises with NBC] Continuing
9:30	*Alaskans* $80,000 L&M (M-E) P&G (Unassigned) [Warner Bros.]	*Alfred Hitchcock* $50,000 Bristol-Myers (Y&R) [MCA] Continuing	
10:00		*Jack Benny* $56,000 [J&M Prod.] alt. with *George Gobel* $48,000 [Gomalco] Lever Bros. (JWT) 9/27	TBA
10:30	*Meet McGraw* $40,000 Available [ABC]	*What's My Line* $35,000 Kellogg (Burnett) Sunbeam (Perrin-Paus) [CBS with Goodson-Todman] Continuing	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	TBA	*The Line-Up* $90,000 Available [CBS]	*Wagon Train* $85,000 Ford (JWT) Nat'l Biscuit (M-E) [Revue] Continuing
8:00	TBA		
8:30	*Ozzie & Harriet* $45,000 Eastman Kodak (JWT) Quaker Oats (JWT) [Stage Five Prod.] Continuing	*Space* $37,500 Amer. Tobacco (BBDO) Socony Mobile (Compton) [Ziv]	*Price Is Right* $38,000 Speidel (NC&K) Lever (JWT) [Goodson-Todman] Continuing
9:00	*Diamond Head* $80,000 Amr. Chicle(Bates) Carter (Bates) Whitehall (Bates) 1/6 available [Warner Bros.]	*Millionaire* $37,500 Colgate (Bates) [Don Fedderman] Continuing	*Kraft Music Hall* (Como) $120,000 Kraft (JWT) [Roncom] 9/30
9:30		*I've Got A Secret* $37,500 R. J. Reynolds (Esty) [Goodson-Todman] Continuing	
10:00	*Wed. Night Fights* $45,000 Miles (Wade) Half available [Lester Malitz] Continuing	*U.S. Steel Hour* $70,000 U.S. Steel (BBDO) [Theatre Guild] alt. with	*This Is Your Life* $32,000 P&G (B&B) [Ralph Edwards] Continuing
10:30		*Armstrong Circle Theatre* $40,000 Armstrong Cork (BBDO) [Talent Assoc.] Continuing	*Loretta Young* $50,000 P&G (B&B) [Toreto Prod.] Continuing

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	TBA	*To Tell The Truth* $35,000 Carter (SC&B) Half available [Goodson-Todman] Continuing	TBA
8:00	*Donna Reed Show* $40,000 Campbell Soups (BBDO) Johnson & Johnson (Y&R) [Screen Gems] 10/8	*December Bride* $40,000 Gen. Foods (B&B) [CBS] Continuing	*Bat Masterson* $42,000 Sealtest (Ayer) ½ unassigned [Ziv] Continuing
8:30	*The Real McCoys* $35,000 P&G (Compton) [Irving Pincus] Continuing	*Yancy Derringer* $37,500 S.C. Johnson (NL&B) [Don Sharpe] Continuing	*Love & Marriage* $37,000 Oldsmobile (D.P. Brother) [Lou Edelman]
9:00	*Pat Boone* $50,000 Chevrolet (C-E) [Cooga-Mooga] Continuing	*Zane Grey Theatre* $42,500 S.C. Johnson (B&B) Gen. Foods (B&B) [Four Star Prod.] Continuing	*Bachelor Father* $45,000 American Tobacco (Gumbinner) Whitehall (Bates) [Revue] Continuing
9:30	*World of Talent* $35,000 P. Lorillard (L&N) [Irving Mansfield]	*Playhouse 90* $150,000 Amer. Gas (L&N) Kimberly-Clarke (FC&B) Allstate (Burnett) R.J. Reynolds (Esty) [CBS] Continuing alt. with TBA	*Tenn. Ernie Ford* $50,000 Ford (JWT) [Betford Prod.] Continuing
10:00	*Lawrence Welk* $20,000 Available [Teleklew Prod.]		*Groucho Marx* $50,000 Lever (BBDO) alt. with Unassigned [Guedel] Continuing
10:30			*Trouble Shooters* $40,000 Philip Morris (Burnett) ½ unassigned [Meridian Prod.]

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* $90,000 Ralston (Gardner) Johnson & Johnson (Y&R) P&G (TBA) [Warner Bros.]	*Name That Tune* $25,000 Whitehall (Bates) [Tel-O-Tunes] Continuing	TBA
8:00	*Shirley Temple Storybook* $50,000 Breck (Ayer) Every third week for first part of season only [Screen Gems]	*The Texan* $40,000 Brown & Williamson (Bates) Lever (JWT) [Rorvic with Desilu] Continuing	TBA
8:30	*Bourbon Street Beat* $80,000 P. Lorillard (L&N) Half available [Warner Bros.]	*Father Knows Best* $48,000 Scott Paper (JWT) Lever (JWT) [Screen Gems] Continuing	*Wells Fargo* $40,000 Am. Tobacco (SSC&B) Buick (M-E) [Overland] Continuing
9:00		*Danny Thomas* $48,000 Gen. Foods (B&B) [Marterto] Continuing	*Peter Gunn* $40,000 Bristol-Myers (DCSS) [Spartan with NBC] Continuing
9:30	*Adventures in Paradise* $100,000 L&M (M-E) Half available [20th Century]	*Ann Sothern Show* $45,000 Gen. Foods (B&B) [Anso with Desilu] Continuing	*Alcoa-Goodyear Theatres* $50,000 Aluminum Co. of America (Y&R) Goodyear Tire & Rubber (Y&R) [Screen Gems] Continuing
10:00		*Hennessy* $45,000 P. Lorillard (L&N) Gen. Foods (Y&R) [Jackie Cooper] 9/14	*Steve Allen* $100,000 Plymouth (Ayer) [Bellmeadows]
10:30		*June Allyson Show* $45,000 duPont (BBDO) [Four Star] 9/14	

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Bronco* $80,000 L&M (M-E) Half available alt. with *Sugarfoot* $80,000 American Chicle (Bates) Half available [Both Warner Bros.]	*Destination Space* $90,000 Unassigned [Paramount]	*Laramie* $85,000 Unassigned [Revue]
8:00			
8:30	*Wyatt Earp* $37,500 Gen. Mills (D-F-S) P&G (Compton) [Lou Edelman] Continuing	*Dobbie Gillis* $40,000 Philip Morris (Burnett) [20th Century]	*Wichita Town* $37,000 Unassigned [Mirisch Co.]
9:00	*Rifleman* $36,000 P&G (B&B) Ralston (Gardner) Miles Labs (Wade) [Four Star] Continuing	*Peck's Bad Girl* $35,000 Pharmaceuticals (Parkson) [CBS]	*Arthur Murray Party* $37,000 Pharmaceuticals (Parkson) P. Lorillard (L&N) [Kaar Prod.] Continuing
9:30	*Philip Marlowe* $37,000 Brown & Williamson (Bates) Whitehall (Bates) [Goodson-Todman] 9/29	*Red Skelton* $54,000 Pet Milk (FC&B) S.C. Johnson (Gardner) [CBS] Continuing	TBA Ford (JWT) [MCA]
10:00	*Alcoa Presents* $35,000 Aluminum Co. of Amer. (F&S&R) [ABC Film] Continuing	*Garry Moore Show* $118,000 Revlon (LaRoche) Kellogg (Burnett) Pittsburgh Plate Glass (BBDO) [Red Wing Prod. with CBS] Continuing	
10:30			

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*W. Disney Presents* $90,000 Hills Bros. (Ayer) Mars Inc. (Knox-Reeves) Half available [Disney] Continuing	*Rawhide* $80,000 Lever (JWT) Gulf Oil (Y&R) Pharmaceuticals (Parkson) [CBS] Continuing	*People Are Funny* $35,000 Unassigned [Guedel Prod.] Continuing
8:00			TBA
8:30	TBA R.J. Reynolds (Esty) Miles (Wade)	*Dennis, the Menace* $45,000 Kellogg (Burnett) [Screen Gems]	TBA
9:00	*77 Sunset Strip* $80,000 Amer. Chicle (Bates) Whitehall (Bates) R.J. Reynolds (Esty) Harold Ritchie (K&E) [Warner Bros.] Continuing	*Desilu Playhouse* $100,000 Westinghouse (M-E) [Desilu] Continuing	TBA
9:30			*"M" Squad* $40,000 Bulova (M-E) alt. with Amer. Tobacco (Gumbinner) [Revue with NBC] Continuing
10:00	*The Detectives* $50,000 P&G (B&B) [Four Star Prod.]	*Twilight Zone* $54,000 Kimberly Clarke (FC&B) Gen. Foods (Y&R) [CBS]	*Gillette Fights* $20,000 Gillette (Maxon) [NBC] Continuing
10:30		*Person to Person* $38,000 Pharmaceuticals (Parkson) [CBS] Continuing	

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Dick Clark* $15,000 Beechnut (Y&R) [ABC] Continuing	*Perry Mason* $80,000 Participating adv. [Paisano Prod. with CBS] Continuing	*Riverboat* $80,000 Unassigned [Revue]
8:00	*High Road* $38,000 Ralston (G-B-B) [Jerry Stagg Prod.]		
8:30	*Leave It To Beaver* $35,000 Ralston (Gardner & G-B-B) Miles (Wade) [Gomalco Prod.] Continuing	*Wanted—Dead or Alive* $40,000 B&W (Bates) B-M (Y&R) [Four Star Prod.] Continuing	*Johnny Stuccato* $40,000 R.J. Reynolds (Esty) alt. with Unassigned [Revue]
9:00	*Lawrence Welk* $40,000 Dodge (Grant) [Teleklew] Continuing	*Blue Men* $38,000 Lever (OB&M) [Brodkin]	*Barbara Stanwyck* $40,000 Unassigned [Lou Edelman with NBC]
9:30		*Have Gun Will Travel!* $45,000 Lever (JWT) Whitehall (Bates) [CBS] Continuing	*Jeopardy* $60,000 Unassigned [MGM-TV]
10:00	*Sports* $50,000 Hamms (C-M) National Bohemian (Doner) Gen. Mills (D-F-S)	*Gunsmoke* $50,000 L&M (D-F-S) Remington (Y&R) [CBS] Continuing	
10:30		*Markham* $37,500 Schlitz (JWT) [Marada Prod. with Revue] Continuing	*DA's Man* $37,500 Unassigned [Mark VII]

WHAT BUYERS WANT IN LOCAL SHOWS

Tv station originations analyzed in national agency survey

Local television programming, its sales appeal and many of the factors influencing its purchase are evaluated by some of the country's leading agency buyers in the fourth NBC Spot Sales Timebuyer Opinion Panel report, being released today (April 20).

Here are highlight findings based on returns from 271 panelists representing 170 different advertising agencies or agency offices (also see accompanying tables and comments of individual buyers):

• There is almost as much sponsor demand for local tv programs appealing primarily to men as for those directed primarily to women.

• Almost three-fourths of the panel members said that the type of programming—having it compatible with the sponsor's product—is a major consideration in deciding what to buy.

• Two-thirds felt that the live element in local programming offsets a higher rating of a film show, at least to some degree.

• To sell a family product, an overwhelming number would prefer an early-evening adult show (74%) over an early-evening children's show (9%)—even if the audience composition were exactly the same for both programs.

• The most "acceptable" cost-per-thousand per commercial minute in a half-hour program purchase was in the $2-$2.99 range (named by 43%). Next came $1-$1.99 (33%), followed by $3-$3.99 (19%) and $4 and up (5%).

• In buying a feature film show, the panel ranked primary considerations in this order: ratings history (46%), strength of the station's film library (38%) and the current rating (30%).

• In buying a local news show, these are the three top considerations, in order: rating, newscaster's style and delivery, and national and local news content.

• On editorializing by stations the pros (30%) and cons (27%) were fairly evenly matched. But 39% held no strong opinion either way.

• Almost one-third of the panel

TEXT CONTINUED page 39

PROGRAM SHOULD SUIT THE PRODUCT: Most timebuyers say "compatibility" of programming and sponsored brand is a major factor in deciding what to buy.

Aside from an obvious incongruity like a baby food sponsoring the fights, is compatibility of program to your client's product a *major* factor in the buying decision?

	Total Panel		Broadcast Billings: Over $5 Mill.		Under $5 Mill.	
	#	%	#	%	#	%
Yes	195	72	88	73	107	71
No	18	7	6	5	12	8
Sometimes	57	21	26	21	31	21
No answer	1	0	1	1	0	0
Total respondents	271	(100)	121	(100)	150	(100)

LOCAL PERSONALITY'S OOMPH IS IMPORTANT: Personal salesmanship is almost universally considered valuable. Panelists from smaller agencies appreciate its "great importance" more than others.

How important a factor is the personal salesmanship of a local tv personality in the sales effectiveness of a commercial?

	#	%	#	%	#	%
Of great importance	182	67	74	61	108	72
Of some importance	80	29	46	38	34	23
Of minor or no importance	7	3	1	1	6	4
No answer	2	1	0	0	2	1
Total respondents	271	(100)	121	(100)	150	(100)

PUBLIC SERVICE: TO BUY OR NOT TO BUY? Over half say they would, and another 25 percent have no strong prejudice either way. Smaller agencies somewhat more receptive to the idea.

Would you consider buying a local "public service" program for one of your clients?

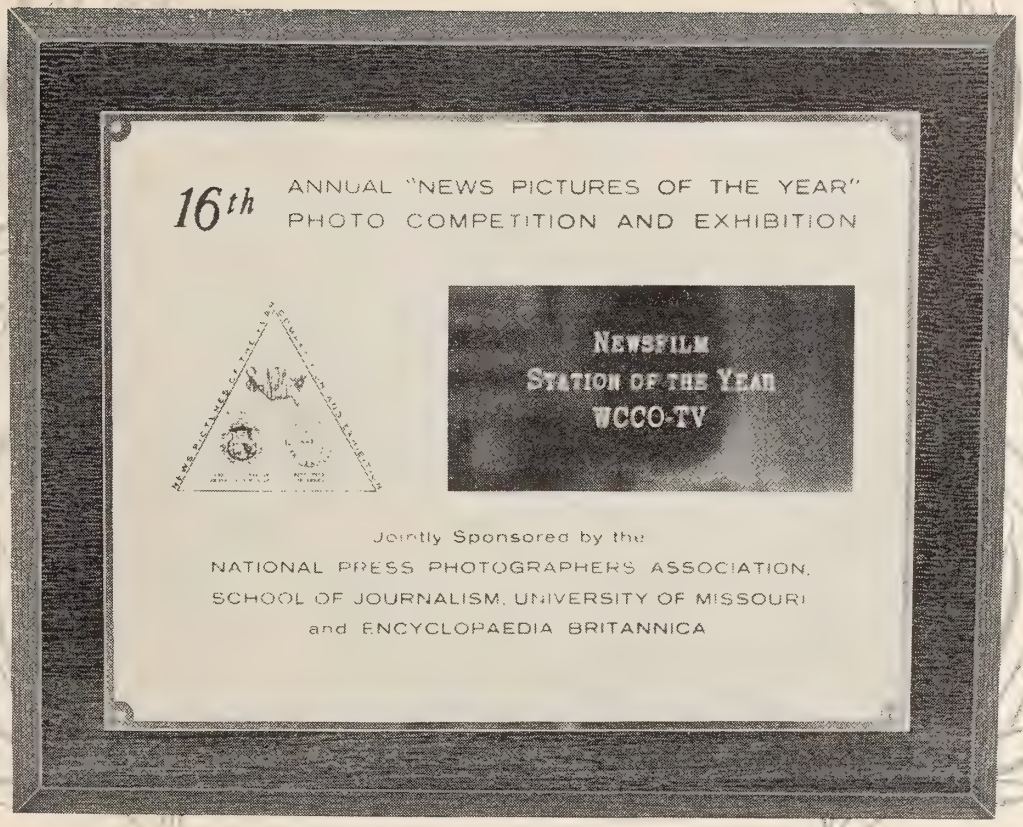
	#	%	#	%	#	%
Yes	140	52	58	48	82	55
No	59	22	28	23	31	20
No strong opinion	67	25	31	26	36	24
No answer	5	1	4	3	1	1
Total respondents	271	(100)	121	(100)	150	(100)

WHO ARE BUYERS' LOCAL TARGETS? Women are first, men a close second; then children, sports fans, teenagers and farm families, in that order.

How often do you have occasion to buy into local shows with a primary appeal to . . . men—women—children—teenagers—sports enthusiasts—farm families?

	Total Panel		Broadcast Billings: Over $5 Mill.		Under $5 Mill.	
Men:	#	%	#	%	#	%
Frequently	107	40	47	39	60	40
Occasionally	122	45	54	45	68	45
Rarely or never	19	7	10	8	9	6
No answer	23	8	10	8	13	9
Total respondents	271	(100)	121	(100)	150	(100)
Women:						
Frequently	153	56	65	54	88	59
Occasionally	98	36	40	32	58	39
Rarely or never	10	4	8	7	2	1
No answer	10	4	8	7	2	1
Total respondents	271	(100)	121	(100)	150	(100)
Children:						
Frequently	72	26	35	29	37	25
Occasionally	78	29	25	21	53	35
Rarely or never	65	24	36	29	29	19
No answer	56	21	25	21	31	21
Total respondents	271	(100)	121	(100)	150	(100)
Teenagers:						
Frequently	24	9	14	11	10	7
Occasionally	88	32	42	35	46	30
Rarely or never	86	32	34	28	52	35
No answer	73	27	31	26	42	28
Total respondents	271	(100)	121	(100)	150	(100)
Sports Enthusiasts:						
Frequently	53	20	20	16	33	22
Occasionally	88	32	42	35	46	30
Rarely or never	71	26	37	31	34	23
No answer	59	22	22	18	37	25
Total respondents	271	(100)	121	(100)	150	(100)
Farm Families:						
Frequently	15	5	5	4	10	7
Occasionally	45	17	22	18	23	15
Rarely or never	132	49	60	50	72	48
No answer	79	29	34	28	45	30
Total respondents	271	(100)	121	(100)	150	(100)

TABLES CONTINUED page 36



Now Everyone Knows!

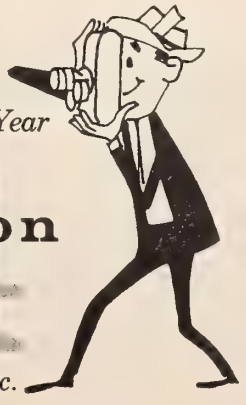
For nearly 10 years the folks in WCCO Television's 68-county coverage area have known first-hand the outstanding newscasts presented 57 times each week by the Northwest's most popular television station.

Now, *everybody* knows of WCCO Television's top news coverage. For WCCO Television has been named "Newsfilm Station of the Year" in the world's largest competition for photo-journalism—sponsored jointly by the National Press Photographers' Association, Encyclopedia Britannica, and the University of Missouri.

This beautiful plaque will be placed proudly next to the award WCCO Television received in 1955 as the "Outstanding Television News Operation of the United States and Canada" from the National Association of Radio and Television News Directors.

There's another award we treasure, too. It's the one WCCO Television wins from the 734,800 Minnesota-Wisconsin viewing families every month. ARB, for example, has reported WCCO Television with the lion's share of sets-in-use, sign-on to sign-off every day, for 41 of the past 45 months.

It is for honors such as these that WCCO Television is known throughout the Northwest as the champion station for viewing, and the champion station for selling. And now, everybody knows.



Newsfilm Station of the Year

WCCO Television

CHANNEL 4

MINNEAPOLIS • ST. PAUL

Represented by Peters, Griffin, Woodward, Inc.

CHILDREN'S PROGRAM OR ADULT SHOW? Even if the audience composition of both shows is the same, buyers overwhelmingly prefer early-evening adult program to sell a family product.

For a family product, would you buy an early evening children's show with 50% adult composition or an adult's show with 50% children's composition?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.	
	#	%	#	%	#	%
Children's show	24	9	8	7	16	11
Adults' show	201	74	91	75	110	73
No difference	31	11	15	12	16	11
No answer	15	6	7	6	8	5
Total respondents	271	(100)	121	(100)	150	(100)

HOST PERSONALITIES: ARE THEY EXPENDABLE? Not on a children's cartoon show, say panelists. Virtually all consider them of "great" or "some" importance there—much more so than on feature film shows, where 34% think they have "minor or no importance."

How important, do you feel, is a host personality in . . . a feature film program? . . . a children's cartoon show?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.	
	#	%	#	%	#	%
A feature film program:						
Of great importance	50	18	13	10	37	25
Of some importance	129	48	54	45	75	50
Of minor or no importance	92	34	54	45	38	25
No answer	0	0	0	0	0	0
Total respondents	271	(100)	121	(100)	150	(100)
A children's cartoon show:						
Of great importance	195	72	93	77	102	68
Of some importance	67	25	25	20	42	28
Of minor or no importance	7	2	1	1	6	4
No answer	2	1	2	2	0	0
Total respondents	271	(100)	121	(100)	150	(100)

LIVE FACTOR CAN OFFSET A FILM'S RATING ADVANTAGE: Three out of ten disagree but two-thirds feel that being live can help a local show compensate for a lower rating to some extent at least.

As between a live participation show and a feature film show, to what degree does the live factor compensate for a rating superiority of the film show?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.	
	#	%	#	%	#	%
To a large degree	30	11	13	11	17	11
To some degree	152	56	70	58	82	55
To no degree	79	29	31	26	48	32
No answer	10	4	7	5	3	2
Total respondents	271	(100)	121	(100)	150	(100)

BUYING FEATURE FILMS: It's not the current rating but the rating history that ranks first in most buyers' minds, especially in bigger agencies. Next comes strength of station library, then current ratings.

When you buy feature film programs, do you generally place *greatest* consideration on rating history, the current rating or the strength of the station's film library?

	#	%	#	%	#	%
Rating history	125	46	69	57	56	37
Current rating	80	30	30	25	50	33
Film library	104	38	44	36	60	40
No answer	16	6	5	4	11	7
Total respondents	271	(100)*	121	(100)*	150	(100)*

*Percents add to more than 100 due to multiple mentions.

SYNDICATED FILM VS. LOCAL LIVE: It's a dead heat. Assuming costs are the same, buyers in both large and small agencies are split evenly on this issue.

Would you prefer to buy a half-hour syndicated film program or a local live program built with your product in mind, assuming costs to be equal?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.	
	#	%	#	%	#	%
Film	110	41	48	40	62	41
Live	112	41	50	41	62	41
No difference	26	10	11	9	15	10
No answer	23	8	12	10	11	8
Total respondents	271	(100)	121	(100)	150	(100)

PROGRAM SHEETS SUPPLIED BY REPS: They're helpful, most panelists agree. Buyers with larger agencies are somewhat more reliant on them than those in smaller shops.

How helpful are the program information sheets provided by national representatives in acquainting you with formats and personalities?

	Total Panel		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.	
	#	%	#	%	#	%
Of great help	83	31	44	36	39	26
Of some help	152	56	65	54	87	58
Of little or no help	30	11	12	10	18	12
No answer	6	2	0	0	6	4
Total respondents	271	(100)	121	(100)	150	(100)

TAPES OR KINES WOULD HELP: Almost two-thirds of buyers think they could make better buys—and most of the rest feel they could sometimes—if they had time to check recordings of local personalities rather than depend so much on ratings and other statistics.

If you had the time to check the selling appeals of local personalities through kines or tapes, do you believe that you could make better buys?

	#	%	#	%	#	%
Yes	170	63	81	67	89	59
No	17	6	7	6	10	7
Sometimes	80	30	32	26	48	32
No answer	4	1	1	1	3	2
Total respondents	271	(100)	121	(100)	150	(100)

DECISIVE FACTORS IN BUYING NEWS SHOWS: Ratings rank first, but among smaller-agency panelists the newscaster's style and delivery is No. 1. The two groups also differ on relative importance of several other factors.

Please indicate the relative importance of each of the following factors in buying a local news program.

	Total		Broadcast Billings: Over $5 Mill.		Broadcast Billings: Under $5 Mill.	
	Score	Rank	Score	Rank	Score	Rank
Weighted Ranking*						
Newscaster's style and delivery	1543	2	661	2	882	1
Newscaster's ability to do commercials	974	6	438	6	536	7
National and local news content	1352	3	562	4	790	3
Newsfilm	950	7	406	7	544	6
News slide pictures	573	8	252	8	321	8
Rating	1595	1	724	1	871	2
Cost-per-thousand viewers	1232	5	538	5	694	5
Audience composition	1292	4	595	3	697	4
Total respondents		271		121		150

*Computed by assigning a weight of "8" for 1st Choice, "7" for 2nd Choice, etc., down to "1" for 8th Choice.

IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!



YOU MISS 40% OF MEMPHIS MARKET UNLESS YOU USE WDIA!

In Memphis—America's tenth largest wholesale market—here's one fact *we can prove:* Only WDIA sells the Negro buyer!

Within WDIA's 50,000 watt coverage is biggest market of its kind in entire country—one-and-a-quarter-million Negros . . . who earned $616,294,100 last year! And *spent* 80% of this tremendous income on consumer goods!

WDIA combines exclusive Negro programming, high powered salesmanship and outstanding public service. Result: **WDIA-Memphis is more than just a radio station—it's an advertising force!** No matter what your budget for the Memphis market—no matter what other media you're using—a big part of every advertising dollar must go to WDIA. Otherwise, you're missing a big share of this big buying market!

Write today for facts and figures

Archie S. Grinalds, Jr., Sales Manager • Represented Nationally by The Bolling Co.

WDIA

MEMPHIS' ONLY 50,000 WATT STATION • 1070 KC

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!

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Of some importance	129	48	54	45	75	50
Of minor or no importance	92	34	54	45	38	25
No answer	0	0	0	0	0	0
Total respondents	271	(100)	121	(100)	150	(100)
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Of great importance	195	72	93	77	102	68
Of some importance	67	25	25	20	42	28
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No answer	23	8	12	10	11	8
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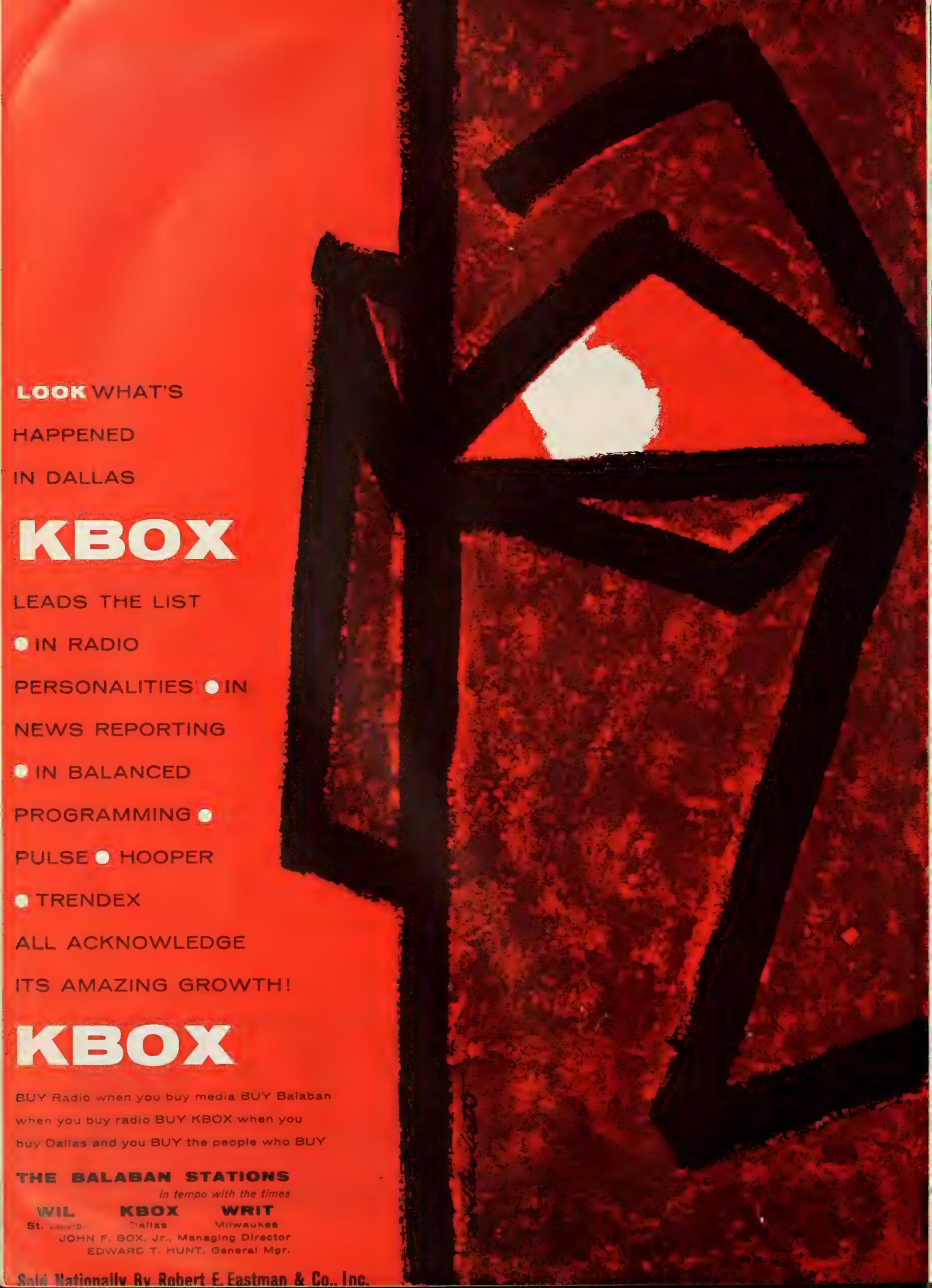
Write today for facts and figures

Archie S. Grinalds, Jr., Sales Manager • Represented Nationally by The Bolling Co.

WDIA

MEMPHIS' ONLY 50,000 WATT STATION • 1070 KC

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!


LOOK WHAT'S
HAPPENED
IN DALLAS
KBOX
LEADS THE LIST
IN RADIO
PERSONALITIES IN
NEWS REPORTING
IN BALANCED
PROGRAMMING
PULSE HOOPER
TRENDEX
ALL ACKNOWLEDGE
ITS AMAZING GROWTH!
KBOX
BUY Radio when you buy media BUY Balaban
when you buy radio BUY KBOX when you
buy Dallas and you BUY the people who BUY
THE BALABAN STATIONS
in tempo with the times
WIL
St. Louis
KBOX
Dallas
WRIT
Milwaukee
JOHN F. BOX, Jr., Managing Director
EDWARD T. HUNT, General Mgr.
Sold Nationally By Robert E. Eastman & Co., Inc.

What buyers want in local tv TEXT CONTINUED FROM PAGE 34

(31%) felt that program information sheets provided by station reps are a "great" help in acquainting them with local formats and personalities, and another 56% considered these sheets of "some" help. But 63% thought they could make better buys if they had time to check kinescopes or video tapes of the local personalities, and another 30% thought they "sometimes" could do better by checking kines and tapes.

• Panelists are inclined to wait for two or three rating reports before deciding on the merits of a new local program. Those with agencies billing more than $5 million in radio-tv are more disposed to wait for three or more reports (56% as against 33% of those with agencies under $5 million).

• A total of 17% of the panel reported client interest in local color programming. The NBC report considered this "surprisingly high" since "there is relatively little local color programming being offered today." Panelists knowing of client interest in local color represented some 45 agencies, including BBDO; Fitzgerald; Foote, Cone & Belding; Kenyon & Eckhardt; North; J. Walter Thompson and Young & Rubicam.

• Panelists were asked whether they had seen recently any local programming they considered outstanding; 32% said they had. Programs they mentioned fell into three major categories: news shows, children's shows, and one-time specials.

• The majority felt a host personality was of much greater importance to a children's cartoon show than to a feature film program (72% vs. 18%).

• Slightly more than half would consider buying a public service program for a client and one-fourth have no strong opinion pro or con; one-fifth would not.

• The panel was split evenly in preference as between feature films and a specially tailored local live show as a vehicle for the sponsor's product.

• The personal salesmanship of a local tv personality is of "great importance" to the commercial's effectiveness in the opinion of two-thirds of the panel and of "some importance" to almost all the rest.

The fourth NBC Spot Sales Timebuyer Opinion Panel covered "virtually all the major agencies as well as a great many smaller ones in every section of the country." Of the 271 panelists who returned questionnaires, NBC Spot Sales said, 45% are employed by agencies whose radio-tv billings exceed $5 million and 55% are at agencies billing less than $5 million in the broadcast media. The questionnaires were tabulated by Barnard Inc., an independent firm.

In releasing the report, NBC Spot Sales emphasized that "the results are not meant to be projected to the total universe of several thousand persons engaged, directly or indirectly, in the purchase of broadcast time. They do, however, represent an interesting reflection of current opinions and practices among a very important segment of the timebuying fraternity."

Earlier surveys conducted among members of the NBC Spot Sales Timebuyer Opinion Panel covered use of ratings, local radio programming, and agency attitudes on visits by station management.

In the NBC Spot Sales survey, timebuyers were invited to make comments beyond their answers to the questions. Here are some:

Sam B. Vitt, media supervisor, **Doherty, Clifford, Steers & Shenfield,** New York: "In my opinion the current opportunities for local tv programming, whether through syndicated film or local production, are greater than ever. It seems to me this is true principally for two reasons: (1) Many advertisers, an increasing number, are scrutinizing their sales more closely region by region, and this combined with a growing knowledge that the effectiveness of their national media may vary widely from one market to another is bringing many of them to utilize local tv programming as a way to fill the valleys in their national advertising effort. (2) With increased advertiser and agency attention being paid to "editorial compatibility" of programming surrounding their commercial announcements, plus the need of many products for a full minute in which to present their story, local tv programming is increasingly attractive as a solution to a number of problems."

Ben Leighton, timebuyer, **Campbell-Mithun,** Minneapolis: "Since viewers don't usually discern between local and national programming, and since most local programs are produced under handicap of limited facilities, local tv programming suffers. Most local personalities are not strong enough to carry a program successfully without extraordinary ability to entertain or without unusual use of facilities and production personnel. Alert management, with use of video tape, can exploit local special events to make tv fill a gap which now exists in local programming. The best local programs are in the field of service and information, rather than entertainment."

E. Manning Rubin, radio and television director, **Cargill, Wilson & Acree,** Richmond, Va.: "Local tv programming invariably reflects directly the enthusiasm, ability and interest of station management. In far too many instances, station management puts all its eggs into buying and selling hot film properties, into selling time without regard to the professional ability of its production and program people and the sales ability of its air personalities. Find a station and sales manager who realizes that what goes out over the air is show business and what sells products is pleasing, professional sight and sound and you find, invariably, a station with strong local tv programming and personalities."

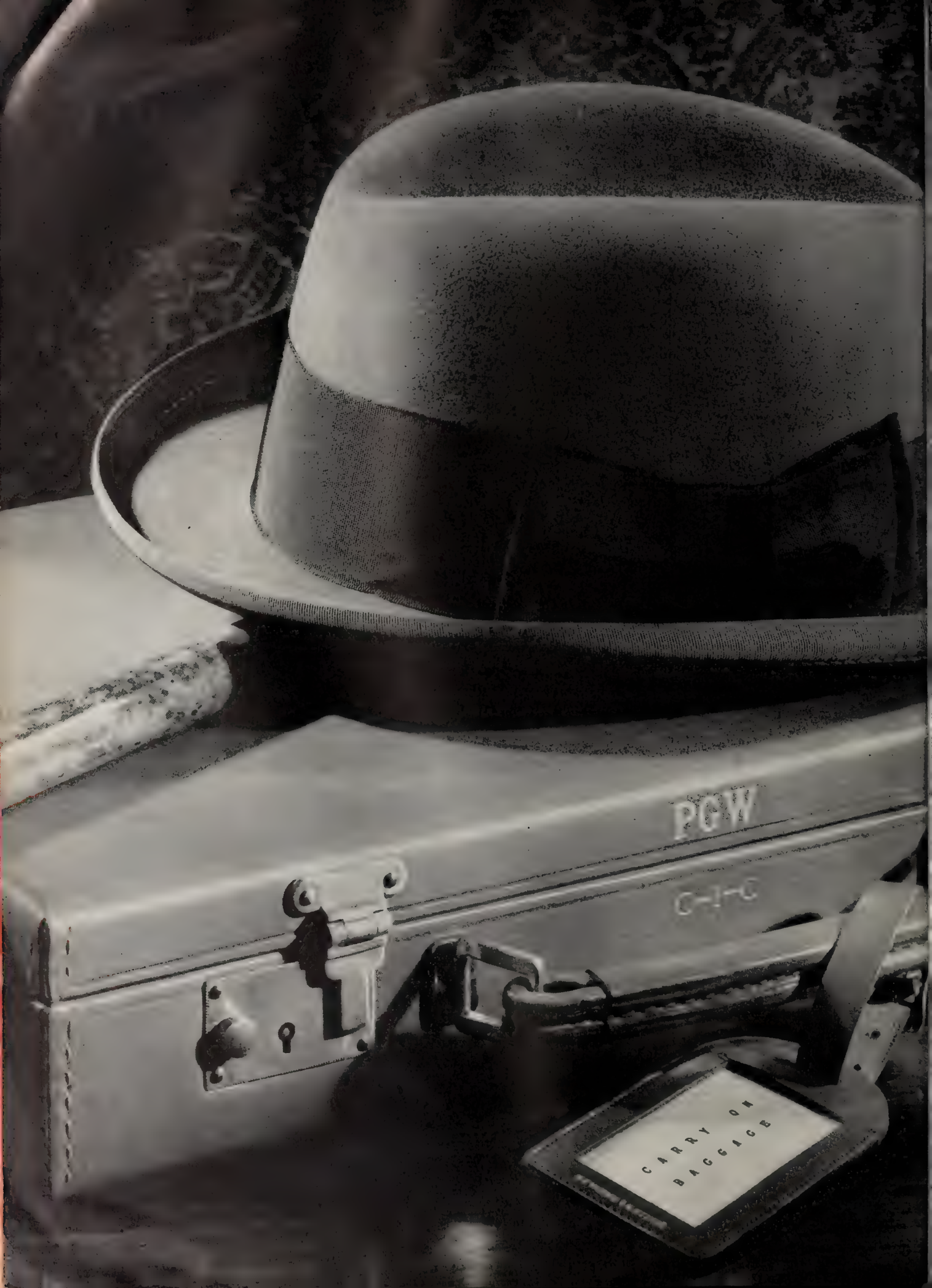
Frederick S. Yaffe, president, **F. Yaffe & Co.,** Detroit: "I think the creation of 'strong selling' local personalities can go a long way in a market. There definitely seems to be room for the creation of a number of strong selling personalities rather than the one or two usually found. The creation of live shows per se will not affect the rating, but with the right personality it will certainly affect a station's 'selling rating.' "

Alice J. Wolf, timebuyer, **N.W. Ayer & Son.,** Philadelphia: "Clients need and should be educated to know that published ratings do not necessarily indicate the popularity of a program and/or personality. Some of the lowest rated shows have produced the best results for clients who have looked beyond a Pulse, Nielsen, ARB."

Max Tendrich, vice president, **Weiss & Geller,** New York: "Unfortunately, 'live' local tv programming has disappeared because of filmed programs, even though rating-wise live programs may rank lower and cost-wise, cost more. I believe it is essential in order to maintain a 'character' or 'image' that a station devote time to 'live' local programming. Many advertisers want to use established local personalities for commercials and for merchandising."

H. D. Walsh, vice president, **Hixson & Jorgenson,** Los Angeles: "Still believe that personalities are most important day or evening unless you just want spots with good adjacencies with which you have no audience loyalty."

Richard S. Jackson, radio-tv director, **J.M. Mathes Inc.,** New York: "It is difficult to select a good buy because of lack of first-hand information. Too much emphasis must be placed on rating information which is generally too sketchy. Personal contact is missing on local buys. Some local programming is excellent, but national buyers find it hard to be sure without actually 'knowing' the show."


PGW
C-1-C
CARRY ON
BAGGAGE



THE PGW COLONEL SAYS:

"The C.I.C. is a V.I.P. at PGW"

Every station represented by **PGW** has a C.I.C. . . . a "Colonel-in-Charge" who is that station's special on-the-spot spark plug. He is an extra special line of communication between the station and all other **PGW** salesmen.

The C.I.C. adds a big plus to our service and a big plus to our selling, and we think that every plus in this business is *very* important. Don't you?



PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

RECORD AD RALLY SET BY 4A

Some 700 expected at White Sulphur, with government relations high on agenda

Some 700 agency executives and invited media and advertiser guests are expected to set a new attendance record for the annual meeting of the American Assn. of Advertising Agencies this week at the Greenbrier, White Sulphur Springs, W.Va.

Improving the understanding of advertising's role as it is perceived in governmental and other influential circles is scheduled to be a prime subject at Thursday's (April 23) opening-day sessions, which are for AAAA members only. Agency-advertiser relationships also are slated for discussion. Other Thursday business will include election of officers and directors, four concurrent sessions to discuss agency management problems, and an organization meeting of the new board.

Friday's sessions, open to media and advertiser guests as well as members, will center on "The Revolution in Rising Expectations," with reports by correspondents, editors and publishers of the Time Inc. magazines.

Creative Work • Creativity will be the theme of Saturday's opening session. Anthony C. Chevins, Cunningham & Walsh, New York, will speak on "How to be Creative in Spite of It All"; John A. Sidebotham, Young & Rubicam, New York, will discuss "Why Pay Money to Talk to Yourself?" and David Ogilvy, Ogilvy, Benson & Mather, New York, will deal with "Brains, Guts and Discipline."

The creativity session will be followed by presentation of the first annual Arthur Kudner Award, established by the Kudner Foundation in memory of the late founder of Kudner Adv. to honor outstanding writing of institutional advertising copy.

The final session on Saturday will present William B. Renchard of Chemical Corn Exchange Bank of New York in an evaluation of "Advertising—the Hidden Asset" and Rep. Bob Wilson (R-Calif.), former agency executive (Champ, Wilson & Slocum, San Diego), in a report bearing on advertising's government relations problems. In "An Inside View of Advertising Legislation" Rep. Wilson will discuss legislative threats to advertising, the influences to which legislators are subject and the needed remedies.

Danforth Presides • J. Davis Danforth of BBDO, AAAA chairman this year, will preside at the business meetings and other sessions, along with other AAAA officials. The annual banquet Friday evening will feature entertainment by comedian Alan King, courtesy of CBS, and an address by Arthur H. Motley, publisher of *Parade*. George H. Frey of Sullivan, Stauffer, Colwell & Bayles is sports chairman.

A collection of award-winning television commercials, selected for the Art Directors Club of New York's 38th annual Exhibition of Art & Design (BROADCASTING, April 6), will be shown.

The 10th annual region and council governors meeting, with some 50 governors of the four AAAA regions and 20 local councils expected to be on hand, will be held Wednesday preceding the convention opening.

AAAA members will be guests of TvB at a cocktail party Saturday evening. The TvB board will hold its semi-annual meeting at the Greenbrier Wednesday and Thursday, during the "closed" portion of the AAAA meeting, and then will attend the open sessions Friday and Saturday. (CLOSED CIRCUIT, April 13).



Half-century memento • John Lamb (c), BBDO Minneapolis account supervisor, is presented a "Golden Ruler" in commemoration of the 50th anniversary of the Des Moines Advertising Club by Edward LaGrave Jr. of Truppe (l.), LaGrave & Reynolds, and C.A. Larson, Meredith Publishing Co. Mr. Lamb, in an address before the Des Moines club, described "The Day Advertising Stopped." He looked ahead to an April day in 1961 when the advertising business came to a complete standstill: radio-tv networks ceased operations, newspapers sold for 25-50 cents, the days of the supermarkets and mass produced automobiles were numbered, and countless numbers were unemployed as business declined. He called advertising a "great industry which governs communications and the United States."

HOW THEY RATE

Coast ATAS panel looks into ratings

Ratings for radio and tv program audiences are not something dreamed up as a money-making device by the rating services but were created at the demand of advertisers and advertising agencies, William Shafer, manager of the Hollywood office of American Research Bureau, reminded the West Coast Chapter of the Academy of Television Arts & Sciences at its April 14 meeting.

The advertiser and his agency are interested in using broadcast media to reach people with their sales messages, Mr. Shafer explained. Therefore, they need to know what kind of programs people want to watch on tv and listen to on radio. To get this information, they call on the rating services.

Mr. Shafer and Joseph R. Matthews, west coast representative of A.C. Nielsen Co., depicted the information they provide about broadcast program audiences as a guide to advertisers and agencies to be considered with other factors, primarily sales success, in a decision to renew or cancel a program. The continuing trend shown by the ratings over a period of months is the important thing, they maintained, insisting that only on rare occasions does an advertiser base his decision on a single rating.

Researching Research • Citing a survey made some years ago by Nielsen

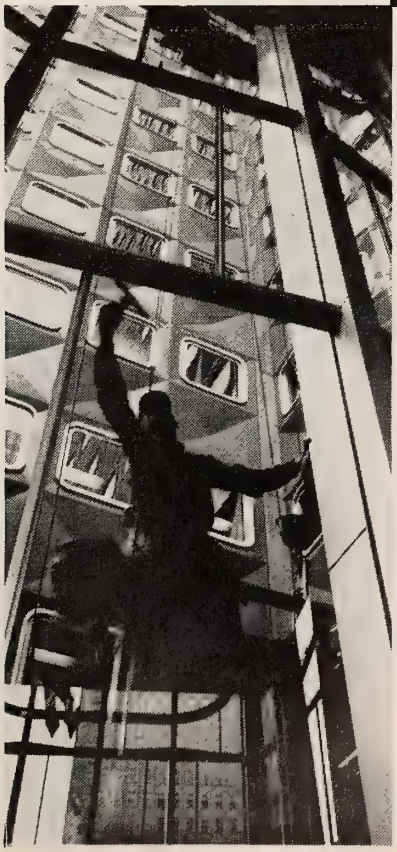


Frank L. Magee, president of Aluminum Company of America and Pittsburgh's Man of the Year. His company helps create a wonderful world of tomorrow through imaginative uses of aluminum.

This is Pittsburgh



Carl Ide, outstanding KDKA-TV personality watched by 696,000 people every evening at dinner time.



Richard Hartman, one of the 4.5 million people reached by KDKA-TV, easily Pittsburgh's first station.

GATEWAY TO THE FUTURE
1758
PITTSBURGH BICENTENNIAL 1958-59

Home of the Alcoa building, landmark of a new architecture . . . and the home of KDKA-TV, the most-watched station in the entire Pittsburgh area. Let KDKA-TV show you what real sell can do for your product.

KDKA 2 TV Pittsburgh
Represented by PGW
Westinghouse Broadcasting Company, Inc.





NO END IN SIGHT

FOR "MY LITTLE MARGIE"... NOW IN ITS 6TH RUN

When you're ahead, you keep playing the same winner. Over 190 stations have had tremendous success with strip-programing. Fourth, fifth and sixth run, "MARGIE" has beaten leading network, syndicated and local shows. **When you can't beat a top show... *buy it.***
126 programs available.

NO. 1 RATING... AND THERE'S NO END IN SIGHT.

NEW ORLEANS . . . 4:30 P.M. . . . **22.1** . . . 3rd Run against American Bandstand, 12.4; Four Most Features, 8.1.

HOUSTON-GALVESTON . . . 6:00 P.M. . . . **26.6** . . . 3rd Run against World At Large/Newsreel, 8.5, Local News/ABC News, 5.0.

NASHVILLE . . . 1:00 P.M. . . . **15.7** . . . 6th Run against Home Folks Playhouse, 5.6, Beat the Clock, 5.5.

A ROLAND REED PRODUCTION

OFFICIAL FILMS, INC.
25 WEST 45TH STREET • NEW YORK 36, N. Y. • PLAZA 7-0100

on management decisions, Mr. Matthews said that 42% of decisions made without research turned out to be correct, but pointed out that the 58% that were wrong was too large a proportion for most businesses to afford. He showed how, by analyzing the programs preceding and following time periods under consideration for a program series, and the programs on other networks at the same time, the audience measurement services are able to offer valuable aid to an agency in deciding which time would be best for its client's show.

Gale Smith, former head of Procter & Gamble productions, moderated the panel discussion of ratings. Panelists Robert L. Redd, vice president in charge of west coast radio and television for Erwin Wasey, Ruthrauff and Ryan, and Jack Newell, west coast media director of BBDO, agreed that ratings are used as aids in making decisions and not as absolute answers. The last panel member John Guedel, head of John Guedel Productions, complained that when one of his shows was dropped after declining ratings, the answer seemed pretty final to him and no one was talking about ratings being merely an aid then.

The size of the sample used by the rating services to measure the behavior of the whole broadcast audience is generally adequate, the panel agreed. Mr. Matthews pointed out that in today's measurements a rating of 20 indicates that the program has an audience of between 19% and 21% of the total. To cut the range in half, so that a 20 rating would indicate an audience between 19.5% and 20.5% would require a four-fold increase in sample size and a proportionate increase in cost, he said. Mr. Matthews also reminded the audience that the sample must be truly representative of the entire national population in such significant factors as family size, education and income. The accuracy with which the data is collected from the homes and the accuracy with which it is tabulated and reported are other factors which are just as important as sample size, he stated.

Mr. Matthews also stressed that ratings are quantitative measurements reporting the number of people or families who watched or listened to a program, but not covering such qualitative matters as what they thought of the entertainment or how they were affected by the sponsor's commercials.

Betty Emery, show supervisor for Benton & Bowles, Hollywood, was coordinator of the ATAS session on ratings.

NC&K ADDS DIMENSION TO RATINGS

Formula ties in viewer recall of commercials with popularity

The results of a nine month special study of television network programming by Norman, Craig & Kummel, New York, indicates that "live, creative, non-violent" television is "the best buy for most sponsors."

Norman B. Norman, president of NC&K, said that the study points up this crucial factor: the type of program a viewer is watching has a marked influence on his ability to recall and identify its sponsor or products (CLOSED CIRCUIT, March 30). The study analyzes the kinds of programs which stimulate recall and the types which tend to retard it.

The agency's findings are based on an analysis of 103 evening network programs during the last six months of 1958. The agency made use of total audience figures compiled by Nielsen during that period and Trendex figures, which provide information on the product being advertised (sponsor identification). NC&K, using figures from these two services, has devised a new rating which it calls "sponsor rating"—the result of applying the sponsor identification percentage from Trendex to the total audience rating from Nielsen.

Specifically, average sponsor rating is achieved by multiplying the average sponsor identification by the average Nielsen rating. Mr. Norman stressed that the "sponsor rating" is a key factor in the study, stating "it is a measure of the crucial sponsor 'audience, rather than the program' audience."

Top "Sponsor-rated" Shows • Using the "sponsor rating" as the yardstick, the reports list the following as the top ten programs: *Lawrence Welk Dancing Party* (26.2), *Ed Sullivan Show* (26.0); *I've Got a Secret* (25.1), *Dinah Shore Chevy Show* (22.8), *Jack Benny Program* (21.8), *Ernie Ford Show* (21.5), *General Electric Theatre* (20.6), *Lassie* (19.5), *The Price Is Right* (18.1) and *Perry Como Show* (18.0).

The report highlights these observations: eight of the ten leaders in "sponsor ratings" are live shows (only *Lassie* and *General Electric Theatre* are on film); not a single western was able to make the top ten list (*Maverick* rates highest in this category in 16th place); there is not a single "gun-shooting" show of any kind (western, crime, mystery or adventure) in the top ten.



LAWRENCE WELK
No. 1 by new measurement

Mr. Norman commented: "All of the winners—as a general type—are in the warm, friendly category; most of them aspire to a conscious empathy between audience and performers."

The presentation has been shown to 35 of the top 50 advertisers in the country, according to Mr. Norman, with the "following summary admonitions":

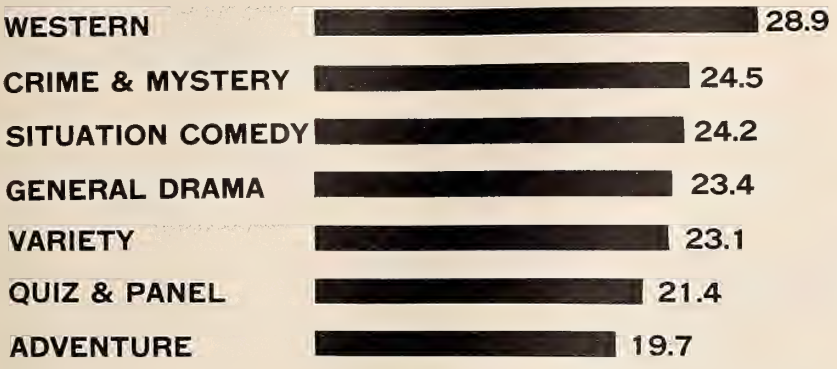
- The mere size of the program audience is no indication of sales responsiveness.
- The program itself has a vital influence on the selling impact of the sponsor message.
- Filmed violence actually *interferes* with the reception of your sales message.
- Warm, friendly entertainment is the most effective vehicle for your commercial.
- Live programming creates the best atmosphere for sponsor identification.
- Within the above limits, present the type of entertainment that is most compatible with your company profile.

Related elements of the report brought out the following supplemental conclusions on tv programming for sponsors: every-week sponsorship is more effective—even proportionately—than alternate-week rotation; an hour show is proportionately more effective than a half hour show; evening is generally a better "buy" than daytime; length of time on air is a progressively increasing advantage to a sponsor; an

ACCORDING TO NC&K:

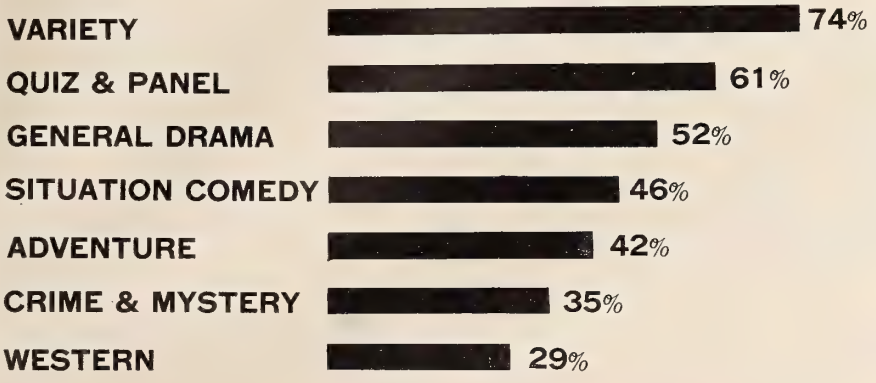
Action shows draw biggest audiences . . .

(Chart below shows average Nielsen ratings for each main type of program, based on 103 evening network tv shows. Source: Nielsen Television Index, first November report, 1958.)



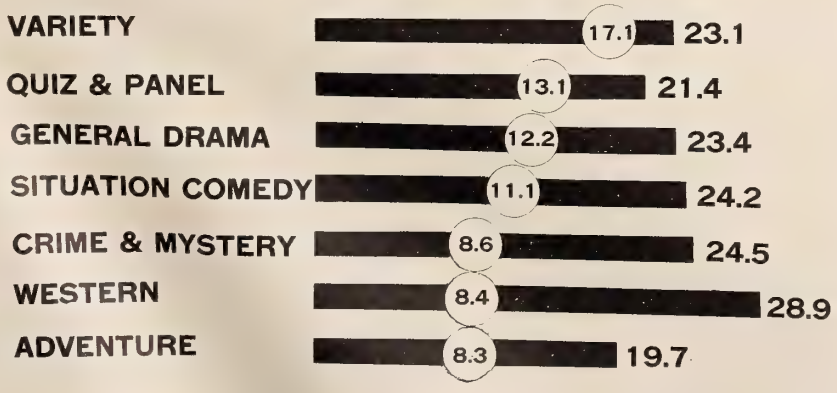
. . . but their sponsors tend to be obscured

(Chart below shows average sponsor indentification for same program types. Source: Trendex Television Advertisers' Report June-September-November, 1958.)



Best buys are live programs with empathy

(Circled figures in chart below are "sponsor ratings," obtained by multiplying Nielsen ratings (top chart above) by Trendex TAR averages (chart immediately above). "Sponsor rating," according to agency, is a "measure of the sponsor audience rather than the program audience." Figures at far right are average Nielsen ratings as in top chart above.)



entertainer as "image" of the sponsor is a plus.

Mr. Norman maintained, however, that the programming itself overshadowed all these related elements and, moreover, "was more powerful than all of them combined." The "environment" of a program, he said, was found to exert the strongest effect on commercial recall.

The special report was a combined operation of the television department of NC&K and was prepared under the supervision of Mr. Norman and Walter Craig, vice president in charge of broadcasting. Mr. Craig pointed out that the study dealt with network programming only but stressed "that nothing in this report should be construed as an attack on spot tv or for that matter on other uses of network television." On certain occasions, Mr. Craig added, spot tv is a major media buy and in most cases is a supplementary media purchase.

D-F-S adds cereals

Dancer-Fitzgerald-Sample Inc., New York, was on the gaining and losing end of business last week, acquiring from General Mills Inc., Minneapolis, three breakfast food products (Corn Trix, Kix and Jets) and relinquishing the Decaf instant coffee and Nestea accounts of the Nestle Co., White Plains, N.Y.

The cereal accounts bill about $2 million and are substantial users of radio-tv. The change-over which takes effect Sept. 1, is said to be a move by General Mills to consolidate its ready-to-eat cereals in one agency. Dancer already handles the company's Cheerios, Hi-Pro and Cocoa Puffs cereals, as well as other General Mills products. The account has been at Tatham-Laird, Chicago, which will continue to represent the company's pet food products and Betty Crocker muffin mixes.

Nestle has assigned its Decaf and Nestea business, amounting to more than $2 million, to McCann-Erickson, New York. It was reported that D-F-S was dropped because certain new product plans of Nestle would conflict with current clients of Dancer. The switch will take place Sept. 1. The accounts are active spot radio-tv users.

Plymouth takes Allen

Plymouth Div. of the Chrysler Corp. has its new network show for next fall: full sponsorship of the hour-long *Steve Allen* show that will be in the Monday 10-11 p.m. position on NBC-TV. The auto advertiser a few weeks ago dropped its ABC-TV entry, the *Lawrence Welk* show. Comedian Allen reportedly journeyed to Detroit and convincingly personalized negotiations resulting in the Plymouth buy. Agency is N.W. Ayer.



A new and self-appointed "agency" "Cone, Cunningham, Lewis & Repplier" is conducting an appeal, limited to advertising agency people, for funds for The Menninger Foundation, Topeka. A memo (see cut) was issued by the heads of four advertising agencies: John P. Cunningham, board chairman of Cunningham & Walsh; Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding; William B. Lewis, president, Kenyon & Eckhardt, and Theodore S. Repplier, president of The Advertising Council.

The idea was started when Dr. William Menninger, of the foundation, contacted Mr. Cunningham at the suggestion of Mr. Repplier. The solicitation memo was written by Mr. Cunningham, whose agency is providing postage and clerical help. The Menninger Foundation is a non-profit center for treatment, prevention, research and professional education in psychiatry.

'Voice of Firestone' continuance doubtful

If ABC-TV's last-ditch attempt to save the *Voice of Firestone* fails, a show that has been standard broadcast fare for some 30 years will become a casualty in next fall's network schedule.

The Firestone Tire & Rubber Co., Akron, Ohio, unable to find a prime nighttime slot for its musical program, appeared reconciled last week to let the whole matter—and the program—drop.

The program is now in the Monday 9-9:30 p.m. slot on ABC-TV, its contract running out June 1. The advertiser formally stated last week that it would discontinue the show with "regret," that viewers had appreciated the "quality" of the program but "apparently ABC, which has carried it for the past five years, does not agree with our opinion."

But it was reported Thursday (April 16) that the network still considered *Voice* a possibility for the fall schedule. Latest was that ABC-TV officials had offered to alternate *Voice* with Lawrence Welk (Thurs., 10-11 p.m.), thus giving Firestone an hour every two weeks instead of a half-hour each week.

How Troubles Began • What started this fracas with a network was ABC-TV's decision to program a new Warner Bros. filmed hour, *Bourbon Street Beat*, Monday, 8:30-9:30 p.m. next season.

CBS-TV and NBC-TV reportedly offered Firestone a Sunday slot while ABC-TV's initial offer was a 10:30-11 p.m. period on Monday. These Firestone rejected.

Voice • This is not the first time *Voice* has had such network trouble. At one time on NBC-TV, that network at the end of the 1954-55 season wanted to shift the show from Monday night to Sunday afternoon. Firestone declined and moved to ABC-TV.

(Firestone's agency is Sweeney & James, Cleveland.)

The program started on radio (NBC) in 1928, continuing in the same period (8:30-9 p.m.) until 1954, and in the meantime had become a simulcast (both radio and tv).

Chicagoans merge

Roche, Rickerd & Cleary and Proebsting, August & Harpman, both Chicago, merge May 1. They had 1958 billings of about $6 million and $1.4 million, respectively. The consolidated agency will operate in RR&C's expanded quarters at 135 S. LaSalle St. Neither agency has been especially active in broadcast media. Chairman John P. Roche, President C.E. Rickerd and First Vice President James M. Cleary continue in their former positions. New officers are James L. Proebsting, chairman of executive committee; K.C. August, vice president, and John W. Harpman, creative director. The new agency will retain the name of Roche, Rickerd & Cleary.

On again, off again, in again, out again

There were many examples of hectic antics by advertisers and their agencies and the tv networks in the frantic game of musical chairs on next season's programming. Procter & Gamble on behalf of its *Loretta Young Show*, *Bat Masterson* and *Biography* are only a few typical cases.

The hustling about was symptomatic of an advanced sales season of unprecedented speed and juggling.

Last winter it was reported *The Loretta Young Show*—an NBC-TV showcase on Sunday nights for several seasons—might be dropped because Miss Young was not going to continue the series. Benton & Bowles, P&G's agency on the show, scotched that talk. The show would return, it was said.

A few weeks ago, the program again was in doubt. It was then reported that Benton & Bowles had sought a new time period for the show on behalf of P&G and if it did not obtain it, the show would be dropped. Last week, B&B reported the program probably would be sponsored by P&G and slotted "tentatively" in the Wednesday 10:30-11 p.m. period on NBC-TV.

Bat Masterson, a half-hour program on Wednesday nights on NBC-TV, was slotted for a full-hour exposure on the network on Monday nights, 7:30-8:30 p.m., with Kraft Foods and Sealtest continuing with the show. As of Thursday (April 16), signals were off, or seemed to be, with Sealtest reportedly desiring *Masterson* as a half-hour not a full hour. At press time, NBC-TV was sticking to the hour-long version. J. Walter Thompson represented Kraft and N.W. Ayer negotiated for Sealtest.

Biography had appeared set to share Thursday honors during the next season with *Playhouse 90* on CBS-TV. Sponsor had been set: Equitable Life Assurance, through Foote, Cone & Belding. Latest word from CBS-TV: *Biography* would not be in the Thursday night spot. And so the play and counterplay continued.



"It just hit me! -- WCIA is the 46th* tv market!"

A true AREA market located with transmitter approximately 129 miles from Chicago, St. Louis, and Indianapolis.

NCS #3 again proves WCIA's predominant audience in 54 wealthy, industrial, and rich black-soil counties.

Five metropolitan markets (BLOOMINGTON, CHAMPAIGN-URBANA, DECATUR, DANVILLE, and SPRINGFIELD) plus 1,912 cities and villages create a larger market than offered by twenty-one states and territories such as Arizona, Arkansas, Colorado, or Oregon.

*Television Magazine, Dec. 1958



WCIA

CHAMPAIGN, ILL.

CHANNEL 3 CHAMPAIGN

OFFICIAL CBS OUTLET for CHAMPAIGN URBANA BLOOMINGTON SPRINGFIELD DECATUR DANVILLE

George P. Hollingbery, Representative

BREWERS' TV TAB UP 6% IN '58

Totals $46 million as print suffers drop; Schaefer use of ID's noted in TvB report

U.S. brewers swelled their investment in spot and network television to $46.1 million, an increase of 6% over 1957, and at the same time, decreased their expenditures in the print media.

This was the gist of report on tv advertising activities of the nation's top brewers made public last week by the Television Bureau of Advertising. TvB will publish on May 1 a complete record of brewery firms, which spent $20,000 or more in tv during 1958, but last week issued a preliminary report on tv investment of the leading 20 brewers.

As television billing increased, TvB stated, investments in other media decreased in 1958 from 1957 with newspaper lineage dipping 21% to $5.3 million, and outdoor dropping by 2% to $25.2 million.

TvB's figures for network billing, amounting to $5.9 million, were provided by Leading National Advertisers-Broadcast Advertisers Reports (gross time charges only), and spot billing, totalling $40.2 million, was supplied by TvB-Rorabaugh (gross time charges only).

The brewers' spot budget of $40.2 million, TvB reported, was broken down as follows: $4.4 million, daytime; $31.7 million, nighttime and $4.1 million, late night. Station ID sales, part of the spot investment, were said to total more than $7 million. TvB took special note of F&M Schaefer's widespread use of ID's as an advertising formula in 1958, after the baseball Dodgers moved to Los Angeles (Schaefer had spent a large portion of its budget in previous years for tv sponsorship of the Dodgers). This brewer decided to place more than one-half of its 1958 tv budget of $1,285,780 in a station identification campaign, using tv time checks. Schaefer averaged 40 spots a week on three stations in New York and, TvB said, discovered this technique "brought its mesages into more homes, more often than any other advertising they have ever used."

The top 20 brewers in the U.S., according to TvB spent $29,446,856 in tv in 1958, said to be a 10% boost over 1957.

KTTV (TV) offers ANA all-commercial show

An offer to give the Assn. of National Advertisers a half-hour a week for 13 weeks to broadcast nothing but tv commercials was made Wednesday by Richard A. Moore, president of KTTV (TV) Los Angeles.

Addressing the ANA western meeting in Santa Barbara, Calif., Mr. Moore decried the kind of "anti-advertising mind" which thinks that advertising "somehow taints a medium." A most recent example of this type of thinking, Mr. Moore said, was the Oscar telecast of the Academy of Motion Picture Arts and Sciences, a program that reached 29 million homes and more than 70 million people but that "carried no advertising, not even for motion pictures."

"As far as I'm concerned," Mr. Moore declared, "the sustaining look of the Academy broadcast was a setback for commercial television and for the cause of marketing. It was also a sad economic waste. Think of the news and information that could have been given to 29 million homes about American goods and services."

The acceptability of a newspaper or magazine page, a radio or tv time segment "is not determined by whether or not it contains advertising but by whether it is entertaining or informative or both," Mr. Moore noted. "The fact is that some of the most creative, entertaining, beguiling material on television is within the commercials which you and your agencies create," he told his audience of advertising executives.

"I do not believe the public objects to advertising, as such," the KTTV president stated. "I think it's time we prove this point. Therefore, let me close with this positive suggestion on behalf of KTTV.

"We hereby offer to your association free of charge a good half-hour of time for a program to consist of nothing but commercials—good commercials—the best we can find from anywhere in the country. We'll put that program on for 13 weeks and I predict that the public, young and old, will find it highly pleasing. Moreover, I predict that it will draw a bigger audience than many programs that carry little or no commercial content and I suspect that after 13 weeks we shall offer you a renewal on the same terms, except in the second cycle we would like the right to sell the program for outright sponorship."

RAB polishes plans for 60-city swing

Top officials of the Radio Advertising Bureau last week mapped plans for the bureau's 1959 areas sales clinics, which begin today (April 20) and continue for a month. Forty-six separate clinics will be held in about 30 cities, starting in Minneapolis and Tulsa today. (April 20).

An all-day planning session was held by RAB executives in Suffern, N.Y., last Thursday (April 16), covering discussion on 60 radio sales case histories, new facts about the medium and tips on selling practices, including "do's" and "don'ts." In attendance were Kevin B. Sweeney, RAB president; John F. Hardesty, vice president and general manager; Miles David, director of promotion; Warren Boorom, director of member service; Arnold Katinsky, assistant director of member service, and Pat Rheaume and Bob Nietman, member service department division managers.

Premium field growth outlined in Chicago

Advertisers who promote premium offers are finding that consumer response is better than ever, Gordon C. Bowen, chairman of the Premium Advertising Assn. of America, told a conference at the National Premium Buyers Exposition, held at Chicago's Navy Pier April 6-9.

Mr. Bowen also told a new conference that the premium industry became a $2 billion business last year and he expects it to hit $2.25 billion in 1959. The "stigma" of premium advertising, he said, has largely been removed and enjoys the support of such

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television network shows for each day of the week April 9-15 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., April 9	You Bet Your Life (10 p.m.)	NBC-TV	19.9
Fri., April 10	77 Sunset Strip (9:30 p.m.)	ABC-TV	25.8
Sat., April 11	Perry Como (8 p.m.)	NBC-TV	26.3
Sun., April 12	Loretta Young (10 p.m.)	NBC-TV	26.1
Mon., April 13	Lucille Ball-Desi Arnaz (10 p.m.)	CBS-TV	28.6
Tue., April 14	Rifleman (9 p.m.)	ABC-TV	27.3
Wed., April 15	Wagon Train (7:30 p.m.)	NBC-TV	27.7

Copyright 1959 American Research Bureau



How to buy half a state... and more

In Oklahoma it's a cinch! Virtually half of the state is the Tulsa television market. It includes: *47% of the population; 45% of the retail sales; 45% of the food sales; 44% of the drug sales; 46% of the effective buying income* . . . of the entire state of Oklahoma. In addition, the Tulsa television market also includes 13 counties in Arkansas, Kansas and Missouri . . . a whopping 330,780 television homes!

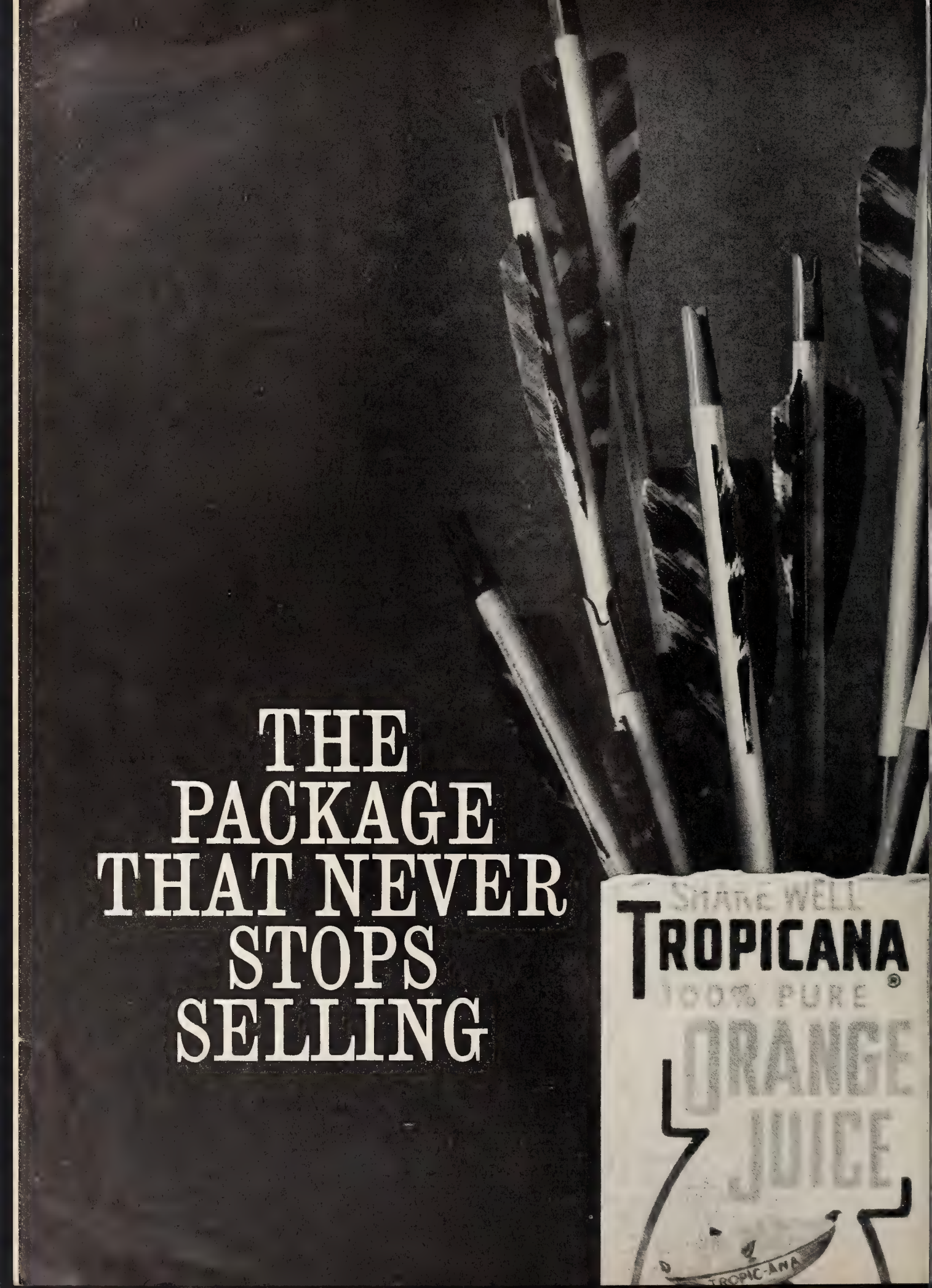
The only way to reach the rich, dynamic eastern half of Oklahoma (and more) is via Tulsa television. In Tulsa, KOTV has been the *first* station in *every* rating report for the past 10 years. Represented by Petry.

SOURCES: NCS #3, ARB, NIELSEN, SALES MANAGEMENT

KOTV TULSA

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis


THE
PACKAGE
THAT NEVER
STOPS
SELLING
SHARE WELL
TROPICANA
100% PURE
ORANGE
JUICE
TROPIC-ANA



THE ADVENTURES OF WILLIAM TELL

That's right! WILLIAM TELL never stops selling for you! That's how NTA built it. That's how Tropicana bought it. And here's how WILLIAM TELL does it. It starts on-the-air where WILLIAM TELL action-packed, costume drama adventure and all-family appeal powers the big audience pull. But you haven't seen anything until NTA Merchandising gets into the act...gets selling in windows, in stores, up and down your chain of distribution. That's how WILLIAM TELL does it for Tropicana and can do it for you,too—with a full package of NTA prepared premiums and big prize contests that tie into your on-the-air "sell" and convert audience into customers for you at the point of sale, all free. It's all free—WILLIAM TELL streamers, counter cards, posters. And NTA gives you the manpower to make it happen...in the package that never stops selling on the air, off the air, everywhere. It's all part of the buy...when the buy is NTA's WILLIAM TELL. Contact:

A Division of National Telefilm Associates, Inc.
10 Columbus Circle, N.Y. 19, N.Y. Judson 2-7300

NTA PROGRAM SALES



WFAA
radio & television
dallas

Here is where "quality" enters the product picture. It is here the trained eye can detect and formulate that which makes one product stand head and shoulders above the rest.

There is no laboratory for measuring the "quality touch" of today's better radio and television station operations. And yet, it does exist . . . . to be sensed, sought after, and valued by those who know its importance to any successful campaign.

BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

companies as RCA Victor, Columbia Records and Westinghouse Electric Corp.

Premiums represent a good potential for personality radio-tv programs at the local station level, particularly in the toy field, he added. He claimed that about 74 of the top 100 national advertisers (in terms of actual advertising expenditures) make use of premiums.

Daniel D. Kinley, vice president and chairman of McCann-Erickson's marketing plans board, cited the need for pre-testing advertising campaigns featuring premiums as well as the premium itself.

More emphasis on ideas rather than gadgets among food and other premium users was suggested by Dean F. Thomas, national sales manager for Pillsbury Co.'s grocery products division. "You must change from peddlers of gadgets to creators and sellers of ideas," he said.



Advertising experts • Agency executives prepare for a "creative conference" for students co-sponsored by the U. of Missouri school of journalism and the Advertising Federation of America. Left to right: Bryan Houston, chairman, Bryan Houston, New York; C. James Proud, president and general manager, AFA, and David Bascom, chairman, Guild, Bascom & Bonfigli, San Francisco. The one-day program was AFA's tip of the hat to the school's 50th anniversary.

50TH ANNIVERSARY
Missouri journalism saluted by agency men

Television "stimulates greater creative effort," an advertising executive told a creative conference for students co-sponsored by the Advertising Federation of America and the U. of Missouri School of Journalism as AFA's salute to that school's 50th anniversary.

Kenneth C. T. Snyder, vice president and tv-radio creative director of Needham, Louis & Brorby, Los Angeles, said that the "new look in audio-visual communication is the result of meeting the challenges . . . of tv." He emphasized the importance of the "economical statement" of the creative idea which by its very difficulty results in "more effective commercials."

Co-chairmen of the creative conference were C. James Proud, president of AFA, and Prof. Milton Gross of the school of journalism.

On the Bill • Speakers besides Mr. Snyder were David Bascom, chairman of Guild, Bascom & Bonfigli, San Francisco; Bryan Houston, chairman of Bryan Houston, New York; Olive M. Plunkett, vice president and copy supervisor, BBDO, New York, and Ted Lord, of Daniel Starch & Staff, New York research firm.

The secret of successful creativity, according to Mr. Bascom, is twofold: to believe in "different" advertising with the "fervor of an evangelist," and to have clients with a "great deal of courage and money." Rich rewards often await those, Mr. Bascom said, who have the courage and tenacity to be different.

A note of warning was sounded by Mr. Houston for students who may develop the idea that "creativity" is an end rather than a means. He counseled the audience never to forget that the "advertisement must sell something."

The agency chairman pointed to advertising, for all its "shortcomings," as the "most reliable and the most believed type of communication."

Miss Plunkett delivered the following advice to Missouri journalism and advertising students:

- Never underestimate the quality of the unexpected.
- Remember that advertising should be in the singular rather than the plural.
- Talk to readers as though you liked them.
- Break the rules.
- The easiest kind of client to work with, said Mr. Lord, is the man who calls you in and asks, "Am I right or am I wrong?" It is difficult, he added, to go in and tell someone who is paying you that he is not doing a good job.

"Continuing research," Mr. Lord concluded, "is necessary to improving creativity because no one knows all the answers . . . and the only way to keep up with them is through research."

Agency group switches to new meeting plan

Mergers, creative research and other topics in the overall marketing picture commanded the attention of members of the Mutual Adv. Agency Network at a Chicago workshop-business meeting April 9-11.

About 30 representatives of 19 member agencies attended the sessions at the Bismarck Hotel. MAAN approved a recommendation to reduce its annual meetings from four to three and to expand the length from two to three days. Next meeting under the new workshop format was set for the same site Sept. 17-19.

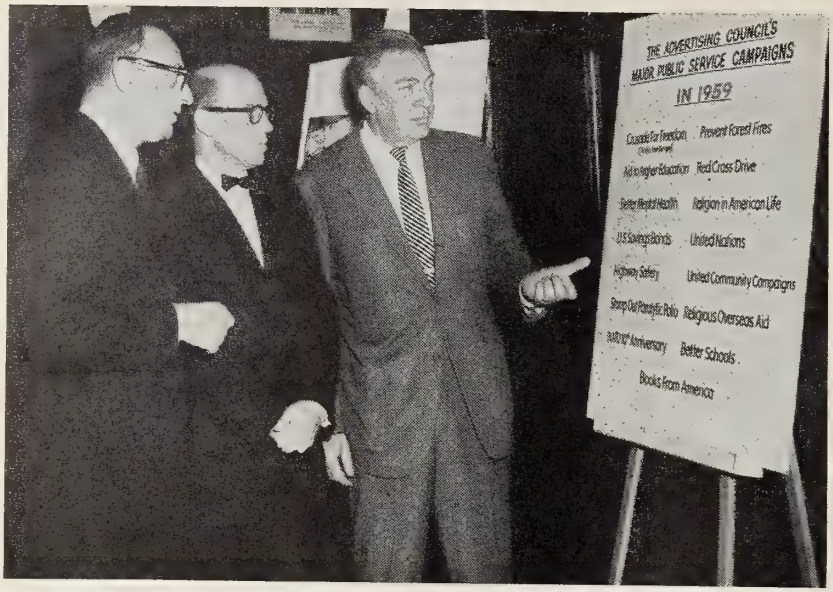
Key speakers were Herschell Williams, Robert C. Durham Co., consulting firm specializing in handling arrangements for agency mergers; LeRoy Staunton, Wolf Engraving Co., who discussed "How to Tell a Client When He Needs More Than Selling Help," and Perham C. Nahl, creative research director, Needham, Louis & Brorby, on "Pre-Testing Ads on a Limited Budget." Fran Faber, president of the Minneapolis agency bearing his name and the MAAN, presided over the talks.

MAAN members also exchanged information, ideas and views on common problems and discussed interagency "branch office" services. Mr. Faber said the new three-day format, an alternative to quarterly meetings, had proved a successful experiment.

Ike urges advertisers to bolster confidence

President Eisenhower last week called on American advertisers to maintain a "Continuing Confidence Campaign" to combat inflation and the Communist threat. The President made his comments in a talk to the Advertising Council's 15th Annual Washington conference April 13-14.

More than 300 top-flight advertisers attended the two-day meeting. They heard also Vice President Richard M. Nixon; cabinet officers Christian A. Herter, State; Robert B. Anderson, Treasury; Lewis L. Strauss, Commerce; James P. Mitchell, Labor; Neil H. Mc-



Missions for 1959 • Broadcast network executives met with the board of directors of The Advertising Council in New York April 9 to map plans for support of 1959-60 campaigns. Explaining the agenda to James M. Lambie Jr. (c), special assistant to President Eisenhower, are Louis G. Cowan, CBS Television president (l), and Edwin W. Ebel, General Foods vice president and chairman, radio-tv committee, The Advertising Council.

Elroy, Defense; Arthur S. Flemming, Health, Education & Welfare.

Also, Allen W. Dulles, Central Intelligence Agency; Thomas C. Mann, State Dept. economic expert; Alan T. Waterman, National Science Foundation; T. Keith Glennan, National Aeronautics & Space Administration; and Harold C. McClellan, general manager, American Exhibit in Moscow. Also presidential aides James R. Killian Jr., science and technology, and Don Paarlberg, special assistant.

All the discussions were off-the-record.

On Monday night members heard a special foreign affairs panel conducted by Philip L. Graham, publisher, *Washington Post & Times Herald*. Panel members were Mahomed Ali Currim Chagla, Ambassador of India; Count Adalbert de Segonzac, *Paris Soir*, and Max Freedman, *Manchester Guardian*.

Presiding at Monday's meeting was Gordon Gray, special assistant to the President and director, National Security Council. Monday night and Tuesday at luncheon, John C. Sterling, chairman, The Advertising Council, presided.

Weiss adds L.A. arm, more lines from Purex

Edward H. Weiss & Co., Chicago-based agency in the $10 million bracket, has added a new account and a branch servicing office.

Notwithstanding plans to open a Hollywood office, however, the Weiss agency is still contemplating further expansion by merger or absorption, in a bid to enlarge its client services. Mr. Weiss, head of the agency bearing his name, told BROADCASTING last week that "if another agency were found on the West Coast to have compatible interests, Weiss would entertain proposals for negotiation."

The new Weiss office, at 6399 Wilshire Blvd., will be headed by Robert N. Harris, vice president, and staffed according to client servicing needs. The agency has added Purex Corp.'s Beads O'Bleach account, worth an estimated $1 million in billings, plus Allen B. Wrisley Co.'s bath soap, acquired this year by Purex. It already handles Sweetheart soap, Dutch Cleanser, Protex soap and Blu-White for Purex, an overall $3 million client.

Weiss' Hollywood office will service, besides Purex, the accounts of Mogen David, Helene Curtis, James B. Beam Distilling Co. and others on the West Coast, though the creative work will continue to be handled in its Chicago headquarters. According to Mr. Weiss, about 50% of Beads O'Bleach billings are in broadcast media.

Weiss ranked 47th in radio-tv billings among U.S agencies last year, with an estimated $5.7 million or 43% of all billings. Until recently, Mr. Weiss engaged the services of Robert Durham & Assoc., agency consultant firm, looking toward consolidation with another agency.

Holes in methods of measuring audience

Research must shed light on areas in which intuitive judgments are now being made. This point was made by Willard R. Simmons, president of W.R. Simmons & Assoc. Research Inc., New York, who discussed media audiences before the media research discussion group of the American Marketing Assn. in New York Thursday (April 16).

In pointing out inadequacies of traditional methods of media audience description, Mr. Simmons suggested more meaningful ways of looking at the kinds of people reached by broadcast and print media. "What is clearly needed," he said, "is the development of new and more relevant measures that are more directly related to the reasons why a person chooses a given magazine, newspaper or program in the first place. Greater emphasis must be placed upon psychological and sociological variables in addition to purely demographic characteristics. . . ."

Areas in which Mr. Simmons said that socio-psychological measurements are both "practicable and badly needed" are: social class affiliation ("social class and income level are two different factors"); verbal comprehension ("understanding of advertiser's message"); status sensitivity ("determinant of brand choice and media selection"), and receptivity ("acceptance or rejection of communication directed to people").

Ford takes Tues. slot

Ford Motor Co. last week arranged for NBC-TV's Tuesday, 9:30-10:30 p.m. period for the fall season. The program format, however, has not yet been worked out.

Initial plan, as worked out by Dan Seymour, vice president and director of tv-radio, J. Walter Thompson, Ford agency, and MCA calls for expansion in some weeks for a 90-minute or two-hour presentation (AT DEADLINE, April 13). Earlier this spring, Ford sought a similar pact on CBS-TV, eyeing a projected *Fabulous Forty* series. That project fell through.

It was learned last week that Ford expects to retain its half-sponsorship of the hour-long *Wagon Train* and full sponsorship of the half-hour weekly *Tennessee Ernie Ford* both on NBC-TV, thus forecasting additional Ford money to network tv.

• Business Briefly

Time sales

• Anheuser-Busch, St. Louis, plans to repeat its "Pick a Pair" promotion for

It's a habit...



watching KMJ-TV in FRESNO (California)

LEADS IN NEW RATINGS

KMJ-TV has more quarter-hour wins during total rated time periods

58% more than second station
42% more than third station

KMJ-TV has more quarter-hour wins Monday through Friday - daytime

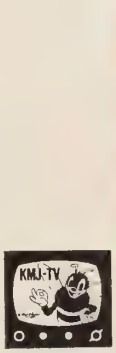
156% more than second station
229% more than third station

KMJ-TV Movie Matinee has 54% more audience than any other weekday movie

KMJ-TV also has top-rated late movies

Data source: ARB four-week survey, Fresno Metropolitan Area, Jan. 19 — Feb. 15, 1959.

All quarter-hour figures shown taken during periods when KMJ-TV and at least one other Fresno station were on the air.





KMJ-TV . . . first station in The Billion-Dollar Valley of the Bees

THE KATZ AGENCY, NATIONAL REPRESENTATIVE



Budweiser this summer, with spot radio and tv schedules currently being set by D'Arcy Adv. Co. The spot campaign is to start in May and will probably run about two months. The same sound track will be utilized for both radio and tv.

• Spot radio and television will be used in certain selected markets by Reddi-Wip Inc. in a two-month spring promotion campaign to complement its 13-week schedule of participations on Arthur Godfrey's CBS Radio morning show. Agency: D'Arcy Adv. Co., Los Angeles.

• Seven-Up Co., St. Louis, has announced it will not renew ABC-TV's *Zorro* after contract expires Oct. 1. Other advertising plans to replace network tv property are currently under discussion, according to J.M. Thul, advertising manager, with *Walt Disney Presents* and other shows among possible replacements.

• House of Huston Inc., N.Y., subsidiary of Sterling Drug Inc., this month begins a network tv-radio campaign for its pet supplies, to run through 1959. Involved are NBC-TV Saturday presentations *True Story* (noon-12:30 p.m.) and *Detective's Story* (12:30-1 p.m.), one-minute participations on each, and over Mutual, 30 seconds per program on the Henry Gladstone and Walter Compton daily news shows. Huston's agency: Thompson - Koch, N.Y.

• Mission Inn Garden Hotel, Riverside, and Arrowhead Springs Hotel, Arrowhead Springs, both California, are using a heavy schedule of radio spots in Los Angeles this month to promote their facilities and accessibility. Agency: Honig-Cooper, Harrington & Miner, San Francisco.

• Procter & Gamble Co., Cincinnati, Wednesday (April 15) assumed co-sponsorship for spring and summer months of ABC-TV's *The Donna Reed Show* (9-9:30 p.m.) Agency: Compton Adv. Co., N.Y. Campbell Soup Co., through BBDO, the other sponsor, also will co-sponsor the show next fall with Johnson & Johnson via Young & Rubicam. Starting Oct. 8 *Donna Reed* will be seen Thursdays, 8-8:30 p.m.

• CBS Radio's entire broadcast schedule of New York Giants professional football games (Sept. 26-Dec. 13) will be sponsored by the General Cigar Co. through Young & Rubicam, N.Y., and P. Ballantine & Sons, through Wm. Esty Co., N.Y. This contrasts with sale of only one-third of the network's pro football series last year.

• Brown & Williamson Tobacco Co. and Whitehall Labs Div. of American Home Products Corp. will sponsor *Philip Marlowe* (ABC-TV, Tues., 9:30-



National ARB for Gunsmoke: Approx. 40.
Last ARB for Gunsmoke on WMT-TV: 50.*

CBS Television for Eastern Iowa • Channel 2 • Cedar Rapids—Waterloo • Affiliated with WMT Radio, KWMT Fort Dodge • National Representatives: The Katz Ag...

*In a 3-Station market (Station B: 17.3; Station C: 4.1.)



"RADIO MOSCOW"

now available for

SYNDICATION

WBT offers, at cost, its highly successful and timely "Radio Moscow" series to one public spirited radio station in each market.

You get three 15-minute programs per week, formatted for commercial sponsorship, featuring recorded excerpts from Radio Moscow's English language propaganda plus commentary by WBT's Alan Newcomb and foreign affairs expert Rupert Gillett.

Write Wade St. Clair today.



The Jefferson Standard Broadcasting Company

10 p.m.). The series, based on Raymond Chandler's private detective creation, has its premiere Sept. 29. Agency for both advertisers: Ted Bates, N.Y.

• General Foods Corp., White Plains, N.Y., in behalf of its Kool-Aid, is sponsoring segments of ABC-TV's *Mickey Mouse Club* (Mon.-Wed.-Fri., 5:30-6 p.m.) and *Walt Disney's Adventure Time*, aired at the same time period on Tuesdays and Thursdays. The orders, placed through Foote, Cone & Belding, N.Y., were effective April 13.

Agency appointments

• Structo Mfg. Co. (toy manufacturer), Freeport, Ill., appoints Erwin Wasey, Ruthrauff & Ryan, Chicago, to handle its account. Estimated total billing for 1959 exceeds $250,000. Broadcast media may be used. New account is the 16th added by EWR&R in 1959.

• Purex Corp. (soaps, detergents, etc.), South Gate, Calif., announces a realignment of its products. Beads-O-Bleach, formerly with Foote, Cone & Belding, L.A., and Wrisley bag soap, formerly with Fulton-Morrissey, Chicago, both to Edward H. Weiss, Chicago. All products manufactured by John Puhl Products Co. (Purex subsidiary) go from Roche, Rickerd & Cleary, Chicago, to Foote, Cone & Belding, L.A. These include Fleecy White liquid bleach, Bo-Peep ammonia, Little Boy Blue bluing and Miss Bo-Peep brightener. All appointments are effective July 1.

• Blaupunkt Car Radio Div. (am-fm receivers), a subsidiary of Robert Bosch, Germany, appoints Dunay, Hirsch & Lewis Inc., N.Y.

• H-R Representatives and H-R Television, N.Y., appoint Art Gelb Adv., N.Y., replacing Caples Co., Chicago.

• Tidy House Products Corp., Shenandoah, Iowa, appoints Guild, Bascom & Bonfigli, San Francisco, and Buchanan-Thomas Adv. Co., Omaha, to handle creative and contact work, respectively, for its $1 million account, resigned by Earle Ludgin & Co., Chicago.

• Also in advertising

• Chicago Federated Adv. Club has launched its 17th annual advertising awards competition for clients, agencies, media and suppliers, with April 24 as the deadline for entries.

The winners will be announced at an awards dinner May 27, according to Thomas G. Johnston, creative director of McCann-Erickson and CFAC awards committee chairman. Some 12,000 entry blanks have been mailed out to 4,000 prospective contestants.

• Gordon & Hempstead, Chicago-based agency, announces the opening of an office in Los Angeles with James Patte as vice president in charge of west coast operations. Other members of the Los Angeles branch are J. Edward Carraher, formerly head of the Gower Adv. Agency, L.A.; Patti Brainard, previously in media and publicity with Walter McCrerry agency, L.A., and Sandra Schiffman, previously with Stiller-Hunt agency, Beverly Hills. Office address is 3460 Wilshire Blvd. in the Tishman Bldg.

• Walker Saussy Adv. Inc., New Orleans, has opened a Los Angeles office with the purchase of Robert F. Anderson Adv. Co. there. Mr. Anderson becomes vice president in charge of the office. Address: 6363 Wilshire Blvd. Telephone: Olive 3-8120.

• Advertising Managers Organization (membership limited to ad managers and executives in firms buying advertising), Los Angeles, wishes to exchange information and correlate organizational experiences with similar clubs. Address for response and inquiries: Les Worden, The Knox Co., 1400 Cahuenga Blvd., Los Angeles 28.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,564,000 people in the U.S. over 12 years of age during the week March 20-26.* They spent:

2,074.0 million hours	Watching Television
1,190.4 million hours	Listening to Radio
486.4 million hours	Reading Newspapers
213.5 million hours	Reading Magazines
404.9 million hours	Watching Movies on Tv
132.2 million hours	Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of March 1, Sindlinger data shows: (1) 114,011,000 people over 12 years of age have access to tv (90.1% of the people in that age group); (2) 44,558,000 households with tv; (3) 49,201,000 tv sets in use in the U.S.

* Figures published last week. New data was unavailable because of clerical difficulties.

(Copyright 1959 Sindlinger & Co.)



Nothing else like it in Greater New York

IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.

IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) WVNJ dominates in audience — in quality of audience — and in prestige.

IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market.

RADIO STATION OF The Newark News

national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

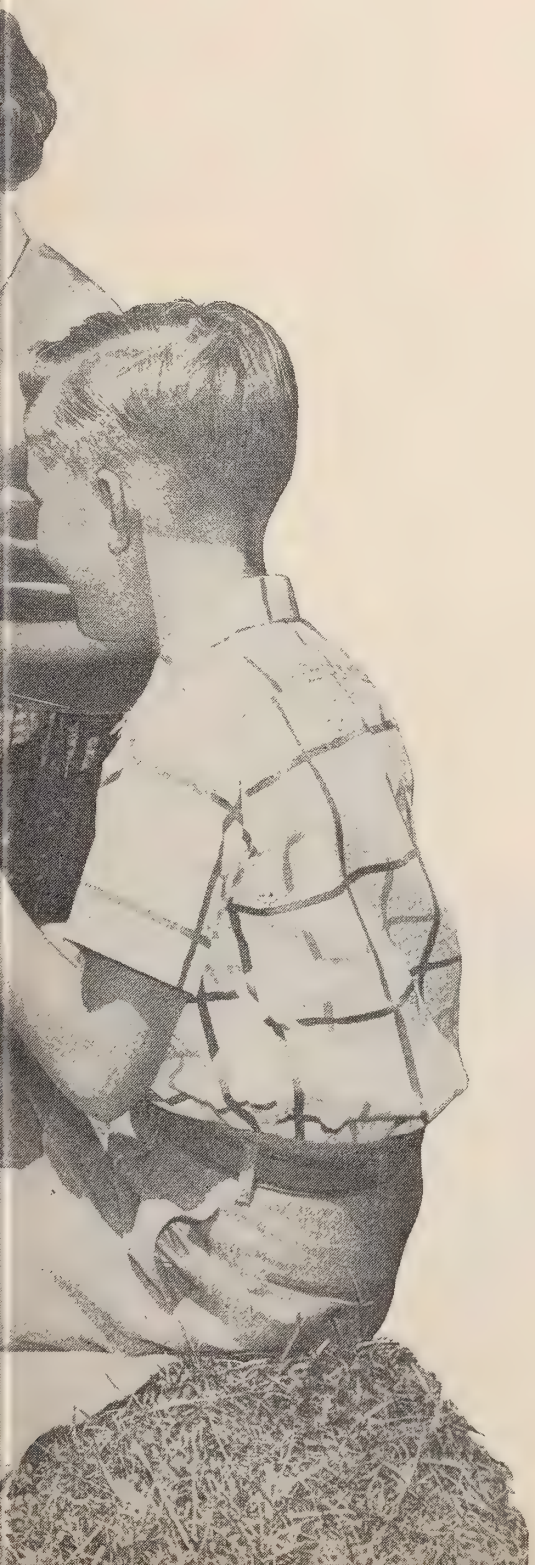
WVNJ

Newark, N. J.— [illegible] New York and [illegible]ersey

summer spot radio goes



where the family goes



SPOT RADIO is the most effective summer medium you can use because Radio goes where the family goes.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF

SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

Sell Flint

home of great '59's... set for a record '59

Two great cars for '59, BUICK and CHEVROLET, mean great things right now for this World's largest General Motors plant city. They're made in Flint . . . and backed-up by AC Spark Plug, Fisher Body, and Ternstedt . . . all going full speed. Sell this big, rich market . . . and all of Northeast Michigan, too . . . on W F D F.

N B C Affiliate . . . 910 on the dial

Represented nationally by

the KATZ AGENCY



CBS STOCKHOLDERS' MEETING

Stanton offers first-quarter figures confirming prediction of record year

CBS Inc.'s first quarter of 1959 was the best in its 31-year history in terms of both sales and earnings and the company expects this year to be even better than 1958, when CBS reached record highs despite the recession, President Frank Stanton reported last week.

Speaking at the annual meeting of CBS stockholders last Wednesday (April 15), Dr. Stanton said he thought it "proper to say to you that the affairs of your company are in good order at this time; the corporation is doing very well. We see a promising 1959—and most of our earlier estimates are being supported by the evidence of the first quarter."

His report was similar to the one he presented to the New York Society of Security Analysts last month, treating the position of each operating division individually (BROADCASTING, April 6), but updated by first-quarter figures.

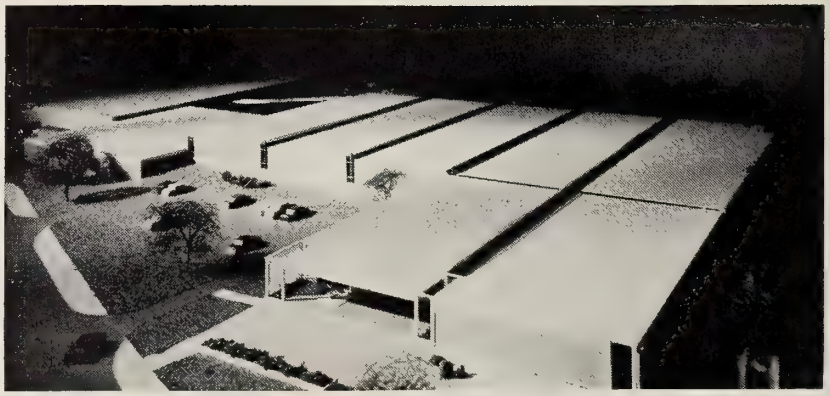
Tv Network Up • He said the CBS-TV Network Division, biggest in sales and earnings, had higher earnings in the first quarter this year than last and that advertisers are showing "an earlier and more active interest than usual." The CBS-TV Stations Div. "is doing very well; it had an excellent 1958 and should have an even better 1959." The CBS Radio Div. was "profitable in 1958 and will be so again in 1959"; while the radio network lost money in 1958. He said the new Program Consolidation Plan already has boosted audience by 29%. Columbia Records Div. "is doing very well indeed," with first-quarter sales and earnings "substantially ahead" of the same 1958 period.

Dr. Stanton revealed that the CBS-Hytron Div., CBS Inc.'s manufacturing arm, will get a new name on July 1—CBS Electronics—and a new home for its semiconductor operations next spring. He said a $5 million expansion of these operations had been authorized, including a new plant to be built in Lowell, Mass., which is slated for occupancy next April (see sketch below). CBS-Hytron's first quarter sales this year were ahead of those last year, he reported.

The CBS Labs Div. made "a modest profit" last year and is expected to be profitable again in 1959, while the CBS International Div. "continues to be a steady money-maker if not a big one," and may do "a little better" this year than last.

Through the CBS News Div., he said, "as responsible broadcasters we are continually expanding our journalistic efforts to increase public understanding."

Interruptions • The stockholders' meeting was interrupted frequently, lengthily and often noisily by the charges and claims of Barney Young and Gloria Parker, who between them are plaintiffs in suits for some $9.6 million pending against CBS and others, and the questions of Wilma Soss—all of which have come to be standard at



Expansion • CBS-Hytron's $5 million semiconductor plant (model above) at Lowell, Mass., will be ready for action next April according to Dr. Stanton's report to stockholders. The new plant will increase semiconductor production five-fold and triple the number of CBS-Hytron employes.

CBS' assets

The question of companies insuring the lives of executives came up at the CBS stockholders' meeting last week. Mrs. Wilma Soss who frequents such meetings, wanted to know whether CBS carried insurance on Dr. Frank Stanton, CBS president. Chairman William S. Paley didn't think so, although he agreed with Mrs. Soss that Dr. Stanton "is one of our assets." Ralph Colin, a board member, joined the colloquy to observe that "I don't think there is any amount of insurance we could buy that would insure us against the loss of Dr. Stanton." A stockholder brought the discussion to a close by standing up and offering the services of his office. "I'm in the insurance business," he said.

such stockholders' meetings.

The Young-Parker fireworks were directed, as usual, primarily against CBS' relationship with BMI and included at one point an "offer" of $3 million by Mr. Young for CBS' BMI stock—which CBS had already sold back to BMI for $35,000 (BROADCASTING, April 13).

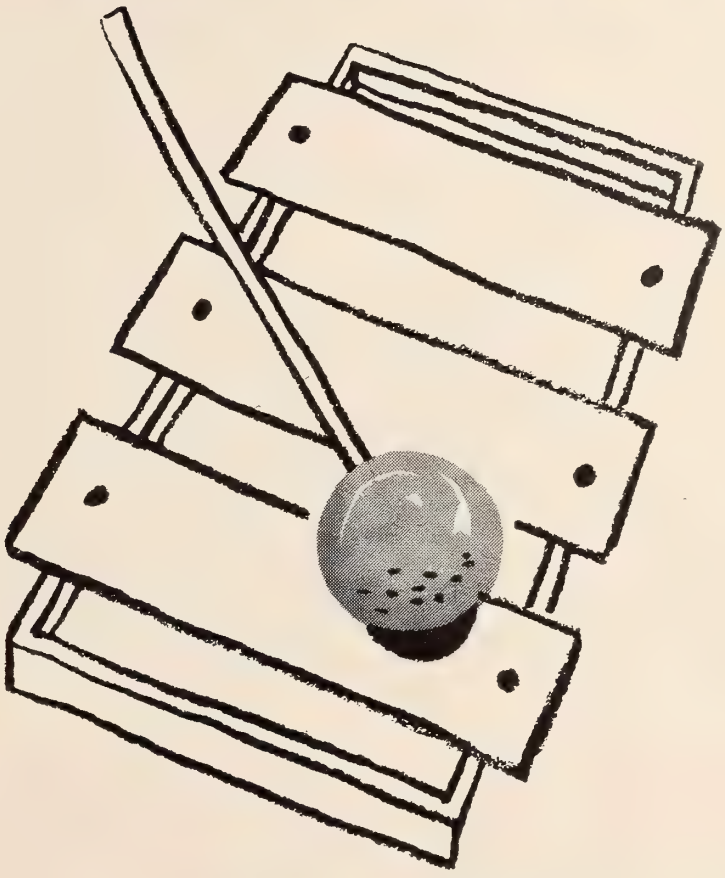
Over Mr. Young's vocal objections, CBS Chairman William S. Paley presented "some background" which contended Mr. Young and Miss Parker were present to promote their $9.6 million litigation and as part of a "program of harassment." Some years ago, he recalled, Life Music Inc., partly owned by Mr. Young, had tried to sell licenses to its music to CBS, and the network had refused because it considered the terms "exhorbitant."

"Call Girl" Broadcast • When Mrs. Soss, who is board chairman and president of the Federation of Women Shareholders in American Business and a familiar voice in meetings of stockholders of many corporations, asked about CBS Radio's famed "call girl" broadcast, narrated by Edward R. Murrow, Chairman Paley reiterated that it was responsibly researched by CBS News and was not an attack on big business but on an evil which CBS thought should be exposed.

Mrs. Soss also questioned CBS' payment of $200,000 to J.A.W. Iglehart, a CBS director, and his firm (W.E. Hutton & Co.) for Mr. Iglehart's services in negotiating the purchase of WCAU-AM-FM-TV by CBS Inc. The Hutton firm got $100,000 and Mr. Iglehart gets $100,000 over a 10-year period. Chairman Paley explained that customarily 2% of the sale price is paid

WCSH-TV 6

NBC Affiliate — Portland, Maine



Now NBC Chimes a Maine duet to the tune of 1½ billion

That's the combined effective buying income of Maine's two major markets — Portland and Bangor. And now NBC covers them best over WCSH-TV, Portland and WLBZ-TV, Bangor's new NBC outlet.

And remember you save an extra 5% when you purchase matching spot schedules on both stations.

Your Weed TV Man has the full story on both markets.

A MAINE BROADCASTING SYSTEM STATION

WCSH-TV (6)—Portland
WLBZ-TV (2)—Bangor
WCSH-Radio—Portland
WLBZ-Radio—Bangor
WRDO-Radio—Augusta

in such cases but that Mr. Iglehart and the Hutton Company agreed to take only 1% (sale price was $20 million). "We think we made a good deal with him," Mr. Paley asserted.

In response to another question, President Stanton said CBS made about $33 million on capital expenditures ($24 million for stations, $9 million for expansion of plant and equipment) in 1958, aside from expenditures for films and film rights. He estimated capital expenditures in 1959 would be $15 million.

Actions Taken • In between the commotions created by Young, Parker, Soss & Co., the stockholders re-elected the the management's nominees to the board of directors, amended the by-laws regarding indemnification of directors and officers, defeated a proposal for cumulative voting, and made and passed a motion congratulating Messrs. Paley and Stanton and the CBS staff members.

Directors re-elected were Messrs. Paley, Stanton and Iglehart, Henry C. Bonfig, Arthur L. Chapman, Ralph F. Colin, Louis G. Cowan, Arthur Hull Hayes, Merle S. Jones, Leon Levy, Goddard Lieberson, Robert A. Lovett, Millicent C. McIntosh and Samuel Paley.

High income families prefer fm, WQXR finds

New research on fm, picturing the fm listener in an upper-income bracket who spends less time watching television or listening to am radio, was released last week by the WQXR Network.

The network, a lineup of 13 fm stations in major markets of upstate New York fed by microwave relay from WQXR-FM New York, also reported that a special study indicated that approximately 500,000 or 33.7% of all families in the upstate area served by the network have fm sets. These figures represent projection based on findings of The Pulse Inc. in 1,000 in-home interviews in Albany-Troy-Schenectady, Buffalo, Rochester and Syracuse.

Other research, based on returns from a questionnaire survey of 1,683 upstate subscribers to the "WQXR Monthly Program Guide," turned up these highlights, according to the network's announcement:

• Average income of adult members of these families is $8,998 a year, as against the national average of $4,800. More than 15% reported incomes above $15,000; 58.1% are in the over-$7,500 bracket.

• The bulk of fm listeners—69.5% of the 1,174 who responded—are in professional, managerial or technical occupations.

• The average respondent tuned in the WQXR Network during 5.5 "hour periods" each day, Monday through Friday, as compared with 1.3 "hour periods" of am radio listening and 1.7 "hour periods" of tv viewing.

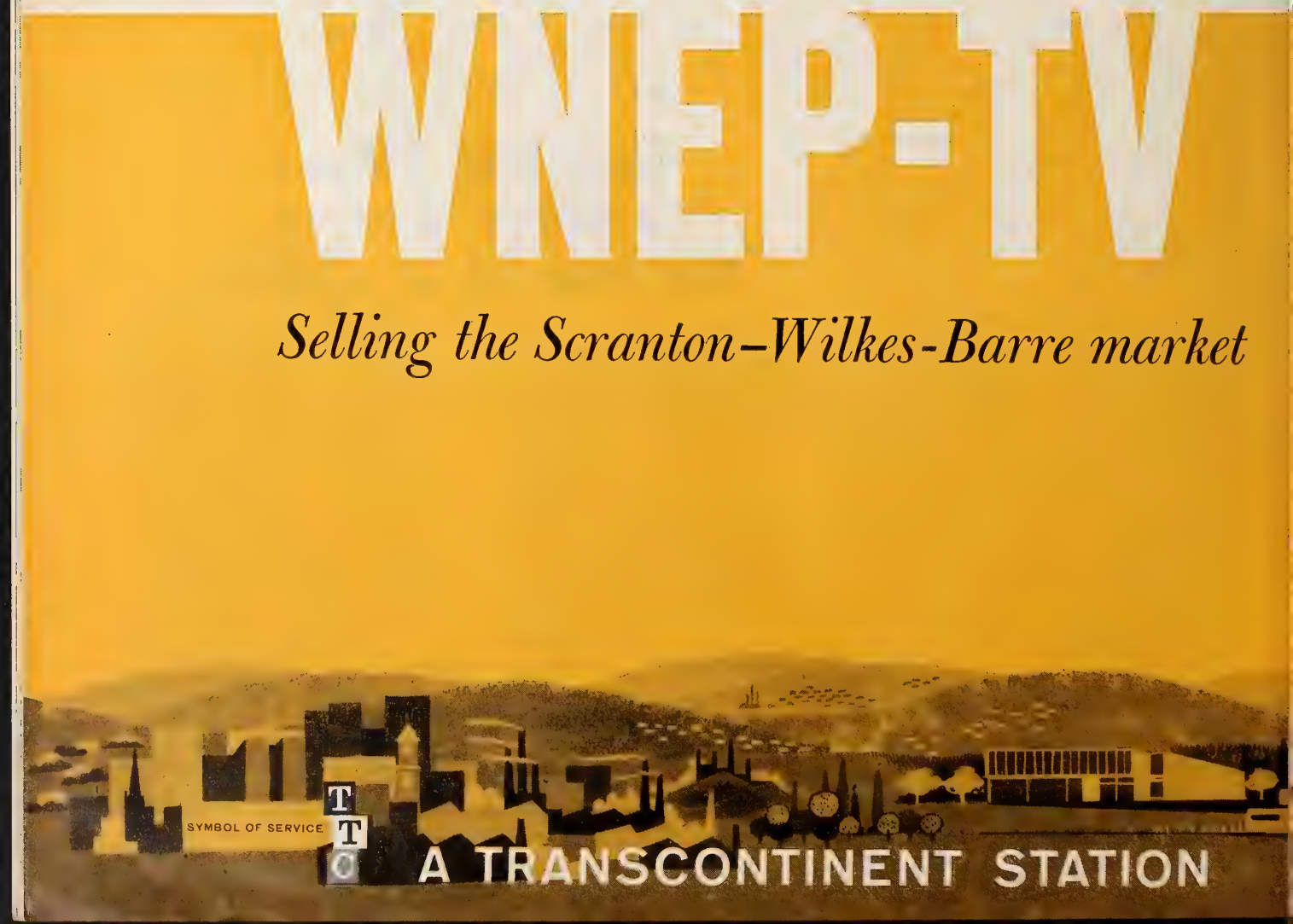
The WQXR Network claims to be the largest in commercial fm. Except for certain locally originated programs, it carries the entire concert schedule of WQXR as well as its hourly news broadcasts from *The New York Times*, owner of WQXR-AM-FM.

RAB summer push

"Radio will without question deliver the biggest summer audiences in its history . . . and could well best tv in number of people reached and total time spent with the medium."

This prediction comes from Albert Sindlinger, president of the all-media research firm bearing his name. It appears, with other encouraging statistics and quotes, in a "Summergram" circulated by the Radio Advertising Bureau in its summer promotion drive.

Also upcoming in RAB's hot-weather



push: "A new way advertisers can merchandise their summer radio buys to their sales forces; a presentation that spells out which media lose audiences in summer, and proves that radio does not, and a multi-city series of presentations to key summer radio prospects."

Hemorrhoid product forces Tv Code issue

A nationally advertised personal medical product has put 15-20 television stations in dutch with the NAB's Television Code Board.

In the most drastic move of its eight-year-old life, the broadcasters' code group has formally cited the stations to the full Tv Board of the NAB.

The violation involves an advertising campaign for a hemorrhoid preparation.

Warning • Ten days ago the Code Board wrote each of the stations involved stating that it was ready to certify them to the Tv Board for violation of the code. The stations all subscribe to the industry code.

Replies are due today (April 20). In several instances, alleged violators have already indicated they are either giving up the advertising or are resigning voluntarily from Code membership.

Others, who maintain that the Code Board is in error about this product, have the right of full hearing before the full Tv Board.

The Tv Board has the right to withdraw a station's membership in the Code and to forbid use of the Code Seal.

On Notice • Early this year, it was learned, all 300-odd tv stations subscribing to the Code were advised that this particular preparation was considered offensive and in violation of the provision prohibiting tv advertising of intimate personal hygiene products. Most stations which had been carrying the commercial copy dropped the account, but a hard core resisted.

The 15-20 stations in this category are scattered throughout the U.S.

Code Board members are seriously concerned with this case.

First, they have never had so many resisting their recommendations. In previous situations, where a station or two differed with the board, a resignation from the Code was voluntarily offered and accepted.

Moral Obligation • Second, the Code members feel they must see this thing through in order to keep faith with Code stations which voluntarily gave up this advertising account after being informed that it violated the Television Code.

What has heightened the delicacy of the situation, in the eyes of some who are familiar with the problem, is the fact that for the first time it looks as if a large number of stations may actually demand a hearing before the full Tv Board. This has not happened before.

The Tv Board is scheduled to meet April 30 in New York's Waldorf Astoria Hotel, under the chairmanship of G. Richard Shafto, executive vice president of WIS-TV Columbia, S.C. Mr. Shafto was chairman of the Code Board in 1957. The Code Board chairman is now Donald McGannon, Westinghouse Broadcasting Co.

KCOP (TV) labor case

A petition by KCOP (TV) Los Angeles to prevent IBEW Local 45 from holding a union trial of members who crossed picket lines during the union's strike at the station last winter will be heard May 1 in Los Angeles Superior Court. Meanwhile, a temporary restraining order issued by Superior Court Judge Ellsworth Meyer remains in effect. The hearing, originally set for April 10 was postponed at request of IBEW. KCOP's complaint notes that

PRIME SALES TARGETS are formed by people with dollars to spend. Covering 16 counties in Northeastern Pennsylvania, WNEP-TV blankets an area populated by 1.4 million people who control $2.1 billion of effective buying income... spend $1.3 billion in retail sales.

Further, the combined metropolitan market of Scranton and Wilkes-Barre ranks as the third most important metro area in Pennsylvania. It's third in population. Third in effective buying income. Third in retail sales. And the combined Scranton-Wilkes-Barre market has a higher effective buying income *per household* than many other U. S. metropolitan areas of comparable or larger size.

Transmitting at 1 million watts... from the tallest tower... on the lowest channel... WNEP-TV now provides better service to its viewers than any other station in the market. With a 70% power boost scheduled for Spring of 1959 and new studios in the Fall, WNEP-TV becomes the most powerful station with the most modern facilities in Northeastern Pennsylvania.

For details on the best TV availabilities in this prime all-UHF market, call Avery-Knodel.

ABC • CHANNEL 16 • SCRANTON–WILKES-BARRE



WGR-TV, WBEN, Buffalo, N.Y. • WROC-TV, Rochester, N.Y. • WNEP-TV, Scranton-Wilkes-Barre, Pa. • WSVA-TV, WSVA, Harrisonburg, Va.



The very air in the PRESTO plant is washed with water pumped at 250 gallons a minute from our own private well. The technicians who inspect each PRESTO disc have been on the job for a minimum of 15 years, and have the keen eyes that insure perfection on a scale no mechanical equipment can match. Ask for PRESTO when you order. You'll always know that your discs are PRESTO-perfect.

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

Since 1934 the world's most carefully made recording discs and equipment.



Don't be a kilowatt caliph. A crystal ball won't give you the answer—but Blackburn and Company will—for any radio-tv financing, negotiations or appraisals.

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Avenue Chicago, Illinois FInancial 6-6460	Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JAckson 5-1576	Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

the settlement agreement with the union prohibits disciplinary action against any KCOP employe who worked during the strike.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KSON San Diego, Calif.: Sold to Kenyon Brown by Broadmoor Broadcasting Corp. for $675,000. Mr. Brown, who is buying KSON as an individual, owns 25% of KCOP (TV) Los Angeles.

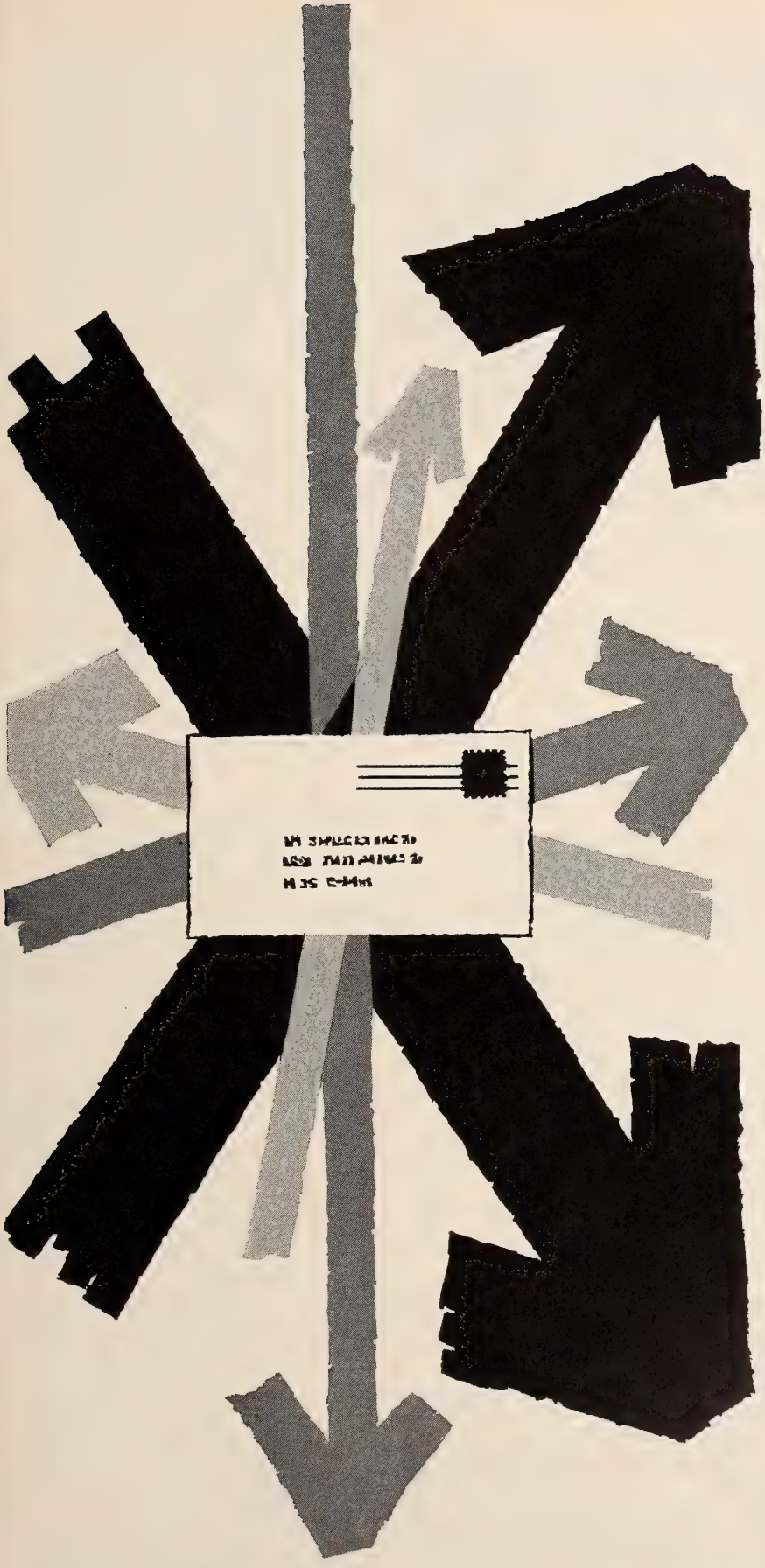
KSON is on 1240 kc, with 250 watts, has a permit for an fm station on 103.7 mc with 11.5 kw.

• KMOP Tucson, Ariz.: Sold to L.B. Clayton, former Oklahoma City real estate agent, and sons Robert and Joseph Clayton, by Bambay Corp. for $140,000. Joseph Clayton was formerly with KXLJ Helena, Mont. Jack L. Stoll and Assoc. handled the sale. KMOP is on 1330 kc with 500 w, day.

• KAFY Bakersfield, KFXM San Bernardino, KWIZ Santa Ana, all California: The interests of L. Benton Pascall in KAFY and KFXM have been



Now installed • Frank Smith (seated), president of Captial Cities Television Corp., formally completes the acquisition of WPRO-AM-FM-TV Providence, R.I., by his firm. Walter Gibbons of Armstrong, Gibbons & Lodge, attorney for Cherry & Webb Broadcasting Co. officiated for the seller at last week's transaction. The $6.5 million sale was approved last month by the FCC (BROADCASTING, March 16). Capital Cities also owns WROW-AM-FM-WTEN (TV) Albany and WCDB (TV) Hagaman, both New York; WCDC (TV) Adams, Mass., and WDNC-AM-FM-WTVD (TV) Durham, N.C.



COMING— THE FIRST AUTOMATIC U.S. POST OFFICE

The Post Office is out to win a race with time. They're going to keep first class mail as fresh as your morning paper.

Next-day delivery is the way they'll do it. Nationwide automated mail-handling is the method.

The strikingly modern post office recently announced for Providence, Rhode Island, will be a major step. An ITT subsidiary, Intelex Systems Incorporated, has been appointed to do the job.

Push-Button Operation

This will be a fully-integrated automatic post office, the nation's first. Intelex will design, construct, equip and maintain it.

Machines will perform many tedious, time-consuming tasks, enabling career employees to apply their skills to more productive functions where machines cannot replace human judgment.

In minutes, Providence mail will be ready to move. Other automatic post offices are being planned to speed this mail at the end of the line. The vastly accelerated rate of mail movement will keep pace with our surging economy.

You don't just sit down and conceive an operation of this magnitude overnight. Years of experience and months of planning are required.

This is one reason why an ITT subsidiary won the assignment. ITT has been in the creative forefront of automatic processing equipment for many years.

Experience Where It Counts

The ITT System has developed electronic computing equipment for banks, insurance companies and mail-order houses. It has created many types of document and material conveying systems for hospitals, brokerage houses, factories, government agencies.

Intelex Systems Incorporated will have full responsibility for the job. Other ITT divisions—other companies—will contribute.

When it's finished, Uncle Sam's first automatic post office will join the hundreds of ITT projects all over the world which help others to get big jobs done.

ITT

. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 101 research and manufacturing units, 14 operating companies and 130,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N. Y.

ITT COMPONENTS DIVISION • ITT FEDERAL DIVISION • ITT INDUSTRIAL PRODUCTS DIVISION • ITT LABORATORIES • INTELEX SYSTEMS INCORPORATED
AIRMATIC SYSTEMS CORPORATION • KELLOGG SWITCHBOARD AND SUPPLY COMPANY • ROYAL ELECTRIC CORPORATION • AMERICAN CABLE & RADIO CORPORATION • FEDERAL ELECTRIC CORPORATION • ITT COMMUNICATION SYSTEMS, INC. • INTERNATIONAL ELECTRIC CORPORATION • INTERNATIONAL STANDARD ELECTRIC CORPORATION • LABORATORIES AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES



Planning for the d.j.'s • Shirt sleeves marked a planning committee meeting for the Storz Stations' second annual International Radio Programming Seminar and Pop Music Disc Jockey Convention in Miami Beach May 29-31. Attending the session at Chicago's Palmer House April 12 were (l to r): Bill Stewart, Storz programming director, as convention coordinator, and the disc jockeys serving on the convention planning committee: Bob Larsen, WRIT Milwaukee; Paul Berlin, KNUZ Houston; Joe Smith, WILD Boston; Paul Cowley, WKLO Louisville; Ira Cook, KMPC Hollywood; Robin Seymour, WKMH Detroit, and Tom Edwards, WERE Cleveland. Convention agenda includes sessions on "What Next, Mr. Music Man (The Great Abdication)"; "Are Live Commercials Dead?"; "From D.J. to Management, It Is Happening"; "Too Many Releases"; "Formula Radio: Pro & Con"; "Ratings: Do We Live By Them?"; "What Is a Personality Today?"; "Station Promotion: An Evaluation"; "Big Things Happening in Smaller Markets"; "Wedding of Music & News". Other details in DATEBOOK, page 20.

exchanged with Howard L. Tullis and John P. Hearne for their interests in KWIZ, of which Mr. Pascall is executive vice president. KAFY and KFXM will belong to Messrs. Tullis (agency head) and Hearne (attorney). Mr. Pascall, who purchased the KWIZ stock of Hal Davis when he joined the outlet in February (BROADCASTING, Feb. 23) and Ernest L. Spencer, KWIZ president, will own KWIZ. KAFY is on 550 kc with 1 kw, directional. KFXM is on 590 kc with 1 kw, directional. KWIZ is on 1480 kc with 1 kw, directional.

APPROVED • *The following transfer of station interests was approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 101):*

• KVAN Vancouver, Wash.: Sold to Star Broadcasting Inc. by KVAN Inc. (Sheldon F. Sackett) for $580,000. Don W. Burden, president of Star Broadcasting, and other stockholders have interests in KOIL Omaha, Neb., KMYR Denver, Colo., and KWIK Pocatello, Idaho. KVAN is on 910 kc with 1 kw, directional.

Tv cameraman fined

Tom Mayhew, news photographer for WATE-TV Knoxville, Tenn., was found in contempt of court for taking pictures in a courtroom Thursday (April 16) during a recess. Judge J. Fred Bibb, upon returning to the courtroom following the recess, saw Mr. Mayhew operating his camera and immediately fined the photographer $50 and sentenced him to 10 days in jail. Mr. Mayhew pleaded that he did not know the Knox County court had a rule prohibiting the pictures.

TvB schedules annual tv clinics

Television Bureau of Advertising last week released the schedule of its second annual series of tv clinics, which opens in Winston-Salem, N.C., on May 5 and ends in Salt Lake City on June 11. The clinics will be held in 16 cities, with meetings scheduled simultaneously in many localities.

Each session will be a full day in length and will cover new research material, sales techniques and promotional data. In addition, there will be three special meetings for representative salesmen only (Chicago, May 13, New York, May 26, and Los Angeles, June 3).

The schedule: Winston-Salem, N. C., May 5; Jacksonville, Fla., May 7; Dallas, May 12; Chicago, May 12; Chattanooga, May 14; Minneapolis, May 14; Syracuse, May 19; St. Louis, May 19; Cleveland, May 21; Omaha, May 21; Los Angeles, June 2; Philadelphia, June 2; San Francisco, June 4; Portland, Ore., June 9 and Salt Lake City, June 11.

Five in broadcasting win SDX citations

CBS and its Rome correspondent, Winston Burdett, captured radio public service and reporting honors in Sigma Delta Chi's 27th annual distinguished journalism awards announced Friday (April 17).

Tv awards went to WBBM-TV Chicago for "television reporting," KNXT (TV) Los Angeles for "public service in television journalism" and to Harold R. Meier, assistant news director, KSTP-TV Minneapolis-St. Paul for television newswriting.

These were among the encomiums passed out for outstanding contributions in 15 categories of radio, tv, press and journalistic research during 1958. They were announced by Victor E. Bluedorn, national director of the journalistic awards, on the golden anniversary of the national journalistic fraternity. Plaques and medallions will be presented at the annual awards banquet in Chicago's Ambassador West Hotel May 14 by James A. Byron of WBAP-AM-FM Fort Worth, Tex., SDX national president.

Judges • A panel of 63 judged the nominations submitted by radio-tv stations and networks, newspapers, magazines, journalism schools, individuals, civic groups and SDX members.

Mr. Meier of KSTP-TV was cited for his tv script of Dec. 7, 1958, about the

plight of the Standing Rock Indians—a documentary type news story adjudged to be "accurate, clear, complete" and one designed to maintain audience interest. The citation lauded his "enterprise" in traveling 700 miles in four days and overcoming "many obstacles."

The citation for CBS' Mr. Burdett alluded to his description of the election of Pope John XXIII and the "consistently high quality of his other reports," embodying "the finest qualities in the unique art of radio reporting."

CBS was honored for the Unit One Project of its public affairs department, particularly its probe into juvenile delinquency (*Who Killed Michael Farmer?*). The judges' conclusion: this should prove that "responsible journalism is not 'medieval' in 'modern' radio."

Fire Coverage • WBBM-TV was cited for "brilliant" coverage of the Chicago school fire that killed 90 children Dec. 1, "a classic example of swift, dramatic and tasteful handling of a disaster story." The use of "resourceful and imaginative reporting techniques," according to the citation, was in "keeping with the highest professional standards of television journalism."

KNXT won its citation for a "penetrating reportorial analysis of a controversial issue," capital punishment as shown in *Thou Shalt Not Kill*. The station was praised for "unselfish and public spirited motives," for objectivity in presenting both sides and for a "commendable experiment in television editorializing."

Inter-American Bar hears Canon 35 attack

Broadcasting and photographing court proceedings would improve the judicial process, a Texas Bar Assn. official said last week in an attack on the American Bar Assn.'s Canon 35.

Addressing the 11th conference of the Inter-American Bar Assn. in Miami, Homa S. Hill stated that improved equipment has eliminated all valid supports for the courtroom ban. The canon, he said, has been condemned repeatedly by courts as discriminatory and more harmful than beneficial to the public interest.

Mr. Hill, chairman of the TBA information committee, asked that radio-tv coverage of trials be left up to individual judges. "The courts do not belong to the lawyers but are institutions of, by and for the people," he said. ". . . Photographing and broadcasting of court proceedings would improve the testimony of witnesses and aid in the arrival at justice and truth; educate the public, and reveal to the public those who are good trial judges while bad judges would be exposed. . . ."

He cited Oregon and Oklahoma su-

"Uncle Eddy"
MEATH

Starts Rochester Listeners off with a Morning Smile that lasts all day !



"Musical Clock"

6:00 to 9:30 A.M. MONDAYS thru SATURDAYS

He's not a comedian, not a wise-cracker, not the frantic D. J. type of guy.—Just a likeable, happy, warm-hearted young man who has an almost magical ability to make folks face each day with a smile on their face—and a song in their heart. His ten-year ratings never have been, nor ever will be, topped in Rochester!

Ed is a master of the "soft sell" that's extremely hard to resist. Availabilities on his show don't crop up very often, but you're welcome to join our waiting list. Write or phone!

WHEC

BASIC CBS
AM-TV
ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

preme court decisions upholding radio-tv's rights to the courtroom and recent advancements of the electronic media in coverage of judicial proceedings.

ASNE retreats; lifts ban on Castro speech

An old champion of freedom-of-access to news events was momentarily caught with its pants down last week—but recovered in time to make a full and hasty retreat.

The American Society of Newspaper Editors originally ruled that radio-tv coverage of Cuban Prime Minister Fidel Castro's speech Friday (April 17) before ASNE in Washington would not be permitted. There followed immediate cries of anguish from the electronics media, including NAB President Harold Fellows and NBC Newsman Julian Goodman, president of the Radio-Tv Correspondents Assn.

Following the outcry, ASNE Thursday announced that pooled radio-tv coverage would be permitted. A few hours later, all restrictions were removed for film coverage with all tv networks allowed to bring their own equipment. Live broadcasts remained taboo.

13% decline for WJR

Radio broadcasting revenues declined 13% in 1958, John F. Patt, president of WJR The Goodwill Station Inc., has reported in the annual report for WJR Detroit and WJRT (TV) Flint, Mich.

Mr. Patt also said that WJRT took in $170,000 in 2½ months of operation (it went on the air Oct. 12, 1958), although it was carried as a $325,189.88 loss on the company's books. The sag in radio revenues was attributed to business recession and work stoppages in the area.

Total operating revenues for the company in 1958 were $3,275,315.49, compared with 1957's $3,573,037.81. Net profit after taxes was $271,983.83 (45 cents per share on 600,614 shares outstanding), compared with 1957's $495,681 (82 cents per share).

The company reported total assets of $3,811,852.27, with total current liabilities of $397,434.26 and retained earnings (less amount transferred to capital incident to the stock dividend) of $1,671,485.14.

CBS Radio fills out its Michigan coverage

CBS Radio scored last week by signing six new affiliates in Michigan, including one to replace its loss in Detroit and numbering among the total four former independents in the Knorr and Stevens-Wismer ownership groups.

Knorr's WKMH Dearborn, 5 kw independent (1310 kc) with studios in Detroit as well as Dearborn, will become the Detroit outlet on May 24. It will replace 50 kw WJR Detroit, which gave notice last winter that it would leave CBS Radio because of dissatisfaction with the network's new Program Consolidation Plan (PCP) (BROADCASTING, Nov. 24, 1958).

Arthur Hull Hayes, president of CBS Radio, announced the six signings. In addition to WKMH, whose managing

Tv trims newspapers' auto lead

The three largest national advertisers in newspapers in 1958—General Motors Corp., The Ford Motor Co. and The Chrysler Corp.—cut their budgets by an average 36% in that medium in 1958, according to a report issued last week by Media Records and the Bureau of Advertising, American Newspaper Publishers Assn.

By comparison, the "big three" of the automotive industry increased their investment in network and spot tv by an average 8%, according to figures supplied by the Television Bureau of Advertising. It was pointed out that the average total showed an increase because General Motors upped its tv investment by about 60% (from $14.3 million in 1957 to $22.1 million in 1958), while Chrysler cut back by about 20% (from $19.5 million to $14.7 million) and Ford reduced its tv allocation by about 17% ($16.4 million to $13.6 million). These figures are gross time charges only and do not reflect production costs, which raise the investment in tv by at least 50%, while newspaper production costs are estimated to raise expenditures less than 10%.

General Motors' newspaper outlay in 1958 dipped to $34,603,336 from $52,390,306; Ford slipped to $20,000,024 from $31,533,144 and Chrysler Corp. declined to $16,049,691 from $26,144,287. Automotive advertising as a whole, the bureau noted, dropped by 20.2% to $159,227,000 from $199,578,000.

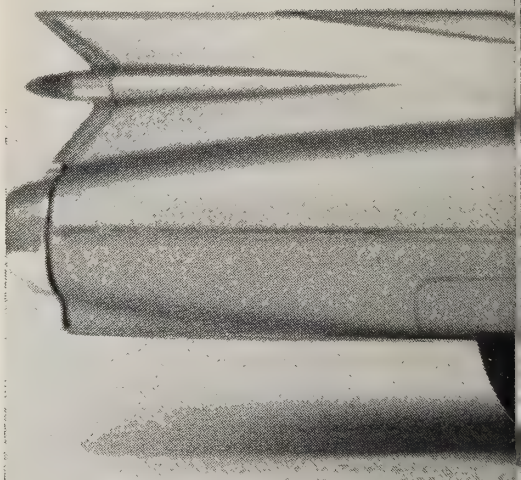
National advertising in newspapers generally was reported to have declined by 5.1% in 1958 from 1957—from $757,401,000 to $719,049,000.

What if you're out to reach the cotton pickin' set?

Is your market regional? Coverage is easier when your show is on film. Every station in the land is equipped to handle it . . . and you know your message comes through the way you want it to!

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2. Gives you coverage with full pre-test opportunities
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New York 17, N. Y.

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130 East Randolph Drive
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6706 Santa Monica Blvd.
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films,
Fort Lee, N. J.; Chicago, Ill.;
Hollywood, Calif.



Always shoot it on EASTMAN FILM . . . You'll be glad you did!



CBS Radio in Michigan • Five of the six new affiliates which signed with CBS Radio last week (see accompanying story) are represented here. Seated is Fred A. Knorr (WKMH Dearborn, WKMF Flint, WKHM Jackson). Standing (l to r): John Wismer (WHLS Port Huron and WLEW Bad Axe); John Carroll, managing director of WKMH; John Sitta, vice president of Knorr Broadcasting Co., and William A. Schudt Jr., CBS Radio vice president in charge of affiliate relations.

director is John J. Carroll, Mr. Hayes said the five others also will join CBS Radio on May 24:

WKMF Flint, also a Knorr station and currently independent, on 1470 kc with 5 kw day and 1 kw night, with Fred A. Knorr as president and W. Eldon Garner as managing director;

WKHM Jackson, Knorr station currently with Mutual, on 970 kc with 1 kw, with Mr. Knorr as president and Walter Patterson as general manager;

WSGW Saginaw, one of the J.L. Booth stations, now a Mutual affiliate, on 790 kc with 1 kw and headed by John L. Booth as president and Robert W. Phillips as vice president and general manager;

WHLS Port Huron, independent station and in the Stevens-Wismer group, on 1450 kc with 250 w, with John F. Wismer as general manager;

WLEW Bad Axe, another Stevens-Wismer independent, on 1340 kc with 250 w, also with John F. Wismer as general manager.

CBS Radio authorities said there was no overlapping service among the six stations, but that "they fit together like a glove."

• Media reports

• KGON Portland, Ore., affiliated with MBS, last Wednesday (April 15). KGON, which operates with 10 kw on 1520 kc, is owned by Clackamas Broadcasters Inc., of which R.J. Hartke is president.

Charles W. Godwin, Mutual vice president for stations, reported that KGON was part of a group of 17 stations which have been seeking MBS affiliation over the past seven weeks.

• KATR Corpus Christi, Tex., joined Mutual April 9. KATR, formerly an independent station, is owned by Broadcasters Inc., of which Glenn Alexander is president and William L. Lightfoot is general manager.

• KCBQ San Diego, 5 kw-D, 1 kw-N, has increased power to 50 kw-D, 5 kw-N on 1170 kc.

• Both CBC radio and CBC-TV, Toronto, Ont., shared network honors with NBC and NBC-TV for "outstanding leadership" in the National Safety Council's 1958 public interest safety awards announced April 13. They were cited along with 145 radio and 35 tv stations, plus four syndicators and the Triangle radio-tv properties as a group, becoming eligible for the Alfred P. Sloan highway safety awards later this year. The April 13 BROADCASTING inadvertently named CBS radio and CBS-TV as network winners.

• WRNL-AM-FM Richmond, Va., started using their new transmitting facilities April 12. WRNL is on 910 kc with 5 kw. WRNL duplicates its programs on 102.1 mc with 50 kw.

• KOBY San Francisco has signed a 2½-year contract (retroactive to Jan. 1) with the National Assn. of Broadcast Engineers & Technicians.

KOBY, which operates its transmitter by remote control, guarantees jobs to the eight engineers it now employs, but gives them a maximum 2½-hour shift on the air; a 14-hour turn-around; five-day work week; four weeks' vacation after three years' seniority; seven days' sick leave, and a starting salary of $147.50 weekly. The salary is raised to $177.50 after one-year seniority. A 2½% union pension starts July 1, going up to 5% on Jan. 1, 1960.

Announcers, also with NABET, are on the same salary and conditions except the 2½-hour work shift limit.

• American Broadcasting - Paramount Theatres' board of directors announced a second quarterly dividend of 25 cents per share on outstanding common stock and 25 cents per share on outstanding preferred stock of the corporation, payable June 15, 1959, to holders of record on May 22, 1959.

• Rep appointments

• WHKK Akron, Ohio, announces appointment of Forjoe & Co., effective May 1.

• KYES Roseburg, Ore., names John E. Pearson Co. as representative. KYES also is represented by H.S. Jacobsen, Portland, and William Wagner & Assoc., Seattle.

• WKBZ Muskegon, Mich., appoints Daren F. McGavren Co., N.Y.

• WFEA Manchester, N.H., names Foster & Creed, Boston, as Boston representative.

• WMEX Boston and WPGC-AM-FM Washington both name Adam Young, N.Y.

• WRVA Richmond, Va., appoints Peters, Griffin, Woodward Inc., effective July 1.

• KWOW Pomona, Calif., appoints B-N-B as West Coast representative.

• WBOF Norfolk and WQIK Jacksonville have appointed Forjoe & Co., N.Y.

• Seattle, Portland & Spokane Radio Group (KJR, KXL and KNEW respectively) has appointed Robert E. Eastman & Co. as its representative effective May 1. Lester M. Smith, general manager of the group, said emphasis will be on presenting the three stations as a group-buy known as "The Northwest Nugget."

FCC READIES TV ALLOCATIONS PLAN

Asks Congress to delay action until military reveals its mind

The FCC has agreed on a statement on television allocations which, its members feel, may be good enough to submit to Congress.

The document is in the form of a 1½-2 hour presentation, complete with slides and charts, and is a review of the allocations problem and various alternatives.

Its basic position is that no definitive action can be taken until the outcome of present consultations with the military services is known.

Target Date • This, it is hoped, will be evident in two or three months.

If successful in swapping frequencies with government agencies and thus securing additional vhf space for tv, the FCC feels ideal solution will obviously be an all-vhf allocation.

Thinking seems to have jelled on a 50-channel vhf tv service as the most desirable alternative. This would provide five channels to the top 100 markets accommodating the present three networks, an educational station and an independent or fourth network (CLOSED CIRCUIT, April 13).

There is agreement that a 12-vhf channel system under present standards cannot be maintained to meet the obligation for a nationwide, competitive tv service.

The position of a majority also is that an all uhf service would require a deprivation of service to rural and exurban viewers which is too high a price to pay.

Status Quo Out • There is also agreement, it is understood, that the present intermixed service cannot be justified —although some commissioners see uhf being used for ancillary services to extend and fill in vhf service (BROADCASTING, April 6).

There is an indication also that legislation is required to authorize the FCC to set standards for tv receivers. This would enable the Commission to require that all tv sets can receive all channels.

As an interim measure there appears to be strong sentiment to resolve problem areas by adding additional vhf channels where possible, even though some derogation of mileage separation may be involved.

It was emphasized that this compromise with separation standards would be temporary.

Such moves would be permitted only on a case-by-case basis, it was stressed.

Uncertain Calendar • Exactly when this document is to be presented to the Senate Commerce Committee is not yet decided. There had been a tentative date of April 19 for this report, but this was dropped. There is hope both at the FCC and on Capitol Hill that a meeting before the end of April may be arranged.

Some doubts were expressed, however, whether this schedule can be met. The Senate committee is already committed to April 28-29 hearings on international telecommunications carrier merger legislation and has the politically delicate job of holding hearings on President Eisenhower's nomination of Rear Admiral Lewis L. Strauss as Secretary of Commerce. This date has not yet been set.

It was also pointed out that FCC Chairman John C. Doerfer is tentatively scheduled to lead a U.S. delegation to Tokyo to confer on a possible cable between Japan and the U.S. This is due to commence May 4 (CLOSED CIRCUIT, April 6).

Lodge raps Norton shoehorn plan

A television network engineering executive has told Dr. Kenneth A. Norton, Bureau of Standards radio propagation scientist, that he doesn't know what he's talking about.

The blunt charge came from William B. Lodge, CBS Television affiliate relations and engineering vice president. It was in response to Dr. Norton's March 27 letter to FCC Chairman John C. Doerfer recommending that mileage separations for tv stations be reduced to 100 miles or less (BROADCASTING, April 6).

Writing April 13, Mr. Lodge insisted that Dr. Norton's suggestions for a tv allocation are oversimplified since they take into account only technical considerations, whereas many other principles also must be weighed, including economic, social and political factors.

The allocation philosophy proposed is "impractical, unwise and contrary to the public interest," Mr. Lodge wrote.

"Inadequate" knowledge of economics and programming as well as some "unanticipated" practical problems in uhf reception is the cause of the present intermixed vhf-uhf situation, Mr. Lodge pointed out.

Mr. Lodge expressed serious disagreement with Dr. Norton's recommendation that loss of service to rural areas would have to be borne because most people are in metropolitan cities.

This attitude not only discriminates against the rural population, Mr. Lodge contended, but it "indicates ignorance as to the extent of television viewing at 50-to-100 mile distances from the nearest station."

The Norton suggestion for reducing mileage separations would mean cutting the service area per station to less than half, Mr. Lodge said.

A station's very survival would be at stake, Mr. Lodge stated. He questioned the extent to which advertisers would place programs on reduced-coverage stations. He also maintained that distant viewers would suffer loss of multiple services —which they now receive—and in some cases might lose all such big city service.

Mr. Lodge also questioned the correctness of Dr. Norton's complaints regarding the report of the Television Allocations Study Organization and particularly his attack on the integrity of industry engineers. Mr. Lodge concluded:

"I believe that your disagreement on three details in the TASO report, regardless of how resolved, raises no question as to the value of the report in the FCC's allocation studies. I regret that you felt justified in criticizing the objectivity of industry engineers when their judgment did not coincide with yours. And, most of all, I question your wisdom in proposing a general allocation philosophy because of the many non-technical matters involved, which are beyond your field of expertness."

FCC REVERSES BOOSTER FIELD

Small-town tv made legit as legislation requested; catv rules also proposed

The FCC last week officially legitimized on-channel boosters—a natural offspring of television paternity.

It also maintained a long-standing determination that community antenna systems do not fall under its aegis. It recommended, however, two congressional actions to make catv operations more palatable to broadcasters.

One would require antenna systems to secure permission from a station to pick up and relay its signals to catv subscribers.

The other would require a catv system to carry the local station if so requested by the station.

In the special report and order issued last Tuesday, the FCC completely reversed a five year determination that on-channel, vhf boosters were illegal and in violation of the Communications Act. It agreed to accept responsibility for licensing these auxiliary tv services.

Legislation Asked • The Commission asked for legislation on two amendments to the Communications Act to permit it to assume this jurisdiction:

• Revision of Sec. 318 which requires an operator to be in attendance at a broadcast station (boosters are unattended).

• Revision of Sec. 319 which forbids the issuance of a license to anyone who has built a broadcast station before the granting of a permit (boosters—and there are an estimated 1,000 of them —began operating as far back as 1954).

This necessary legislation was introduced last Thursday by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

The FCC also made it plain that repeaters must be prohibited from broadcasting on chs. 4 or 5, since these frequencies are too near the wavelengths used by aviation beacons.

It also suggested other standards to require frequency stability and some sort of cutoff device, as well as requiring transmission on a channel other than that received, maximum power of one watt, and the consent of the station whose signals are being rebroadcast.

Pending Action • Pending congressional action which will give it authority to assert jurisdiction, the Commission told the unlicensed boosters that they have until Sept. 30 to conform to any regulations propounded. Previously there was a June 30 cutoff on booster operation.

The Commission's reversal was attributed to heavy pressures from Congress—particularly from congressmen and senators representing Northwest states. Most of the estimated 1,000 boosters are in the Northwest.

On-channel boosters came into operation in 1954. They were ordered to cease and desist by the FCC, but the small, individualistic, group-owned repeaters refused to bow to the Washington authorities. In 1956 the FCC instituted a court suit to force a Bridgewater, Wash., booster to close. The court in 1957 upheld the FCC's right to act, but remanded the matter because the Commission had not weighed all elements of this type of operation.

Fruitless Order • In June 1957, the Commission issued the first of what became obviously fruitless orders for boosters to go out of business. After Colorado Gov. Edwin Johnson (former chairman of the Senate Commerce Committee) intervened, the Commission reconsidered and ordered a new study.

In December 1958, the FCC again issued a ban on boosters, but in February of this year, following outcries by repeater operators and their state and federal representatives, it again rescinded the order to permit further consideration.

Last week's order was the outcome.

Even before the Bridgewater, Wash., court test, the FCC established a translator service as a method of accomplishing what the boosters provided—the rebroadcast of big city tv station programs. Translators pick up big city tv signals and rebroadcast them in the upper end of the uhf band.

Under FCC's wing

Chairman Warren Magnuson (D-Wash.) of the Senate Commerce Committee announced last week that he would "immediately introduce" amendments to the Communications Act placing boosters under the FCC's jurisdiction, as recommended by the Commission (BROADCASTING, April 13).

The senator plans to introduce at the same time FCC recommendations placing CATV systems under its jurisdiction. He said hearings will be held on the measures by the Communications Subcommittee, headed by Sen. John Pastore (D-R.I.).

The pressures on the FCC to authorize the booster service also came from the Senate Commerce Committee. Earlier this year, Kenneth Cox, special tv counsel to the committee, issued a special report on small town tv. In it he urged the FCC to find some way of approving the operation of tv repeater-boosters (BROADCASTING, Jan. 12).

Added Data • In its report, the Commission said that it has received additional field data recently which indicate that under certain conditions vhf repeaters may be operated with less actual interference to broadcast stations and other services than had been previously calculated.

In its discussion of the community antenna problem, the FCC maintained its position that it does not have jurisdiction over this type of auxiliary service.

Besides announcing that it would recommend congressional legislation to force catv systems to secure permission before picking up and relaying (via cable) a station's signals, and to force these wire systems to carry a local station when requested without degrading its signal, the Commission said it would resume processing applications for private common carriers seeking to carry big city tv to distant catv operators. It was this last practice which led in 1958 to a complaint by a group of broadcasters.

Broadcasters contended that catv systems were abrogating the table of assignments by bringing in distant tv stations far from their natural coverage area. This, they claimed, was compounded when the Commission permitted microwave relays to be established to feed catv operators with even more distant tv programs—in some cases over 300 miles away.

The Commission denied that petition last year, and again last week affirmed this view. The FCC's position is that catv systems are private wire lines and thus it has no jurisdiction over such operations. It also held that applications for private microwave relays cannot be denied because they bring tv signals to catv systems, since they are technically available for use by any customer.

The FCC expressed the view that the requirement that permission be gained from stations whose signals are being picked up will take care of the property rights question. Some broadcasters have argued that antenna systems were violating broadcaster's property rights in program material broadcast by the "home" station.

The order was adopted by all commissioners except Comrs. Rosel H. Hyde and Robert E. Lee, who were

absent. Comr. Robert T. Bartley concurred in the order, except for those portions which agreed to permit boosters to operate in the vhf portion of the spectrum. He said he felt the Commission should force repeaters to use uhf wavelengths, over a "reasonable" transition period.

Senate again passes etv subsidy measure

For the second time within a year, the Senate has approved and sent to the House a bill authorizing a federal grant of $1 million to each state for educational tv. The same measure, which was introduced early in 1957, died in the House last summer during the last-minute rush for congressional adjournment.

The new measure, S 12, was passed by the Senate last Monday (April 13) over the objections of the Senate minority leader, Budget Bureau and the Department of Health, Education & Welfare, which will have the responsibility of administering the funds. S 12 was introduced by Sens. Warren Magnuson (D-Wash.) and Andrew Schoeppel (R-Kan.), chairman and ranking minority member, respectively, of the Senate Commerce Committee.

Commerce Committee hearings were held on the measure in January (BROADCASTING, Feb. 2) and both arms of Congress held etv hearings a year ago. In speaking for the bill last week, Sen. Magnuson said the legislation is intended to expedite and accelerate the use of tv in schools. "S 12 is a modest and somewhat simple proposal with a tremendous impact on the general public," he said.

Maximum Cost • The bill could cost the government a maximum of $51 million with the District of Columbia also eligible for aid. The money would be earmarked for "acquisition and improvement" of transmitting and studio equipment with its use for building construction and programming prohibited.

In addition to Sen. Magnuson, Sens. Schoeppel, Ralph Yarborough (D-Tex.) and Norris Cotton (R-N.H.) urged the passage of the bill during Senate debate. Speaking against the bill were Sens. Everett Dirksen (R-Ill.) and John J. Williams (R-Del.). Their opposition was based on budgetary reasons and the HE&W objection. HE&W maintained the legislation is not needed because etv is progressing satisfactorily without federal help.

S 12 passed by a voice vote. It went to the House where it was referred to the Commerce Committee, which has several similar bills pending.



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CH. 10; A THRICE-TOLD TALE

Mack trial rehashes Miami story, as same witnesses play back testimony

The government's criminal conspiracy trial against former FCC Comr. Richard A. Mack and his longtime friend Thurman A. Whiteside last week proved to be just another version of earlier sessions on the Miami ch. 10 case by the House Legislative Oversight Subcommittee and an FCC examiner's later rehearing of the court-remanded case. The cast of witnesses was almost the same.

On the Stand • Last week's witnesses included George Baker, National Airlines president; Circuit Judge Robert H. Anderson of Miami, former partner in the law firm serving as general counsel for National Airlines, which through a subsidiary was awarded ch. 10 in 1957; Paul R. Scott, a member of the successor law firm and who has handled the airline's legal affairs 16-17 years; John L. Fitzgerald, FCC general counsel; Leland Boardman, special FBI agent; and Frances Kreeger, former secretary to Mr. Mack during his tenure at the FCC from 1955 to 1958.

Mr. Baker gave essentially the same testimony as at the House and FCC hearings. So did Judge Anderson and Mr. Scott. Mr. Fitzgerald interpreted documents showing various FCC actions in the original ch. 10 case. Mrs. Kreeger talked about phone calls and visits to Mr. Mack's office at the FCC. Mr. Boardman described the history of a surreptitious wire recording made by two House Oversight investigators in an interview with Mr. Mack in January 1958.

Testimony was interrupted by numerous objections by defense counsel, mostly overruled, and often by government counsel, usually sustained.

The defense held the 4-1-1 FCC vote in February 1957 for National Airlines' Public Service Tv Inc. indicated Mr. Mack's vote was not needed. Arthur Hilland in his opening statement to the jury depicted Mr. Whiteside as a "kind and generous" man and Mr. Mack as an honest one and said none of the government charges will be proved. Mr. Cunningham, in his opening talk, said he will prove Messrs. Mack and Whiteside conspired to obtain the award for PST, with Mr. Whiteside making personal and financial inducements and Mr. Mack accepting them.

Official Lineup • The defense last week submitted subpoenas for all FCC members except Comr. John S. Cross. Others: former Comr. Edward M. Webster; Warren E. Baker, former FCC general counsel; John Harrington, FCC attorney; Scott Peek, aide to Sen. George A. Smathers (D-Fla.), and Ralph R. Roberts, clerk of the House of Representatives. (The House last week passed a resolution to allow Mr. Roberts to appear, but without House documents unless their relevancy is indicated by the judges.)

The government has said it will call a total of 37 witnesses (BROADCASTING, April 13). The case is being heard in Washington by Federal District Judge Burnita S. Matthews.

FCC people lauded

Two employe groups and 33 individuals received superior accomplishment recognition, 41 persons got citations for adopted suggestions and nearly 1,000 people received length of service pins at the seventh annual FCC incentive awards ceremony held April 9.

Six of the seven Commissioners received length of service awards, T. A. M. Craven and Rosel H. Hyde each having 30 years of federal service to their credit. The length of service pins were given to 26 employes for 35 years service, 54 for 30 years, 249 for 20 years and 622 for 10 years.

FAA set to take over airspace jurisdiction

Broadcasters can look for a new boss in the airspace field "within a matter of weeks," according to one source. The cat was let out of the bag last week in Las Vegas, Nev., when Lt. Gen. E. R. Quesada (USAF, ret.) administrator of the Federal Aviation Agency, announced that the FAA was drawing up papers to give it control over tall structures including radio and tv towers.

The announcement was made in a speech by Gen. Quesada at the Conference on Flight taking place at the Nevada resort.

FCC officials disclaimed any knowledge of the action—although it was learned some informal conversations had taken place between Commission and FAA officials on the subject.

The Law • It was stressed by an FCC spokesman that the Communications Act gives the FCC primary jurisdiction on radio and tv grants, including the site and height of antenna towers.

Under present practices, it was pointed out, broadcast applicants apply to regional airspace panels for approval of antenna sites and heights. Disapproval by a regional panel is reviewed by a Washington airspace group. If the disapproval is upheld in Washington, the applicant may still press his application through the FCC, with objecting organizations privileged to plead their case before the Commission also.

Because of the desirability of tall tv antennas, there have evolved over the last five years standards for such towers which permit advance knowledge of approval or disapproval. In many instances where members of airspace panels have objected, a compromise has been reached. In several instances the FCC has overruled these objections and granted an application.

The airspace panels—on which sit representatives of civil and military aviation interests—are a division of the Air Coordinating Committee. This is a Presidential advisory group which recommends air policy to the White House.

Air Law • The FAA was established in 1958. It has control over both civil and military aviation. The Federal Avi-

Postponement

A stop order went up on all aspects of the Boston ch. 5 case last week when Special Examiner Horace Stern continued the date for filing proposed findings to a later time in order that nothing interfere with the criminal trial of former FCC Comr. Richard A. Mack and Miami attorney Thurman A. Whiteside. The proposed findings in the reopened Boston tv case, involving allegations of behind-the-scenes influences, were due April 20. Two weeks ago Judge Stern postponed the May 1 date which had been scheduled for final argument on the Boston case.

Meanwhile, the Commission last week designated Judge Stern to act as presiding officer in the reopened Miami ch. 7 case. This also involves charges of off-the-record wire pulling and was designated for rehearing by the FCC earlier this month (BROADCASTING, April 6). Judge Stern, retired chief justice of the Pennsylvania Supreme Court, presided also at the reopened Miami ch. 10 case.

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ation Act also gives the agency control over airspace.

When the necessary legal documents are signed by Gen. Quesada, the functions now performed by the airspace panels will be transferred to the FAA's Airspace Utilization Div. This is headed by Charles Carmody. It is part of the Bureau of Air Traffic Management, which is headed by David D. Thomas.

Just how the functions of the present airspace panels will be performed is not known. There were, last week, some reports that the general procedures in effect now will be continued under FAA auspices. There were other reports that the FAA intended to radically revise the procedures, by eliminating the regional and Washington panels and setting up an internal office to process applications for tall towers—including the right of full-scale hearings under the Administrative Procedures Act.

There was also a report that the FAA intended to draw up standards which would also apply to receiving antennas.

Because the official orders have not been signed, no one at the FAA was willing to talk.

Wrather-Marietta file for $30 million union

An application seeking FCC approval to the merger of Transcontinent Television Corp. and Marietta Broadcasting Inc.—which will result in an estimated $30 million corporation (BROADCASTING, March 23, Feb. 16)—was filed with the FCC last Thursday (April 16).

The gist of the document is the transfer of the total 110 shares of Marietta stock for Transcontinent stock —with Marietta owners Jack Wrather and Edward Petry Co. becoming Class A stockholders to the extent of 800 shares and 450 shares respectively, in addition to Class B common holdings in Transcontinent.

Class A stockholders elect one more than the majority of the Transcontinent board of directors. The board at present comprises nine members, but after the merger transaction is approved, the board will be increased to 13, with Class A shareholders electing eight members.

Block of 35% • Following approval and consummation of the merger, Mr. Wrather will become a 22.15% Transcontinent stockholder; Petry company, 12.66%. Mr. Wrather presently owns 63.64% of Marietta; Petry 36.36%.

Transcontinent, whose president is David C. Moore, is largely owned by J. Fred Schoellkopf IV, Seymour H. Knox III, David Forman, George F. Goodyear and Paul A. Schoellkopf Jr. These are all present Class A. stockholders. Other major shareholders are General Railway Signal Co., 9.2%; and Virginia Deuel and Norma Deuel Lutz, 6.16% each.

The balanace sheet for TTC, as of Feb. 28, showed total assets of $11,371,854, of which $2,263,791 were current assets and $2,555,536 were carried as fixed assets for the tv and radio properties and administrative offices less depreciation allowances. Current liabilities were listed at $1,336,822, with a long term note due 1962 to the Bank of New York shown as $2,250,000; debentures maturing in 1963-66, $2,771,800; capital stock, $1,893,360; capital surplus, $2,840,040, and earned surplus, $576,282.

Marietta balance sheet as of Feb. 28 showed total assets of $5,304,697; with current assets of $901,296 and fixed assets (the San Diego and Bakersfield properties) at $833,715 and $576,149 respectively. Total liabilities were listed at $4,226,348, with current notes payable, $773,500; accounts payable, $238,276, and long term notes $2,922,000. The balance sheet showed an earned surplus of $362,232 and a net profit, year to date, of $21,784.

Price Tag • Estimated replacement costs for Marietta stations were given as follows: KFMB San Diego, $240,515; KFMB-TV, $2,537,266, and KERO-TV Bakersfield, $1,586,419.

The merger will bring these three stations into the TTC stable, which now includes WGR-AM-TV Buffalo, N.Y.; WROC-TV Rochester, N.Y.; 60% of WNEP-TV Wilkes-Barre-Scranton, Pa., and 50% of WSVA-AM-TV Harrisonburg, Va.

The merger contract carries a Dec. 31 deadline for consummation.

Program probe

Chief FCC Hearing Examiner James D. Cunningham announced last week that the television network program inquiry will begin May 4 in Washington. The order requires ABC, CBS and NBC to give evidence and supply information on programs and alleged program tie-ins, including identification, authentication and explanation of certain exhibits, documents and other papers. This procedure was decided two weeks ago, when Broadcast Bureau officials and network lawyers huddled in Washington (BROADCASTING, April 13).

In his report to stockholders (see page 64), CBS President Frank Stanton took note of the FCC's action. "On the Washington front," he said, "there is an addition to those problems noted in the annual report. The FCC announced last week that commencing May 4 it will hold hearings on 'network television.' The direction and the purpose of these hearings are unclear. The danger, it seems to me, is that it will bring the government into programming. This, in our judgment, is not a proper function of the government."

Court affirms FCC's Shreveport tv grant

The U.S. Court of Appeals in Washington last week upheld the FCC's July 1957 grant of ch. 12 in Shreveport, La., to Shreveport Tv Co. (KSLA-TV). The grant had been appealed by losing applicant Southland Tv Co.

The FCC first granted ch. 12 to Shreveport Tv in May 1955 with "greatest weight" given to the fact that Don George, 43% stockholder, would manage the station. Southland appealed this decision to the court and while said appeal was pending Mr. George died. Thereupon, the court remanded the case to the FCC to take into account Mr. George's death and the following July the Commission reaffirmed the grant without further hearings. The second Southland appeal then followed.

In its decision last week, the court stated: "We are unable to say that there was no substantial basis for the Commission's findings. . . . In seeking a further evidentiary hearing, [Southland] made no proffer of evidence to be evoked which would have impaired the validity of the Commission's determination."

Circuit Judges Henry Edgerton, David Bazelon and Walter Bastian handed down the unanimous decision, written by Judge Bastian.

Also last week, the Appeals Court upheld a March 1957 am grant in Cedar Falls, Iowa, to Jane A. Roberts (KCFI). The appeal was filed by Mass Communicators Inc., which attempted to file for the same facility (1250 kc) when Mrs. Roberts had not completed construction of the station in the time allowed under her permit.

The FCC refused to accept Mass Communicators application and the court appeal following. "It is clear that an expiration of a permit was by no means to be considered an automatic forfeiture of the permit," as claimed by the appellant, the court ruled. Circuit Judge George T. Washington wrote the majority opinion for himself and Judge John A. Danaher. Judge Wilbur K. Miller dissented.

NAB urges action opposing blackouts

NAB last Thursday (April 16) urged all its tv members to write to members of Congress opposing pending sports anti-trust bills which would sanction a blackout of major league baseball in minor league territory (EDITORIAL, page 114).

"Our position is that arrangements for the broadcasting of sports should remain subject to the normal operations of the antitrust laws," Vincent Wasilewski, NAB manager of government relations, told the tv stations. He pointed out that NAB President Harold Fellows already had asked for a hearing on the bills (BROADCASTING, April 13).

Five bills are pending in the House and one in the Senate (with three co-sponsors) which would permit a 75-mile blackout of baseball telecasts from minor league cities. In addition, a sixth House bill has been introduced which would give a blanket exemption. The bills are resting in the respective Judiciary Committees.

Mr. Wasilewski said that NAB takes no position on the question of exempting professional sports generally from the antitrust laws, "but we do believe that it is essential that you register your objection to the tv blackout proposal with your representatives and senators."

WVEC-TV merger valid

The complex Norfolk-Hampton, Va., ch. 13 case moved nearer solution last week as FCC Hearing Examiner J.D. Bond issued an initial decision which would grant the modification of WVEC-TV Norfolk's construction permit to enable the station to operate on ch. 13 rather than ch. 15.

At the same time Examiner Bond recognized the validity of merger agreements dating back to last summer (BROADCASTING, August 4, 1958) and dismissed the case's two current competing applications. WTOV-TV Norfolk had desired to operate on ch. 13 in lieu of ch. 27 and Virginian Television Corp. had applied for a new tv outlet on ch. 13. Ch. 10 WAVY-TV Norfolk was an intervenor in the case. Issues involved in the hearing included the amounts of money used to bring about the merger agreements and the question of overlapping ownership interests.

Under the merger agreements, WVEC-TV (Thomas P. Chisman and associates) will be owned 10% each by Virginian Television Corp. and Louis H. Peterson, (WNOR Norfolk) who owned 50% of WTOV-TV prior to the merger. WVEC-TV is to pay out a total of $255,497 as part of the agree-

Just to prove Cadillac's Importance —

WWTV REACHES MORE TV HOMES THAN THERE ARE IN WYOMING!



NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

WWTV (Cadillac and Northern Lower Michigan) delivers to you more actual *viewers* than the entire TV-home-count in Wyoming!*

And to prove that the vast Cadillac market really belongs to WWTV, Pulse rates the WWTV audience an astounding *14% greater than that of the next two stations combined* (Mon.-Fri., 12 noon-12 midnight)!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**There are 54,400 television homes in Wyoming. WWTV's NCS No. 3 nighttime daily circulation is 72,870.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

Linc Dellar

LINCOLN DELLAR & COMPANY
SELECT RADIO AND TELEVISION PROPERTIES
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EASTERN AFFILIATE — R. C. CRISLER & CO., INC.

ments. Virginian Television is to receive $45,430 in reimbursement for out-of-pocket expenses. WTOV-TV is to receive $26,067 for out-of-pocket expenses as well as $150,000 to owner Temus R. Bright as a five-year consultancy fee. Mr. Peterson (WNOR) is to receive $34,000.

FCC hears argument of Bakersfield uhfs

KBAK-TV Bakersfield, Calif., waged an important battle last week in its two-front war to keep two new uhf grants out of town, at least until the FCC settles the San Joaquin Valley allocation problem.

In an oral argument before the Commission (Comrs. Rosel Hyde and Robert Lee were not present), counsel for ch. 29 KBAK-TV, Pacific Broadcasters Corp. (ch. 39) and Kern County Broadcasting Co. (ch. 17) presented their views. Both Pacific and Kern County defended their grants and Kern County pointed out that it is anxious to build. Both uhf grants, made late last year, were stayed by the Commission pending the oral argument.

KBAK-TV maintained that the other Bakersfield outlet, ch. 10 KERO-TV, is in possession of "70% of the market" with the remaining 30% having to be divided between three stations if the two uhf grants hold. Although the courts have ruled that economic issues are pertinent to this type of case, Kern County argued, the only real issue is that of its qualifications, about which, it stated, there is no question. Pacific Broadcasters stated that the FCC could not accept KBAK-TV's proposal without jeopardizing the future status of rulemaking proceedings as permanent actions.

On the other front in its war of the channels in Bakersfield, KBAK-TV appeared in the U.S. Court of Appeals in Washington week before last protesting the allocating of chs. 17 and 39. The two uhf channels were assigned to Bakersfield upon the request of ch. 12 KFRE-TV Fresno and KXOA Sacramento, both California (BROADCASTING, July 7, 1958).

Ch. 47 KJEO (TV) Fresno has asked the Commission to make both Fresno and Bakersfield all vhf communities, pending a nationwide allocation revision.

Let FCC staff help

The FCC last week recommended to Congress that Sec. 5(c) of the Communications Act be amended to give commissioners "greater discretion in utilization" of the review staff. Such a change would expedite disposition of adjudicatory cases by permitting the staff to assist the Commission more fully, the FCC said.

Comr. Frederick Ford said the section is "unduly restrictive, unnecessary and should be repealed." Comr. Robert T. Bartley disagreed with the proposed amendment in that it still would prohibit the review staff from advising commissioners. He termed this prohibition "both wasteful and inefficient."

Small market stations get break from FTC

Good news is coming to radio and tv stations. From the Federal Trade Commission, no less.

Soon to be announced will be the FTC's new policy of requiring commercial continuity from most broadcast stations only once a year—instead of four times a year required now.

The new procedure will work like this: The federal agency will advise small market stations that a complete file of all locally originated copy for one 24-hour day is requested.

Six-Month Size • Medium-size stations in medium-size markets will be asked to supply the information twice a year.

The FTC will specify the day for which the report is required.

Unchanged will be the policy of submitting such information four times a year on the part of networks and major market stations.

The information is screened by the FTC's Radio & Tv Monitoring Unit. This is a special group in the agency's Bureau of Investigation headed by Charles A. Sweeney (BROADCASTING, Dec. 8, 1958). The FTC is the federal agency charged with guarding the public against false and misleading advertising.

• Government notes

• The Internal Revenue Service has announced that the retailers' excise tax is applicable on taxable articles which are leased for specific time periods to be used as television "props." The IRS stated that for the purposes of the retailers excise taxes, "the lease of an article shall be considered the sale of such article." The length of time of the lease is "immaterial," according to IRS.

• After granting three extensions of time to Rollins Broadcasting Inc.'s KATZ St. Louis, Mo., to construct its changed nighttime facilities, the FCC has set the station's fourth request for a time extension for hearing. KATZ operates on 1600 kc with 5 kw, day, 1 kw, night, directional antenna. The nighttime power increase would be to 5 kw with a modification of the station's existing directional array. KATZ had told the Commission that it was reluctant to proceed with its authorized construction because of a possible highway rerouting in the vicinity of the outlet's transmitter site.

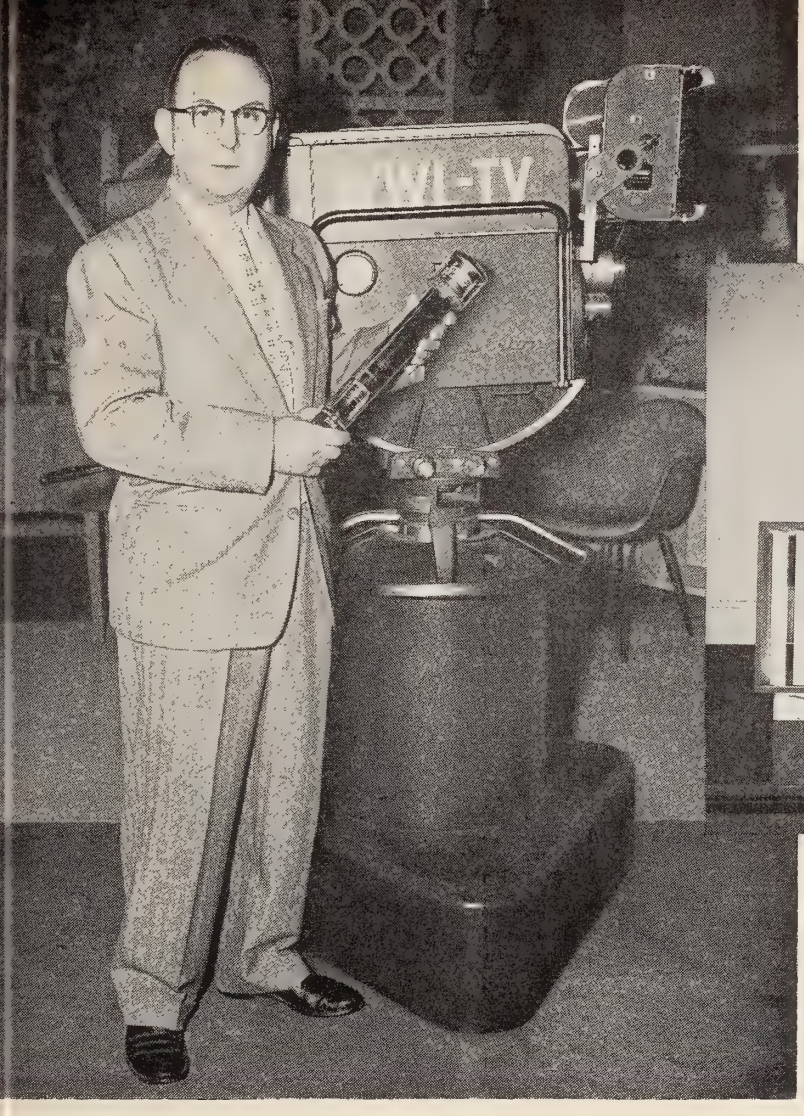
• Communists have infiltrated U.S. radio, television and the motion picture industries, Sen Karl Mundt (R-S.D.) charged last week in introducing a bill, (S 1689) to establish a Freedom Commission. Under the bill, an academy would be established to train Americans to better understand the nature of communism and to develop effective methods of combatting it. Sen. Paul Douglas (D-Ill.) is a co-sponsor of the measure.

• Multiple station owner Sherrill C. Corwin received the FCC go-ahead April 8 for a new tv station on ch. 34 in Los Angeles. The Commission granted the motion of its broadcast bureau and struck the appeal of the firm K-UHF (TV) for a review of an initial decision of last summer and made that decision effective immediately, namely the grant of the Los Angeles facility to Mr. Corwin. K-UHF (TV) had been a competing applicant for the channel.

• As of April 9, nearly two score daytimers had filed comments with the FCC supporting the proposed rulemaking which would permit daytime stations to operate from 6 a.m. or local sunrise (whichever is earlier) to 6 p.m. or local sunset (whichever is later). A smaller number of filings opposed the proposed rulemaking, with clear channel stations prominent among these. The Commission extended the deadline for comments in this proceeding at the beginning of the month on a petition by NBC (AT DEADLINE, April 6). Deadline for comments is May 8.

• The Weston, W.Va., ch. 5 case has moved closer to resolution with the disclosure by FCC Hearing Examiner Jay A. Kyle that two of the three competing applicants are planning a merger. It was also made known that the third applicant in the proceeding is considering withdrawal, with reimbursement for out-of-pocket expenses. The two firms working on a merger are WJPB-TV Fairmont, W.Va. (J. Patrick Beacom) and Telecasting Inc. Examiner Kyle gave the two firms until April 23 to reach agreement on their consolidation. The remaining applicant for Weston ch. 5 is West Virginia Radio Corp.

• Ch. 11 KFJZ-TV Fort Worth, Tex., was turned down April 8 by the FCC on its petition to reallocate educational ch. 2 Denton, Tex., to Fort Worth for commercial use. Comrs. Rosel Hyde and T.A.M. Craven abstained from voting in this decision.



CHANNEL 4
WWL TV
NEW ORLEANS



J. D. BLOOM, Director of Engineering, Station WWL-TV, New Orleans

Says:

"This G-E tube has logged over 3,000 hours . . . and resolution still is good!"

"Maybe 3,016 hours in regular studio service isn't the record for a camera tube, but it's mighty close to one! And this long-lived GL-5820 still gives clear, sharp pictures.

"Divide the cost of a camera tube by that many hours of service, and replacement expense nose-dives. WWL-TV doesn't expect, or get, such exceptional tube life across the board, but our General Electric camera tubes over-all have plenty of extra hours to their credit.

"We like the quality built into them, their reliability, the savings they put on our operating ledger. Count us as sold on the value of G-E tubes—count WWL-TV's large audience as sold on their fine performance!"

* * *

Bring *your* costs down, your picture quality up! Ask your nearby General Electric tube distributor . . . today . . . for the facts on G-E Broadcast-Designed camera tubes! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

2-312-201

RWW'S STATUS
Founding group holds N. Y. closed session

The "paying members" of Radio World Wide last week started the wheels turning toward incorporation of their new cooperative network program venture.

They met Wednesday in New York, but nobody would say who or how many they were. The committee is headed by Herbert Krueger, WTAG Worcester, and his fellow committeemen in getting the movement going have been John Patt of WJR Detroit and Paul W. Morency of WTIC Hartford. At last week's session, it was understood, all who attended—the meeting was limited to stations which had deposited earnest money toward incorporation—became committeemen pending election of a board of directors.

The directors cannot be named until incorporation has been completed and in the normal course of events this probably would take about 30 days.

Still Short of Goal? • Failure of the group to disclose details of their meeting led observers to conclude that the minimum goal of 25 station subscribers had not yet been reached. But there were no indications that the earlier, unofficial "guess" about an autumn target date for RWW should be amended.

The group is expected to incorporate in the name of Radio World Wide, although it is known that many of the stations which have been close to the project in the past have not been particulary wedded to that name. Presumably it can be changed with little trouble after incorporation if a more appropriate corporate title is decided upon.

RWW's objective would be to develop programming which member stations could use or not use as they see fit. It would be concerned with programming exclusively and would have nothing to do with sales, which would be handled by the member stations individually.

Indie co-production in ABC Films planning

ABC Films Inc. is blueprinting a product expansion program that will make available to the organization "a steady flow of quality tv series" through co-production ventures with independent producers, Henry Plitt, recently-elected president of ABC Films, reported in an interview last week.

Mr. Plitt, who assumed his new duties about two months ago, said that first order of business has been to add to ABC Films' product list. Procurement of "quality programming," he said, will be a continuous project for the next two years or more, but for the immediate future, ABC Films is "firm" on plans for two new series, while three others are in the developmental stage.

For this fall, ABC Films will offer for network presentation a half-hour series titled *The Racer,* an adventure program in an auto racing environment. It will be produced by World Wide Television, Hollywood, which is controlled jointly by ABC Films and Joseph Schenck. A pilot, Mr. Plitt said, will be shown in New York in about six weeks.

The other property to be made available for fall showing on a syndication basis is *Simon Lash,* a half-hour series on the exploits of an attorney-investigator. This serial will be a co-production venture by ABC Films in association with independent producer Sidney Salkow.

ABC Films Inc. has reported that gross billings for the first quarter increased 52% over those of the same 1959 period. Main contributors to the increase were said to be second year of *26 Men, The People's Choice* and *The Adventures of Jim Bowie.*



Film-tape facility • Filmways Inc. will move into its new film and videotape center (sketched here) this summer. The Manhattan facilities now under construction, will accommodate production of tv commercials and shows, either filmed or taped, plus feature films. Claimed the largest in town, the center will cost about $400,000.

The 100 by 230-ft. one-story building is to house two studios for simultaneous staging of separate projects. The arrangement will allow for setting up film or tape facilities within hours of each other.

The new facilities, to be used in addition to Filmways' present New York location, will be available to Warner Bros. under an agreement whereby the companies share facilities.

WGA council meets

Forthcoming negotiations of Writers Guild of America for new contracts with major motion picture companies, independent tv film producers and radio and tv networks were to form a major topic of discussion at the meeting of the WGA national council meeting in Hollywood last weekend (April 18-19). The WGA major studio agreement expires May 15 and is more pressing than that with the tv film producers, which runs until Jan. 15, 1960, or the radio-tv network agreement, which does not expire until March 31, 1960.

First order of business of the weekend meeting was to choose a new national chairman to succeed Erick Barnouw of New York. Meeting was also to take up the planned WGA tv anthology show and the proposed affiliation with the British Screen and Tv Writers Association.

Dickens' tales for tv

A half-hour film series based on the works of Charles Dickens will be offered in the United States by Towers of London for fall showing, it has been announced by Harry Alan Towers, president.

Mr. Towers reported that eight episodes of *Tales From Dickens* already have been produced. He hopes to make the new series available in June for national spot sale in the U.S., he said, adding that it already has been sold in Britain and Australia. Frederic March will appear as host-story-teller and stars scheduled to perform in *Tales From Dickens* include Robert Morley, Basil Rathbone and Florence Eldridge.

'Sat. Review' cites 13 network programs

The network "score" in *The Saturday Review* public interest programming awards announced last week: CBS 6, NBC 6, ABC 1. A national panel of educators, editors, publishers, public opinion analysts, scholars and advertising and public relations executives made the selections for the weekly artistic criticism journal.

Tv series cited: *NBC News—The Huntley-Brinkley Report* for "independence of editorial opinion;" *Playhouse 90* (CBS), "a serious dramatic show;" *Small World* (CBS), "best new program of the year;" *Disneyland* (ABC), "consistently skillful, impressive and imaginative;" *Bell Telephone Hour* (NBC), "an interesting variety of music," and *The U.N. in Action* (CBS), "for illuminating great issues."

Single tv shows winning laurels were "The Moiseyev Dancers" (CBS), and four from NBC: "An Evening with Fred Astaire;" "Our Children and their Schools;" "Bob Hope in Moscow," and a trio of *Omnibus* presentations: "Opera with Leonard Bernstein;" "Bach With Bernstein." and "La Perichole." Radio awards went to *Leonard Bernstein and the New York Philharmonic Orchestra* and *The Metropolitan Opera*, both on CBS.

MGM name for Loew's

The board of directors of Loew's Inc. (MGM) plans to recommend to stockholders a change in the company's name to Metro-Goldwyn-Mayer Corp., Joseph R. Vogel, president, reported last week.

Mr. Vogel announced that for the first 28-week period of the current fiscal year, during which time Loew's Inc. was a combined enterprise including Loew's Theatres and WMGM New York, consolidated net income amounted to $5,749,000, or $1.08 per share, as compared with $509,000, or 10 cents a share, in the corresponding period of 1958. The 1959 period covers the 28 weeks up to March 12, at which time Loew's Theatres and WMGM were separated from Loew's Inc.

Mr. Vogel noted that during the 28-week period of 1958, the divisions which now make up Loew's Inc., incurred a loss of $483,000, while for the same period this year, the same units show a profit of $10,792,000. He attributed the difference to "a sharply improved performance in film production-distribution. which showed a loss of more than $5 million in the 1958 period, compared to a profit of almost



and **WOC-TV**

FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET

(Davenport, Iowa — Rock Island — Moline, Illinois)

A comparison of coverage of TV stations in or overlapping the Davenport — Rock Island market area as reported in the Nielson Coverage Service No. 3 — Spring, 1958.

Station	TV Homes	Monthly Coverage	Weekly Circulation Daytime	Weekly Circulation Nightime
WOC-TV	438,480	308,150	263,430	288,750
Station A	398,600	278,900	226,020	258,860
Station B	340,240	275,160	229,710	260,190
Station C	274,990	208,300	153,540	191,010
Station D	229,260	156,340	127,240	146,620

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!

NBC

WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa



$5 million during the period this year."

Loew's Inc. includes the motion picture production-distribution organization (MGM) and the tv film production-distribution company (MGM-TV).

These are some that won't be back

A look at the networks' tentative nighttime schedule for next fall shows (see page 32-33) the casualty rate to be in the neighborhood of 40%. That is, some 40% of the nighttime schedule as constructed on Oct. 2 of last year appears headed for oblivion or at least a temporary siesta.

Though the jockeying on schedules continued up to the wire last week, the trend already had been set. Perhaps as many as 15 shows on ABC-TV will bite the dust, another 12 on CBS-TV and 18 on NBC-TV, for a total of 45 shows (and this figure probably will be higher by Oct. 2, 1959). A quick estimate reveals more than 60 programs, which were on the air last October, will continue next season (though some of them will be lengthened or otherwise changed).

Many familiar network show titles will go by the board. Such programs as the veteran *Voice of Firestone* (ABC-TV) appears destined to fade from the scene. Others: *The Bob Cummings Show* (NBC-TV), *Phil Silvers Show* (CBS-TV), and Eddie Fisher's vehicle (NBC-TV), (though George Gobel will be around again.)

Also absent from network lineups: Milton Berle, whose comeback on NBC-TV this past season was short-lived, *The Californians* (NBC-TV), *Dragnet* (ABC-TV), *Naked City* (CBS-TV), *Zorro* (ABC-TV), *Ed Wynn Show* (NBC-TV), *Hit Parade* (CBS-TV), Jackie Gleason, who also had a "short" season, *Thin Man* (NBC-TV), *The $64,000 Question* (CBS-TV) and the *Schlitz-Lux Playhouse* period on CBS-TV.

There is a chance that a few of the 45 (or more) casualties will be patched up and brought back to the networks' prime time showcase. On the other hand, there's the possibility that by next October many of the programs now considered "safe" will meet with the sponsor or network ax.

Censorship of tv makes little headway

A 1917 Kansas law requiring that all motion pictures shown in the state receive prior approval probably will not be applied to television programs, it was reported last week. Earlier this month, the Kansas attorney general had ruled that the law did apply.

State broadcasters called to his attention a 1950 Pennsylvania Supreme Court decision that broadcasting is interstate commerce and therefore state censorship laws are invalid. The Kansas attorney general reportedly has unofficially reversed his ruling upon hearing of the Pennsylvania decision.

In Minnesota last week, a state Senate committee reported out a censorship bill which included tv. However, observers give little support to the bill's chances for passage.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

CBS-TV

April 21 (9:30-10 p.m.) **Red Skelton Show**, Pet Milk through Gardner Adv. and S.C. Johnson through Foote, Cone & Belding.

April 24 (9:30-10 p.m.) **Gene Kelly**, Pontiac through MacManus, John & Adams.

NBC-TV

April 20-24, 27-29 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

April 20-24, 27-29 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

April 20, 27 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

April 21, 28 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

April 22, 29 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson Co.

April 22, 29 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson.

April 23 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

April 23 (10:30-11 p.m.) **Masquerade Party**, Lorillard through Lennen & Newell.

April 24 (7:30-8 p.m.) **Northwest Passage**, sustaining.

April 24 **Ellery Queen Show**, sponsored by Gulf, through Young & Rubicam.

April 25 (8-9 p.m.) **Perry Como Show**, participating sponsors.

April 26 (7:30-8:30 p.m.) **Steve Allen Show**, RCA through Kenyon & Eckhardt.

April 26 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

April 28 (9:30-11 p.m.) **Hallmark Hall of Fame**, Hallmark through Foote, Cone & Belding.

CBS tv tape exchange

There is to be a public affairs program video-tape exchange among three CBS-owned tv stations. Plans call for 13 half-hour programs from each.

WCBS-TV New York will contribute *Young Audiences*, a concert program for young people hosted by David Randolph, music commentator and conductor. From WBBM-TV Chicago will come discusion of outer space, moderated by Dr. Daniel Q. Posin of de Paul U., entitled *Out of This World. Books Alive*, featuring dramatic excerpts from the books under study, is to emanate from KNXT (TV) Los Angeles, with author Turnley Walker moderating.

The plan, which starts May 30 in New York, June 6 in Chicago and June 13 in Los Angeles, calls for 13 half-hour programs from each station.

UAA expected to get RKO residual rights

United Artists Associated, New York, was reported last week to have acquired the residual tv rights in the U.S. of the RKO feature film library from Television Industries Inc., New York, for approximately $6 million. A contract formalizing a working agreement is expected to be signed shortly.

The features have been sold in about 115 markets and UAA will obtain rights in other markets and in the markets sold when these contracts expire. The library, consisting of 740 features, was bought by Television Industries Inc. (C. & C. Television Corp.) from RKO in December 1955 for $15 million. Television industries, headed by Matthew Fox, is reported to be "way ahead" on the transaction since the library has brought in many millions of dollars in sales and still retains all rights but those in the U.S.

'Newsbeat' inserts set

Starting April 26, a minimum of 34 "Newsbeat" program inserts will be carried on MBS news broadcasts during a single day. Robert F. Hurleigh, vice president in charge of news and special services departments, said that since Mutual presents 34 newscasts per day, there will be a minimum of 34 "newsbeats" (actuality or on-the-scene repertorial inserts) per day. Mr. Hurleigh said that since the "Newsbeat" pattern was instituted in October 1957, the network has carried an average of 15.4 such inserts per day from its 28 overseas correspondents and more than 800 authorized "stringers" throughout the U.S.

White House 'special'

NBC-TV won't be caught short for next election year special programming. A major dramatic production, *The White House Saga*, written by magazine writer Nanette Kutner, will be presented sometime during the 1960-61 season. Exact date and time are to be announced. Miss Kutner's history of the White House, which also will reflect America's growth, will be an "ideal subject for a tv special during a presidential election year," said Robert F. Lewine, vice president, NBC-TV programs. The program will feature leading performers, live or on tape, with episodes connected by poetic narration.

TOWER TIPS

Checking Guy Tensions by Guy Sag Method

On relatively short towers with small size guys, use of a Mechanical Tensiometer is probably the most practical method to measure guy tensions. On tall towers, with large guys, the sag of the guys becomes appreciable and can be used as a measure of guy tension. The guy sag method is a relatively simple and very practical way to check the guy tension.

Guy sag can be checked with a transit or with a sight bar. We will briefly describe the sight bar method. A straight bar made of steel or wood with two hooks is used to make the line of sight parallel to the guy. If the unaided eye cannot see clearly to set the intercept, a telescope may be used as shown in the accompanying sketch. It is important in making up this sight bar that the line of sight of the bar be parallel to the guy at its point of attachment. This method is quite accurate in setting initial tension when the guys and intercepts are large. For example a 100′-0″ intercept read within 2′-0″ has an approximate error of two per cent.

Tension is given by the following formula:

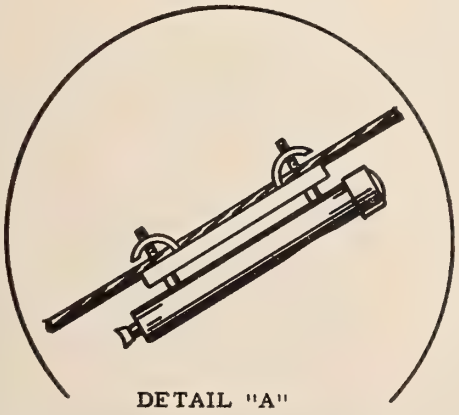
$$T = \frac{WL^2}{2I} \quad \text{(see illustration)}$$

The values of the weight of the guy per feet, the span of the guy, and the recommended tension of the guy should be readily available from the tower manufacturer.

Example: 1000′-0″ Tower with 1″ Guy Strand

$$L = 1220 \text{ Ft.}$$
$$W = 2.14\#/\text{Ft.}$$
$$I = 160 \text{ Ft.}$$
$$T = \frac{(2.14)(1220)^2}{(2)(160)} = 9{,}950\#$$

Walter L. Guzewicz



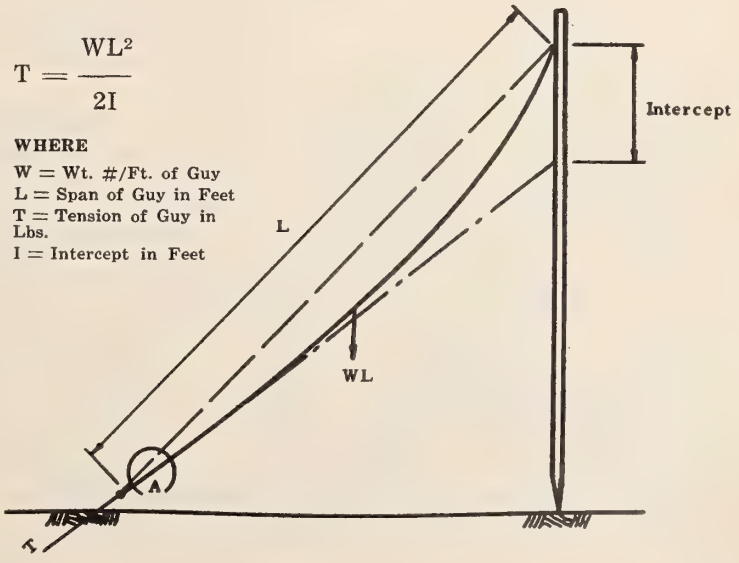
DETAIL "A"

Showing Installation of Sighting Telescope on Guy Wire

$$T = \frac{WL^2}{2I}$$

WHERE

W = Wt. #/Ft. of Guy
L = Span of Guy in Feet
T = Tension of Guy in Lbs.
I = Intercept in Feet



Stainless, inc.
NORTH WALES • PENNSYLVANIA



'Golden bow' Benny • Radio-tv personality Jack Benny (l) and Herman D. Kenin, president of the American Federation of Musicians, inspect a "golden bow" presented to Mr. Benny by the federation in New York. Mr. Benny was honored for the many concerts in which the entertainer has appeared for the benefit of musicians' pension funds.

AFL Film Council says label all foreign films

The Hollywood (Calif.) AFL Film Council has adopted a resolution to ask Congress to "require that all motion pictures and television films made in foreign countries and exhibited in the U.S. be plainly labeled in the main screen title with the country of origin, in order that the American public no longer be hoodwinked by American 'runaway' producers."

The union film council's resolution also suggests that "the national AFL-CIO convention be asked to implement its action taken in previous years, condemning 'runaway' foreign production of pictures by American producers, and specifically to support a consumer boycott of such pictures."

News spots increased

International Transmissions Inc., New York, which provides voiced news from abroad now offers five one-minute news spots per day on a Monday-through-Friday basis. In the past, the same number of spots were provided three times a week. Sumner Glimcher, president, also reported that the company has entered into an arrangement with WTOP Washington to supply Washington news to International Transmission clients (five one-minute news inserts five times a week). The company now has 12 station clients, Mr. Glimcher said.

• Program notes

• Next fall NBC-TV will initiate a half-hour situation comedy series with a Tin Pan Alley focal point. The cast of the show is headed by William Demarest, who plays a widowed veteran music publisher perplexed by rock-and-roll. Musical comedy star Stubby Kaye and tv-radio singer Kay Armen are among the supporting cast. The first 13 episodes were directed by Bob Sweeney. P.J. Wolfson is the producer. The series packager is Louis F. Edelman.

• ABC Films, N.Y., has sold *The Adventures of Jim Bowie* to WAVY-TV Norfolk, WBNS-TV Columbus, WESH-TV Daytona Beach, WKJG-TV Fort Wayne, KLIX-TV Twin Falls, WPSD-TV Paducah, Ky., and WLOS-TV Asheville, N.C. The company also reports the sale of *One Step Beyond* half-hour series in Australia to TCN Sydney.

• The 90-minute closed-circuit telecast in honor of former President Harry Truman's 75th birthday May 8 will be narrated by actor Melvyn Douglas. Originating at a $100-a-plate Democratic dinner at New York's Waldorf-Astoria Hotel, the program is to be produced by the Group Communications Div., TelePrompTer Corp. Those attending locally-arranged simultaneous dinners throughout the country will make up the audience. Among other show business people expected to appear are comedian Jack Benny and composer-conductor Leonard Bernstein.

• WGN-TV will carry a series of 26 weekly telecasts of Chicago Symphony Orchestra starting Oct. 18. Concerts will be slotted in a Sunday evening one-hour period. The symphony first appeared on tv in 1951 and ran through 1958, with a series of seven monthly musical spectaculars highlighting the 1957-58 season.

• As preparation for National Mental Health Week (April 26-May 2), Westinghouse Broadcasting Co. has reissued a series of songs it commissioned and produced for the occasion four years ago. Written by Hy Zarat and Lou Singer, the songs won the National Assn. for Mental Health Bell Award in 1956. WBC plans to run the songs over its radio-tv stations and will make them available to stations everywhere.

• KNXT (TV) Los Angeles newsman Ed Fleming and cameraman Fred Dieterich are in the Orient making a three-week study of events there. They are visiting Tokyo, Hong Kong, Seoul, Panmunjon and Honolulu. Material obtained will be made into three half-hour news presentations.

• The first major Paramount Television Productions Inc., Hollywood, pilot went before the video-tapers of KTLA (TV) Los Angeles Monday (April 13). The taped program heralds *The Happy Time*, a half-hour series featuring Claude Dauphin in the role he played on Broadway. June Vincent and Mischa Auer also are in the cast. KTLA has bought its third video recorder for the series.

• Walt Disney Productions has bought Golden Oak Rancho, Calif., said to be the site of the first recorded gold strike in 1843. The 315-acre property cost Disney $300,000. It will be used for movie locations and as a horse ranch.

• Ziv Television Programs, N.Y., reports that its *Sea Hunt* series has been renewed in 167 out of 186 markets which have been carrying the initial year of the programming. Second year sponsors include the Kroger stores for Cincinnati and Memphis; Savannah Sugar Refining in Atlanta; Sun Oil in Albany and New York City and Standard Oil of California in a multi-market spread in seven western states.

• KPIX (TV) San Francisco will telecast Friday (April 24) *Lung Cancer: Surgery & Radiation* (10 p.m. EST), a 90-minute live program that will include a surgical operation on lung cancer and a discussion by specialists on the causes and treatment of the malignancy. The program will be presented in cooperation with the San Francisco Medical Society. Surgery is from the Stanford Lane Hospital. KPIX Program Manager, Ray Hubbard, is executive producer; Fred Joslyn, public affairs-education director is director-co-producer; Larry Williams, KPIX writer-producer is writing and co-producing, and Al Keys is engineering supervisor.

• WMAL-TV has been given an "extraordinary citation of merit" by the National Religious Publicity Council. It is the first NRPC award to a tv station. It cited *The Life and Teaching of Jesus*, series for college credit, presented in cooperation with American U. and the local Council of Churches.

• The Florida Educational Television Commission has voted to ask the legislature for $375,000 to produce and video-tape 12 junior college and university-level courses for use in Florida institutions during the 1959-60 and 1960-61 school years. Production of the courses, including instructors' salaries, will cost about $100,000, the etv commission said. Two video-tape machines and tape will cost $275,000.

• WEMP and WISN-TV, both Milwaukee, were awarded the Pabst and Blatz news coverage awards, respec-

tively, at the April 9 Milwaukee Press Club's Gridiron Dinner at the Schroeder Hotel. WEMP's award is for "distinguished service in radio news." WISN-TV was cited for its coverage of the June 1958 tornado that swept upstate Wisconsin.

• WLWT (TV) Cincinnati is giving educational - noncommercial WCET (TV) there its series of 26 *Dateline UN* programs. The series, now on WLWT alternate Sundays (12:45 p.m.) will be shown by WCET on Thursdays (7:15 p.m.).

• WPST-TV and WCKT (TV), both Miami, Fla., cooperated to telecast an Easter play in three parts. WPST-TV carried the first part at 10:30-11:30 a.m. on Good Friday and the second part the next day at 10-10:30 p.m. WCKT telecast the final part Easter Sunday 1-1:30 p.m.

• NTA International Inc., N.Y., which distributes the feature films of National Telefilm Assoc., reports it is offering tv stations a group of 64 motion pictures, titled *NTA's International Package*. It contains 51 post-1948 features from such studios as 20th Century-Fox, David O. Selznick, RKO, Warner Bros. and others and includes six Shirley Temple features. Personalities featured in the films are Alec Guiness, Audrey Hepburn, Maria Schell, Jayne Mansfield and James Stewart, among others.

• Among the government officials making presentations in the news and public service categories on the 11th annual Emmy Awards telecast (NBC-TV Wed. May 6, 10-11:30 p.m.) will be Vice President Richard M. Nixon. This segment of the festivities will emanate from a dinner in Washington, D.C., under auspices of newly-formed Washington chapter of the Academy of Television Arts & Sciences. Awards in other categories will originate at ceremonies in New York and Hollywood.

• Screen Gems Inc., N.Y., reports that *The Peacemaker*, a new western series, will be produced by SG. William Sackheim, Screen Gems' executive producer, will develop the series with a writer to be assigned shortly.

• WCAU-TV Philadelphia telecast *Crime & Apprehension*, a documentary about the local police force, yesterday (April 19). Written and produced by the station's news and public affairs departments, the 45-minute program showed how each police division helped solve a crime. Police Comr. Thomas Gibbons has requested the film for use at the police training academy. The program was the last in the 1958-59 *Face of Philadelphia* series.

• Mrs. Glenn Mann announces organization of a new program package firm, Glenn Mann Productions, to handle radio, tv and films. Mrs. Mann is producer of *The Frankie Avalon Show*, which began on ABC Radio April 11 (Sat. 7-7:30 p.m.). The office is at 70 W. 55th St., N.Y. Phone Circle 7-0290.

• The Ziv Television Programs Inc., N.Y., *Bold Venture* series has invaded three foreign markets. A Spanish-dubbed version was bought by Mexico Telesistima for showing in Toreon, Chihuahua, Mexico City, Guadalajara and Monterey. Australia's G-TV network acquired the series for Sydney and Melbourne exposure. England's Associated Rediffusion Ltd. will syndicate *Bold Venture* in London and the south of England.

• United Artists Corp., N.Y., reports that for the eighth consecutive year it increased its annual gross revenues and net earnings in 1958; establishing a new record high in each category. Net earnings for 1958 (after taxes) were said to total more than $3.7 million and gross revenues were $85 million, as compared with a net of $3.26 million and gross of $70 million in 1957.

• Universal Pictures Corp., N.Y., reports its board of directors has declared a quarterly dividend of $1.06 per share on the 4¼% cumulative preferred stock of the company, payable on June 1 to stockholders of record at the close of business on May 15.

• Walt Framer Productions, N.Y., has contracted to have access to the newsreel library of Pathe News Inc. for use in filmed tv shows. The Pathe backlog is said to consist of 25 million square ft. of film dating back to 1897.

• Permafilm Inc., originator of Perma film protection and Perma new scratch removal systems, has granted franchises to Knoll K.G., Vienna, and Geva Films, Tel-Aviv, raising to 26 the number of installations abroad.

• The stock in Official Films, New York, acquired by Dick Powell, David Niven and Charles Boyer in 1956, is back home. Approximately 400,000 Official shares had gone to the actors in return for the complete film library of their Four Star Productions. Official has now purchased the shares (currently selling at around 1¾) to be held as treasury stock. The company is taking advantage of its "present strong financial position" to retire the only major block of stock held by a small group.



Turning back the clock • NBC Radio, bucking the trend toward network radio concentration on service shows, starts next Monday (April 27) a radio spectacular, *It's Network Time*. The show will feature live music, interviews with name talent, comedy and variety bits for two hours (minus five minutes) every weekday at 12:05 p.m.-2 p.m. First week's guests will include Bob Hope, Pat Suzuki, June Valli, Tommy Leonetti and Pat Carroll.

In picture above at planning conference are (seated, l-r) Frank Blair and Don Russell, co-hosts of the show and owners of On Air Inc. which co-produces the show with NBC, and (standing l-r) Al Captstaff, NBC Radio vice president of programs, and Skitch Henderson, musical director of the show.

Advertisers

• H. GORDON SCOWCRAFT, formerly marketing development director, Campbell Soup Co., Camden, N.J., to United Fruit Co., N.Y., as vp, marketing.

• JOHN H. BRECK JR., executive vp of John H. Breck (hair preparations manufacturer), Springfield, Mass., elected board chairman of Brand Names Foundation. He succeeds THOMAS F. O'NEIL, RKO Teleradio Pictures board chairman, made honorary director of BNF for life. Other officers: HENRY E. ABT, re-elected president; WALTER L. JEFFREY, vp, American Motors, Detroit, made vice chairman of executive committee; FRANK ARMOUR JR., president of H.J. Heinz, Pittsburgh, elected vice chairman of board of directors, and ROBERT MACNEAL, president of Curtis Publishing Co., Phila., re-elected vice chairman.

• SYLVESTER CLEARY, formerly of Reach McClinton, N.Y., to Mennen Co. as advertising manager.

• M. CRAWFORD POLLACK, product marketing manager of frozen foods, Campbell Soup Co., Camden, N.J., appointed director of marketing development of company.

• C. F. NIESSEN, advertising-sales promotion manager of DX Sunray Oil Co., Tulsa, Okla., promoted to newly-created post of merchandising manager. L. S. MCCASLIN, assistant advertising sales promotion manager, promoted to new post of coordinator of advertising. R. B. MIDDLETON named to new post of advertising supervisor under Mr. McCaslin.

• RAY L. ROMANET, with National Biscuit Co., N.Y., for 25 years, named merchandising manager of biscuit division.

• ARTHUR P. FELTON, formerly vp and director of marketing-merchandising of Cunningham & Walsh, N.Y., to American Brake Shoe Co., N.Y., as director of marketing.

• JAMES R. MUND, formerly sales promotion manager of Westinghouse Corp. in Ohio and Michigan, named manager of Audio-Visual department of Goodyear Tire & Rubber Co., Akron, Ohio. A-V makes motion pictures for product departments, film library and dealer radio-tv commercials.

Agencies

• F. HENRY LARSON, account executive of Brooke, Smith, French & Dorrance, N.Y., elected vp.



MR. ARTHUR

• GERALD T. ARTHUR, formerly media director of Fuller & Smith & Ross, N.Y., joins Donahue & Coe, N.Y., as vp in charge of media, effective May 1.

• GEORGE BOLAS, media director, and CHARLES R. STANDEN, senior account supervisor, named vps of Tatham-Laird, Chicago. Mr. Bolas becomes deputy chairman of strategy planning staff while Mr. Standen is vp in charge of client service as well as account executives and supervisors.

• WILLIAM B. CARR, formerly advertising manager and board member of *McCall's* magazine, named vp of N.W. Ayer & Son, Phila.

• ARTHUR M. MENADIER, account executive in Young & Rubicam, N.Y., contact department, named vp and supervisor.

• E. SYKES SCHERMAN, account executive at Compton Adv., N.Y., elected vp.



MR. STARR

• HENRY STARR, vp, Leo Burnett Co., N.Y., appointed to new post of vp—account planning, and named member of agency's plans board.

• LOUIS G. HERMAN, formerly head of his own agency, joins Ralph Bing Co., Cleveland, as executive vp.

• WILLIAM KING PEHLERT, 52, vp and account supervisor of Cunningham & Walsh, N.Y., died April 14 in Rolling Hills Hospital, Elkins Park, Pa.

• JOHN EDGAR, regional account executive on Standard Oil Co. (of Indiana) account of D'Arcy, Chicago, transferred to Los Angeles as account man on Reddi-Wip and Top-Wip products.

• JAMES GARABRANT, manager of print production of Dancer-Fitzgerald-Sample, N.Y., appointed vp.

• ADRIAN TAYLOR, formerly of Maxwell Assoc., Phila., to San Francisco office of Foote, Cone & Belding as art director.

• EDGAR P. MORTON, formerly Minneapolis district sales representative for National Starch Products Inc., to Lloyd W. Nelson, advertising and public relations agency, that city, as account executive.

• CHARLES H. HOWSON, account executive of MacManus, John & Adams, Bloomfield, Hills, Mich., promoted to manager, Bendix Aviation account.

• WILLIAM C. AISTON, formerly account executive of Tatham-Laird, Chicago, to Wherry, Baker & Tilden, Chicago, as account executive on Quaker Oats.

• WILLIAM E. DEMPSTER, previously of Calkins & Holden, N.Y., to Cunningham & Walsh, N.Y. as account executive on 21-brands account.

• EUGENE B. SHIELDS, formerly account executive of Waldie & Briggs, Chicago, and assistant advertising and sales promotion manager of Magnavox Co., to Clinton E. Frank, Chicago, as account executive.

• JAMES TRAGER, formerly copy supervisor, C. J. Laroche, N.Y., has joined Warwick & Legler, N.Y. as group head in copy department.

• ARTHUR D. CLOUD JR., formerly radio-tv copy and production supervisor on Kroger account of Campbell-Mithun, Chicago, to Clinton E. Frank, that city, as radio-tv writer and producer.

• THOMAS R. BLANCHARD, formerly of WWJ-TV Detroit, to Campbell-Ewald, that city, as copywriter in tv-radio department. MERRILL W. SPROUL, formerly of NBC-Hollywood, to same department as producer.

• ROY BROOKS, formerly of BBDO, S.F., as copywriter, to Young & Rubicam, L.A., in similar capacity.

• JAMES P. LEE, formerly of Cunningham & Walsh, Chicago, to creative staff of M. M. Fisher Assoc., that city.

• RICHARD S. FIELD, formerly office manager, Jay J. Dugan agency, Phila., to Kenyon & Eckhardt, N.Y. as copywriter.

• GLENN MARTIN, formerly copy group head of McCann-Erickson, Chicago, to Tatham-Laird, that city, as group copy supervisor.

• CHARLES AX, copy supervisor of N.W. Ayer, Phila., to head enlarged creative group being set up in Ayer's Chicago office.

• KATHLEEN A. THOMPSON, traffic manager in Richmond office of Liller, Neal, Battle & Lindsey, named branch manager of media.

• MILFORD BAKER, vp and contact supervisor of Young & Rubicam, N.Y., named manager of contact department.

• H. TAYLOR PROTHEROE, formerly

creative director and production head of Jessop Adv., Akron, Ohio, is president and general manager of newly-formed Taylor-Jessop Adv., which purchased assets of Jessop. H. CLIFTON RODGERS, formerly program director of WHKK Akron, appointed vp in charge of sales. Other Taylor-Jessop members: F. A. BRUBAKER, secretary; W. D. WILSON, comptroller; A. R. CONTE, chief media buyer, and P. W. MESNER, copy director. Offices are at 85 W. State St.

• ARNOLD VARGA, creative art supervisor of Ketchum, MacLeod & Grove, Pittsburgh, named "art director of the year" by National Society of Art Directors.

• ALLEN D. MORGAN, formerly of Allmayer, Fox & Reshkin, Kansas City, to Robert Stevens Adv., Albuquerque, N.M., as creative director. MRS. HELEN EMMERICH joins firm as director of radio-tv.

• THOMAS E. AREND, formerly staff director of Crayne Tv Productions, Hollywood, and NBC, Chicago tv director, appointed assistant director of film production of Foote, Cone & Belding, Chicago.

• ROBERT W. YOUNG, formerly art dirctor of Lennen & Newell, N.Y., to Wunderman, Ricotta & Kline, that city, in similar capacity.

Networks

• SIMON B. SIEGEL, financial vp and treasurer of AB-PT Inc. and ABC, elected member of AB-PT board of directors executive committee.


MR. BROWN

• MARTIN BROWN, formerly manager, New York office of Price Waterhouse & Co., elected assistant treasurer of American Broadcasting-Paramount Theatres Inc., N.Y., and vp, assistant treasurer of ABC. Mr. Brown will serve as assistant in operations and financial affairs of motion picture-broadcast network firm and all its divisions.

• GEORGE KOLPIN, assistant business manager, CBS-TV sales department, named sales manager of network's extended market plan, succeeding LEONARD J. MORREALE, who has joined The Katz Agency, N.Y. RAYMOND C. DILLON, of department's contract division, succeeds Mr. Kolpin.

• ARTHUR HARVEY, ABC labor relations assistant in New York since 1954, promoted to ABC director of labor relations for ABC western division, effective May 1.

• STEVEN GEORGE SMITH, formerly sales executive of ABC, joins Mutual's national sales organization in New York as account executive.

• DINAH SHORE, star of NBC-TV's color variety program, *Dinah Shore Chevy Show,* will receive 1959 "Genii" award from Radio & Television Women of Southern California tomorrow (April 21). Miss Shore was voted "most outstanding woman in the tv field."

Stations


MR. MILLS

• PAUL E. MILLS, midwest tv sales manager of Westinghouse Broadcasting Co. in Chicago, moves to WJW-AM-FM Cleveland as managing director. Mr. Mills entered broadcasting in 1932 as time salesman with WOWO Ft. Wayne, Ind., and had been with WBC 25 years before joining WJW, Storer Broadcasting Co. station.

• JOHN E. METTS, formerly business manager of WHIM Providence, elected vp and secretary of Connecticut-New York Broadcasters (WICC-AM-TV Bridgeport, Conn.).

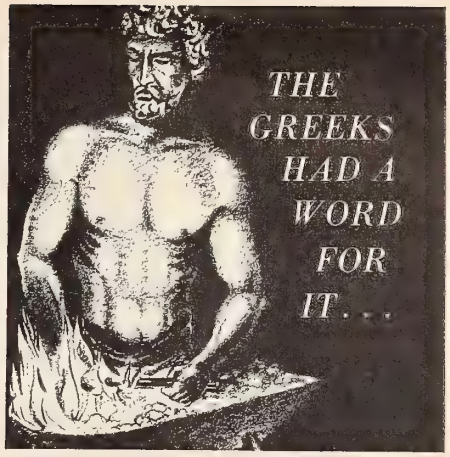
• ROBERT MCMAHAN, director of KREX Grand Junction, Colo., named vp and director of KREX-TV, replacing J. L. ROBINSON, resigned to join KGHL Billings, Mont., as general manager. DOUG WEIKLE, news director of KREX, elevated to director of station, and BILL CLEARY, sports director, promoted to KREX news director.

• CHUCK BLORE, program director of KFWB Los Angeles, promoted to vp in charge of programming.

• C. LESLIE GOLLIDAY, general manager of WEPM-AM-FM Martinsburg, elected president of West Virginia Broadcasters Assn., succeeding ROBERT FERGUSON, WTRF-TV Wheeling. Other elected officers: JOHN SHOTT, WHIS-TV Bluefield, vp, and A. W. VICKERS, WOAY-AM-FM Oak Hill, secretary-treasurer.

• JOE CARSON, WOKK Meridian, elected president of Mississippi Broadcasters Assn. Other officers: HAL MCCARLEY, WBLE Batesville, vp, and CLETE QUICK, WSUH, Oxford, secretary-treasurer.

• ROBERT BRUNTON, formerly director of production facilities, NBC, named director of operations WNTA-TV New-



VULCAN
ΧΑΛΚΕΥΣ
ARMORER

VULCAN (Gr. Hephaestus) called God of Fire, was honored by the Olympian gods because he was the workman of the immortals, their armorer and smith. Even though he was ugly and lame, he had his compensations—for not only was he married to the beautiful Aphrodite, he also had the company of golden handmaidens he had made in his forge, to help him with his work for the gods. As Vulcan was armorer to the gods, so the Cincinnati area is an important armorer to the nation. It is highly industrialized—the home of giant machine tool companies, jet aircraft engine plants, automotive plants, atomic energy producing companies, and hundreds of smaller companies, supplying vital machinery and products to other parts of the country. Ranking 15th in national markets, it is important to every advertiser who wishes to reach the 468,000 homes in the Cincinnati trading area—homes of busy, thrifty, prosperous people.

And the wise advertiser and agency man knows that WCKY is the best buy to reach this prosperous market. WCKY offers the advertiser:

1. Responsive adult audience
2. 50,000 watts of SELLING POWER, covering ALL of the Cincinnati trading area
3. Refreshing, modern music and latest news 24 hours a day
4. Experienced air personalities who SELL your product
5. A prestige station with progressive management.

Call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago for the latest facts and figures on Cincinnati and WCKY.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

ark, N.J., for its Studio Thirteen, located in New York.


MR. CRANE

• FRANK W. CRANE, general manager of Imperial Broadcasting System (KPRO Riverside, KROP Brawley-El Centro, KREO Indio-Palm Springs and KYOR Blythe, all California), elected vp. Mr. Crane, who joined Imperial in 1958, was previously executive vp of KDAY Santa Monica, Calif.

• RALPH W. SMITH, formerly vp of McCann-Erickson, appointed general assistant to president of RPC Radio Network of Panama, S.A.

• ED DAVIS, formerly production manager and air personality of KPRO Riverside, to KYOR Blythe, both California, as station manager, effective May 1.

• LUTHER G. BASSETT, formerly general manager of KBUZ Phoenix, Ariz., to WSAI-AM-FM Cincinnati as national sales manager.

• STANLEY A. BECK, 50, chief engineer and vp in charge of engineering of WONE Dayton, Ohio, died following heart attack April 6 in Dayton.

• PHILIP MAYER named continuity director of WGN-TV Chicago, replacing DON CARRELL, resigned to join Hicks & Greist, N.Y. DAVID ANDRE, on leave of absence with U.S. Army in Chicago, returns to WGN-TV as assistant to program manager, succeeding Mr. Mayer.

• E. LEO DERRICK JR., formerly director of publicity-public relations for "Horn in the West," outdoor drama presented in Boone, N.C., named promotion manager of WFMY-TV Greensboro, N.C.

• DON HARDING, formerly of CBS Radio Network Sales, Chicago, to KIST Santa Barbara, Calif., as general manager.

• HOWARD C. CALDWELL, news director of WTHI-AM-FM-TV Terre Haute, Ind., since 1955, and in that station's news department since 1952, joins WFBM-TV Indianapolis May 4 as news director.

• HENRY V. GREENE JR., assistant sales manager of WBZ-TV Boston, appointed sales manager of KDKA-TV Pittsburgh, effective today (April 20).

• MISS LOUIS LANG, director of public service, WIS-TV Columbia, S.C., appointed director of public affairs programming.

• TED SCHNEIDER WMGM New York director of news and special events and with station since 1936, appointed sales service manager.

• CARL U. TINNON, sales service director of KTVI (TV) St. Louis, named operations manager.

• ROBERT CIASCA, WRCA-AM-TV New York cost and budget accountant, appointed chief accountant for both stations.

• WILLIAM F. BUDDE, formerly comptroller and business manager of KWK and KWK-TV (now KMOX-TV) St. Louis, to KPLR-TV, that city, in similar capacity.

• GEORGE H. WILSON, production supervisor and sales service director of WSTV-TV Steubenville, Ohio, named merchandising-promotion director. ROY LANCASTER, formerly salesman of WSTV-AM-FM, named local sales manager of WSTV-TV. GORDON BISHOP, chief announcer, named program director of WSTV-AM-FM. WALTER MCCROBA to sales staff of WSTV-AM-FM.

• BOB GUY, formerly general manager of KTNT-TV Seattle-Tacoma, Wash., to WWL-TV New Orleans as program director.

• CHUCK EDWARDS, production director and air personality of KELP El Paso, Tex., to KRAK-AM-FM Stockton-Sacramento, Calif., as program director.

• WILLIAM A. HOWARD, manager of technical operations, WRCV-AM-TV Philadelphia, elected chairman of Philadelphia chapter of Institute of Radio Engineers.

• ARTHUR SELIKOFF, news director of KVOX Moorhead, Minn., awarded Eric Sevareid $1,000 Scholarship for graduate study in broadcast journalism at U. of Minnesota School of Journalism. Mr. Selikoff will begin studies in fall and will also hold parttime teaching assistantship.

• BOB LAWRENSON, senior account executive of WINX Rockville, Md., promoted to commercial manager.

• WILLIAM N. ROCK, formerly production manager of WBAL Baltimore, to WWIN, that city, as program director.

• DON MCCARTY, formerly program director of WSAI-AM-FM Cincinnati, to WZIP, that city, as program director and air personality.

• ALBERT BECKER, formerly producer-director of WXEX-TV Petersburg, Va., to WNBF-TV Binghamton, N.Y., in similar capacity.

• JERRY NORMAN, formerly technical director of WIIN Atlanta, Ga., to WMFJ Daytona Beach, Fla., in similar capacity.

• AL HALLAMAN, news editor of WCAE Pittsburgh, to KDKA-AM-FM, that city, in similar capacity.

• WALLY BISHOP, formerly news director of WOI-AM-TV Ames, to KXEL Waterloo, both Iowa, in similar capacity.

• WILLIAM L. FREUDENSTEIN, formerly of Anheuser-Busch, St. Louis, named account executive of KOA Denver.

• J. NEWTON YATES, formerly account executive of KWKW Pasadena, to KALI, that city, in similar capacity. MARTIN BECERRA, formerly announcer of KWKW, to KALI in similar capacity.

• WILLIAM WEIL to WCCC Hartford, Conn., as account executive.

• JAMES W. INGRAHAM, account executive of KHJ Los Angeles, joins KNX Los Angeles-Columbia Pacific Radio Network sales staff.

• LEE SMALLWOOD joins national sales department of WALA-AM-TV Mobile, Ala. Other WALA-TV appointments: MERLE BARACKMAN and BILL O'BRIEN to sales department.

• HOWARD H. KELLER, formerly general manager of WYSR Franklin, Va., to sales department of WBCB Levittown, Pa.

• ROBERT ROBIN LOUIS, formerly of WDMJ-TV Marquette, Mich., to WAVI Dayton, Ohio, as newscaster.

• WEBB RUSSELL, formerly air personality of KUGN-AM-FM Eugene, to KBZY Salem, both Oregon, in similar capacity.

• CHARLIE TROTTA, formerly of WPDQ Jacksonville, Fla., to WMBR-AM-FM, that city, as air personality.

• GEORGE R. PRENTICE, formerly of Associated Press, Little Rock, Ark., and *Birmingham* (Ala.) *News*, to WTVT (TV) Tampa, Fla., as editorial researcher and reporter. Other WTVT appointments: EDWARD E. HERBERT, formerly of CBS, Washington, to newscaster, and JERRY PETERSON, formerly of WKY-TV Oklahoma City, to weathercaster.

• BOB ANCELL, air personality of WERE-AM-FM Cleveland, to WGBS-AM-FM Miami in similar capacity.

• TOM CAMERON, formerly of WKZO-TV Kalamazoo, to WKBZ Muskegon, both Michigan, as air personality.

• ROGER GRIMSBY, formerly news di-

rector of WXIX (TV) Milwaukee, to KMOX-TV St. Louis as news specialist.

• MICHAEL BOYD, formerly announcer of WGAY-AM-FM Silver Spring, Md., to WGMS-AM-FM Washington in similar capacity.

• ART KEVIN, formerly of KBMS (FM) Los Angeles, to KEZY Anaheim, Calif., as announcer. Other KEZY announcers: GLENN E. EDWARDS, formerly sports announcer of KSBW-TV Salinas, and JACK BELL, formerly of KACE Riverside, both California.

Representatives



MR. BROWNSTEIN

• SAM BROWNSTEIN, Broadcast Times Sales, N.Y., salesman since 1957, appointed national sales manager. Mr. Brownstein was formerly with KFRU and KOMU-TV, both Columbia, Mo., and WWCA Gary, Ind., in various sales capacities.

• GEORGE P. CRUMBLEY JR., formerly manager of Atlanta office of Headley-Reed Co., named southeastern sales manager of CBS Radio Spot Sales.

• LAMONT L. THOMPSON, director of client relations of CBS-TV Spot Sales, named midwest manager for Television Advertising Representatives, Chicago.

Programming



MR. CHESKIN

• IRVING CHESKIN, economic consultant, appointed to newly created post of executive director of Film Producers Assn., New York. Mr. Cheskin, prior to joining FPA, served as economic consultant for Ford Foundation, Fund for Advancement of Education, International Management Consultants and hospital consulting firm of Will, Folsom & Smith.

• WILLIAM MCGEE, sales representative in Phoenix, Ariz., of Independent Television Corp., named sales manager for western division, headquartering in San Francisco.

• JOSEPH F. GREENE, formerly assistant to vp of sales, ABC Films Inc., N.Y., appointed eastern sales manager for Roy Rogers Syndication Inc., in New York headquarters.

• LIONEL HAMPTON, bandleader and recording star has affiliated with Broadcast Music Inc., N.Y., as writer-member.

Equipment & Engineering

• GENE K. BEARE, president of Automatic Electric International Inc., Northlake, Ill., appointed to new post of president of Sylvania International, N.Y. Mr. Beare will continue as president of AEI.

• OSCAR LASDON, associate editor of *Banking Law Journal*, N.Y., appointed, along with ROBERT A. MAES, executive vp and director of Donner Foundation, Phila., to board of directors, Allen B. DuMont Labs, Clifton, N.J.

• JACK M. WILLIAMS named by RCA Sales Corp. as manager of advertising and sales promotion. Mr. Williams, who has held similar capacity with RCA Victor Television Div., will continue to handle those lines as well as RCA Victor radio and victrola products. R. E. CONLEY, who had handled advertising for Victor radio and victrola products, reassigned to RCA corporate advertising staff.

• DAVID BAIN, manager of broadcast transmitter sales, RCA, Camden, N.J., to manager of product division, Muzak Corp. N.Y. Mr. Bain will oversee programming, engineering, research and distribution of recordings.

• ALAN PRESS named national traffic manager of Screen Gems, N.Y., and will handle company's 12 network and national spot programs. SID WEINER appointed syndication traffic manager while JOHN BALLINGER continues as western traffic manager.

• GEORGE W. GRIFFIN JR., formerly vp of Sylvania Electric Products, N.Y., and GEORGE P. NORTON, public relations director for General Telephone & Electronics Corp., N.Y., named vps of Sylvania. ROBERT L. SHAW, general marketing manager, Sylvania Home Electronics, division of Sylvania Electric products, appointed president of newly-formed marketing subsidiary, Sylvania Home Electronics Corp.

• JOHN R. PRICE, advertising director of Gates Radio Co., Quincy, Ill., to

BALTIMORE? TULSA?
DALLAS?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.4% SHARE OF AUDIENCE

According to December 1958 ARB we average 79.4% of audience from Sign On to Sign Off 7 days a week. During 363 weekly quarter hours it runs 80% to 98%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: "The 29,000 barrel-per-day refinery of the Lion Oil Division, Monsanto Chemical Company at El Dorado, Arkansas, where more than 90 petroleum products are made."

newly-created position of advertising and public relations director.

• ARNO NASH, formerly eastern regional manager, International Rectifier Corp., N.Y., named vp and general manager, radio receptor selenium division, General Instrument Corp., N.Y.

• JOSEPH A. HAIMES, manager, merchandising-entertainment tubes, distributor products department of RCA electron tube division, named manager, administration and controls, Harrison, N.J.

• DR. ROBERT B. GREEN, formerly director, research and development division, Engelhard Industries Inc., Newark, N.J., appointed manager, materials planning, marketing department, RCA semiconductor and materials division, Somerville, N.J.

• DOUGLAS J. UPTON, formerly manager of industrial television division of Kin Tel Electronics, division of Cohn Electronics, San Diego, appointed product manager of industrial television department, industrial products division, ITT, L.A.

• SIDNEY L. SPIEGEL, formerly assistant to manager of manufacturing, semiconductor division, Hughes Aircraft Corp., Culver City, Calif., to Pacific Semiconductors Inc., that city, as general sales manager. He succeeds ROBERT T. DIEHL, resigned to join ITT's industrial products division, San Fernando, Calif.

• L. H. NIEMANN, formerly equipment sales manager-receiving tubes, appointed sales manager-semiconductors, CBS-Hytron, Danvers, Mass.

• EDGAR SNOW, formerly of U.S. Naval Technical Mission and U.S. Army in Japan, named Tokyo managing director of Westrex Co., Orient, subsidiary of Litton Industries.

• RICHARD C. TONNER, section head of Sylvania Electric Products' semi-conductor plant, Woburn, Mass., promoted to manufacturing superintendent of plant.

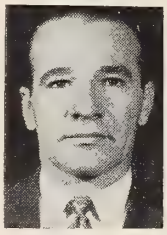
• BERTRAM G. RYLAND, formerly manager of Palo Alto, Calif., lab of General Electric, named manager of Raytheon Mfg. Co.'s Spencer Microwave Power Tube Lab, Burlington, Mass. PALMER DERBY, with Raytheon since 1942, appointed assistant manager.

• HENRY I. METZ, formerly chief, navigational aids engineering division, Federal Aviation Agency, Washington, named vp in charge of engineering of Capitol Radio Engineering Institute, that city.

Allied Fields

• DALE HUGHES, formerly production manager of KVKM-TV Monahans, Tex., to Southern Baptists' Radio-Tv Commission, Ft. Worth, Tex., in department of station relations.

• WILLIAM S. LAMPE, formerly director of special projects in office of W. R. Hearst Jr., to Communications Counselors, division of McCann-Erickson, N.Y., as vp.



MR. SHARP

• NUGENT SHARP resigns as electronic engineer in aural, new and changed facilities branch of Broadcast Facilities Div., FCC, to establish consulting radio engineering firm in Washington, D.C. Mr. Sharp will locate in suite 809-11 of Warner Bldg., 13th & E Sts. N.W. Telephone: District 7-4443.

• GEORGE W. THOMASON, formerly owner of WHAP Hopewell, Va., and with Boy Scouts of America since 1952, appointed assistant national director of public relations of BSA, headquartering in New Brunswick, N.J. Mr. Thomason will concentrate on representing organization in radio-tv fields.

International

• RALPH HART, vp of Spitzer & Mills Ltd., Toronto advertising agency, to vp in charge of broadcasting, McConnell, Eastman Co. Ltd., Toronto agency.

• CHARLES MCGUIRE, formerly of H. N. Stovin & Co., Montreal, Que., to manager, Montreal office of Radio & Television Sales Inc., Toronto station representative firm. He succeeds EMERY RICHMOND who moves to manager of Montreal office of Stephens & Towndrow, Toronto station representative firm.

• WILLIAM T. ARMSTRONG, national audience relations co-ordinator of Canadian Broadcasting Corp., Ottawa, Ont., to national co-ordinator of information services of CBC, Ottawa.

• LLOYD WESTMORELAND, sales manager of CKCK-TV Regina, Sask., to assistant manager. DON TUNNICLIFFE, assistant manager of CKOM Saskatoon, Sask., to sales manager, and DOUGLAS LEE, production manager of CKX-TV Brandon, Man., to production manager of CKCK-TV.

• JACK M. SHORTREED, manager of CJGX Yorkton, Sask., to salesman of CFAC Calgary, Alta.

• BYNG WHITTAKER, freelance announcer of Canadian Broadcasting Corp., Toronto, Ont., elected president of Assn. of Canadian Radio & Television Artists, succeeding NEIL LEROY, elected vp. DENNIS SWEETING elected treasurer and JUNE DENNIS, secretary. All officers are freelance announcers in Toronto.

• KEITH BOWER, account executive of Cockfield Brown & Co., Vancouver, B.C., to sales staff of CKWX Vancouver.

• ROBERT M. BLACK, continuity editor of CJOB Winnipeg, Man., to radio-tv director of McConnell, Eastman & Co., Winnipeg, Man.

• JAMES G. KANE, to radio-tv director of Edmonton, Alta., office of Ronalds Adv. Agency Ltd., Montreal, Que.

• PETER A. MEGGS, national director of information services at Ottawa for CBC, appointed director of CBC station operations in Ottawa area, including CBO, CBOT (TV) and CBOFT (TV), all Ottawa, and shortwave receiving station near Ottawa.

• BOB QUINN, sales representative of Radio Representatives Ltd., Toronto, Ont., to sales manager of tv division.

• JIM GIBSON, commercial manager of CKWS-TV Kingston, Ont., to manager of CKAR Huntsville, Ont.

• F. SPENCER SKELTON, formerly of Ronalds Adv., Montreal, Que., appointed program-commercial manager of CFRA-FM Ottawa, Ont., now operating separately from CFRA-AM.

• TOMMIE DEANS, formery media director, Tandy-Richards Agency, Toronto, Ont., appointed media manager of BBDO's Toronto office.

• WAYNE HARRISON, operator of CKWS-AM-TV Kingston, to similar post at CHEX-TV Peterborough, both Ontario.

• DR. HEINZ HABER, host of KNXT (TV) Los Angeles' *Tales of the Universe*, public affairs science series, has left for Germany to produce and star in German version of same series.

• LYAD D. BROWN, public relations director of CBC, Toronto, to director of information services, in charge of all English-language publicity, publications and audience-relations operations for radio and television.

• LEO LAX, European representative, of National Telefilm Assoc., named general manager in charge of NTA International's activities in Italy, France, Belgium and Luxembourg.

• ESSE W. LJUNGH, national drama supervisor of CBC, Toronto, Ont., loaned for one month to Jamaican government to help in its expansion of broadcasting services.

TAPING THE GLOBE
World tv standards accommodated:Ampex

International exchange of tv-tape programs will be greatly simplified by an engineering modification of the standard Ampex VTR machines which, by a simple flip of a switch, change the recording from the U.S. standard to that of any other country, Phillip L. Gundy, Ampex vice president and head of Ampex International, said Wednesday (April 15).

In Los Angeles, where the new operation was demonstrated to delegates from foreign nations to the month-long International Radio Consultative Committee (CCIR) conference (BROADCASTING, April 6), Mr. Gundy noted that up to this time "live television programming could not be exchanged electronically between Europe and North America, for example, or between England, France and the rest of the European continent." (The American tv standard is for a picture of 525 lines, 60 fields per second; the general European standard is 625 lines, 50 fields; England has a 405-line, 50-field standard and France's standard is 819 lines, 50 fields.)

"With the Ampex 'Inter-Switch' modification," Mr. Gundy stated, "a Videotape recorder in Hollywood can record a television program for American television and then switch to the 405-line system to record the same program with 405-line cameras for British television viewers. By the same token, British and continental tv program producers can use 'Inter-Switch' Videotape units to record programming for American audiences as well as for home audiences."

Multi-standard taping, in essence, the Inter-Switch modification permits an Ampex VTR machine to operate on two or more tv standards by appropriate switch settings. A tape made in New York on U.S. standards could be shipped to Rome, say, and played back at U.S. standards on a recorder modified to operate on U.S. as well as European standards. The playback would then be retaped on European standards for use throughout most of the continent. In the demonstration, tapes recorded to both 525-line and 625-line standards were made, using a Marconi Mark III camera chain, also switchable between the two standards, and both Rank Cintel and Marconi 625-line monitors as well as Conrac 525-line monitors.

Ralph E. Endersby, Ampex International marketing manager, said that the Inter-Switch modification will be sold in combinations of two, three or all four tv standards. All Ampex machines presently in use can be modified, he said. In the future, Ampex Videotape recorders made for use abroad (to date about 25% of all sales have been to foreign markets) may have Inter-Switch built in at the factory. No price has been set for the modification, but Mr. Gundy said that it can be expected that the total cost involved will be "far less than the cost of a second recorder."

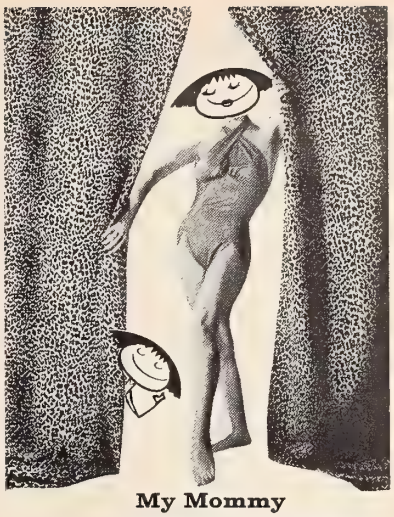
Ampex executives anticipate that a major use of the Inter-Switch operation will be by producers of taped tv programs which they want to distribute in foreign markets, particularly British and European producers seeking distribution in the U.S. They noted that the interchangeability factor which permits programs taped on one Ampex recorder

Atomic sign-on

The first U.S. atomic-powered radio station went on the air in Cleveland at the Fifth Nuclear Congress. Operating in the amateur 29.06 mc band, the transmitter-receiver installation was powered by an improved model of the Snap III nuclear conversion generator shown for the first time by President Eisenhower last January. The unit uses about one-third of a gram of Polonium 210. Heat produced by the decay of the isotope is converted directly into electricity through a series of thermoelectric couplings.

The new unit is 4½-lbs., 4¾-in. in diameter, with an efficiency of 6½%. The converter shown by President Eisenhower earlier this year was the same size, but was one pound heavier and operated at an efficiency of 5%.

The station, licensed to Richard Berg, an Atomic Energy Commission employe, operated with 3.3 w radiated power. The operator reported contact with other "ham" operators as far away as Albuquerque, N.M., and Burley, Idaho, with reception having been reported from operators in Mexico, France and England. Both the transmitter and receiver use transistors instead of tubes. The transmissions took place April 6-10.



My Mommy Listens to KFWB

Glamorous, amorous, working gal or lady-of-leisure . . . most mommies in the L. A. area listen to KFWB.

Buy KFWB . . . **first in Los Angeles.** It's the thing to do.

Channel 98 — my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.



BUYING

RATINGS . . . ?
COVERAGE . . . ?
COST PER THOUSAND . . . ?

Then Check

CHANNEL 3 — KTBS TV — SHREVEPORT LOUISIANA

in America's 71st TV market

Your PETRY man will fill in details
NBC ABC
E. Newton Wray
Pres. & Gen. Mgr.

to be played on any other built to the same standard holds good for Inter-Switch tape recordings too.

Asked about color programs, Mr. Gundy said that the U.S. is the only country so far to have established color standards and "we can't build machines without specifications."

• Technical topics

• Dage Television Div., Thompson Ramo Wooldridge Inc., Michigan City, Ind., has developed a four-pound transistorized tv camera and a 12 lbs. battery powered "backpack" tv transmitter, both of which may be applied for use by tv stations to cover remote news and sports events. Designated the "Tele-Tran" systems, the equipment will provide portable, completely automatic tv transmission gear. Controlled by a single off-on switch on the camera, Tele-Tran can send live pictures one-half mile to a receiver for distribution to monitors at various locations.



• Reeves Soundcraft Corp., Danbury, Conn., announces design revision of its 5" and 7" Soundcraft reels which provide greater strength and permit "professional type reel threading." The reels now have enough space between the spokes to permit the finger to easily hold the tape directly against the hub of the reel, the way found by professionals to be the quickest to load a reel. Added strength comes from thicker flanges, according to Frank B. Rogers Jr., executive vice president of Soundcraft.

• The Turner Co., Cedar Rapids, Iowa, announces the availability of its new catalog on microphones, stands and accessories. Handbook includes illustrations, specifications and descriptions of each product. For a copy, write The Turner Co., 909 17th St., N.E., Cedar Rapids, Iowa.

• Amplifier Corp. of America, N.Y., announces the availability of a new brochure describing its new TransMagnemites, transistorized, battery-operated, spring-motor portable tape recorders. Single and multi-speed models with or without VU meters are listed with their recording characteristics. Brochure may be obtained from Amplifier Corp. of America, TransMagnemite Div., 398 Broadway, New York 13, N.Y.

• Blonder-Tongue Labs, Newark, N.J., releases its newest broadband fm amplifier, B-T model AB-FM, which may be mounted up to 600 feet from the remote control unit near the receiver. The amplifier weighs less than 5 lbs., the remote unit, only 2½ lbs. Price of the AB-FM is $53.95, the same as that of the companion model AB-2, used for boosting signals on the tv band. For descriptive bulletin, write Blonder-Tongue Labs, 9 Alling St., Newark 2, N.J.

• Space Communications Corp., New York has acquired the distribution franchise of closed-circuit television equipment and amateur tv stations, manufactured by Electron Corp., Dallas, Tex., a wholly-owned subsidiary of Ling Electronics, Dallas. Space Communications will distribute the Ling Spectator closed circuit tv equipment and the Ling-Mitter amateur tv stations throughout New England, New York, Pennsylvania, New Jersey, Maryland and Delaware.

• RCA has developed a new material called cathode nickel N132 which will improve the reliability and performance of more than 50 of the company's entertainment type electron tubes, according to John B. Farese, manager, entertainment tube products, RCA Electron Tube Div., Harrison, N.J. Produced by a special vacuum-melting process, the N132 nickel composition will be applied to an extensive line of cathodes which will be made available to other tube manufacturers, RCA reported.

• RCA has shipped a 2-kw transmitter to WGAN-TV Portland, Me. (ch. 15).

INTERNATIONAL

1,000 admen to attend ATV seminar in London

Associated Television Ltd. (tv program contractor), London, will sponsor an all-day seminar at the Royal Festival Hall this June 3. Officials of the Schwerin Research Corp. will offer suggestions to advertisers and agencies, aimed at improving the effectiveness of commercials.

ATV has invited more than 1,000 executives from the United Kingdom and the Continent for the event. Schwerin executives who will speak are Horace Schwerin, president; Anthony J. Hemming, head of the London office and Eric Boden, director of European operations. The seminar will cover such topics as national differences and similarities, pre-testing to find the best sales ideas, economics of product development and ways of communicating.

• Abroad in brief

• The Canadian government allocated $62.1 million to the government-owned Canadian Broadcasting Corp. for the fiscal year ending March 31, 1959, as against $43 million the previous year. The government also reported an allocation of $100,000 in the 1958-59 fiscal year for the recently-appointed Board of Broadcast Governors, the independent regulatory body which rules over both the CBC and the privately-owned stations.

• Finland joins Eurovision (European-wide tv hookup) May 1.

Tallest story

Following last month's announcement that WGAN-TV Portland, Me., had chosen a constructor for its 1,619-ft. tower (BROADCASTING, March 30), comes a report that Russia will build a 1,625-ft. tv tower this year. It is said to be the world's highest structure. The new tower will go up at the Dzershinsky Park of Culture & Rest, Ostankino.

• Over-optimistic estimates of the West German radio-tv market by manufacturers is said to be the cause of a mounting surplus of receivers in the country's manufacturing plants. Overall production increase for 1958 is given at a rate of 14% (about 4.7 million units in 1957 to about 5.3 million units last year). German sources say that nearly 1.6 million television receivers and 3.8 million radios were produced in 1958. In 1957, 810,000 tv sets and nearly 3.9 million radios were manufactured.

• The Ottawa Parliamentary Press Gallery admitted its first radio-tv member Tuesday (April 14) when Sam G. Ross, Ottawa representative for 10 western radio stations, was granted membership.

• CFAX Victoria, B.C. (Saanich Broadcasting Co.), is slated to commence operations next July 1. Address: 1205 Quadra St., Victoria; telephone: EV 4-8198; president: Ellison Queale; vice president: Jack Allison; manager: Roy V. Parrett. CFAX is on 810 kc with 1 kw.

Chicago trade groups load promotion guns

Various Chicago trade organizations are involved in the promotion of three major projects this year: the International Trade Fair, a system of local tv "Emmy" awards and a gridiron dinner and talent showcase.

The organizations: Chicago Unlimited, devoted to the promotion of that city's talent, civic, cultural and other pursuits; Chicago Federated Adv. Club; Broadcast Advertising Club; Academy of Tv Arts & Sciences local chapter, and the Chicago Assn. of Commerce & Industry.

Their respective projects were crystallized at last week's meeting of CU officers and board of directors, which gave a green light for each of the campaigns. Henry Ushijima, John Colburn Assoc. film studios and CU president, presided over the meeting.

Details of the promotions:

(1) CFAC will sponsor the gridiron dinner-show at the Morrison Hotel April 27, with CU providing the talent review. (2) CU will organize a sales presentation of local talent, facilities and services in broadcasting, film and recording fields for exhibit at the trade fair next July, in cooperation with the Chicago Assn. of Commerce and Industry. (3) CU will solicit an affiliation with BAC for sponsoring a system of local industry awards not covered by the National Academy of Tv Arts & Sciences and CFAC, to be presented at a joint CU-BAC luncheon next December. The local ATAS chapter will hold its own tv awards dinner in connection with the national Emmys telecast May 6, presenting honors to local performers. Task forces have been set up for all three projects.



Ad grill • Getting ready for the Chicago advertising lampoon April 27: Frank M. Baker (l), partner in Grant, Schwenck & Baker and president of Chicago Federated Advertising Club, and James G. Hanlon, public relations manager of WGN-AM-TV Chicago.

Saturation send-off snags WILX-TV viewers

An all-media promotional blast heralded the birth of ch. 10 WILX-TV Onondaga, Mich., a commercial-educational, share-time operation with Michigan State U.'s WMSB (TV) (BROADCASTING, March 16).

The debut was noticed. WILX-TV is getting a stream of voluntary mail, running to 450 pieces per day, to prove that people are tuning the new channel. Also, the NBC-TV affiliated station reports it has just about sold out all availabilities in the "better time periods." WILX-TV is owned by its president and general manager, John C. Pomeroy, and Edward E. Wilson, vice president. The station is represented by Venard, Rintoul & McConnell.

WILX-TV sendoff promotion included saturation schedules of radio jingles and production spots on WILS Lansing, WIBM Jackson, WBCK Battle Creek and WABJ Adrian, all Michigan. Sunday, March 15, was "Channel 10 Day," by proclamation of Gov. G. Mennen (Soapy) Williams. There was editorial coverage in 54 newspapers, states WILX-TV, totaling 370 columns of space, including a 24-page tv tabloid section in the *Lansing State Journal*. The station advertised in 11 dailies and 33 weeklies throughout its target week. There was also a direct mail campaign and various promotional stunts. Liaison promotion was secured with 450 tv dealers in the area. Network support for the new station came in the form of network air salutes and voices of NBC-TV stars in an automatic telephone message gimmick.

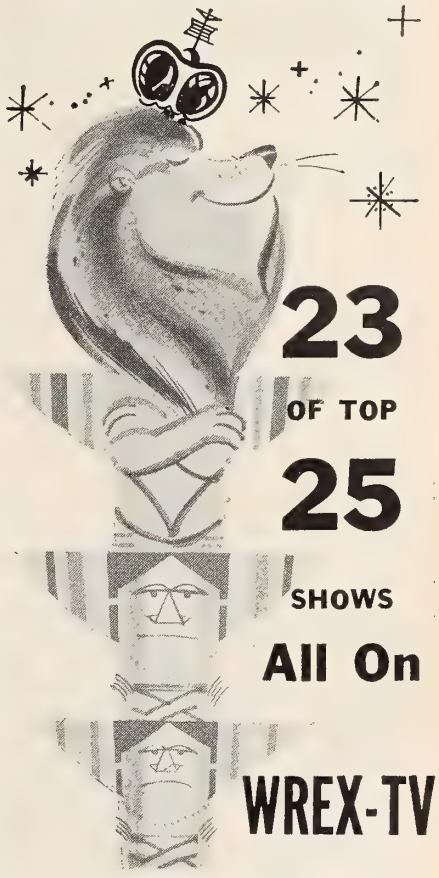
WILX-TV later will sponsor a "Miss Lansing of 1959" contest and a series of open-house parties in its studios in Lansing, Jackson and Battle Creek. A "Popeye" picnic is also planned.

Six-year batting averages

Ten Wisconsin stations and one Minnesota outlet in the Milwaukee Braves regional radio network have been honored with plaques for six years of promoting baseball.

The presentations were made at a

TOP MAN
on the Totem Pole



23 OF TOP 25 SHOWS All On WREX-TV

Rank	Program	Rating	Station
1.	I've Got a Secret	53.6	WREX-TV
2.	The Millionaire	53.1	WREX-TV
3.	Program X	52.2	Sta. B
4.	Jack Benny	50.2	WREX-TV
5.	G. E. Theater	49.8	WREX-TV
6.	Father Knows Best	49.4	WREX-TV
7.	Gunsmoke	48.8	WREX-TV
8.	Lawrence Welk	46.9	WREX-TV
9.	Danny Thomas	46.5	WREX-TV
10.	Person to Person	46.3	WREX-TV
11.	State Trooper	45.2	WREX-TV
12.	The Lineup	45.2	WREX-TV
13.	Lassie	44.8	WREX-TV
14.	Playhouse 90	44.5	WREX-TV
15.	Red Skelton	44.4	WREX-TV
16.	Program X	44.4	Sta. B
17.	Have Gun, Will Travel	43.5	WREX-TV
18.	Bing Crosby	43.2	WREX-TV
19.	December Bride	42.7	WREX-TV
20.	What's My Line	41.2	WREX-TV
21.	Name That Tune	41.2	WREX-TV
22.	Disney Presents	40.2	WREX-TV
23.	Ed Sullivan	40.2	WREX-TV
24.	U. S. Marshal	39.9	WREX-TV
25.	Pat Boone	39.5	WREX-TV

METROPOLITAN ROCKFORD ARB—
FEB. 9—MAR. 8, 1959
Demonstrating *AGAIN* WREX-TV's Audience Leadership

WREX-TV
CHANNEL 13 ROCKFORD



Circus on a street of showmen • Roanoke, Va., shoppers scramble for gift certificate balloons at the climax of a cooperative sales effort. It was the triumphant end of what might have been a month of depression.

Merchants on Roanoke's Church Ave. looked for the worst when their busy street was closed for repairs. Assessing the situation, businessmen and WSLS-AM-TV Roanoke turned the upheaval into a show, "Operation Big Shovel."

They ordered 50 tv announcements and 100 on radio, inviting people to "come see the biggest show in Roanoke; watch the street being dug up." "Sidewalk superintendents" were made comfortable in chairs and benches.

During the first and third weeks of Big Shovel month, a WSLS disc jockey originated his weekday afternoon show from Church Avenue. WSLS-TV took its 90-minute program, *The Saturday Show,* to the avenue one week. Merchants put on fashion shows, dances and other special events. So pleased were they with the neighborhood spectacular that WSLS-TV came back for two more. The final show was an avenue re-opening party.

The epilogue was written when merchants on the stricken avenue checked sales figures for the month. This year's exceeded those for the comparable period in 1958. Even allowing for the Easter upsurge, they were pleased. The WSLS stations were satisfied, too. They helped out business and made the project pay, $3,500 in time sales for the promotion.

Braves-broadcasters' luncheon party held by Mathisson & Assoc., Milwaukee advertising agency.

The stations and broadcasters honored were KFIZ Fond du Lac (Emory Martin), WJPG Green Bay (John Walter), WHBY Appleton (Lew Process), KDHL Faribault (Minn.) (Joe Hyde), WEMP (Hugh Boice) and WTMJ Milwaukee (Bob Heiss), WCLO Janesville (Vern Williams), WNAM Neenah (Don Wirth), WBEL Beloit (Joe Moen), WISC Madison (Ralph O'Connor) and WKTY La Crosse (a special award to Herb Lee). The Braves network comprises 41 stations, all of which were commended for their promotional activities.

Among the luncheon speakers were Edward Ball, advertising and merchandising director, Miller Brewing Co.; Robert Atkinson, vice president, Clark Oil Co.; William A. Jordan, midwest states sales manager, P. Lorillard & Co.; Jack Severson, radio-tv director, Mathisson & Assoc., Earle Gillespie and Blaine Walsh, sports announcers. Representatives of Tatham-Laird (for Clark) and Lennen & Newell (for Lorillard's Kents and Old Gold cigarettes) also were present.

Russians want WBT series

Radio Moscow wants to hear *Radio Moscow,* the WBT Charlotte, N.C., series based on Russian propaganda broadcasts (BROADCASTING, March 16, Jan. 19). The Charlotte station has received a request from Radio Moscow's Eugenia Stepanova that it send "a few of these programs on tape for our information." WBT is shipping the tapes and billing the Russians at the same rate as WMBR Jacksonville, KSAY San Francisco and other stations using the program.

Radio Liberation is beaming *Radio Moscow* to Iron Curtain countries via transmitters in Germany and Formosa.

KYA awards a million

KYA San Francisco put on a "Be a French Millionaire" contest and found an authentic winner. Nearly two million numbered matchbooks were distributed by the Bay Area Plymouth Dealers Assn., and a number from one of the matchbooks was announced over KYA each hour until a listener called in with the correspondingly numbered book of matches. The winner, by coincidence a French-born listener, collected a million French francs ($2,050) and a $150 stereophonic phonograph.

WRC-TV has admen to capital

A group of 45 New York admen attended a WRC-TV Washington open house April 9 to celebrate the first an-

niversary of NBC's Washington headquarters building (BROADCASTING, May 26, May 19, 1958).

Arriving in Washington by special plane, the group had a police escort to the NBC headquarters where they were greeted by Robert E. McLaughlin, president of the District of Columbia Board of Commissioners.

After a tour of the building, reception and lunch, the admen went to Griffith Stadium to see Vice President Richard M. Nixon throw the first ball of the baseball season.

Selling summertime

Summer is a season of sunburn, soda pop and sinking sales for some television stations. Sun and soda are obviously here to stay, but WTVP (TV) Decatur, Ill., determined to do something about summer selling.

The result: a promotion-packed brochure, *103 Ideas to Hypo Summer Sales,* containing the suggestions of 75 tv stations across the country.

Ben K. West, general manager of WTVP, sent out questionnaires to every tv station. Those replying had their ideas incorporated into the brochure without identification although all cooperating stations are listed at the rear of the booklet. All received several copies of *103 Ideas,* which was produced by WTVP without cost to the participating station.

The basic theme of the book is contained in one of the first promotions: "We planned for summer—not around it." In contrast to the defeatist attitude of many stations, this outlet thought positively. Specifically, it:

• Offered a "two for one sale," giving one free spot for every one bought. The result was that 7 out of 30 sponsors stayed on during the winter at regular rates.

• Held a "sales contest for salesmen," with money prizes to spur incentive.

• Held "special weekend remotes like stockcar races."

Other ideas advanced by stations who had beat the summer doldrums were:

• Move a teenage dance show to the local swimming pool.

• Sell department stores on previews of fall fashions as well as back-to-school supplies.

• Emphasize the "package plan," by sending salesmen out to garner resort business for a "Vacationland Show." A "tourist package" also was outlined with a target of motels, restaurants and other tourist centers. One station commented, "Get the leaders of a community interested in such a project and you have it made."

Copies of the brochure can be obtained by writing to WTVP.

• Drumbeats

• WTAR Norfolk, Va., has erected a studio on the roof of a local drive-in. Plans are for d.j. Lou Nelson's *Nightwatch* (8-11 p.m.) to come from the specially-built booth each weeknight during the summer.

• KNOE Monroe, La., got Gov. and Mrs. Earl Long of Louisiana to take a run in its new promotion vehicle, a copy of an early Oldsmobile horseless carriage, at the governor's mansion in Baton Rouge.

• Jack Thayer, general manager, WDGY Minneapolis-St. Paul has given $250 to the Minneapolis Aquatennial Assn. for transportation of a silver service from *U.S.S. Minneapolis.* Minneapolis presented the silver to the ship in 1895. When the ship was decommissioned, the Navy said the city could have the service back if somebody paid the shipping cost.

• More than 500 letters were sent to WALT Tampa telling why the senders hated its d.j. Dave Archard. The contest offered a wrist watch for the best letter. At the end of the contest Mr. Archard went on vacation and listeners were asked to write "Come Back Dave" letters. This time nearly 700 pieces of mail were received at WALT.

• WCPO Cincinnati has added a solid block of music from 12:15 to 5:30 a.m., extending the schedule to 24 hours. The new segment carries neither commercials nor continuity, only music and required station breaks.

• A nine-day campaign by KLIF Dallas d.j.'s helped raise $25,424.44 for a Fort Worth orphanage after a wing under construction was razed by a near-tornado. The campaign culminated in a KLIF record hop in Fort Worth's Pioneer Palace that attracted more than 5,000 persons.

• KTVU (TV) San Francisco-Oakland signed on two hours early today (April 20) to brief an estimated 40,000 American Cancer Society workers on how to conduct their fund raising campaign.

• WKBW-TV Buffalo, N.Y., is letting viewers produce a new panel show, *By Public Demand,* a series of debates on local and national affairs. Viewers suggest panelists and topics for discussion.

• A float depicting a giant television screen, entered in a local parade by KFDM-TV Beaumont, Tex., won two awards: best entry and best commercial float. On the tv-screen float, one of 61 in the parade, were girls from KFDM-TV's coverage area.

• A double concert by Wayne King & His Orchestra is one of the WWST



One hundred eleven* national and regional spot advertisers know **Terre Haute is not covered effectively by outside TV**

*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC

TERRE HAUTE, INDIANA

Represented Nationally by Bolling Co.,

Los Angeles · San Francisco · Boston · New York · Chicago · Dallas



Laughing on the outside • The singer above is entitled to his stripes. He is a convict, one of 20 inmates from Southern Michigan Prison who presented an hour variety show from studios of WJIM-TV Lansing, Mich. The prisoners, including burglars, robbers, forgers and one man convicted for murder, were transported to Lansing under heavy guard via prison bus. A large force of prison security officers stood guard off camera. Judge Dale Souter, appearing on the program, offered words of encouragement to the men (some eligible for parole) and outlined his Prisoners Anonymous plan for rehabilitating criminals.

Wooster, Ohio, May promotions. Most of the tickets for the concerts (May 9) will be given to advertisers for their customers. The rest go to the public for contributions to The March of Dimes.

• About $1,000 was given away by CKNW Vancouver, B.C., in its "Bucks for Billboards" contest. The station put up 83 billboards in its coverage area and invited listeners to submit a letter informing it of a billboard's location. Eight times a day an entry was drawn and the sender given $1.

Top 10 for Ray-O-Vac

The Ray-O-Vac Co. (lighting equipment), Madison, Wis., has announced winners of its 1958-59 "Radio Announcers Top 10" contest. Announcers of 129 stations carrying the company's commercials were asked to submit tapes of ad-lib Ray-O-Vac announcements.

The winners: Charlie Greer, WAKR Akron, Ohio (who wins a two-week, expense-paid vacation for two at Northernaire Resort, Three Lakes, Wis., or $1,000); Robert M. Luck, KGU Honolulu (one week vacation for two at Northernaire or $500).

Stan Matlock, WKRC Cincinnati; Reese Rickards, WTAG Worcester, Mass.; Dave Schellenberger, WWSW Pittsburgh, Pa.; Bill Baker, WIBC Indianapolis; Denzil Finney and Sam Polland, WCHS Charleston, W. Va.; Doug Pledger, KNBC San Francisco; Foster Brooks, WHAM Rochester, N.Y., and Jack Purrington, WQAM Miami (all won award certificates and camping lights).

Ray-O-Vac's agency is Howard H. Monk & Assoc., Rockford, Ill.

KTTV (TV) local spectaculars

Something new is being added to Southern California television, a series of local spectaculars, each running anywhere from one to three hours, to be broadcast at intervals of approximately one month for the next 12 months by KTTV (TV) Los Angeles, sponsored by Riviera Mfg. Co. to advertise its convertible sofa-beds.

The series starts April 28 at 8-9 p.m. with *The Dictators*, hour-long study of Latin American "strong men," past and present, filmed in the Dominican Republic by Paul Coates, KTTV newscaster-commentator, and including interviews with Fulgencio Batista and Juan Peron, former rulers of Cuba and Argentina. Other programs in the series will include the tv premieres of two motion pictures, "Pride and Prejudice" and "Kon-Tiki," a filmed account of the adventures of a Southern California family in Europe and a year-end summary telecast which will emphasize the local scene.

With the coach 100%

WAZL Hazleton, Pa., staffers have contributed 100% ($3,600) to the city's second Can-Do (Greater Hazleton Community-Area New Development Organization Inc.) fund drive. Victor C. Diehm, WAZL general manager and head of the Vic Diehm Radio Group, is head of the Northeast Pennsylvania Industrial Development Commission and a board member of the Pennsylvania Industrial Development Authority. These groups have raised $500,000, half this year's goal. The first Can-Do campaign, also supported by all the WAZL staff, was instrumental in bringing four new industries into a depressed area. WAZL also gives all-out broadcast support to the drives.

One-man band

Michael Wynne-Willson is a radio personality who sells his own show and gets the sponsors to merchandise it. In this way, he put *Music and Michael*, a daily hour over WESX Sussex, Mass., on a paying basis from the beginning 13 weeks ago and has kept the promotion circle unbroken ever since.

The Monday-Friday origination from the Wynne-Willson home, Mendip Cottage in Hamilton, Mass., is underwritten by a group of businesses on Boston's North Shore, the "Combined Radio Advertisers." This is a number, averaging 15, organized by Mr. Wynne-Willson, who offers them either two minutes per program or an identification (name, service, address, telephone number and an ad-lib sentence elaborating). All are provided with printed flyers plugging *Music and Michael* and suitable for enclosure with products and mail.

But the enterprising m.c. goes further than that, suiting the promotion opportunity to the sponsor. While calling on a theatre client one day, he noticed the manager's telephone-answering unit working continually. Mr. Wynne-Willson (British born) got the manager to use him to record the answering tapes, with this result: "Hello! I am so glad you called. I've been waiting for you to call for ages. Now, I can tell you that starting today 'The Old Man and the Sea' is playing at the Fine Arts Theatre [etc. about the motion picture]. . . . Before you go, just let me tell you about my program. I am Michael Wynne-Willson and seem to be associated with *Music and Michael*, a daily program between 11 and 12 noon over WESX. We don't have much money but we do have fun on *Music and Michael*, so do join us tomorrow if you can, will you?"

Other accounts publicize the show in print advertising, product brochures and in other ways. One method succeeded in spite of itself. S.S. Pierce, Boston grocer and importer, gave the WESX personality a box of imported Dutch cookies to peddle. The plan was to mark them *"Music and Michael* Special Cookies," but something went wrong and they came out marked only "Special." Mr. W-W, "a little put out by this," told listeners to ask for the cookies which were *not* marked *"Music and Michael Special."* He reports the result: "They were sold out in 10 days, for it seems that these good people marched in and said just what I suggested, which delighted S.S. Pierce."

Station Authorizations, Applications

As Compiled by BROADCASTING

April 9 through April 15. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

ACTIONS BY FCC

Los Angeles, Calif.—Sherrill C. Corwin, Granted uhf ch. 34 (590-596 mc); ERP 251 kw vis., 137 kw aur.; ant. height above average terrain 2782 ft., above ground 142 ft. Estimated construction cost $265,000, first year operating cost $250,000, revenue $250,000. P.O. address 122 S. Robertson, Los Angeles. Studio location Los Angeles. Trans. location Los Angeles County. Geographic coordinates 34° 13′ 40″ N. Lat., 118° 04′ 01″ W. Long. Trans.-ant. RCA. Legal counsel John Brenner, Beverly Hills. Consulting engineer Harold W. Jury, Northridge, Calif. Mr. Corwin, owner KBAY-TV San Francisco and 15% KAKE-AM-TV Wichita, Kan., KPRO Riverside, KROP Blythe, KYOR Brawley and KREO Indio, all Calif., will be sole owner. Ann. Apr. 9.

Waycross, Ga.—State Board of Education,* Granted vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1032 ft., above ground 1086 ft. Estimated construction cost $418,000, first year operating cost $82,000. P.O. address Room 219, State Office Bldg., Atlanta. Studio location 1007 Mary St., Waycross. Trans. location 2.5 miles S. of Hasty, in Waresboro. Geographic coordinates 31° 13′ 12″ N. Lat., 82° 34′ 26″ W. Long. Trans.-ant. RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Ann. April 10.

Existing Tv Stations

CALL LETTERS ASSIGNED

KTLG (TV) Hot Springs, Ark.—Southwest Operating Co.

KCND-TV Pembina, N.D.—Community Radio Corp.

Translators

Show Low Tv Inc., Show Low, Ariz.—Granted cp to replace expired permit for new tv translator station on ch. 80 to translate programs of KGUN-TV (ch. 9), Tucson. Ann. April 15.

Canby T. V. Club, Canby, Calif.—Granted new cp to replace expired permit for tv translator station (K76AL) on ch. 76 to translate programs of KVIP-TV (ch. 7) Redding; no change in facilities. Ann. April 9.

Likely TV Club, Likely, Calif.—Granted cp for new tv translator station on ch. 74 to translate programs of KOTI (ch. 2) Klamath Falls, Ore.; conditioned that, pursuant to Sec. 319(a) of Communications Act, construction of transmitting facilities will not be licensed until license application clearly indicates that construction was not commenced until after grant of this authorization. Ann. April 9.

Paul Kafoury, Newport, Ore. — Granted cp for new tv translator station on ch. 71 to translate programs of KGW-TV (ch. 8) Portland, to serve Newport and Otter Rock. Ann. April 15.

Umatilla Rural Television Inc., Pendleton, Ore.—Granted cp for new tv translator station on ch. 77 to translate programs of KXLY (TV) (ch. 4) Spokane, Wash. Ann. April 9.

New Am Stations

ACTIONS BY FCC

Tempe, Ariz.—John L. Breece Granted 1060 kc, 500 w. P.O. address Box 436, Lander, Wyo. Estimated construction cost $53,000, first year operating cost $40,000, revenue $55,000. Mr. Breece, sole owner, is president and approximately one-third owner of KOVE Lander, Wyo. Ann. April 15.

Pueblo, Colo.—Steel City Bcstg. Co. Inc. Granted 1480 kc, 1 kw, DA, D. P.O. address E. E. Koepke, 1601 W. Jewell Ave., Denver, Colo. Estimated construction cost $38,619, first year operating cost $48,000, revenue $60,000. Owners are **Frank E. Amole Jr., Ewald E. Koepke** (each 40%) and **Richard M. Schmidt Jr.** (20%). Mr. Amole is 50% owner of KDEN Denver. Mr. Koepke is 50% owner of KDEN. Mr. Schmidt is attorney. Ann. April 15.

Valdosta, Ga. — Norman O. Protsman Granted 1450 kc, 250 w, S. H. P.O. address Box 655, Live Oak, Fla. Estimated construction cost $4,315, first year operating cost $19,000, revenue $36,000. Mr. Protsman, owner WNER Live Oak and WMAF Madison, both Florida, will be sole owner. Ann. April 15.

Jerseyville, Ill. — Tri-County Bcstg. Co. Granted 1480 kc, 500 w, DA-D. P.O. address % **Wilbur J. Meyer,** 357 Cherry St., Pittsfield, Ill. Estimated construction cost $16,528, first year operating cost $36,000, revenue $48,000. April 9.

East Grand Forks, Minn. — Merlin Obie Granted 1590 kc, 1 kw D. P.O. address 715 5th St., S.W. Wadena. Estimated construction cost $15,945, first year operating cost $38,000, revenue $52,000. Sole owner, Mr. Obie, owns one-third of KWAD Wadena. Ann. April 15.

Liberty, Tex.—J. A. Robinson IV & Elmer J. Griffin Sr. d/b as **Liberty Bcstg. Co.** Granted 1050 kc, 250 w DA, D. P.O. address % J. A. Robinson IV, 814 Third St., Morgan City, La. Estimated construction cost $18,600, first year operating cost $39,200, revenue $54,750. Principals include Mr. Robinson (51%), chief engineer-general manager-minority owner, KMRC Morgan City, La., and Mr. Griffin (49%), driller for oil company. Ann. April 15.

Cheyenne, Wyo. — Robert S. Pommer Granted 1290 kc, 1 kw, D. P.O. address 70 25th Ave., San Francisco, Calif. Estimated construction cost $25,700, first year operating cost $36,000, revenue $47,000. Mr. Pommer is in paint contracting. Ann. April 15.

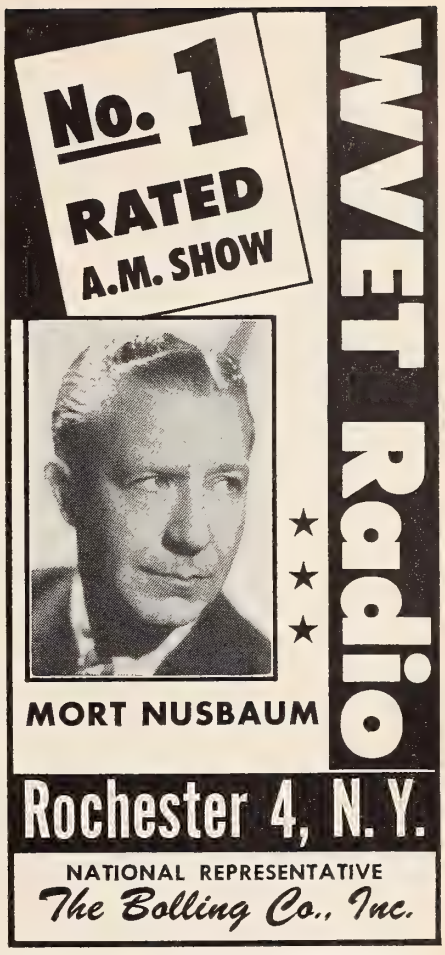
APPLICATIONS

West Memphis, Ark. — Garrett Bcstg. Corp., 730 kc, 5 kw D. P.O. address 646 Highland Dr., Cape Girardeau, Mo. Estimated construction cost $70,764, first year operating cost $84,620, revenue $105,000. Applicants are **William F. Garrett** (50%), **Bernice Schwartz** (25%) and **Cora Lee Garrett** (25%). Mrs. Garrett and Mrs. Schwartz formerly had interest in KATZ St. Louis. Ann. April 13.

Gainesville, Fla.—Southern Broadcasting of Marianna Inc., 1390 kc, 5 kw D. P.O. address Box 519, Panama City, Fla. Estimated construction cost $19,541, first year operating cost $36,000, revenue $45,000. Applicants are **Denver T. Brannon** and **John A. Dowdy** (49% each) and others. Mr. Brannon owns KCIL Houma, La., WCOA Pensacola and WDLP-AM-FM Panama City, both Florida. Mr. Dowdy has interest in WMGR Bainbridge, Ga. Ann. April 15.

Elkton, Md.—Suburban Bcstg. Corp., 1550 kc, 250 w D. P.O. address 2901 Philadelphia Savings Fund Bldg., Philadelphia 7. Estimated construction cost $25,160, first year operating cost $36,000, revenue $45,000. Applicants are **Leon E. Pamphilon** (52%), **Glenn L. Musser** (23%) and **Howard S. Frazier Inc.** (23%). Mr. Pamphilon is U.S. government employe, Mr. Musser is research engineer, and Howard S. Frazier Inc. is Washington, D.C., business consultant firm. Ann. April 13.

Lansing, Mich.—Triad Television Corp., 1010 kc, 500 w D. P.O. address 752 Touraine, East Lansing. Estimated construction cost $58,054, first year operating cost $60,000, revenue $95,000. Applicant is owned by **C. Wayne Wright** (36%) and 24 others. Triad





has minority interest in WALM Albion, Mich. Ann. April 13.

Poplar Bluff, Mo.—Gertrude Baker, 1550 kc, 10 kw D. P.O. address Box 444, Doniphan, Mo. Estimated construction cost $49,350, first year operating cost $50,000, revenue $75,000. Mrs. Baker is in real estate business. Ann. April 15.

Medford, Ore.—Medford Bcstrs., 860 kc, 1 kw D. P.O. address % Alexander & Co., 233 Sansome St., San Francisco, Calif. Estimated construction cost $27,131, first year operating cost $45,000, revenue $52,000. Applicants are (25% each) **Diana Crocker Redington, William H. Crocker II, Alexander M. Casey** and **Genevieve deDamphiere Casey.** None has previous broadcast interests. Ann. April 15.

Existing Am Stations

ACTIONS BY FCC

WWIL Fort Lauderdale, Fla. — Granted change on 1580 kc from 1 kw, DA-1, unl., to 1 kw-N, 10 kw-LS, DA-2; engineering conditions. Ann. April 9.

WKMH Dearborn, Mich.—Granted authority to transmit programs from Briggs Stadium, Detroit, and other American League baseball parks to station CFRA Ottawa, Canada, for period ending Oct. 16. Ann. April 9.

WJBL Holland, Mich.—Granted increase of power from 500 w to 5 kw, continuing operation on 1260 kc, DA, D; engineering conditions. Ann. April 9.

APPLICATIONS

KMAK Fresno, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. April 13.

KRNO San Bernardino, Calif.—Cp to increase daytime power from 250 w to 1 kw, except when KPPC is operating; install new trans. (1240 kc). Ann. April 15.

WFTM Maysville, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. April 13.

WHCU Ithaca, N.Y.—Cp to change power from 1 kw limited to 1 kw—5 kw limited and install new trans. (Petition for request of waiver of Sec. 1.351(b)(1) of rules.) (870 kc). Ann. April 15.

KOZI Chelan, Wash.—Cp to change frequency from 1220 kc to 1230 kc, change hours of operation from DA to unl., using power of 250 w, 1 kw-LS, make changes in trans. equipment for nighttime operation. Ann. April 15.

CALL LETTERS ASSIGNED

WGOH Grayson, Ky.—Carter County Bcstg. Inc.

WJAN Ishpeming, Mich.—Tri-City Bcstrs. Inc.

KXXL Bozeman, Mont.—XX Bcstg. Corp. Changed from KXLQ.

WGHQ Saugerties, N.Y.—Skylark Corp. Changed from WSKN.

KSTH St. Helens, Ore.—L. Bernice Brownlow.

KWAM Memphis, Tenn.—KWEM Inc. Changed from KWEM.

KLBS Livingston, Tex.—F. J. Griffin Jr. Changed from KTET.

WGAT Gate City, Va.—Gate City Bcstg. Co.

New Fm Stations

ACTIONS BY FCC

Redlands, Calif.—Southwest Bcstg. Inc. Granted 96.7 mc, 1 kw. P.O. address 6399 Wilshire Blvd., Los Angeles. Ann. April 15.

San Diego.—E. F. Weerts. Granted 94.9 mc. 7.5 kw. P.O. address 3005 Midway Drive. Estimated construction cost $20,650, first year operating cost $30,000, revenue $40,000. Mr. Weerts owns Zanzibar Dining Room. Ann. April 15.

Altoona, Pa.—Triangle Publications Inc. Granted 98.1 mc, 33 kw. P.O. address 400 N. Broad St., Philadelphia. Estimated construction cost $31,900, first year operating cost $18,200. Applicant owns WFBG-AM-TV Altoona, WFIL-AM-FM-TV Philadelphia, WLBR-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N.Y., and WNHC-AM-FM-TV New Haven, Conn. Ann. April 15.

Lancaster, Pa.—Percy B. Crawford. Granted 94.5 mc, 20 kw. P.O. address Box 1, Philadelphia 5. Estimated construction cost $59,345, first year operating cost $30,000, revenue $33,000. Applicant is president Young Peoples' Church of the Air Inc. Ann. April 15.

San Antonio, Tex.—Sunshine Bcstg. Co. Granted 98.1 mc, 25 kw. P.O. address 2008 Jackson St., Dallas. Estimated construction cost $25,000, first year operating cost $15,000, revenue $15,000. Applicant is licensee of KTSA San Antonio, McClendon station. Ann. April 15.

APPLICATIONS

Fort Wayne, Ind.—Sarkes Tarzian Inc. 95.1 mc, 49.6 kw. P.O. address East Hillsdale Drive, Bloomington, Ind. Estimated construction cost $28,700, first year operating cost $30,000, revenue $20,000. Applicant owns WTTS, WTTV-FM-TV Bloomington, and WPTA (TV) Roanoke, Ind. Ann. April 13.

Kansas City, Mo.—National-Missouri T.V. Inc. 102.1 mc, 56 kw. P.O. address 1837 S. Vermont Ave., Los Angeles 54. Estimated construction cost $40,595. Applicant owns WDAF-AM-TV Kansas City. Ann. April 13.

Pittsburgh, Pa.—Allegheny Bcstg. Corp. 106.7 mc, 30.6 kw. P.O. address 411 Seventh Ave., Pittsburgh. Estimated construction cost $43,800. Applicant owns KQV Pittsburgh, and is owned by **American Broadcasting-Paramount Theatres Inc.** which owns WABC-AM-FM-TV New York, WENR-FM, WBKB (TV) Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit and half-interest in WLS Chicago. Ann. April 13.

Memphis, Tenn.—WDIA Inc. 102.7 mc, 5.18 kw. P.O. address Box 5125, Memphis. Estimated construction cost $11,874. Applicant owns WDIA Memphis, and is owned by **WOPA Inc.,** Oak Park, Ill. Ann. April 13.

Charlottesville, Va.—Eastern Bcstg. Corp. 97.7 mc, 3.38 kw. P.O. address Rose Hill Drive. Estimated construction cost $8,040, first year operating cost $6,500, revenue $7,000. Applicant owns WCHV Charlottesville. Ann. April 15.

Existing Fm Stations

APPLICATION

WJMO-FM Cleveland Heights, Ohio—Cp to change frequency from 95.3 mc, ch. 237 to 92.3 mc, ch. 222, increase ERP from 1 kw to 25.8 kw, increase antenna height above average terrain from 250 feet to 280 feet, install new antenna and trans, change antenna-trans location. Ann. April 13.

CALL LETTERS ASSIGNED

WAHR (FM) Huntsville, Ala. — James Arnold Hornbuckle.

WJWR (FM) Palmyra, Pa.—William N. Reichard.

KFMP (FM) Port Arthur, Tex.—Triangle Bcstg. Co.

Ownership Changes

ACTIONS BY FCC

KHAT Phoenix, Ariz.—Granted transfer of control from **Geoffrey A. Lapping** to **Harvey Raymond Odom** (interests in KMOP Tucson, Ariz., and KHEY El Paso. Tex.); consideration $73,000. Ann. April 15.

KIFN Phoenix, Ariz.—Granted acquisition of positive control by **H. Walker Harrison** through purchase of stock from **Frank P. Redfield, Henry J.J. Steffens Jr.** and **Edgar B. Pool;** consideration $135,000. Ann. April 15.

KCUB Tucson, Ariz.—Granted assignment of licenses to **Boffard Bcstg. Corp.** (Ralph R. Boffard); consideration $200,000 and agreement that assignor will not engage in radio business for five years within 25-mile radius of Tucson. Ann. April 9.

KPOD Crescent City, Calif.—Granted assignment of cp to **Universal Electronics Network** (KPON Anderson, Calif.); stock transaction. Comr. Bartley dissented; Comr. Lee absent. Ann. April 15.

KTIP Porterville, Calif.—Granted assignment of license to **Gateway Bcstrs. Inc.** (Gareth F. Garlund, president); consideration $102,500 and agreement that assignor will not engage in radio business in Tulare County for five years. Ann. April 9.

WGRO Lake City, Fla.—Granted assignment of license to **Columbia County Bcstg. Co.** (Donald E. Dockery, president); consideration $25,262. **John A. Dowdy,** vp, owns WMGR Bainbridge, Ga., and has interest in WJOT Lake City, S.C. Ann. April 15.

WAXE Vero Beach, Fla.—Granted assignment of licenses to **R. M. Chamberlin** (WRGR Starke, Fla.); consideration $65,000 and agreement that assignor will not engage in radio business for six years within the county. Ann. Aprl 9.

WGOA Winter Garden, Fla.—Granted assignment of license to **John B. Cook Jr.** (WKKO Cocoa, Fla.); consideration $57,000 and agreement that assignor will not engage in radio broadcast for five years within 30-mile area. Ann. April 9.

KHON Honolulu, Hawaii—Granted assignment of license to **KHON Bcstg. Inc.** (H. G. Fearnhead, president); consideration $125,000. Ann. April 9.

KASO Minden, La.—Granted assignment of license from **Cyril Reddock** and **Ralph L. Hooks** to **Frederick A. W. Davis** and **Jimmie H. Howell,** d/b **Minden Bcstg. Co.**; consideration $41,333. Mr. Davis owns WGLC Centreville, Miss. Ann. April 15.

WCRR Corinth, Miss.—Granted transfer of control from **C. H. Quick, J. R. Adams** and **John O. Leslie** to **George W. Scott Jr.,** and **Carl Welch;** consideration $8,650. Ann. April 15.

WSMN Nashua, N.H.—Granted assignment of license to **1590 Bcstg. Corp.** (Gerald Q. Nash, president); consideration $148,500. Ann. April 15.

WBNY-FM Buffalo, N.Y.—Granted assignment of license and SCA to **Functional Bcstg. Inc.** (WDDS-FM Syracuse); consideration $65,000. Ann. April 9.

KASA Elk City, Okla.—Granted assignment of license from **Jackson R. Webb** and **Carl Stephens** to **Bob D. Garrison** and **H. H. Huntley,** d/b **Garrison-Huntley Enterprises** (KHHH Pampa, Tex.); consideration $36,875. Ann. April 9.

WLEM Emporium, Pa.—Granted transfer of control from **Cameron Mfg. Corp.** to **James A. Spotts** and **Dean L. Close;** consideration $35,000. Ann. April 9.

WERI Westerly, R.I.—Granted assignment of license to **Rhode Island-Connecticut Radio Corp.** (Augustine L. Cavallaro, president); consideration $100,000 and agreement that assignor will not compete for five years within 25-mile area. Ann. April 15.

KLYK Spokane, Wash.—Granted transfer of control from **Harold Lampel** to **Marie Storm Taft, Archie Taft Jr.** and **W. L. Simpson;** consideration $43,000. Marie Storm Taft owns majority stock in KOL Seattle and Archie Taft Jr. owns majority stock in KBKW Aberdeen. Ann. April 9.

KVAN Vancouver, Wash. — Granted assignment of license to **Star Bcstg. Inc.** (Don W. Burden, president, and other stockholders have interest in KOIL Omaha, Neb.; KMYR Denver, Colo., and KWIK Pocatello, Idaho); consideration $580,000. Ann. April 15.

APPLICATIONS

KGHI Little Rock, Ark.—Seeks assignment of license from **Radio Arkansas** to **KGHI Inc.** for approximately $130,000. Purchasers are **Michael J. Heller** (50%) and **Eugene M.** and **Judith F. Kramer** (25% each). Mr. Kramer is in motion picture theatre business and Mr. Heller is in real estate. Ann. April 15.

KLX Oakland, Calif.—Seeks assignment of license from **Tribune Bldg. Co.** (J. R. Knowland) to **KEWB Bcstg. Corp.** for $750,000. KEWB Bcstg. Corp. is owned by **Crowell-Collier Publishing Corp.** which owns KFWB Los Angeles. Ann. April 13.

KBET-TV Sacramento, Calif.—Seeks assignment of license from **Sacramento Telecasters Inc.** to **Great Western Bcstg. Corp.,** parent company of licensee. No consideration involved. Ann. April 15.

WTTT Arlington, Fla.—Seeks assignment of license from **Regional Bcstg. Co.** to **Theodore Weber** for $125,000. Mr. Weber is former advertising manager *Philadelphia Daily News.* Ann. April 15.

WTYS Marianna, Fla.—Seeks assignment of license from **John H. Phipps** to **Jack Howard Mann** for $30,000. Mr. Mann is network radio salesman at ABC. Ann. April 13.

WEAR-TV Pensacola, Fla.—Seeks assignment of license from **Gulfport Bcstg. Inc.** to **Rollins Telecasting Inc.** for $1,075,000. Rollins owns WAMS Wilmington and WJWL Georgetown, both Delaware; WNJR Newark, N.J.; WRAP Norfolk, Va.; WGEE Indianapolis; WBEE Harvey, Ill.; KATZ St. Louis and WPTZ (TV) (North Pole, N.Y. Ann. April 15.

WALT Tampa, Fla.—Seeks transfer of control of **Tampa Bcstg. Inc.** from **Emil J. Arnold, Robert Wasdon** and **Jack Siegel** to **Consolidated Sun Ray Inc.** for $120,000 and employment of present owners as consultant for 10 years at $3,000 annually. Applicant owns WPEN-AM-FM Philadelphia. Ann. April 15.

WWTB Tampa, Fla.—Seeks assignment of license from **Tison Bcstg. Co.** to **WPIT Inc.** for $240,000. WPIT Inc. is licensee of WPIT Pittsburgh. Principal owners **Allen H., Jack N.** and **Louis Berkman** and **John J. Laux,** also have interests in **WSTV Inc.,** licensee of WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, WPAR-AM-TV Parkersburg, both West Virginia; and KMLB-AM-FM Monroe, La. Ann. April 15.

KEVL White Castle, La.—Seeks transfer of control of **Big League Bcstg. Inc.** from **J. E. Van Valkenburg, William C. Lee Jr.** and **Elayn Hunt** to **Charles E. Schwing Jr.** for $50,000. Mr. Schwing has interests in newspaper and real estate ventures. Ann. April 15.

KOTE Fergus Falls, Minn.—Seeks transfer

of 30% of **Northland Bcstg. Corp.** from **Carroll E. Crawford**, present 80% owner to **Kingsley H. Murphy Jr.**, present 20% owner, for $3,0000. After transfer, each will own 50%. Ann. April 15.

WMBC Macon, Miss.—Seeks transfer of control of **Confederate Bcstg. Inc.** from **Mr. and Mrs. Ned Butler** to **William Tyler** for $6,000. Purchase price includes WJHB Talladega, Ala., which was previously announced. Ann. April 15.

KLEX Lexington, Mo.—Seeks assignment of license from **Lexington Bcstg. Co.** to **Lexington Bcstg. Inc.**, both owned by **Ralph E. Meador, Ray L. Yeoman** and **William L. Smith Sr.** No consideration involved. Ann. April 15.

WIDU Fayetteville, N.C.—Seeks assignment of license from **Daniel F. Owen** to **WIDU Bcstg. Inc.** owned by Mr. Owen (35%) **T.E. Leeper** (35%) **William D. Bailey** (15%) and **W.B. Belche** (15%). No financial consideration involved. Ann. April 15.

WKTC Charlotte, N.C.—Seeks transfer of control of **Queen City Bcstg. Co.** from **T. C. Wood Jr.** and **R. D. Kennerly** to **J. Olin Tice Jr.** for $120,000. Mr. Tice is CBS New York announcer and has interests in WMYB Myrtle Beach, WBLR Batesburg, and WCAY Cayce, all South Carolina and WKEN Dover, Del. Ann. April 13.

WNNJ Newton, N.J.—Seeks assignment of license from **Sussex County Bcstrs.** to **Sussex County Bcstrs. Inc.** No consideration involved. Ann. April 15.

KSRC Socorro, N.M.—Seeks assignment of license from **John Blake** to **Socorro Bcstg. Co.** owned by **C. E. Franklin** (91%) and others for $50,000. Mr. Franklin is owner WCEF Parkersburg. W.Va. Ann. April 15.

WRVM Rochester, N.Y.—Seeks assignment of license of **Rochester Bcstg. Inc.** from **Harry Trenner** to **State Bcstg. Inc.** for $210,000. Applicants are **Frank W. Miller Jr.** and **Lee W. Miller.** (50% each). Frank Miller owns interest in Kelly-Smith Co., newspaper representatives which owns majority of stock in Headley-Reed Co. which owns interest in WKOW-AM-TV Madison, Wisc. Mr. Miller also owns interest in Fall River Herald News Publishing Co. which owns WSAR Fall River, Mass. Lee Miller is wife of Frank Miller. Ann. April 15.

WABQ-AM-FM Cleveland, Ohio—Seeks assignment of license from **Tuschman Bcstg. Co.** to **Tuschman Bcstg. Corp.** No consideration involved. Ann. April 13.

KWON Bartlesville, Okla.—Seeks assignment of license from **Bartlesville Bcstg. Co.** to **Horace C. Boren** for $240,000 (through exchange of KZEE Weatherford, Tex., at $125,000, Texas real estate valued at $90,000 and $25,000 each). Mr. Boren is present owner KMUS Muskogee, Okla., and KZEE. Ann. April 15.

KADO Marshall, Tex.—Seeks transfer of control of **Marshall Bcstg. Corp.** from **William F. Sinkin, Bernard Lifshutz, Loretta Bernard** and **Arthur M. Gochman** to **John F. Thorwald,** (97%) and others for $1,500. Assignees in turn are assigning interest in licensee to **Lone Star Steel Co.** Ann. April 13.

KGKB Tyler, Tex.—Seeks assignment of license from **Ron Litteral Enterprises Inc.** to **Oil Center Bcstg. Co. (L. S. Torrans** and **Bryan L. Scott,** 49% each), for $12,000. Mr. Torrans is in oil production business and Mr. Scott is in radio-tv parts. Ann. April 13.

KZEE Weatherford, Tex.—Seeks assignment of license from **Horace C. Boren** to **Bartlesville Bcstg. Co.** For consideration see KWON Bartlesville, Okla., above. Ann. April 15.

Hearing Cases

FINAL DECISIONS

By order, Commission made effective immediately Feb. 18 initial decision, as modified by Commission, and granted application of Georgia State Board of Education for new tv station to operate on commercial ch. 8 in Waycross, Ga. Ann. April 10.

By order, Commission (1) granted motion by Broadcast Bureau to strike appeal by Frederick J. Bassett and William E. Sullivan, d/b K-UHF (TV), for review of Aug. 7, 1958 initial decision and (2) made effective immediately that initial decision and granted application of Sherrill C. Corwin for new tv station to operate on ch. 34 in Los Angeles, Calif., and denied competing application of K-UHF (TV). Ann. April 9.

By order, Commission affirmed Aug. 27, 1958 initial decision, as modified by Commission, and granted application of Liberty Bcstg. Co. for new am station to operate on 1050 kc, 250 w, DA, D, in Liberty, Tex. Ann. April 15.

By memorandum opinion and order, Commission, on petition for reconsideration by Tri-County Bcstg. Co., granted latter's application for new am station to operate on 1480 kc, 500 w, DA, D, in Jerseyville, Ill., which had been in consolidated hearing with application of Radio Missouri Corp. (WAMV), East St. Louis, Ill. Ann. April 9.

By order, Commission granted petition by Norman O. Protsman and made effective immediately March 2 initial decision, as modified by Commission, granting Protsman application for new am station to operate on 1450 kc, 250 w, during specified hours 6 a.m. to 7 p.m., in Valdosta, Ga. Ann. April 15.

By order, Commission, on petition by Irving Braun, made effective immediately March 18 initial decision and granted Braun's application to change facilities of WEZY Cocoa, Fla., from 1480 kc, 1 kw, D, to 1350 kc, 1 kw-N, 500 w-D, DA-N. Ann. April 9.

By order, Commission, on petition by KWEW Inc., made effective immediately March 17 initial decision, waived Sec. 3.24 (b)(7) of rules and granted application to increase daytime power of KWEW Hobbs, N.M., from 1 kw to 5 kw, continuing operation on 1480 kc, DA, with 1 kw-N. Ann. April 9.

By memorandum opinion and order, Commission granted petition for reconsideration by Radio South Inc. (WXLI), Dublin, Ga., removed its application from hearing, and granted mod. of cp to change facilities from 1440 kc, 1 kw, D, to 1230 kc, 250 w, unl.; engineering condition. Ann. April 9.

INITIAL DECISION

Hearing Examiner J. D. Bond issued initial decision looking toward (1) dismissing applications of Tim Brite Inc., for mod. of cp of WTOV-TV to operate on ch. 13 in lieu of ch. 27 in Norfolk, Va., and Virginian Television Corp. for new tv station to operate on ch. 13 in Norfolk, and (2) granting application of Peninsula Bcstg. Corp. for mod. of cp of WVEC-TV to operate on ch. 13 in lieu of ch. 15 in Hampton, Va. Involves merger agreements. Ann. April 15.

OTHER ACTIONS

Majority of Commission on April 15 directed preparation of document looking toward adopting modified initial decision of Aug. 14, 1958, which affirmed Oct. 5, 1955, grant of application by Williamsport Radio Bcstg. Associates Inc., for new am station (WARC) to operate on 1380 kc, 1 kw, D, in Milton, Pa., denial of protest by Lycoming Bcstg. Co. (WLYC), Williamsport, Pa., and grant of WARC's application for mod. of cp to authorize change in trans. site, equipment and studio location. Ann. April 15.

Commission denied motion by Bakersfield Bcstg. Co. (KBAK-TV, ch. 29), Bakersfield, Calif., for additional time from 20 to 40 minutes for it to present argument in oral argument in proceedings on KBAK-TV's protests to grants of applications of Pacific Bcstrs. Corp. and Kern County Bcstg. Co. for new tv stations to operate on chs. 39 and 17, respectively, in Bakersfield. Ann. April 15.

By memorandum opinion and order, Commission denied petition by Walter T. Gaines for partial reconsideration of Dec. 12, 1958, decision which (1) granted protest by Community Service Bcstg. Corp. (WCSS), Amsterdam, N.Y., and (2) revoked July 18, 1957, grant of cp and denied application of Gaines for new am station (WGAV) to operate on 1570 kc, 1 kw, D, in Amsterdam. Chmn. Doerfer not participating; Comr. Cross dissented. Ann. April 15.

By memorandum opinion and order, Commission granted petition by Tribune Publishing Co. to extent of adding following issue in proceeding on its application and Fisher Broadcasting Co. for new tv stations to operate on ch. 2 in Portland, Ore.: "To determine in light of common ownership by Fisher's Blend Station Inc. and Messrs. Gamble and Lane (stockholders in Station KOIN-TV Portland, Ore.) of stock in Fisher's Television Company, licensee of tv station KOMO-TV Seattle, Wash., whether grant of Fisher Bcstg. Co. (owned 60% by Fisher's Blend Station Inc.) application would have adverse impact upon competition among tv stations in Portland, Ore., area contrary to public interest." Chmn. Doerfer not participating. Ann. April 15.

By order, Commission granted in part petition by Southeastern Indiana Bcstrs. Inc., and dismissed, but with prejudice, its application for new am station to operate on 1450 kc, 100 w, unl., in Jeffersonville, Ind., which was in consolidated hearing with application of Northside Bcstg. Co. for same facilities with 250 w; July 23, 1958 initial decision looked toward granting Northside application and denying Southeastern. Ann. April 9.

By memorandum opinion and order, Commission denied petition by Community Bcstrs. Association Inc., for reconsideration

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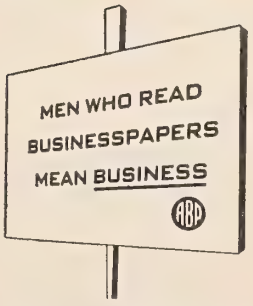
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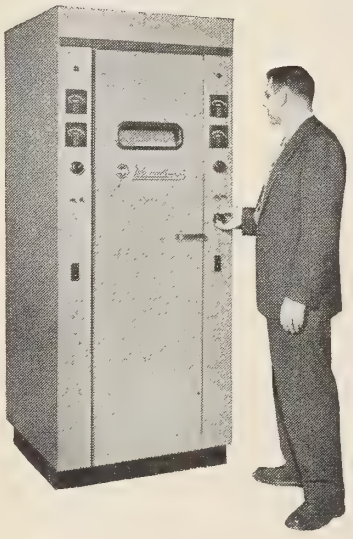
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of that part of June 2, 1958 report and order in Docket 12064 which rejected Association's request for mandatory power increase, in favor of rules adopted which provided for acceptance and consideration on case-by-case basis of Class IV am station applications for increases in daytime power up to 1 kw instead of 250 w minimum previously provided. Comr. Cross absent. Ann. April 9.

By memorandum opinion and order, Commisson denied joint protest by WMBO Inc. (WMBO) and Auburn Publishing Co. (WMBO-FM), Auburn, N.Y., to Feb. 11 grant, with condition, to Herbert P. Michels for mod. of cp to change trans. site and type trans. of am staton WAUB Auburn. Ann. April 9.

By letter, Commission advised Cameron A. Warren (KRCW-FM), Santa Barbara, Calif., that his letter and telegram directed against Feb. 19 grant without hearing of application of Western Bcstg. Co. to reduce ERP of KDUO (FM) Riverside, Calif., from 81 kw to 72 kw and ant. height from 1,690 ft. to 1,630 ft., continuing operation on 97.5 mc, do not furnish sufficient basis upon which to reconsider grant. Ann. April 9.

By memorandum opinion and order, Commission granted motion by Dan Richardson and struck exceptions filed by Joseph M. Ripley Inc., to Aug. 19, 1958 initial decision which looked toward granting Richardson application for new am station to operate on 550 kc, 1 kw, D, in Orange Park, Fla., and denying Ripley application for same facilities in Jacksonville. Ann. April 9.

By memorondum opinion and order, Commission denied petition by Kansas Bcstrs. Inc., for enlargement of issues in proceeding on its application and that of Salina Radio Inc., for new am stations to operate on 910 kc, 500 w, DA, D, in Salina, Kans. Ann. April 9.

Commission scheduled oral argument on May 8 on application of Granite State Bcstg. Inc. (WKBR), Manchester, N.H. Ann. April 15.

Richard L. DeHart, Mountlake Terrace, Wash.; KVOS Bellingham, Wash.; Lake Washington Bcstg. Co., Bothell, Wash.; KPDQ Portland, Ore.—Designated for consolidated hearing applications for new am stations to operate daytime only on 800 kc of DeHart with 250 w, Lake Washington with 500 w; KVOS (790 kc, 1 kw, DA-N, unl.) to increase daytime power to 5 kw, and KPDQ (800 kc, 1 kw, D) to increase power to 5 kw; made KWIL, Albany, Ore., and KXA Seattle, Wash., parties to proceeding; denied request by Lake Washington for extension of time to May 16 to amend application to specify different frequency. By letter, granted request by KXA Inc., not to consolidate in above hearing its application to increase power from 1 kw to 50 kw and change hours of operation from daytime to unl. time, continuing operation on 770 kc, and advised KXA that its application is being held without action pending conclusion of clear channel proceeding. Ann. April 15.

George T. Hernreich, Patteson Brothers, Jonesboro, Ark.—Designated for consolidated hearing applications for new tv stations to operate on ch. 8. Ann. April 9.

Bamray Bcstg. Co., Top Bcstrs. Inc., San Antonio, Tex.; The Natalia Bcstg. Co., Natalia, Tex.—Designated for consolidated hearing applications for new am stations to operate on 1480 kc, 500 w, D—Bamray and Top with DA. Ann. April 15.

Inter-Cities Bcstg. Co., Livonia, Mich.—Designated for hearing application for new am station to operate on 1220 kc, 1 kw, DA, D; made WGAR Cleveland, Ohio, party to proceeding. Ann. April 9.

Yakima Television Corp., Charles R. White, John W. Powell, Yakima Valley Television Co., Yakima, Wash.—Designated for consolidated hearing applications for new tv stations to operate on ch. 23; denied request by Yakima to dismiss Powell's application. Ann. April 15.

Birney Imes Jr., Newport Bcstg. Co., Crittenden County Bcstg. Co., West Memphis, Ark., KTRY Bastrop, La.—Designated for consolidated hearing applications of Imes, Newport and Crittenden for new am stations to operate on 730 kc, 250 w, D, and KTRY to increase power from 250 w to 500 w, continuing operation on 730 kc, D; made WARB Covington, La., party to proceeding. Ann. April 15.

WROA Gulfport, Miss.; Lionel B. DeVille, Franklin, La.—Designated for consolidated hearing application of WROA to increase power from 1 kw to 5 kw, continuing operation on 1390 kc, D, and DeVille for new am station to operate on 1390 kc, 500 w, DA, D. Ann. April 9.

North Shore Bcstg. Inc., Wauwatosa, Wis.; Suburbanaire Inc., West Allis, Wis.—Designated for consolidated hearing applications for new am stations to operate on 1590 kc, 1 kw, DA, D. Ann. April 9.

Binder-Carter-Durham Inc., Herbert T. Graham, Lansing, Mich.—Designated for consolidated hearing applications for new am stations to operate on 1010 kc, DA-D—Binder-Carter with 250 w, and Graham with 500 w. Ann. April 9.

KATZ St. Louis, Mo. — Designated for hearing application for additional time to change nighttime facilities from 1 kw to 5 kw and change DA. Station is licensed on 1600 kc, 5 kw-D, 1 kw-N, DA-N. Ann. April 9.

Entertainments and Amusements of Ohio Inc., Solvay, N.Y.—Designated for hearing application for new am station to operate on 1320 kc, 500 w, DA, D; made WOSC Fulton, N.Y., party to proceeding. Denied petition by Star Bcstg. Inc. (WTLB), Utica, that it be made party to proceeding. Ann. April 9.

WPTT (TV) Augusta, Me.—Being advised that application for authority to change trans. location approximately 2.7 miles southeast of present location, to increase ant. height from 497 ft. to 946 ft., and make equipment changes, indicates necessity of hearing. Ann. April 9.

Routine Roundup

Commission addressed following telegram to Mr. Bert Combs, allegedly candidate for Governor of Kentucky, in response to his question as to whether Section 3.654 of Commission rules requires aural as well as visual sponsorship announcements in connection with political spot announcements: "Reurtel March 31 concerning sponsor identification of political spot announcements. Sec. 3.654(a) of rules provides that station broadcasting a sponsored program shall make 'an appropriate announcement' that the program is sponsored. (See also Sec. 317 of Act.) The Commission's rule does not require an aural announcement. Purpose of rule is to provide a full and fair disclosure of facts of sponsorship. Responsibility for determining whether visual or



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aural announcement is appropriate lies with licensee." Ann. April 9.

Commission has revised, as of Feb. 10, its list of transmitters and monitors considered acceptable for use in aural broadcast services (am and fm), provided operation is in accordance with rules and that technical specifications for such equipment as set forth in list are not exceeded. "Radio Equipment List Part B, Aural Broadcast Equipment," includes those transmitters which had been type approved under rules existing prior to June 30, 1955. Under present rules, type acceptance is required for transmitter listing; for monitors, type approval requirements continue applicable. Designation "F9" in Emission column indicates fm broadcast equipment type accepted for multiplex operation.

It is not possible for Commission to print list in sufficient quantity to permit general distribution. However, copies will be available for inspection at Commission's offices in Washington, D.C., and at each of its field offices. Industries and others interested may reproduce list in whole or in part if they so desire. Arrangements may be made through Technical Research Division of Office of Chief Engineer for loan of copy for this purpose.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 15

	ON AIR Lic.	Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,317	35	122	648
FM	562	34	142	77
TV	453[1]	67	106	103

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 15

	VHF	UHF	TOTAL
Commercial	439	81	520[3]
Non-commercial	32	9	41[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1959

	AM	FM	TV
Licensed (all on air)	3,313	562	450[1]
CPs on air (new stations)	31	32	67[2]
CPs not on the air (new stations)	123	141	104
Total authorized stations	3,467	735	667
Applications for new stations (not in hearing)	496	49	42
Applications for new stations (in hearing)	146	23	61
Total applications for new stations	642	72	103
Applications for major changes (not in hearing)	535	38	41
Applications for major changes (in hearing)	48	0	15
Total applications for major changes	583	38	56
Licenses deleted	0	0	0
CPs deleted	0	0	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 10

WDBM, Statesville, N.C.—Granted assignment of licenses to **Iredell Bcstg. Corp.**

WSOC-AM-FM-TV Charlotte, N.C.—Granted assignment of licenses to **Carolina Bcstg. Co.**

WSB-TV Atlanta, Ga.—Granted mod. of cp to change trans. from auxiliary to alternate main trans.; ant. 1010 ft.

WCOR Lebanon, Tenn.—Granted mod. of cp to change type trans.

WHOT Campbell, Ohio—Granted mod. of cp to change type trans. without prejudice to whatever action Commission may deem appropriate as a result of action taken on pending application for renewal of license.

WAUB Auburn, N.Y.—Granted extension of completion date to June 21; without prejudice to whatever action Commission may deem necessary as result of any decision reached in any comparative hearing held pursuant to Commission's memorandum opinion and order released Dec. 5, 1958, involving Radio Stations WAUB, WMBO-AM-FM.

WHOT Campbell, Ohio—Granted extension of completion date June 10; without prejudice to whatever action Commission may deem appropriate as result of action taken on pending application for renewal of license.

KZOL Muleshoe, Tex.—Granted authority to sign-off at 4 p.m., CST, for period ending July 10.

Actions of April 9

WROM Rome, Ga.—Granted mod. of license to change studio location and remote control point to Dempsey-Covington Bldg., 5th Ave., Rome, Ga.

WINE Kenmore, N.Y.—Granted cp to change ant.-trans. location to Chestnut Ridge Rd., Amherst, N.Y., and make changes in ant. and ground systems.

WTAQ La Grange, Ill.—Granted cp to add vhf ant. on top of tower No. 3 (north-center) of WTAQ directional antenna system; conditions.

KABC Los Angeles, Calif.—Granted cp to reduce height of S. E. tower of DA system by removing top mounted fm antenna; conditions and without prejudice to such action as Commission may deem warranted as result of its final determinations: (1) with respect to the conclusions and recommendations set forth in report of Network Study staff; (2) with respect to related studies and inquiries now being considered or conducted by Commission.

WRCA-TV New York, N.Y.—Granted cp to change type of trans. and make other equipment change; ant. 1440 ft. (main trans. & ant.)

WWTV (TV) Cadillac, Mich.—Granted cp to install auxiliary ant. system at the main trans. site.

WBAL-TV Baltimore, Md.—Granted mod. of cp to change type transmitters and make minor equipment changes (aux. trans. & ant.)

KBOY-FM Medford, Ore.—Granted mod. of cp to increase ERP to 800 w; condition.

KHSJ Hemet, Calif.—Granted mod. of cp to change type trans. and make changes in ant. system.

KYA-FM San Francisco, Calif.—Granted mod. of cp to decrease ERP to 14.5 kw; change type ant. and make changes in trans. equipment; remote control permitted; condition.

WPLK Rockmart, Ga.—Granted mod. of cp to change trans. location and type trans.; condition.

WCMN Arecibo, P.R.—Remote control permitted (main trans.).

WTND Orangeburg, S.C.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: *WHHS (FM) Havertown, Pa., to Aug. 1; WRFB Tallahassee, Fla., to June 30; *KCMI (FM) Los Angeles, Calif., to June 30.

KPRK Livingston, Mont.—Granted authority to sign-off at 9 p.m. local time, Mon. through Sat., for period ending June 10.

WCNR Bloomsburg, Pa.—Granted authority to sign-off at 7:05 p.m. for period ending Sept. 30, except for special events at which time station may operate up to licensed sign-off time.

WPIT Pittsburgh, Pa.—Granted authority to sign-off at 7 p.m. for period ending Aug. 31.

Actions of April 8

KOME Tulsa, Okla.—Granted assignment of license to Charles W. and Connie I. Holt and Robert Robinson.

WAGE Leesburg, Va. — Granted assignment of license to **Leesburg Bcstg. Corp.**

WELD Fisher, W.Va.—Granted assignment of license to **South Branch Bcstg. Corp.**

KZUN Opportunity, Wash.—Granted assignment of license to **KZUN Inc.**

***WKCR-FM New York, N.Y.** — Granted mod. of cp to increase ERP to 4.2 kw; increase ant. height to 640 ft.; change ant.-trans. location and type ant.; remote control permitted.

KPSO Falfurrias, Tex.—Granted mod. of license to change name to J. W. Stewart and Bob G. Hicks d/b KPSO Ltd.

WSOK Savannah, Ga. — Remote control permitted.

KJAN Atlantic, Iowa—Granted authority to sign-off at 7 p.m. for period May 1 through Aug. 31.

WKTL Sheboygan, Wis.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31.

WELO Tupelo, Miss.—Granted extension of completion date to June 1.

Actions of April 7

***KOKH (FM) Oklahoma City, Okla.**—Granted mod. of license to change name to Independent School District No. 89, Oklahoma County, Okla.

KIXZ Amarillo, Tex.—Granted mod. of

Continued on page 111

ALLEN KANDER
AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Station manager for new station in south Florida. Prefer sales background. This is your chance to grow with new organization. Excellent opportunity for aggressive man. Send personal and business resume to Box 480K, BROADCASTING.

Top calibre local salesman-sales manager for leading California station. Best ratings, power and facilities in market. Must sell personally and direct four-man staff. Major city, pleasant living. Guarantee $7,000 plus bonus incentive assuring $10,000-$12,000 with room to go up. Must excel all phases local, national, merchandising. Prefer late twenties, thirties. Imagination, desire, real willingness to work essential. Truly great opportunity for right man. All replies confidential. Box 567K, BROADCASTING. Write all, with picture, first letter.

Station manager wanted—for New York state regional. Contact A. D., Room 508, 66 Court Street, Brooklyn, New York.

Aggressive manager for new music and news operation at Gallup, N.M. Must have top references. Management experience helpful but not absolutely necessary. Would consider top commercial man from southwest. Contact Ken Kendrick, KENN, Farmington, N.M.

Manager-salesman for new daytimer Crescent City, California. Small market sales-operation experience required. Incentive plan. Photo, resume, KPOD, Box 1077, Oakland, California.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Manager, radio. Eastern metropolitan area, established daytime station, salary with override. Please give full background, references and picture. Do not send material that must be returned. S. F. Pratt, P.O. Box 186, Washington, D.C.

Sales

Radio sales manager midwest (metropolitan population 125,000) 5 kw am Mutual affiliate. Multiple ownership. If you have proven sales record and are ready for management, send salary requirements, picture and details to Box 455K, BROADCASTING.

Wanted: Top salesman, salary and commission, for small market but with terrific potential. Long established station owned by veteran operator, located in the southwest with ideal year-around climate, and fine recreational facilities. Send complete resume, credit and character references and sales background with first letter. Box 500K, BROADCASTING.

Sales opportunity. 5 kw midwest medium market. Salary while starting. Guarantee against 20% when billings climb. Full details to Box 548K, BROADCASTING.

Wanted: Experienced salesman-announcer, emphasis on selling, some announcing required. West coast station. Reply Box 556K, BROADCASTING.

Seasoned salesman. Relocate in Florida metropolitan market. Station has excellent ratings. Owned by expanding chain, with executive jobs open on proof of performance. Hospitalization. Paid vacations. Bonus for producers. Include billing figures on current or last job, resume and references. Box 564K, BROADCASTING.

Radio time salesman-New York metropolitan area top deal. Scott: 550 Fifth Avenue, New York City. OX 7-5895.

Help Wanted—(Cont'd)

Sales

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman for Fort Collins in foothills of Rocky Mountains midway between Denver, Colorado and Cheyenne, Wyoming. Excellent salary and incentive commission. Send your record of sales performance and photo to Radio KCOL, Fort Collins, Colorado and join the "Rush to the Rockies".

Ohio, WWIZ, Lorain. Excellent opportunity for second salesman.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, **fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.**

Experienced dee-jay wanted for formula station in major market. Send letter of background, references, photo, audition tape to Box 469K, BROADCASTING.

Auditions analyzed by program director. Sincere, frank, helpful criticism recorded on your tape. Five dollars. Box 550K, BROADCASTING.

Morning "personality man" wanted in large (top 10) eastern metropolitan market. Must be combo man—1st class ticket an advantage. Here's your chance for the big time! Needed immediately! Permanent position! Send audition tape, photo, references. Box 561K, BROADCASTING.

Fulltime station in good market needs top announcer for south Texas. Send tape, experience, salary expected and recent photo in first letter. Box 571K, BROADCASTING.

Suburban New York for the experienced newsman-announcer who wants to get into big time radio. Here's your opportunity to be heard by New York broadcast executives who live in our area. Box 572K, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABC network, Texas. Box 574K, BROADCASTING.

Need fast paced, ambitious, aggressive, production-minded, imaginative announcer for format Texas indie. Personality. Romance housewives and teens. Do dj hops. Send tape and bg to Box 587K, BROADCASTING.

Top Arkansas regional offers opportunity and good pay for mature, experienced announcer. Tape, photo, resume to Box 591K, BROADCASTING.

Wanted—Announcer-salesman. For small market station in Mississippi and Louisiana. Salary, commission and car expense. Call or write P.O. Box 66, Gulf Breeze, Florida, YE 2-2637.

Immediate openings. Wendal Broadcast Personnel, Box 61 Dishman, Spokane, Washington.

Ideal living conditions, shirt sleeve climate. Send tape and references to P. A. Husebo, P.O. Box 790, Leesburg, Florida.

Experienced morning announcer. Immediate opening. Send tape, references, resume to KILO, Grand Forks, North Dakota.

Experienced staff announcer who can write copy-live in the Ozarks. Send resume, picture and tape. KTCN, Berryville, Arkansas.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Help Wanted—(Cont'd)

Announcers

Morning man . . . to work 40 hour shift. Don't apply unless you have at least a year's experience in commercial radio. Single station market with top flight reputation during its 12 years of operation. Good salary and good working conditions. Call William Winn, P.D., WESB, Bradford, Pennsylvania any morning at Bradford 3238.

Experienced only. Salesman-announcer. Preferably combination man. WLDB, Atlantic City, N.J.

Announcer with first phone wanted by station near University of Michigan. Write WOIA, Box 76, Ann Arbor, Michigan.

Need three brave, experienced announcers for new radio station near Cape Canaveral. If you fear missiles, fast growing market, sun, fishing and opportunity—don't reply. Contact Carl Collins, WRKT, Cocoa Beach, Florida or phone Cocoa, Newton 6-4230.

Ohio, WWIZ, Lorain. Only air salesmen should apply.

"Disc-Jockey Gags", "two comedy chatter books", "Comedy Hints Brochure" $5.25. "Radiomanship Guide", "2400 Anecdotes", "Hints Brochure", $2.95. DeBu Features, 20 E. Huron, Chicago, Ill.

Technical

Chief engineer: The man we want is between 30-40 years of age, married and mature, dislikes leaving his present position but concerned with future earnings, knows equipment, likes to work with it, reads trade publications, genuinely interested in engineering future. We are prepared to pay $135-150 weekly for such a man. Do not reply unless you are prepared to move. Do not reply unless you can furnish complete details first letter, including picture and references. Personal interview necessary. All replies held in the strictest confidence. Address Box 8661, Westhampton Station, Richmond 26, Virginia.

Engineer-announcer. Experienced announcer with 1st class ticket. Stress on announcing. Ideal living conditions, shirt sleeve climate. Send tape and references to P. A. Husebo, P.O. Box 790, Leesburg, Florida.

Combination first phone engineer-announcer immediately, $400.00 per month. Send tape, picture and resume to KAPI, 29th & Lowell, Pueblo, Colorado.

Chief engineer for progressive daytimer. Complete maintenance. Announcing-desirable. KASI, Ames, Iowa.

Studio engineer, first phone ticket necessary. Must have car. Immediate opening. KSTT, Davenport, Iowa.

Engineering position. Require 80% engineering, 20% part-time announcing. Gates equipment, remote control. Now daytimer, going full time. Send tape and background. KTIX, Seattle 2, Washington.

Need 1st class engineer for radio-television station. No announcing. WDAN, Danville, Illinois.

Dependable, versatile, experienced 1st combo or announcer immediately. WPGW, Portland, Indiana.

N.Y. metropolitan area network affiliate immediately needs first phone engineer, with at least one year experience, to take charge of maintenance. Must be available for personal interview. Also seeking maintenance engineer with announcing experience. Contact Ernest Machanic, WVIP, Mt. Kisco, Mt. Kisco 6-5177.

Help Wanted—(Cont'd)

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 380K, BROADCASTING.

News director radio and tv. Midwest. Affiliated with NBC television and MBS radio. Excellent opportunity for man who is capable of directing 8-man team. Send full details Box 456K, BROADCASTING.

Copywriter with creative ideas wanted by major Michigan market. Will have excellent production aids and top talent to work with. This challenging position requires experienced person. Send resume, references, sample of work. Box 575K, BROADCASTING.

Copywriter needed (female preferred) for Pine Bluff, Arkansas radio station. Start $55.00 40 hour week. Reply Box 33, Pine Bluff. Send samples.

Newsman, night shift, to start about June 1. Must have previous experience. If interested, send tape, resume, and photo. Fred Epstein, KSTT, Davenport, Iowa.

Experienced copywriter, creative hard worker. Complete resume first letter. WACK, Newark, New York.

Orlando, Florida. WLOF, top rated in market wants copywriter. Imaginative, hard worker, good typist. Must be able to create production copy for fast paced station format. Send complete resume, recent photo. Mr. Howard S. Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Florida.

Copy-traffic girl needed by progressive southern station. Age no limit. Salary open. If you can come now, phone CA 6-5343, Thomasville, Georgia, collect. If available in two weeks, write Manager, WKTG, and send sample copy.

Immediate opening for copywriter. Must be experienced. Salary open. Send sample of promotion as well as copywork as soon as possible. Gene Edwards, WROW, Albany, New York.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K BROADCASTING.

Co managers: Husband-wife. Seventeen years radio. College background. Exceptionally versatile. Husband: Manager-commercial manager. Outstanding sales record. Wife: Assistant manager-program director. Handles internal station procedure and personnel. Provides salable programs and copy. Pleasing air voice. First phone. Operate minimum staff. Possibility modest investment after eight months mutual satisfaction contract to prove abilities and ascertain profit potential. Contact Box 320K, BROADCASTING.

Station manager. Capable all phases, including sales. Proven record. Box 459K, BROADCASTING.

General manager topping industry sales records seeks new opportunity for revenue expansion. Box 569K, BROADCASTING.

Enthusiastic, sober family man, 15 years radio, advertising and sales promotion, 5 years major market. Seeks sales management and/or station management opportunity in small to medium size market. Box 562K, BROADCASTING.

Invite general management offers from eastern states. Proven small-medium market radio management record. Willing, qualified and able. Box 586K, BROADCASTING.

Will manage station or lease station, prefer one not showing profit. No salary until station is in the black. Six years radio, all phases, sales, announcing, management. fifteen years business management. Travel anywhere. Personal interview only. Results guaranteed. Send wire to Box 191, Mayking, Kentucky, or call 2166, Whitesburg, Kentucky. Ask for Ray.

Situations Wanted—(Cont'd)

Sales

Salesman/announcer. Love challenging sales problems. Write copy. Operate board. Box 390K, BROADCASTING.

Salesman-announcer-production and idea man with 12 years radio and tv desires position leading to managership radio small or medium market. Prefer southeast, consider anywhere. Box 543K, BROADCASTING.

Salesman—experienced radio sales, public relations, business management. Not radio combo-man, strictly proven sales. Detailed letters receive detailed answers. Box 546K, BROADCASTING.

Announcers

Announcer, mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 393K, BROADCASTING.

Country/western music. My strongest suit. Capable—staff, controls, sales. Box 394K, BROADCASTING.

Girl broadcaster. Capable, versatile. Operate board. Writing, production, publicity, sales. Box 396K, BROADCASTING.

Sportscaster—8 years radio-tv, play-by-play major college football, basketball, minor league baseball. Currently employed. Box 417K, BROADCASTING.

Announcer-dj; experienced. Ready for larger market. Music, news, commercials. Box 452K, BROADCASTING.

Negro announcer/dj. Intelligent, versatile. Good background. Salesman. Handle controls. Box 453K, BROADCASTING.

News-special events-plus. Announcer-producer-writer. Radio and tv. Box 461K, BROADCASTING.

DJ, pd looking for challenging position with rewarding salary. Prefer middle Atlantic. New England states, will consider all. This professional desires professional operation. Box 520K, BROADCASTING.

Unhandsome first phone mike man, strong news, seeks attractive women, who make up your discriminating audience, with whom to talk, laugh, make cry . . . and buy. Box 530K, BROADCASTING.

First phone news, pd. Ideas, promotions. Available immediately. $100 start. Box 531K, BROADCASTING.

Young, eager newsman, two years news gathering and writing, two years college. Would like air experience. Box 534K, BROADCASTING.

Happy type jockey. Flog your spots with a smile. Ten years experience includes success at number one station in 400,000 city. For details, write Box 537K, BROADCASTING.

Announcer, 2 years college radio, 2 years commercial, 2 years AFRTS, discharged army mid-July, 25, B.A. radio-tv, dj, special events, news, tape photo, anywhere. Box 538K, BROADCASTING.

Announcer. Negro. Real cool air personality. Light experience. Tape available. Box 539K, BROADCASTING.

Announcer, recent graduate professional radio school. Operate board, veteran, dependable, prefer east coast. Tape, resume available. Box 541K, BROADCASTING.

Announcer - ambitious - amiable - competent graduate professional radio school, veteran, operate board. Tape, photo, resume available. Box 542K, BROADCASTING.

Announcer—experienced, excellent production, ambitious family man, sober, no floater. Eastern area, good air salesman. Minimum salary required: $115. Box 547K, BROADCASTING.

Announcer-dj, married, vet. Trained by a top Chicago dj, no experience, but lots of determination. Box 553K, BROADCASTING.

One year all phases commercial experience. College graduate, 3rd ticket-run board. Box 554K, BROADCASTING.

Attention pop music stations, two top-rated personalities now swinging in multi-million market. Take one or both, $100 minimum. Box 557K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

"The Junior King of Rock 'n Roll". Young, negro disc jockey. Experienced, travel, prefer Canada. Box 558K, BROADCASTING.

Announcer-strong commercials, write copy, news, record shows, run board. College graduate, communications veteran, inexperienced. Box 559K, BROADCASTING.

Announcer-dj-first phone engineer. Good voice. Fast production. Top on the air salesman. Ad lib or straight copy. Prefer south. Limited maintenance, if any. Box 563K, BROADCASTING.

Topnotch, successful announcer-dj. Employed metropolitan market. Versatile, stable. Desires alert station. Minimum starting $135. Box 565K, BROADCASTING.

Versatile radio and tv personality. Friendly off-beat type deejay. Audience builder, strong commercial and news. Metropolitan market. Enjoy all-night. $150 minimum. Box 566K, BROADCASTING.

Non-professional announcer-dj. Extensively trained. An experienced professional musician's knowledge of all music; pleasant projection of delivery. Mature, married, no habits, NYC resident. Resume and sample taped format suggests capabilities. Box 568K, BROADCASTING.

Canadian, reliable, single, six years radio-tv. Versatile. From Canada's top market. Resume on request. Box 570K, BROADCASTING.

Staff announcer, enthusiastic air salesman. Really sells commercials; spins good music too. Experienced. Box 578K, BROADCASTING.

Hardworking, sober, single live wire modern dj and all-around announcer available after April 18. Four years experience. Prefer midwest. Box 585K, BROADCASTING.

Do you offer a chance for advancement? Do you want: an experienced man who can cover local news; interviews; knows "good music," a family man, college grad, vet? Box 590K, BROADCASTING.

Radio announcer, 5 years experience, college, age 28. Smooth delivery, strong on news. For tape, photo, resume, write Box 595K, BROADCASTING.

Adult appealing voice, junior also listens. Play-by-play, dj, strong commercials. Build audiences, grab accounts. Western market. Box 598K, BROADCASTING.

Have suit, will commute. Presently employed top 40 station in western metropolitan market. Would like to relocate aggressive operation. Fast, happy, good selling personality. Production, copy. For tape, resume, write P.O. Box 4294, Phoenix, Arizona.

Terrific-experienced sportscaster-announcer-salesman. First phone. "Livewire." Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, Calif.

Experienced, first phone, country deejay. Available immediately, no fulltimers please. Contact Ray Adams, phone 2997 Whitesburg, Kentucky.

Announcer, sportscaster. dj. Young, ambitious, eager. Good sell ability. Operate own board. Excellent sports background. College background. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 E. 55th Street, Chicago 15, Ill. Phone—Butterfield 8-5404.

Staff announcer. Single, eager, dependable. Wants steady work. Limited experience. Will travel. Prefer midwest. Prefer personal interview. Patrick Holohan, 16 Dover Street, Golf, Illinois. Glenview 4-0278.

Negro announcer-dj. Producer, all types of shows. Writer, network experience. Rock and roll, pop, semi-classics, news. 20 years experience. Age 34. Two years college. References. Locate anywhere. Call collect or write, Mannie Mauldin, Jr., 801 N. Rush Street, Chicago, Illinois—Superior 7-5060.

Experienced combo man, age 21, dependable, Gary McClendon, 210 Rose Road, Albertville, Alabama.

Situations Wanted—(Cont'd)

Announcers

Staff announcer, experienced. Jack J. Quirk, 1410 Byron St., Chicago, Illinois.

Leaving WWDC, Washington D. C.'s #1 station, after three years. Programming know-how, convincing commercials, knowledgeable newscasts. Thorougly familiar with modern radio. Looking for job with a future—in large or small market. Terry Sullivan, 2409 Eye St., N.W., Washington.

Announcer-dj. Fine background. Bright, crisp delivery for "on the air" sell-ability. Family man, 27, creative and dependable. Sales also. Locate anywhere. Stability a "must". Dick Turner, 5707 S. Sayre, Chicago, Ill.—Ludlow 5-3508.

Announcer-dj—operate board. Good voice. Willing to settle. 23, married, draft free. Tape, resume. Robert Walen, 2339 N. Melvina, Chicago 39, Illinois.

Technical

Engineer, twelve years experience transmitter and studio maintenance desires permanent position. Age 45, family. Available immediately. Box 540K, BROADCASTING.

Desires chief's position. Good maintenance on RCA, Gates and Collins. Familiar with DA Arrays and patterns and field intensity measurements. 2 years experience. Box 555K, BROADCASTING.

Dependable 1st phone, light maintenance, announcing. No car. Will travel. Box 577K, BROADCASTING.

Experienced, first phone, transmitter, control room, remotes, and equipment construction. Box 593K, BROADCASTING.

Seven years experience transmitter studio maintenance. Mature, steady and reliable. Will consider permanent position only. Contact J. L. Smith, 824 27th Street, Rock Island, Illinois.

First phone-desire experience at transmitter. 18 years amateur radio, radio-tv service. Non-drinker. John Sulim, Box 94, Oakfield, New York. WHitehall 8-5435.

Production-Programming, Others

Newsman—Competent, experienced reporter-newscaster, interested radio and/or tv. Box 468K, BROADCASTING.

Newsman: Seeks opportunity to advance in news-conscious television or radio organization. Currently employed radio network o/o. National news award. Excellent voice, appearance, MA, age 27, married, family. Available June 15th. Resume, tape, photo. Box 519K, BROADCASTING.

Newsman. Editor. Mobile unit remotes. Mature, seeking permanent place large or expanding news department. References, resume, tape. Box 533K, BROADCASTING.

Program director—play-by-play sports announcer, now employed, desires new location. 4½ years experience including 2 years in television as sports director. Prefer Minnesota or Wisconsin but will go anywhere. Salary must top $125. Box 544K, BROADCASTING.

Copywriter. Clever with words. 14 years writing experience. 3 in radio. Work anywhere. Box 552K, BROADCASTING.

Radio/tv audience research supervisor with major N.Y. outlet will have relocated in Los Angeles by May 11th. Seeking similar responsible post with am/tv station or agency within 50 mile radius of Los Angeles. Excellent references. Box 594K, BROADCASTING.

Experienced newsman: RTNDA member desires position with news conscious station in the east. Box 596K, BROADCASTING.

Program director large station; manager small station. Experienced. Successful record. Desire opportunity improve your station. Available immediately. Call Rochester, N.Y. BU 8-1891.

TELEVISION

Help Wanted—Management

If you have a proven sales record in national field and are ready for management, send salary requirements, picture and details. Multiple ownership. Midwest 350,000 sets. Box 457K, BROADCASTING.

Sales

Excellent opportunity for energetic, effective salesman of dependable character with vhf in expanding Texas market. Box 384K, BROADCASTING.

Wanted. Experienced television salesman for one of New England's top television stations in top market. Good pay scale and commission. Write full details. Box 589K, BROADCASTING.

Announcers

Announcer: For staff midwest tv station. TV experience preferred but not necessary. Applicant must have radio background. Send, tape, photo, full details to Box 545K, BROADCASTING.

Technical

Wanted: Television cameramen and technicians for summer work at large station in northeast. Station experience necessary. Send complete background information in first letter. Box 551K, BROADCASTING.

TV engineer for eastern college closed circuit system; audio and video maintenance and operations experience. Prefer young man with B.S. in EE. Box 580K, BROADCASTING.

Assistant chief for vhf station. Must know RCA transmitter. Call Columbia 5-7480.

Transmitter engineer for mountain installation. Preferably single or married with no children. Also need relief engineer with first phone starting about June 1. Contact CE, KOAT-TV, Albuquerque, N. M.

Wanted, vhf engineer for New England. Fine opportunity for advancement. Call Columbia 5-7480.

Production-Programming, Others

Copywriter with commercial creativity for vhf, large Texas market. Box 381K, BROADCASTING.

Traffic director for network vhf. Box 382K, BROADCASTING.

Newsman-announcer for television or radio. Must be able to gather, write and deliver news. Box 383K, BROADCASTING.

WFMY-TV needs a smart promotion girl to handle public service and program on-the-air material, write weekly newspaper column on tv, prepare newspaper ads and allied publicity responsibilities in four-person department. Job must be filled very soon. Experience in broadcast field required. Write General Manager, WFMY-TV, Greensboro, N.C., giving full information on background, salary requirements and send samples of work and photograph. Excellent living and working conditions offered.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Sales

August graduate University of Missouri, School of Journalism. Previous space sales experience. Interested in tv spot sales or sales promotion with station in midwest. Service obligation completed. Write: William H. Dickey, 1400 Pratt, Columbia, Mo.

Announcers

Announcer. Producer. TV, film, radio experience. News, sports, commercials, versatile. Box 458K, BROADCASTING.

Now doing weekly tv. Teenage show four days a week—hard sell and authoritative commercials, do all newscast and sportscast, desire to move to larger market. Married, 28, two children. Earnest desire to get ahead. No hotshot, just hard work. 3 years experience. Box 592K, BROADCASTING.

Technical

Experienced first class control engineer desires to relocate in northwest. Box 536K, BROADCASTING.

11 years experience, 4 years supervisory plus 3 years chief, am-fm-uhf-vhf, studio, transmitter, planning, construction, operations, maintenance. Box 579K, BROADCASTING.

First phone, tv workshop graduate, desires position with growing station. Available immediately. Will go anywhere. Box 583K, BROADCASTING.

Production-Programming, Others

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 339K, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative. Versatile. Co-operative. Box 460K, BROADCASTING.

Assistant news director ready for director's job. Seven years here with proven ability to develop and hold top ratings, build solid operation. Looking for permanent spot with progressive station. Married. M.A. degree. Best character, professional references. Write Box 499K, BROADCASTING.

Producer-director, available June-October 1st. Currently college tv instructor. Box 532K, BROADCASTING.

Top news photographer wishes full-time work. Experienced at Auricon, Bell-Howell, Bolex. Box 535K, BROADCASTING.

Married, college graduate desires direction or production position. Two years experience on camera, production, and film. Box 560K, BROADCASTING.

Television Station Wanted

One of America's sharpest TV operators, presently operating a TV station, would like to purchase 49.9% or more interest in a television station. Prefer a station which has too much overhead and operating expense for its income, a station that is costing more than $25.00 per hour to operate, a station that is losing money or not making enough to justify the investment.

I am not a broker, however, would like to hear from brokers. Willing to invest $250,000.00 for an interest or as down payment on a purchase.

Box 350K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

TV production man: Alert young man with training and some experience desires position as floorman, cameraman, audio, switcher, director, etc., at eastern station. Three years experience in radio production. Box 597K, BROADCASTING.

Production-programming-sales. Currently director of program development, production, and sales for major network producer. Credits include live network "spec" and series, local station producer-director, production supervisor for David Susskind. Live wire, creative, money saver. Young family man looking for permanent, stable position with future. For full story contact: Box 582K, BROADCASTING.

FOR SALE

Equipment

Western Electric 504B2 fm transmitter, with two channel multiplex and spare final and driver tubes now in operation, available mid-June. $4,000. You pay for packing and shipping. Box 549K, BROADCASTING.

Western Electric 503B one kw fm transmitter. Now on the air, all offers considered. Box 588K, BROADCASTING.

Dage Sync. gen., new condition. Cost: $1650 —make offer. 3528 City Terrace Drive, Los Angeles 63, Calif.

Two new 200 foot Stainless towers complete! KSOP, Salt Lake City, Utah.

Used Westinghouse fm-1 transmitter. One kilowatt. Excellent condition. $2500.00 fob, San Francisco KYA, San Francisco.

One heavy duty 24 inch square 260 foot Andrews guyed tower complete with guys and lighting suitable for fm tv micro wave or other heavy duty service $2,000.00 fob Laurel, Mississippi. Radio Station WBKH, Hattiesburg, Mississippi.

Gates BC-1J—1 kw transmitter, 3 years old, complete with tubes, diode, antenna coupler, remote control, motor rheostat, plate and current kits for remote metering plus 5 KVA voltage regulator, all perfect shape. $3300. Mel Stone, WLOB, Portland, Maine.

Channel (22) uhf RCA 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: $11,500. WSIL-TV, Harrisburg, Ill. Channel (3).

Have Ampex—will sell. 401A rack mount $375, 403C console $425. Magnecord PT6-JAH in cases $250. New plastic base recording tape 1200' on 7" reels, in boxes, only $1.45 each. 12 cases Soundcraft 16B2 16" disc $55.00 case. Gates Radio Company, 2700 Polk, Houston 3, Texas.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

10 kw fm power amplifier, Westinghouse type fm-10 complete power, supply and 10 kw amplifier in two cabinets. Good condition. The price is right. Call or wire for details Rixon Electronics, Inc., 2414 Reedie Drive, Silver Spring, Maryland. LOckwood 5-4578.

WANTED TO BUY

Stations

CP or station in difficulty, sought by responsible operator. Box 902H, BROADCASTING.

Small or medium market station. Prefer Virginia or North Carolina. Small down payment, or will lease with option to buy. Box 479K, BROADCASTING.

Responsible party interested in buying local fulltime station in market of 50,000 or more. Will pay 29% down and rest in payments suitable to seller. Please send details to Box 576K, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Aggressive successful manager will operate your station for reasonable salary and stock purchase option of 49.9% or more interest. Prefer station that has not reached its potential, a station that is losing money or not making enough to justify the investment. Age 43 with 20 years experience including 13 as working sales manager and general manager in medium and metropolitan markets. Location open. Top references. I am not a broker. Will treat information in strict confidence. Box 581K, BROADCASTING.

Equipment

Wanted: Clarke or RCA type WX-2C field strength meter. Chief Engineer, KFWB, Hollywood 28, California.

Need excellent 3 kw or 5 kw fm transmitter and six bay antenna. KOSI, Denver, Colorado.

8 bay Collins fm, harness only. T.C.A. Radio Tower Co., 2615 Bankhead Highway, N.W., Atlanta 18, Ga.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 4¼x5½, $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

RADIO

Help Wanted—Technical

SALES ENGINEER
BROADCAST EQUIPMENT

Nationally known electronic equipment manufacturer offers responsible position in midwest home office sales staff for sales engineer thoroughly familiar with broadcast equipment. Excellent opportunity for growth and advancement in salaried position which includes many company benefits. Limited travel. Send resume to Box 513K, BROADCASTING.

Production-Programming, Others

NEED EXPERIENCED NEWS EDITOR

This station now employs four-man fulltime news staff. Air 26 newscasts daily plus remote break-ins from 3 completely equipped mobile units. One man leaving to become News Director of out-of-state station. Starting salary $450 month. Must be experienced. Personal meeting here necessary. Send news, radio and personal history plus recent off-the-air quarter-hour and five-minute news tape. Ted Thorne, News Director, WWCA, Gary, Indiana.

Help Wanted—(Cont'd)

Production-Programming, Others

WANTED

program director

for
Good Music Station

By this we mean Classical and Semi-Classical—no Pop.

One of Top Markets in the Country.

Send full qualifications to:

Box 448K, BROADCASTING

SECRETARIES AND GAL FRIDAYS
with
RADIO-TV STATION EXPERIENCE

To work in New York with leading sales representative firm. Please apply *only if you live in New York or have definitely decided to move here.* Background in station sales, promotion, research, traffic and/or continuity plus strong secretarial ability would qualify you. If interested and if your move to New York has been finalized, please send your resume, references, salary needs and plans to
Box 599K, BROADCASTING.

PROGRAM DIRECTOR
KAYO SEATTLE

5,000 Watt Indie with the *modern* sound featuring Top-50 records, million sellers and albums . . . family games . . . happy, upbeat personalities. Requires a Program Director with solid, successful experience in modern radio.
Call or write James L. Hamstreet,

KAYO
Seattle, Washington

FOR SALE

Equipment

FOR IMMEDIATE SALE
General Electric 3 kw BT-3A FM transmitter, tested. $2,500. Contact immediately Box 600K, Broadcasting.

EMPLOYMENT SERVICE

$ WANT MORE MONEY $
LET "SAM" GET IT FOR YOU
Free registration—Confidential
- Announcers TV & Radio
- Radio Disk Jockeys
- TV & Radio Engineers

Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 5-4841

Continued from page 106

cp and license to change name to Radio KIXZ Inc.

KSJO-FM San Jose, Calif.—Granted cp to install new trans.

WNCN New York, N.Y.—Granted change of remote control authority.

WSMT Sparta, Tenn.—Granted authority to sign-off at 6 p.m. for period through Aug. 31.

WCRA Effingham, Ill.—Granted authority to sign-off for period May 1 through Sept. 30 at 7 p.m., CDT.

KLGA Algona, Iowa—Granted authority to sign-off at 6:30 p.m., CST, for period ending Sept. 30.

Actions of April 6

WIKE Newport, Vt.—Granted transfer of control of **Twin State Bcstrs. Inc.** (majority stockholder of licensee corp.) from **E. Dean** and **Tacy Hood Finney**, jointly and severally, to **E. Dean Finney**, individually.

WTWN St. Johnsbury, Vt.—Granted transfer of control from **E. Dean** and **Tacy Hood Finney**, jointly and severally to **E. Dean Finney**, individually.

WBNR Beacon, N.Y.—Granted assignment of cp to Robert Gessner, et al., d/b West Shore Bcstg. Co.

KXAB-TV Aberdeen, S.D. — Granted license covering cp which replaced expired cp for tv station.

KBMB-TV Bismarck, N.D.—Granted license for tv station; ant. 400 ft.

***KTCA-TV St. Paul, Minn.**—Granted license for noncommercial educational tv station.

WABG-TV Greenwood, Miss. — Granted mod. of cp to change ERP to vis. 29.5 kw, aur. 14.8 kw; change type trans.; make changes in ant. system; ant. 350 ft.

WAER Syracuse, N.Y. — Remote control permitted.

WENN Bessemer, Ala. — Granted extension of authority to sign-off at 8 p.m. daily for period beginning April 16 and ending June 10.

WMOK Metropolis, Ill.—Granted authority to sign-off at 6:30 p.m. for period May 1 through Aug. 31.

WIZZ Streator, Ill.—Granted authority to sign-off at 6 p.m. local time for period ending Aug. 31, except for special events when station may operate up to licensed sign-off time.

WCKB Dunn, N.C.—Granted authority to sign-on at 6 a.m., sign-off at 7 p.m., for period April 1 through Aug. 31.

KUBE Pendleton, Ore.—Granted authority to sign-on at 6 a.m., sign-off at 6 p.m., for period ending Sept. 30.

Action of April 3

WFMB (FM) Nashville, Tenn. — Granted mod. of SCA to conduct storecasting service, on multiplex basis; utilizing supersonic signals for purposes of controlling multiplex receivers.

ACTIONS ON MOTIONS

By Hearing Examiner Horace Stern

Postponed indefinitely final date which had been set for April 20 for filing briefs in Boston, Mass., tv ch. 5 remand proceeding subject to condition that all parties shall be prepared to file such briefs subsequently upon notice of one week, in accordance with further order to be issued. Action April 14.

Cancelled oral argument set for May 1 in Boston, Mass., tv ch. 5 proceeding, subject to rescheduling at later date in event argument before examiner should be found necessary. Action April 8.

By Chief Hearing Examiner James D. Cunningham

Ordered that investigatory proceeding in Study of Radio and Television Network Broadcasting (including tying-in of programs) shall convene on May 4. Action April 10.

By Hearing Examiner Charles J. Frederick

Scheduled hearing for June 8 in proceeding on am applications of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet and Fairview Bcstrs., Rensselaer, both New York; engineering exhibits to be exchanged among parties on or before May 20. Action April 10.

Upon joint oral request of parties, scheduled further prehearing conference for 2 p.m., April 13, in proceeding on am applications of Alkima Bcstg. Co., West Chester, Pa., et al. Action April 10.

By Hearing Examiner Annie Neal Huntting

Granted request by Orange County Bcstg. Corp. (WGNY), Newburgh, N.Y., and advanced from 10 a.m. to 9:30 a.m., hearing in proceeding on its am application, et al. Action April 10.

By Hearing Examiner H. Gifford Irion

On oral request of parties, continued further hearing scheduled for April 14 to May 4 in proceeding on am applications of Continental Bcstg. Corp. (WHOA), San Juan and Jose R. Madrazo, Guaynabo, both Puerto Rico. Action April 10.

By Hearing Examiner Jay A. Kyle

Pursuant to prehearing conference on April 9, ordered that exchange of direct affirmative case in writing of each applicant will be accomplished on or before May 25, and rescheduled for June 8, hearing scheduled for May 12, in proceeding on am applications of Tempe Bcstg. Co., Tempe, Ariz., et al. Action April 9.

Pursuant to prehearing conference on April 9, rescheduled hearing for April 27, now scheduled for April 20, in proceeding on am applications of The Farmville Bcstg. Co., Farmville, N.C., and WYSR Inc. (WYSR), Franklin, Va. Action April 9.

By Hearing Examiner Forest L. McClenning

On own motion, continued without date pending consideration of several interlocutory pleadings prehearing conference and hearing scheduled for April 10 and 16, respectively, in proceeding on application of Seaside Bcstg. Co., for am facilities in Seaside, Ore. Action April 9.

By Hearing Examiner Elizabeth C. Smith

Granted motion by Musical Heights Inc., Braddock Heights, Md., to advance hearing from May 19 to May 14, and changed date for exchange of exhibits from April 6 to May 1, in proceeding on its am application. Action April 13.

STATIONS • FOR SALE

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.
Texas — $140,000; Colorado — $410,000; Massachusetts—$175,000; New Mexico—$90,000; Minnesota — $105,000; Virginia — $140,000; Pennsylvania — $150,000; Florida — $200,000; Indiana — $600,000; Florida — $65,000. WRITE.

VIRGINIA FULLTIMER
Excellent market. Over 1400 retail outlets in local coverage area. Health reasons for selling. **$65,000.00.** 1/3 down, balance on easy terms.
Box 573K, BROADCASTING

KCHS
Truth-or-Consequences
New Mexico
Still for sale on Dutch Auction now at the attractive price of $32,000.00 going down $1,000.00 per week.
Write for details at Box 351, Truth-or-Consequences, New Mexico.

EXCLUSIVE
California 250 watts
Fulltimer $40,000. Terms
Arizona 5000 watts
Daytimer Control $175,000.00
WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic Los Angeles 35
Licensed Brokers—Consultants

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Calif.	Medium	250w-F	$150M	terms
La.	Single	250w-D	35M	terms
Ala.	Medium	1kw-D	65M	terms
Ga.	Small	1kw-D	47M	cash
W.Va.	Small	250w-F	30M	terms
Ill.	Single	500w-D	80M	terms
Ky.	Medium	1kw-F	175M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Fla.	Medium	1kw-D	120M	terms
Mich.	Medium	1kw-F	325M	terms
S.E.	Metro	500w-D	75M	terms
S.E.	Major	5kw-D	250M	terms
Fla.	Large	250w-D	250M	terms
South	Major	250w-F	200M	terms
S.W.	Small	AM-TV	375M	terms

PAUL H. CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS
atlanta 1182 w. peachtree
chicago 205 w. wacker
new york 1270 ave. of americas
santa barbara 33 w. micheltorena

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE
Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

BELIEVABILITY

PAYS OFF HERE



At the beauty bar, soaps, hair preparations and cosmetics advertised on WWJ-TV are more apt to get attention, more likely to be purchased.

The reason? WWJ-TV adds an extra measure of *believability* to your advertising. People in southeastern Michigan have faith in WWJ-TV, recognize its leadership, appreciate its high standards.

Give your Detroit campaigns this big advantage. Buy WWJ-TV, Detroit's Believability Station.



ASSOCIATE AM-FM STATION WWJ

First in Michigan • Owned & operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

OUR RESPECTS TO . . .

David Levy

A "new life" began at 40 for David Levy, recently appointed vice president in charge of programs and talent for NBC-TV.

Perhaps the phrase, "a new life," is too sententious to describe the change in Mr. Levy's living pattern. But he resolved then to "do the many things that we all want to do but never can find the time to do." Over the past six years, he has found time to write short stories for leading magazines; travel to many parts of the world; read many books that were on his "must" list for years and write the lyrics for several popular songs.

"At 40, I felt I was at the crossroads," Mr. Levy explained. "There were so many things I wanted to do and time was fleeing. I decided then I was going to do these things and let nothing interfere. For eight to ten months of a particular year I did them. I realize that you cannot overhaul your old life completely and major objectives often cannot be scrapped. But if we have resolution, we can accomplish many of the 'little things' that we always wanted to do."

On April 1, Mr. Levy assumed his new position and new responsibilities at NBC-TV and he acknowledges that he will have to "stay on the treadmill of the old life" for an indeterminate period. But one of the unfilled objectives that he hopes to attain some day is a trip around the world.

Keeps Eye on Target • If past performance is a criterion, Mr. Levy will have his 'round-the-world fling. Patience appears to be one of his virtues. As a youngster in Philadelphia, he had always wanted to be a writer. The depression of the 1930's compelled him to accept jobs in the retailing field and with the Pennsylvania Dept. of Public Assistance. But in his spare time, he wrote short stories and radio scripts.

Three years after he left college, he obtained a position with Young & Rubicam, New York, as a script writer for *We The People.*

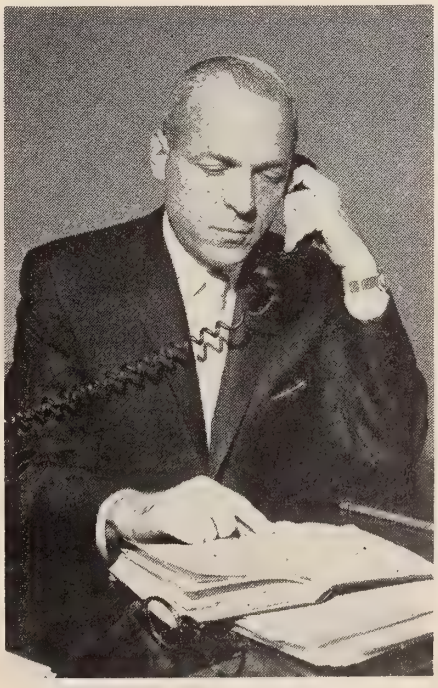
Mr. Levy's association with Young & Rubicam was rewarding and long-lived (more than 20 years). Former colleagues there picture him as "a reserved guy—but one who is direct in his opinions." They remember him as "extremely intellectual, but not a stuffed shirt, and a man who is very knowledgable about programming and talent." Mr. Levy is described as a "serious individual" with drive and a capacity for hard work but "on occasions, he shows a pixie type of humor that was all the more unusual because it came from Dave Levy."

David Levy was born in Philadelphia on Jan. 2, 1913, and attended local schools and the U. of Pennsylvania's Wharton School of Finance & Commerce from which he was graduated with a B.S. degree in economics (1934) and a master's degree in business administration (1935), specializing in advertising and merchandising. He wrote for amateur theatricals and local radio programs while awaiting a fulltime writing opportunity.

Mr. Levy credits Terry Lewis, story editor at Young & Rubicam in 1938, with encouraging him in his writing stints and with helping him to obtain his initial position with Y&R. Mr. Levy was gratified that many years later, he was among those instrumental in bringing Miss Lewis back to Y&R.

At Young & Rubicam, Mr. Levy acquired a reputation for creative talent as well as administrative acumen. Following his initial assignment as a writer on *We The People,* he wrote, directed and supervised many radio shows.

He interrupted his career in April 1944 when he was commissioned a lieutenant (j.g.) in the U.S. Navy. He served with the training film section of the Photographic Division of the Navy Bureau of Aeronautics and later was placed on detached duty as special radio consultant to the Secretary of Treasury and as chief of the radio section of the War Finance Division of the Treasury Dept. He was discharged from the service in May 1946 with the rank of lieutenant.



PROGRAM-TALENT CHIEF LEVY
Couldn't resist a new challenge

He returned to Young & Rubicam as supervisor of daytime radio programming and in 1947, Mr. Levy was named Y&R's first television supervisor. In this capacity, he helped develop some of the agency's initial tv programming, including *Bird's Eye Open House, Jell-O Seven Arts Quiz,* and *Hobby Lobby.* In 1950, he was appointed vice president in charge of programs and talent and in April 1958, he was advanced to associate director of the agency's radio and television department. He served for several years on Y&R's plans board.

Why did he leave Y&R after more than 20 years of service?

"It was probably the hardest decision of my life," Mr. Levy recounts. "I have deep ties at Y&R and many close friends. I think the main reason was the tremendous challenge offered by NBC. Along with others, I am in a position here of making a contribution to the overall programming pattern of a television network."

In the few weeks he has been at NBC-TV, Mr. Levy has been on a merry-go-round of appointments and telephone calls with executives at talent agencies, outside producers, advertising agencies, sponsors and within the network itself. He tries to return each call (or have an appropriate co-worker do it) but confesses that his assignment book is not yet up to date.

Quality—And What It Means • Mr. Levy points out that NBC-TV's fall programming was blueprinted before his arrival on the scene but he has made several recommendations which have been well received. Speaking generally, he believes that tv needs "quality programming," and hastens to explain:

"I know that sounds like a cliche. But quality is not restricted to one type of programming. You know, you can have a quality western or a cliche western. I think there are both types on the air today. Adopting a poet's logic, our job here is to see that the network's reach exceeds its grasp. That is the way to growth in any area of living."

In 1941, Mr. Levy married the former Lucile Wilds of New York City. They have two children—Lance, 16, a student at Staples High School in Westport, Conn., and Linda, 12, who, Mr. Levy says with a parental glow, is "quite an equestrienne." The family home is in Weston, Conn.

By his own admission, Mr. Levy is not a joiner and belongs to no outside organizations except the American Society of Composers, Authors & Publishers. He is a student of the national political scene and, dating back to 1940, has participated in the radio-television campaigns for the Republican Party presidential candidates.

Sports afield

NOT much publicity has been accorded the crop of bills introduced at this session of Congress to exempt professional sports from antitrust regulation.

But the absence of publicity doesn't mean the sports lobby hasn't been busy. It has. And the word from knowledgeable Capitol sources is that legislation might be sneaked through a House committee and onto the floor. Once on the floor, it is believed, a pro-sports bill is almost sure of passage.

The reason why broadcasters should be concerned by all this is that if professional sports are given antitrust protection, they can impose broadcast blackouts at will, in whatever combination or conspiracy among major league teams they choose to arrange. The inevitable consequence would be a severe reduction in the number of baseball or other professional games available to television and radio.

The request made last week by Harold E. Fellows, NAB president, for public hearings on the several bills now pending ought to be supported by broadcasters everywhere. Mr. Fellows directed his request to Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee which has the bills in its jurisdiction. Other members of that committee ought to be advised by broadcasters in their constituencies that hearings are not only advisable but mandatory in the interests of democratic legislative procedure.

With or without research

SOME sort of gauge that will show accurately the sales mileage obtained from an advertising dollar has been the goal of research gadgeteers for years. A year ago Prof. Albert Frey, in his exhaustive and in part controversial "Frey Report" for the Assn. of National Advertisers, put down "improved means for measuring the effectiveness of advertising" as "undoubtedly the most basic" need in the current advertiser-agency relationship.

There is no question about it: life would be a lot happier if a formula could be devised to show exactly what sales resulted, or would result, from a given advertising campaign. But advertising is not a machine—fortunately—and its results cannot be predicted like units coming off an assembly line. Henry Schachte, executive vice president of Lever Bros. and chairman of the ANA, said it well when he called upon advertising research people earlier this month to stop wasting time with what they *can't* do, accept the fact that advertising *does* work, and get busy to make it work better (BROADCASTING, April 6).

Research on the impact of the delivered message was part of the broad program Mr. Schachte recommended, and this brings us to another highlight of the same meeting at which he spoke: a study which beautifully points up television's power to turn lookers into customers.

It was conducted among viewers—and a matched sample of non-viewers—of a five-minute weather program sponsored by the New York Telephone Co. In part, this study showed that the television series "pre-sold" its audience to such an extent that the company sold three times as many extension telephones and other residence telephone equipment to people who watched the show as to people who did not.

It would be foolish to say, on the basis of these figures, that television will triple the sales of any product among the viewers of the sponsor's program. But it also would be short-sighted, if not foolish, for an advertiser to look at this study and dismiss the potential of television without giving it a serious second thought. For people with things to sell, it should make television overwhelmingly attractive.

A common danger

THIS week, at the Greenbrier in White Sulphur Springs, W. Va., leaders of top advertising agencies of the U.S. will face up to a problem that has been troubling advertising people increasingly in recent times. The problem is essentially one of public relations, with heavy governmental overtones, and the forum for its discussion is the annual convention of the American Assn. of Advertising Agencies.

If all this sounds strangely familiar to the broadcasters, it is only because the parallel with their own plight is striking. Television right now is in the process of mounting a massive public relations campaign of its own—or, to be more exact, is in the process of trying to develop a mountable campaign.

The advertising business, like television, is beset by many critical forces. One of the most powerful of these is government, and while it is difficult to imagine more government intervention in any business's affairs than broadcasting has endured, the record is plain: advertising faces serious legislative threats at all levels of government; federal, state and local. Taxes on advertising, restrictions on liquor and alcoholic beverage advertising, questions regarding the income-tax deductibility of institutional advertising expense —these are samples of some of the crippling moves that have been tried or proposed.

The need to improve understanding of advertising's function among both legislators and administrators—at all levels—is obvious. Public understanding needs improvement, too, for from the public, prodded by special-interest groups, comes much of the pressure that is exerted on legislators to "do something."

What will come out of the AAAA sessions we do not venture to predict. The problem is not a new one, either to the AAAA or to other advertising groups, but it is encouraging to see the 4A's give it the prominence that apparently it is due to get in this week's deliberations. For selling the story of advertising, we can think of no one better equipped or qualified than advertising agencies.

In its efforts to improve its own public image, advertising deserves the support as well as the sympathy of broadcasters—just as broadcasters ought to have advertising's sympathy and support in their own public relations undertaking. To the extent that either group succeeds, both are bound to benefit.



Drawn for BROADCASTING by Sid Hix

"In this business, Miss Watts, we have what we call barter deals."

100% FRESH





If all stations were as fresh as this little rascal you could buy 'em blindfolded. But, they aren't! That's why smart buyers always ask for KPRC-TV. You see the station add its own personality, so you know it has to be fresh—100% fresh. Makes sense, doesn't it? You're always sure with KPRC-TV, the low charge Houston TV station with everything—quality, dependability, long life . . . extra sales at no extra cost.

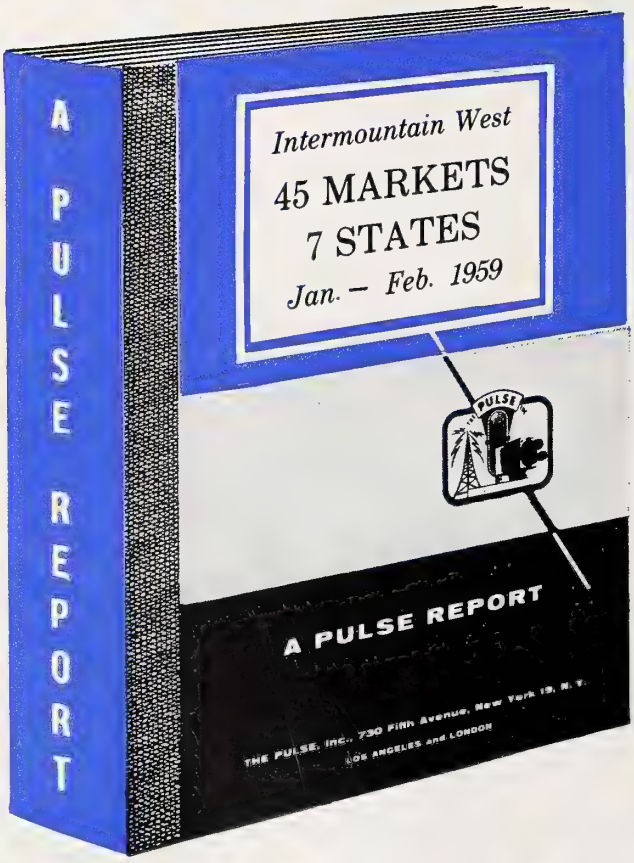
SPOT AND PROGRAM AVAILABILITIES FOR ALL PRODUCTS . . . PRICES GOOD ALL OVER THE UNITED STATES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NBC KPRC-TV CHANNEL 2 HOUSTON, TEXAS

SUCCESSFUL ADVERTISING STARTS WITH KPRC-TV, HOUSTON.

THE BIGGEST MOST COMPREHENSIVE PULSE EVER TAKEN



PROVES

The Salt Lake Metropolitan Group

KALL Salt Lake City **KLO** Ogden **KOVO** Provo

delivers the Greatest

IMN-PACT

In the Salt Lake - Ogden - Provo area!

No. 1 as a group in Americas' 35t Market & No. 1 in each Market!

MONDAY TO FRIDAY			
Stations	6 am-12 Nn	12 Nn-6 pm	6 pm-12
IMN*	**24**	**25**	**26**
A	8	10	9
B	12	10	12
C	6	6	10
D	15	14	13
E	18	17	17
F	7	5a	X
MISC.	11	12	13

* KALL - KLO - KOVO

call **THE INTERMOUNTAIN NETWORK** *for your copy . . . or See your Avery-Knodel ma*

APRIL 27, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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4A delegates exhorted to fight encroachments on advertising Page 34

Option time bombshell officially shot at television networks Page 65

Allocations outlook: FCC wants to squeeze in all possible v's Page 68

KISN RADIO 91

comes to PORTLAND

. . . and everybody knows what KISN can lead to *

Check Adam Young for the full story

the Star stations

IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS

DON W. BURDEN — President

KOIL - Omaha

KMYR - Denver

KISN - Portland

the success of your campaign



Now what manner of man is this, ye say?
'Tis our lovable Irish Tom, it is!...

When one of the big network stars complains about how tough it is to turn out a weekly television show, we can't help but smile a little and think about Tom Duggan.

For 3 years now, Duggan has talked and kidded and charmed his way through 105 minutes *every weekday night,* and 75 more on Saturday. All live. Sundays we let him off.

He can't sing, can't dance, isn't much of a comic; but he's the kind of guy that's easy to take late at night, and his show is fun to watch. Once in awhile he even blows off a little steam when he thinks somebody's getting stepped on.

Maybe it's the way he handles guests. Maybe it's his handsome puss, or that Kilarney gift of gab. Or maybe it's the crazy commercials. All we know is that this warm, screwball Irishman attracts more people and more sponsors and sells more products than anyone ever imagined.

KCOP 13

Los Angeles' most powerful television station

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

The best things in life...

Educational horizons in Houston are broad and unlimited, encompassing a splendid system of elementary, business and technical schools as well as such renowned institutions as the University of Houston, Rice Institute, University of St. Thomas and Texas Southern University.



The scholastically famed, completely endowed Rice Institute ranks among the nations leaders in scientific research

K T R K Tv

THE CHRONICLE STATION

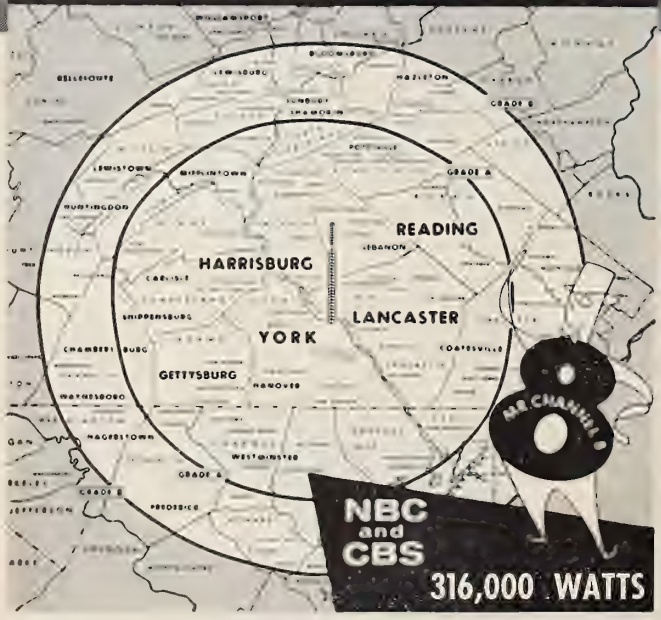
P O BOX 12, HOUSTON 1, TEXAS ABC BASIC GENERAL MANAGER, HOUSTON CONSOLIDATED TELEVISION CO., WILLARD E. WALBRIDGE
NATIONAL REPRESENTATIVES GEO. P. HOLLINGBERY CO., COMMERCIAL MANAGER 500 FIFTH AVENUE, NEW YORK 36, N.Y., BILL BENNETT

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc. 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

a g-r-r-r-rand fact — **WGAL-TV** is first choice of viewers in Lancaster, Harrisburg, York and in many other markets



AMERICA'S 10th TV MARKET



WGAL·TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

•

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Vigilance at Greenbrier • While crisis developed in Television Code Review Board's decision to discipline stations carrying hemorrhoid remedy commercials (story page 31), subcommittee of board was screening score of other personal-product commercials that had been questioned. It could not be learned whether any was found offensive, but at least some were enthusiastically approved for their good taste. Subcommittee consisted of E. K. Hartenbower, KCMO-TV Kansas City, subcommittee chairman; Gaines Kelley, WFMY-TV Greensboro, N.C., and Donald H. McGannon, Westinghouse Broadcasting Co., code board chairman. They met at Greenbrier last Friday during American Assn. of Advertising Agencies convention.

New type song-plugging • Here's newest gimmick advertisers and agencies are using to get more mileage out of radio commercials at no extra media cost: After singing commercial is composed, instrumental version is recorded, with top-flight arrangement and production. Trick is to get stations which are carrying singing jingle to play instrumental version free as regular musical number on record shows.

Wrigley gum and Schlitz started trend by adapting instrumentals from singing commercials. New twist is being used by Corn-Chex and unidentified appliance. Both are asking stations to play instrumental versions of commercials before commercials themselves go on air. Purpose is to sneak commercials over on listeners who have been conditioned to think of the music as just another popular tune.

Option time • All-out network opposition, buttressed strongly by many affiliates, to FCC proposal to reduce option time to 2½ hours per segment and eliminate "straddle" programs (story page 65) already is in making. But one network—ABC-TV—would not object to elimination of option time altogether if FCC provided minimum of four reasonably comparable stations in first 100 markets.

Resistance forces • Assn. of Maximum Service Telecasters lost no time in marshaling forces in opposition to breakdown of existing mileage separations in tv allocations as proposed in FCC's report to Senate Committee last week (story page 68). MST's board of directors, at call of President Jack Harris, KPRC-TV Houston, met in Washington last weekend (Saturday and Sunday). Even before FCC report had been released, however, MST's executive director, Lester W. Lindow, was at work contacting membership in anticipation of short separation proposal.

Networks also were on qui vive *on long-expected report. Shorter separation could affect not only coverage of their affiliated stations but also their owned and operated outlets. While FCC to date hasn't mentioned markets it regards as critical and in need of additional vhf stations, this random list was mentioned as among foremost: Birmingham, Providence, Rochester, Syracuse, Jacksonville, Charlotte, Raleigh-Durham, Shreveport, Louisville, Grand Rapids-Kalamazoo. These were mentioned aside from such areas as Greensboro-Winston-Salem; Tampa-St. Petersburg; New Orleans and Quad Cities, in which contests for additional v's are underway.*

Uhf in Britain • Approaching its tv allocations problems precisely in reverse of U.S., Great Britain is exploring prospects of eventual move of its tv operations to uhf, according to advices given authorities here. With geographically compact area and only comparative handful of stations to be accommodated, British engineers tentatively have concluded that uhf would provide higher quality service than its present allocations in vhf which fall below our ch. 2 allocations. British problem is simple, however, since government controls all technical services (both BBC and ITA) and simply leases programming to contractors for ITA operations.

Tv spot strong • Heavy advance sales of tv networks' fall season seems to be blessing for national spot business. Uncertainty of year ago in making network commitments held up spot plans as well because advertisers plan overall media budgets coincidentally. Station representatives already report brisk selling with spot advertiser decision-making on advanced spot orders.

Local radio strong • Word has filtered back to Radio Advertising Bureau from its executives on road in first-week swing of sales clinics that strong local radio business is making up for any softness in national activity. RAB officials already have been in Dallas, Memphis, Tulsa, New Orleans, Des Moines, Minneapolis and Kansas City.

Losses cut • Report of financial progress of ABC Radio has been submitted to board of parent AB-PT. Where network year ago was losing money at rate of $4.5 million per year, board members were told, it's now losing at rate of less than $2 million—most if not all of which can be charged up to "allocated costs" (radio network's share of cost of operating news, engineering and other service departments of ABC). Rate of improvement said to be greater than that of any other AB-PT division.

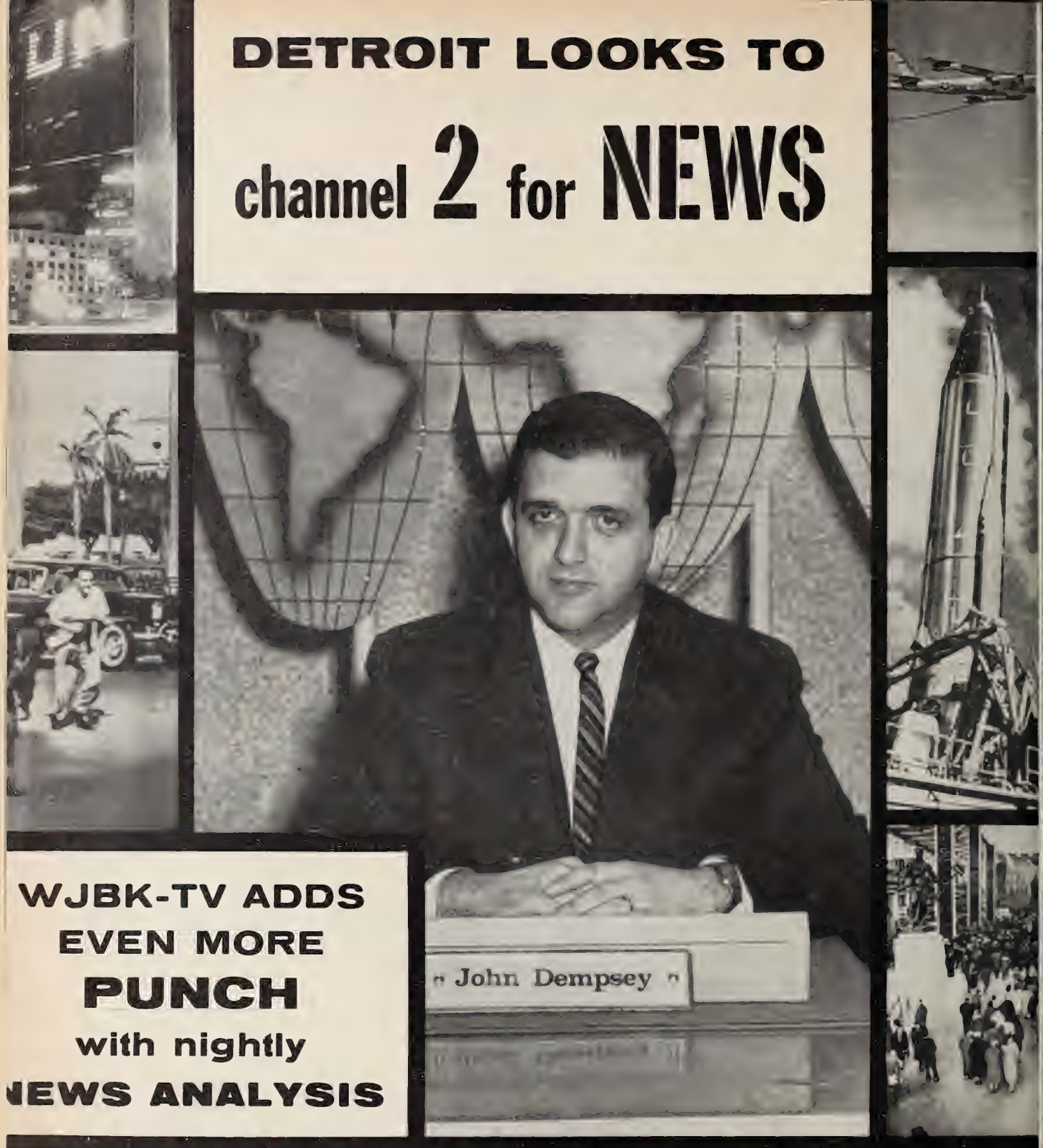
Space show • AVCO Mfg. Corp., New York, is understood to have budgeted about $250,000 for sponsorship of one-time, one-hour special on NBC-TV May 24. Telecast, which will be produced live by Robert Saudek Assoc., New York, will originate from Wilmington, Mass., and will spotlight dedication ceremonies there of AVCO's new $50 million space research center. Program said to be dramatic in nature and dealing with space research theme. Saudek Assoc. has produced several space research programs for *Omnibus*.

Border incident • U. S. broadcasters along Mexican border have unusual complaint against Conelrad test April 17, which blacked out half-hour of prime daytime. In one market — San Diego, which is opposite Tijuana, Mexico—broadcasters say they were forced to turn over their market to half-dozen Mexican border stations which ignored Conelrad tests. But even more serious, they contend, is that if real McCoy had happened, those important border cities would have been sitting ducks for homing enemy.

San Diego stations have been in running battle with Mexican broadcasters for several years. Indications last week were that one or more of them might formally complain to FCC and possibly OCDM on Conelrad incident.

Question of authority • Notwithstanding FCC's decision that it does not have jurisdiction over community antenna systems (BROADCASTING, April 20), it has legal opinion from its General Counsel John L. FitzGerald that existing law is sufficient to permit Commission to exercise authority. Mr. FitzGerald submitted these views before Commission made up mind it didn't want this power. In light of cable systems' attitude that they desire to be placed under FCC (see page 76), feeling is Commission can accede without new legislation.

DETROIT LOOKS TO channel 2 for NEWS



WJBK-TV ADDS EVEN MORE PUNCH with nightly NEWS ANALYSIS

With the addition of political science authority Dr. John Dempsey to WJBK-TV's award-winning news staff, Detroit's leadership station solidifies its position as the news channel in America's fifth market.

This 6:40-6:45 PM program feature is designed to give viewers a broader, more comprehensive background for interpreting the national and international news of the day.

WJBK-TV now has two Video Tape machines at your service and is still the only Detroit station with Video Tape facilities.

Represented by the Katz Agency

"Famous on the local scene"

WJBK-TV

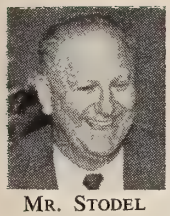
CHANNEL 2 DETROIT

100,000 Watts • CBS Affiliate • 1057-foot tower
N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-3940

Storer Television

WJBK-TV Detroit · WITI-TV Milwaukee · WAGA-TV Atlanta · WSPD-TV Toledo · WJW-TV Cleveland

WEEK IN BRIEF


MR. STODEL

Get everybody into the act • Just buying spots will not solve all your marketing and distribution problems, Edward C. Stodel, president of Stodel Adv., Los Angeles, points out in this week's MONDAY MEMO. You must give the campaign all-out support by getting everyone involved—station personnel, distributor salesmen and merchants. Page **25.**

Crisis for the tv code • Nearly 70 stations defy code board and continue carrying commercials for Preparation H, hemorrhoid remedy. Will code board ask NAB tv board this week to lift their seals of good practice? Page **31.**

Defend ad role • American Assn. of Advertising Agencies' annual convention hears repeated calls to bolster public understanding of advertising and protect the industry from creeping encroachments of government restriction. Page **34.**

Where it's coming from • TvB reports on network tv advertisers and the brands that spent the most for time in January. Page **40.**

Network tv gross • Billing gains 9.5% in February, more than $48.8 million in time charges that month. Page **40.**

Paid advertising for government agencies? • Yes, says McCann-Erickson's Marion Harper in Chicago talk. He also scored politicians who shout "Hucksters" and use advertising as a "whipping boy"—until they need it at election time. Page **50.**

A distaff look at 1959 radio-tv • Some 900 members of American Women in Radio and Television will analyze the industry at their convention in New York this week. Page **52.**

Newspaper's "Total Selling" versus television • The Bureau of Advertising of the American Newspaper Assn. explains its "total selling" program to increase newspaper advertising during ANPA convention and makes clear it will challenge television's advertising effectiveness. Page **54.**

Option Time Revisions Out • FCC issues proposed changes in option time rules including—30-minute cut, 13-week notice, straddle program interpretation and right of station to reject program after series has begun or substitute local program for network show. Comments due June 22. Page **65.**

No third round for Katzentine? • Government says it probably won't ask him to testify in Mack-Whiteside trial. Mack counsel pleads indigence, asks for government-paid assistance. Page **66.**

Tv Allocations Moves Set Out • FCC is going to wait for possible all vhf tv system, couple of months anyway. Meanwhile will start moving to squeeze in more vhf channels where they're hurtin'—in those markets having less than three vhf assignments and where uhf conversions are meager. Page **68.**

Regulation requested • Community antenna operators seek FCC control; legislation is being drafted to amend Communications Act to accomplish Commission jurisdiction. Page **76.**

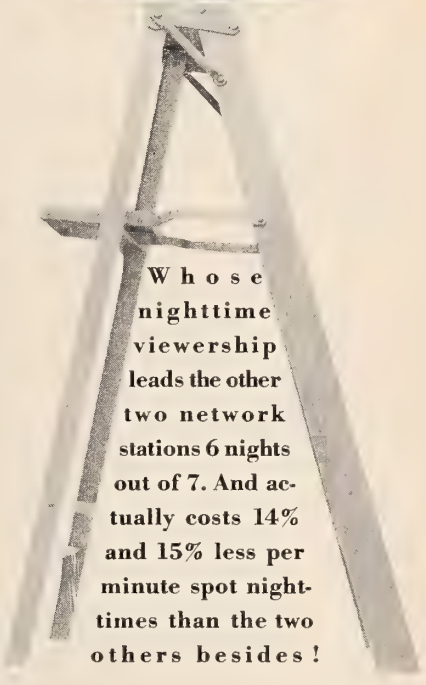
Conelrad's better than ever • FCC, OCDM, others acclaim success, despite scattered defects and criticism, in backward look at April 17 test alert. Page **78.**

DEPARTMENTS

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Right on top in FRESNO

KJEO



Whose nighttime viewership leads the other two network stations 6 nights out of 7. And actually costs 14% and 15% less per minute spot nighttimes than the two others besides!

KJEO—Channel 47, No. 1 for the money, No. 1 for the Central California audience.

KJEO channel 47
FRESNO

J. E. O'Neill—President
Joe Drilling—Vice President and General Manager
W. O. Edholm—Sales Manager

See your H-R representative. H-R

SELLING POWER PLUS

Fact #1: Pulse shows more people listen to WTOP in the 20 counties which make up the Greater Washington area than any other radio station. Fact #2: Independent survey reveals more than 76% of WTOP listeners are in income groups over $6,000 per year. Conclusion: in Washington, the important station is . . .

wtop radio

WASHINGTON, D. C.

An Affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

operated by THE WASHINGTON POST BROADCAST DIVISION:

WTOP Radio, Washington, D.C. • WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florid

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 31

Sen. Monroney critical about 'Firestone' lapse

Sen. Mike Monroney (D-Okla), Congress' number one critic of network programming and rating services, Friday (April 24) struck out at ABC-TV for canceling *Voice of Firestone* on Monday nights (BROADCASTING, April 20).

"The Voice of Firestone has again become the victim of the mumbo-jumbo of tv ratings," senator charged. "This is another prime example of the lack of public service displayed by the network czars." He said ABC was anxious to get *Voice* from NBC-TV several years ago. "Since then, ABC apparently has become prosperous with the help of *Maverick*, two-gun westerns and whodunits," Sen. Monroney said. "It now seems to have gone trigger happy, along with NBC and CBS, for the highly-rated blood and thunder programs that fattens the batting average in the daily tv rating service."

Sen. Monroney said he plans to introduce into *Congressional Record* several statements and articles on Firestone situation.

Metropolitan gross up

Metropolitan Broadcasting Corp.'s gross revenue last year increased to $14,427,752 from near $10.3 million of year before, John W. Kluge, board chairman and president, reported Friday. Net income was $932,348, or 60 cents per share in 1958 compared to $243,460 or 16 cents per share in 1957 (last year's income was subject to specific writeoffs during year of more than $600,000 coming to 40 cents per share and no federal income taxes were payable because of carry-forward of loss). Stations: WNEW-AM-TV New York, WTTG (TV) Washington and WHK Cleveland (figures include only seven months of WHK operation).

Ganger affirms need

"Vital need" for "greater understanding between advertising and its publics" was stressed by Robert M. Ganger of D'Arcy Adv., new chairman of American Assn. of Advertising Agencies, in speech prepared for closing session of AAAA convention Saturday (see earlier stories page 34). He identified advertising's "publics" as government administrators, legislators and "the constituents behind the legislators."

Mr. Ganger said AAAA committees are studying to see how necessary, feasible and potentially effective are proposals which have been made "for lobbying, for a Washington headquarters for advertising, for a self-imposed levy on advertising revenue to finance a public education campaign and for many other kinds of action."

AAAA's new board meanwhile named following as its operations committee to meet monthly when board is not in session: Chairman Ganger; President Frederic R. Gamble; Harry Harding, Young & Rubicam; Andrew B. Meldrum, Meldrum & Fewsmith; Edwin Cox, Kenyon & Eckhardt; Otto Kleppner, Kleppner Co.; Raymond F. Sullivan, Stauffer, Colwell & Bayles.

Million dollar TvB

TvB's budget has hit million-dollar level, President Norman E. Cash is announcing today (Monday), following report to semi-annual board meeting at Greenbrier, White Sulphur Springs, W. Va., during AAAA convention (see page 34). TvB Board Chairman Roger W. Clipp, Triangle Stations, called it "more than just a coincidence that both television and the bureau which represents it are enjoying the greatest year in their histories." He said that "with the bureau continuing to increase in both scope and effectiveness, we are laying a firm foundation for the continuance of this success."

TvB's annual meeting will be held in Chicago in November.

Arizona Network new to ABC Radio fold

ABC Radio moves into this week with additional affiliates and programming feeds. As of yesterday (April 26) ABC Radio was to take over eight hours of programming weekly from Don Lee Broadcasting System and add them to existing ABC Pacific Coast regional network schedule. Effective today (April 27), ABC Radio adds 12 stations of Arizona Network, second such regional group to become associated with ABC Radio in past six weeks (Intermountain Network associated with ABC Radio March 15). Arizona Network, formerly with Don Lee, reportedly will continue to receive some Mutual programming. Arizona pact announced by John L. Hogg, president-general manager, KOY Phoenix, and manager of network, and Edward J. DeGray, ABC vice president in charge of radio network.

ABC Radio claims total 346 affiliations in U. S. with additional lineup in Arizona. KOY has been existing ABC Radio affiliate. Arizona Network formed in 1940 also includes KTUC Tucson, KSUN Bisbee, KNOT Prescott, KAAA Kingman, KGLU Safford, KVOY Yuma, KVNA Flagstaff, KVNC Winslow, KNOG Nogales, KWJB Globe and KHFH Sierra Vista. ABC-Don Lee agreement was signed March 26 (BROADCASTING, March 30).

Regional color set

What is believed to be first regional color television baseball network has been arranged to carry 13 home games of Cincinnati Reds. These are part of 53-game schedule fed to same stations throughout season under regular sponsorship of Sohio Oil Co. (through McCann-Erickson, Cleveland) and Hudephol beer (through Stockton, West & Burkhardt, Cincinnati). Thirteen colorcasts will originate at WLWT (TV) Cincinnati and will be carried by WLWD (TV) Dayton, WLWC Columbus, Ohio, and WSAZ-TV Huntington, W.Va. Extra costs of adding color to 13 of 53 games—and extensively promoting it—will be shared by RCA and by Crosley Broadcasting Corp. (Crosley owns WLWT, WLWD and WLWC).

Trendex adds five

Trendex Inc., New York, announced Friday it plans to add five new cities to present list of 20 used in publication of monthly tv program popularity report. New total also to be used to form sampling universe for bi-monthly Television Advertisers Reports. New cities are Pittsburgh, Little Rock, Richmond, Tulsa and Peoria, Ill.

Motorola sales jump

Motorola factory sales volume of consumer products was 101% ahead of first quarter 1958 during period ending March 31, with tv as largest single factor (up 97%), company announced Friday. It marked largest first quarter since 1953 and brought firm within

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

5% of total sales volume for entire first half of last year, according to Edward R. Taylor, executive vice president. Phonograph record player sales were triple any previous best first quarter, while portable radio volume doubled 1958 first quarter and car units also showed marked increase.

WBC clinic Sept. 21-23

Westinghouse Broadcasting Co. will hold its third industry-wide public service programming conference in San Francisco Sept. 21-23, WBC is announcing today (April 27). Conference takes place at Stanford U. (Palo Alto).

KXLY to H-R Reps

KXLY Spokane will be represented by H-R Representatives Inc. and KXLY-TV by H-R Television effective June 1, it was announced Friday. Owned by Northern Pacific Tv Corp. and managed by James R. Agostino, both outlets are CBS affiliates. KXLY is on 920 kc; KXLY-TV is on ch. 4.

• Business Briefly

• R. J. Reynolds Tobacco Co. through William Esty Co., N.Y., and Miles Labs. through Geoffrey Wade, Chicago, to sponsor *Man from Black Hawk* on ABC-TV Fri. 8:30-9 p.m. starting Oct. 2. Program is being filmed by Screen Gems with Herb Meadow producer.

• Bristol-Myers moves its network tv-heavy Ban deoderant account ($2 million plus) from BBDO, N. Y., to Ogilvy, Benson & Mather there effective July 20. Ban is currently represented on B-M shows *Alfred Hitchcock Presents* (CBS-TV Sun.) and *Wanted—Dead or Alive* (CBS-TV Sat.), and order is in for *Jack Paar* (NBC-TV) late evening participations beignning first of May. BBDO, which handles other B-M products, has been Ban agency since deoderant's inception five years ago. B-M official said switch is desire for "another strong agency in our lineup."

• Renault of France has signed for half-hour, alternate week of *Playhouse 90* on CBS-TV (Thurs., 9:30-11 p.m.). Agency: Needham, Louis & Brorby, Chicago.

WEEK'S HEADLINERS



MR. SMITH

GAIL SMITH, formerly associate manager of advertising production of Procter & Gamble, Cincinnati, joins General Motors, Detroit, in newly-created post of director of television advertising, effective May 15. Mr. Smith will join staff of William F. Hufstader, GM vp in charge of distribution. He will work with GM in "consulting and coordinating capacity in tv advertising field." In addition, it was announced, he will "assist GM and division personnel responsible for tv ad schedules and programs in contacts with tv networks and advertising agencies." Mr. Smith joined Procter & Gamble in 1943 and was appointed director of radio in charge of daytime programs in 1949.

ALFRED J. SEAMAN, who resigned last week as executive vp and creative director, Compton Adv., N.Y., (WEEK'S HEADLINERS, April 20) elected vice chairman of board and chairman of executive committee, Sullivan, Stauffer, Colwell & Bayles, N.Y. At Compton all tv and radio programming as well as other creative activity reported to Mr. Seaman and at SSC&B Mr. Seaman becomes member of management working with board chairman and president of agency. Mr. Seaman was with Compton 13 years, past five as executive vp and remainder as vp and creative director. Other agency associations: partner in Knight & Gilbert, Boston, and associate account executive of Fuller & Smith & Ross, N.Y.

T. HART ANDERSON JR. has resigned as board chairman of Anderson & Cairns, N.Y., and JOHN A. CAIRNS, president of A&C, adds Mr. Anderson's position. Mr. Anderson will devote full time to marketing counsel activities which he started two years ago on part-time basis. His office will be in his Pennington, N.J., home. Anderson & Cairns was created in 1951 when Anderson, Davis & Platt merged with John A. Cairns Co. Mr. Anderson, one of AD&P's founders in 1929, previously had been in Rome with U.S. diplomatic service.

L. C. REDMON, station manager of WLAP Lexington, Ky., has been named vice president and general manager of WLAP Radio Inc., it was announced by John B. Poor, owner and president. In other WLAP promotion, WILLIAM R. LACKER, program director, was appointed national sales manager and assistant station manager, and NICK CLOONEY, on WLAP's staff since last year, promoted to program director. Mr. Redmon joined station in 1950 as account executive and left in 1953 to become merchandise manager of major appliances at Purcell Co., Lexington department store. He returned to WLAP in 1956 as commercial manager.

MORT GREEN, writer on *Perry Como Show* for over four years, to Revlon Inc., N.Y., as director of television and radio, effective June 1. Appointment is based on belief that "maximum results from tv and radio programming can best be achieved by turning responsibility over to top creative mind to work directly with individuals responsible for program creating," according to Revlon President Charles Revson. Both current and future programming will come under purview of Mr. Green, who is to work directly with Mr. Revson and F. Kenneth Beirn, vp in charge of advertising at Revlon. Some of Mr. Green's earlier writing assignments: *Mr. Ace and Jane* and Tallulah Bankhead's *Big Show*, both radio; *Milton Berle Buick Show, Colgate Comedy Hour*, Arthur Murray and Johnny Carson on tv.



MR. WILLIAMS

PHIL WILLIAMS, vp in charge of syndicated sales, ABC Films, joins United Artists Television on May 1 as eastern division manager. Appointment generally considered first major step by UA-Tv—other than production which is underway—toward national sales organization for syndication. As outlined by Bruce Eells, executive vp of UA-Tv, "first product to be put into national spot, major regional and local selling will be announced by June1." Mr. Williams' past associations include: Ziv Television Programs, where he was eastern spot sales manager preceded by spot sales manager, central division; Time Inc. (for 15 years) in sales and public relations; *March of Time* as theatrical sales manager and advertising director for motion pictures and tv.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

Capital Cities Television Corp.

announces

the opening

of

including television stations:

W-TEN CHANNEL 10
Albany — Troy — Schenectady

WTVD CHANNEL 11
Raleigh — Durham

WPRO-TV CHANNEL 12
Providence

and radio stations:

WROW 590 Kc.
Albany — Troy — Schenectady

WPRO 620 Kc.
Providence

NEW YORK HEADQUARTERS
65 EAST 55TH
PLAZA 2-1750

Frank M. Smith
PRESIDENT

The HOT SHOWS



MACKENZIE'S RAIDERS

starring **RICHARD CARLSON**

DENVER
KLZ-TV
42.6% Share
22.6 RATING
BEATS Zane Grey Theater, Perry Mason, Black Saddle, Playhouse 90, Lineup, Wyatt Earp and many others.

MIAMI
WTVJ
39.9% Share
23.0 RATING
BEATS Lawman, Gale Storm, Goodyear Theater, Ozzie and Harriet, Steve Allen, Naked City and many others.



BOLD VENTURE

starring **DANE CLARK**
introducing **JOAN MARSHALL**

PHILADELPHIA
WRCV-TV
42.6% Share
18.9 RATING
BEATS People Are Funny, Lawrence Welk, Cimarron City, Desilu Playhouse, Rawhide, Yancy Derringer and others.

AMARILLO
KVII
35.2% Share
19.6 RATING
BEATS GE Theatre, Thin Man, Alfred Hitchcock, Rawhide, Phil Silvers, Ed Sullivan and others.



SEA HUNT

starring **LLOYD BRIDGES**

SAN FRANCISCO
KRON-TV
52.5% Share
24.0 RATING
BEATS Dinah Shore, Restless Gun, This Is Your Life, Cimarron City, Ernie Ford, Wyatt Earp and many others.

DETROIT
WJBK-TV
55.6% Share
29.2 RATING
BEATS Alfred Hitchcock, Dinah Shore, Groucho Marx, Texan, Ed Sullivan, Yancy Derringer and many others.



HIGHWAY PATROL

starring **BRODERICK CRAWFORD**

BOSTON
WBZ-TV
51.2% Share
22.0 RATING
BEATS Wells Fargo, Ernie Ford, Phil Silvers, People Are Funny, Desilu Playhouse, Wyatt Earp and many others.

ST. LOUIS
KSD-TV
44.9% Share
27.9 RATING
BEATS Alfred Hitchcock, Wells Fargo, Wyatt Earp, Ann Sothern, Peter Gunn, Ed Sullivan and many others.

come from ZIV!

CINCINNATI
WKRC-TV

49.6% Share

22.7 RATING

BEATS People Are Funny, Alfred Hitchcock, Yancy Derringer, Bob Cummings, Ann Sothern, Jack Benny and others.

CHARLOTTE
WBTV

49.8% Share

29.3 RATING

BEATS Phil Silvers, Texan, Thin Man, Wyatt Earp, Ozzie and Harriet, Groucho Marx and many others.

BATON ROUGE
WBRZ-TV

76.3% Share

47.7 RATING

BEATS Have Gun - Will Travel, Perry Como, Millionaire, Lineup, Yancy Derringer, Danny Thomas and many others.

ATLANTA
WSB-TV

57.6% Share

24.3 RATING

BEATS Danny Thomas, Rawhide, Red Skelton, GE Theater, Black Saddle, Ann Sothern and many others.

BIRMINGHAM
WBRC-TV

59.0% Share

38.8 RATING

BEATS Lineup, Wells Fargo, December Bride, Perry Mason, Wagon Train, Peter Gunn and many others.

ROCKFORD
WREX-TV

41.9% Share

28.0 RATING

BEATS Lawman, Black Saddle, Phil Silvers, Thin Man, Peter Gunn, Wells Fargo and many others.

CLEVELAND
KYW-TV

37.8% Share

19.0 RATING

BEATS Wanted - Dead or Alive, Gale Storm, Phil Silvers, Ann Sothern, Cimarron City, Ed Sullivan and others.

SOUTH BEND-ELKHART
WSJV

32.4% Share

20.5 RATING

BEATS Groucho Marx, Ed Sullivan, D.A.'s Man, "M" Squad, I Love Lucy, Naked City and others.

G. RAPIDS-KALAMAZOO
WKZO-TV

42.1% Share

25.0 RATING

BEATS Lawman, Peter Gunn, Phil Silvers, Zorro, Patti Page, Buckskin, and many others.

DAVENPORT-R. ISLAND
WHBF-TV

55.2% Share

18.3 RATING

BEATS Ellery Queen, Pat Boone, Arthur Murray Party, Lawman, Donna Reed, Patti Page and many others.

COLUMBUS
WBNS-TV

60.4% Share

34.4 RATING

BEATS Perry Mason, Sugarfoot, Red Skelton, Danny Thomas, Peter Gunn, Wanted - Dead or Alive and many others.

SAN DIEGO
KFMB-TV

53.8% Share

30.5 RATING

BEATS Rifleman, 77 Sunset Strip, Cheyenne, Wyatt Earp, Real McCoys, Lawman and many others.

CHICAGO
WNBQ

40.0% Share

28.8 RATING

BEATS Wagon Train, This Is Your Life, Playhouse 90, Alfred Hitchcock, Ed Sullivan, Wyatt Earp and many others.

JACKSON, MISS.
WJTV

58.9% Share

34.5 RATING

BEATS Steve Allen, Desilu Playhouse, Perry Como, Maverick, Wells Fargo, Playhouse 90 and many others.



JACK GROSS, Vice-President, American Research Bureau, Inc.

ARB, in compiling nation-wide ratings, uses a viewer diary kept in the home. These diaries are the reliable source of many Ziv ratings shown here.

RALEIGH - DURHAM
WTVD

57.4% Share

28.0 RATING

BEATS Lawman, Danny Thomas, This Is Your Life, Texan, Trackdown, Ozzie and Harriet and many others.

HANNIBAL - QUINCY
WGEM-TV

53.6% Share

36.8 RATING

BEATS Black Saddle, Rawhide, Steve Allen, Yancy Derringer, Garry Moore, Thin Man and many others.

SEATTLE - TACOMA
KOMO-TV

45.3% Share

29.2 RATING

BEATS Peter Gunn, Perry Como, Alfred Hitchcock, Ernie Ford, Wells Fargo, Wyatt Earp and many others.

The Ziv man in your market can show **you** how to profit from using one of America's GREAT selling forces ...a Ziv Show!

ZIV Television

RATINGS SHOWN ARE ARB, FEB. or MAR. '59

We want you to meet some of

our fair ladies



PTA WORK AND BEING A CUB SCOUT DEN MOTHER help to keep Mrs. William R. Hugill of Livonia, Michigan, busy. In addition, Mrs. Hugill, like many wives of Standard Oil dealers, helps her husband with the office work necessary for an efficient operation.

THE OTHER DAY someone remarked that the oil business was only a man's business. It isn't true—and thank heaven for that! Thousands of women have played a vital role in making Standard Oil what it is today—stockholders, employees, wives of employees, businesswomen and dealers' wives.

Here are just a few of our fair ladies. There isn't enough room on this page to print all of their pictures.

Women have an unerring instinct for quality and service and value—things on which our business is built. This is why so many women are busy *on* the scene at Standard Oil. But we are equally grateful to wives and mothers *behind* the scene. They know how to ladle out generous portions of praise and encouragement—just when they're needed the most. Progress depends on perseverance. And we count on thousands of the best bucker-uppers in the world!

A "man's business," indeed!



MISS MARY GARVEY IS A SCIENTIST in our research center at Whiting, Indiana. A graduate of Purdue University, her branch in science is chemistry. She is conducting one of hundreds of experiments that go on here continually to improve petroleum products.



MISS AGNES TOKHEIM is president of The Tokheim Company, Cedar Rapids, Iowa. Her company manufactures and sells gauges to Standard Oil. More than 30,000 independent businesses supply Standard with the services and materials needed to give you top-notch service.



BEFORE HER RECENT RETIREMENT, Miss Flora Adler was executive secretary to a Standard Oil official. An employee of Standard for more than 22 years, she is now on a world tour. Back in 1903, when retirement benefits were virtually unheard of in industry, Standard Oil started its retirement plan.



MISS MARGARET JOHNSON, an assistant principal in a Chicago high school, is shown going over a problem with George Mitchell (left) and Tom Madden. Miss Johnson is one of more than 53,000 women who own stock in Standard Oil. Standard has paid dividends in 66 consecutive years.

1959

STANDARD OIL COMPANY
(INDIANA)

STANDARD

THE SIGN OF PROGRESS...
THROUGH RESEARCH



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 26-29—U.S. Chamber of Commerce annual meeting, chamber hdqrs., Washington.

April 27-28—Potts-Woodbury Adv. Agency Radio-Tv Farm Clinic, Bellerive Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.

April 27-May 2—Journalism & Broadcasters Week, School of Journalism & Communications, U. of Florida, Gainesville. (April 27 is Broadcasters Day. Key speakers include FCC Comr. Robert E. Lee; Matthew J. Culligan, NBC-Radio vice president; John F. Day, CBS tv news director, and Harold Krelstein, president of Plough stations).

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

April 29-May 2—American Women in Radio & Television, annual convention, Waldorf-Astoria, New York. **April 29:** Welcome party, 10:30 p.m. **April 30:** Tours and reception; banquet at 7 p.m., Sen. John F. Kennedy (D-Mass.) speaker; general session, 10 p.m., "Brainstorming for a Better AWRT". **May 1:** Fannie Hurst, commentator-author, keynote speaker at 9:45 a.m. opening session; NAB's Harold Fellows to moderate 10:30 a.m. panel on communications; Jayne M. Shannon, J. Walter Thompson Co. broadcast media supervisor, to moderate 2:30 p.m. panel on "Selling Techniques in a Changing Society." **May 2:** John Day, CBS-TV director of news, to moderate 10:30 a.m. panel on "Technical Progress—How to Make the Most of It"; also at 10:30 a.m., panel on "Program Sources—Keeping a Step Ahead," moderated by Duncan McDonald, The Yankee Network; Pauline Fredericks, NBC analyst and UN correspondent, to moderate 2:30 p.m. panel on "Entertainment and Enlightenment." Election of officers and the McCall's Award Dinner also scheduled for May 2. **May 3:** Business meeting at 10:30 a.m. In addition, other social and business activities to be held throughout the five days.

April 30-May 2—Alabama Broadcasters Assn. annual meeting, Buena Vista Hotel, Biloxi, Miss. Speakers include FCC Comr. Robert T. Bartley; Dallas Townsend, CBS News; Charles H. Tower, NAB personnel-economics manager, and John M. Outler Jr., WSB Atlanta.

April 30-May 3—4th district, Advertising Federation of America, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.

May 1—Journalism Institutes, Center Bldg., U. of Wisconsin, Madison.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

May 2—Inland Empire AP Broadcasters Assn. meeting for broadcasters from Eastern Washington and North Idaho, Davenport Hotel, Spokane.

May 2—Virginia AP Broadcasters, spring meeting, National Press Club, Washington.

May 2-3—Spring caucus sponsored by **Los Angeles Advertising Women,** Ambassador Hotel, Los Angeles. Includes business meetings, social features and awards luncheon.

May 3—Oklahoma AP Broadcasters Assn., Lake Texoma Lodge, Durant.

May 3-9—Canadian Radio Week, sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.

May 4—Commencement of **FCC inquiry into television network program practices.** Chief Hearing Examiner James D. Cunningham presiding. Docket 12,782.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

May 4-9—Advertising Research Foundation seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

May 5—American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.

May 6—National Aeronautical Electronics Conference, Biltmore and Pick-Miami Hotels, Dayton, Ohio. A panel on worldwide communications systems is scheduled.

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

***May 6-8—National Community Antenna Television Assn. of Canada,** third annual convention, Queen Elizabeth Hotel, Montreal, Que.

May 6-9—Ohio State U. Institute for Education by Radio-Tv, Deshler-Hilton Hotel, Columbus. Keynote address by Dr. Frank C. Stanton, CBS president. Other speakers: FCC Comr. Frederick W. Ford; Paul Chamberlain, equipment sales manager, GE, and producer David Susskind. Panel discussion on the advertiser as sponsor of educational tv programs under chairmanship of John P. Cunningham, president-chairman of Cunningham & Walsh. Interview by remote facilities with Sen. Warren G. Magnuson (D-Wash.).

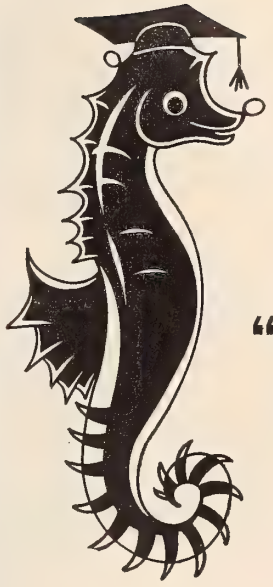
May 7-8—Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

May 7-9—5th district, **Advertising Federation of America,** convention, Hotel Frederick, Huntington, W.Va.

May 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. (Extended from April 8 deadline, previously announced). Docket 12,729.

May 8—Connecticut Broadcasters Assn., Waverly Inn, Cheshire. Agenda includes agency panel discussion by Catherine Noble, Marschalk & Pratt; Dick Jackson, J. M. Mathes Inc.; Jerry Sprague, Cunningham & Walsh; Leo Kaufman, Kaufman Agency; Edward Lush, E. J. Lush Inc., and Shirley Walker, Graceman Advertising Inc. Dinner speaker: Comdr. Edward Whitehead, president of Schweppes (USA) Ltd.

May 8—Ninth annual **Radio-Television Industry Conference,** San Francisco State College, San



"Sunny" Knows

"Sunny" knows WSUN delivers more radio homes, at the lowest cost per home of any station in the heart of Florida.*

WSUN is programmed for service . . . and for sales, and has been making friends in Florida for 31 years.



WSUN 620 KC

Tampa St. Petersburg

National Rep:

VENARD, RINTOUL & McCONNELL

Southeastern Rep:

JAMES S. AYRES

* NCS 2



"Best Media Promotion"

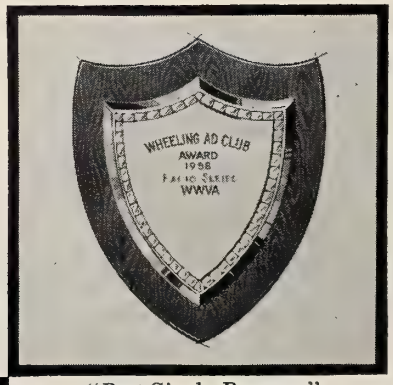
"Best Transportation Advertising"





"Best Program Series"

Speaking of

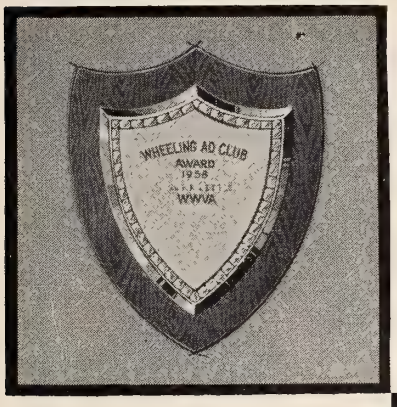


"Best Single Program"



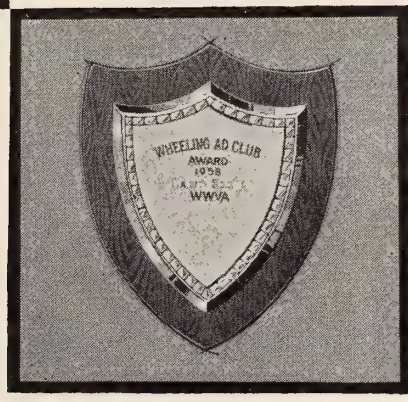
"Best Live Local Program"

"Best Spot Announcement Series"



Awards . . .

"Best Direct Mail"



PAUL MILLER
Managing Director



When the Wheeling Advertising Club recently presented WWVA Radio with *seven awards* for outstanding programming, advertising, and promotion (a record number) . . . we were frankly pretty proud.

Because this cherished honor reflects tremendous recognition in the community, it indicates one reason why WWVA is first *in every time period from 6 A.M. to midnight, 7 days a week,* in 46 surrounding counties, and dominates the vital half of the $6,000,000,000 Pittsburgh Tri-State Market that other media don't effectively cover. It shows, too, that Storer stations consider it important to be *local stations,* as well as being known throughout the nation.

"Famous on the local scene"

WWVA

Only fulltime **CBS** Network Station in
PITTSBURGH - WHEELING AREA

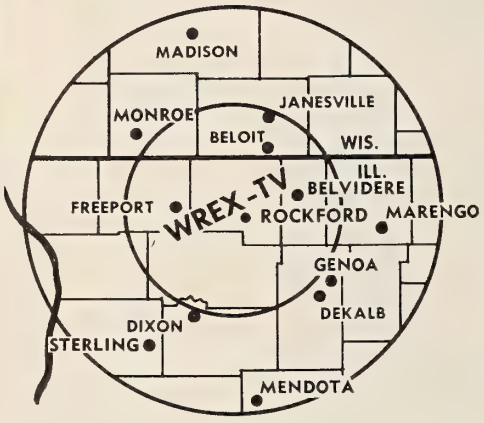
Represented by
John Blair

STORER BROADCASTING COMPANY

Storer Radio

WWVA	WJW	WJBK	WIBG	WSPD	WGBS
Wheeling	Cleveland	Detroit	Philadelphia	Toledo	Miami

WREX-TV
new, wide range



with
HIGH POWER
229 KW VIDEO
115 KW AUDIO
spans a BILLION DOLLAR Rockford primary market

COVERS ALL OF 14 COUNTIES AND MARKET PORTIONS OF 14 OTHERS

The new, wide-range of WREX-TV, now increased to 229,000 watts video effective power (five times the former ratings), extends the primary limits of the Rockford TV market to encompass $1.1-billion potential . . . widens the "secondary" range of influence to include a total $2.5-billion.

Tops in **sales power!**

WREX-TV — "The Viewers' Choice DELIVERS your message to the buyers in this rich industrial and agricultural market.
The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year!

TOTAL MARKET:

Population	**1,343,651**
Households	**413,099**
Spendable Income	**$2,502,773,000**
Retail Sales	**$1,768,295,000**

WREX-TV COVERAGE

WREX-TV spans audience interest . . . comparative rankings of top programs, ARB area survey, shows 23 of top 25 programs are all on WREX-TV. WREX-TV leadership is strong throughout the telecasting day:

Rockford Metropolitan Area — station share of sets-in-use summary — for 4 weeks

Source ARB Feb. 9-March 8, 1959

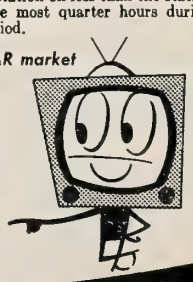
	WREX-TV	Station B
Mon. — Fri.		
Sign-on to Noon	60.2*	40.3
Noon to 6:00 PM	62.0	37.0
6:00 PM to Mid.	54.7	44.5
All Week — Sign-On to Sign-Off	59.9	39.0

*Shares — station on less than the station telecasting the most quarter hours during particular period.

a wider market/coverage range in the Rockford BILLION DOLLAR market

WREX-TV
CBS CHANNEL 13 ROCKFORD NBC
J. M. BAISCH, Gen. Mgr.

Represented By
H-R TELEVISION, INC.



Francisco, Calif. Discussions by national and local figures include motivational research, editorializing and panel on "What Time Buyers Look For." Banquet speaker: Writer Rod Serling.

May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.

***May 12-13—RCA Broadcast Equipment Seminar**, Statler Hilton Hotel, Washington, D.C.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 14—Sigma Delta Chi annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winnters of 1959 SDX distinguished service in journalism awards in 15 categories.

May 14—U. of Michigan Advertising Conference. Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

May 14—Washington AP Broadcasters Assn., Washington Athletic Club, Seattle.

May 14-15—Nebraska Broadcasters Assn., annual convention, Cornhusker Hotel, Lincoln.

May 15—Iowa AP Radio & Television News Assn. annual spring meeting, Fort Des Moines Hotel, Des Moines. To be held in connection with **Iowa Radio & Television News Directors Assn.** convention.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale. Speakers include Sam Sharkey, executive news director of NBC, and Frank Edwards, onetime network commentator now with WTTV (TV) Indianapolis. **Illinois AP Radio-Tv Assn.** annual meeting and **United Press International** business meeting also to be held.

May 18-20—Annual Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

***May 19—Wisconsin Broadcasters Assn.**, Plankinton Hotel, Milwaukee. H.V. Kaltenborn, pioneer news commentator, to be featured speaker.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Docket No. 9321 et al.

May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, **Highlights for Children** magazine, will be chief speaker.

May 21-23 Montana Radio Stations Inc., Great Falls.

May 23—California AP Television & Radio Assn., El Cortez Hotel, San Diego.

May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.



T'S SPREAD TO FASHION

The Parisian couturiers have just discovered spot,
but American businessmen have been profiting
from its use for better than 30 years.

After all, what other medium is sufficiently
fast-breaking for you to take advantage
of temperature and precipitation changes;
instantaneously meet competitors' price shifts; or
capitalize on peak buying days and **hours** in each market.

When it comes to **selling** national spot,
it is obvious that good communications, like time,
is of the essence. The **H-R** policy
of close, continuing, day-in, day-out personal contact with
its stations forms the bedrock of its **Working Partnership** concept.

New York
Chicago
San Francisco
Hollywood
Dallas
Detroit
Atlanta
Houston
New Orleans
Des Moines

"We always send a man to do a man's job" **H-R** *Television, Inc. Representatives*



LOCAL PRODUCTS:

Folding Money... and WMAL-TV

ABC IN THE NATION'S CAPITAL



Folding money is made by the Bureau of Printing and Engraving in Washington, D. C. Buyers for your product are made by WMAL-TV in the Greater Washington area.

Folding money can be identified by its distinctive color, WMAL-TV by its colorful programming.

Folding money is shy and elusive, especially toward the end of a month. WMAL-TV is always gregarious, Winning Friends and Influencing Audiences with ABC shows and Local audience-influencers like Del Malkie, Joseph McCaffrey, Morrie Siegel and Jerry Strong.

Folding money is prized for what it buys. It goes a long way on WMAL-TV, where programming is arranged to provide sensibly priced one-minute spots in *all* time classifications.

W*ashington* **M***eans* **A***merican* **L***eadership*

wmal-tv abc

Channel 7 Washington, D. C.

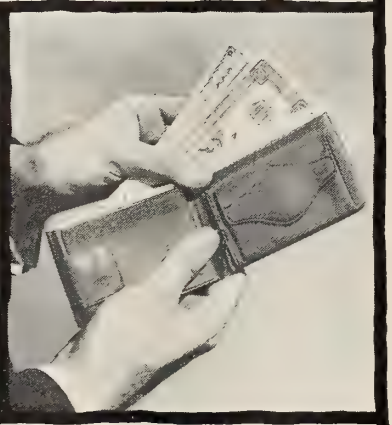
An Evening Star Station represented by H-R Television, Inc.

Picture Q*

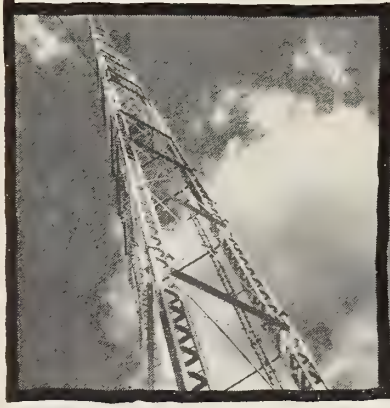
*What's your WOODquotient?



More WOOD-AM personalities make regular public appearances than those on any other local station. How many do? 5, 8, 10
(8 do regularly — but they're all available)



How much dough did WOODlisteners blow on retail sales in 1958? $1,260,000,000, $940,000,000, $1,780,000,000
*(WOODland is rich territory, man: $1,781,422,000)**



WOOD-AM's primary signal is one of the most powerful in Western Michigan. It reaches how many households? 155,000, 351,000, 441,000
*(441,000 — not including the 14,000 without radios)**



What's "radio-active" mean in Grand Rapids? hot isotopes — busy announcers — resultful programming
(It stands for WOOD-AM's skilled programming of music, news and sports that keeps listeners moving and buying — and announcers busy, too)

Source: 1958 SRDS Data

How to rate your WOODquotient:

0 right — You're still listening for H. V. Kaltenborn
1-2 right — Almost as bad as a warm martini
3 right — Man, you're "radio-active", too
4 right — You must have peeked!

WOOD-AM is first — morning, noon, night, Monday through Sunday
April '58 Pulse Grand Rapids — 5 county area

WOOD-TV is first — morning, noon, night, Monday through Sunday
February '59 ARB Grand Rapids



WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

OPEN MIKE

No razzle-dazzle wanted

EDITOR:

Congratulations to Muriel Bullis of Erwin Wasey, Ruthrauff & Ryan for her Monday Memo "The Station Merchandising Plan" (page 29, March 23). We have always felt that a station's prime responsibility to its advertisers is to deliver the largest possible audience at the lowest possible cost. It's good to learn that some agency people aren't impressed by razzle-dazzle and false promises.

Charles A. Sprague
General Manager
WMAX Grand Rapids, Mich.

WQXQ thanks WGMS

EDITOR:

This is a "thank you" letter . . . to Charles O. Wood of Washington's good music station, WGMS. BROADCASTING'S Jan. 12 (page 93) story of WGMS' successful "tell the advertiser" promotion brought copycat success to our good music station . . . WQXQ began a campaign asking listeners . . . to let our good music sponsors know the advertising was heard on WQXQ.

The resulting outpour of listener "thank you's" so pleased sponsors and brought so many new success stories, renewals and new sales, that WQXQ has just concluded the second consecutive record sales month . . .

Don Ritter
General Manager
WQXQ Daytona Beach, Fla.

Levy levity?

EDITOR:

Have noticed on-the-air expressions for editorials on radio. One station calls these expressions "air-opinions." What would be wrong with calling them "air-ditorials."

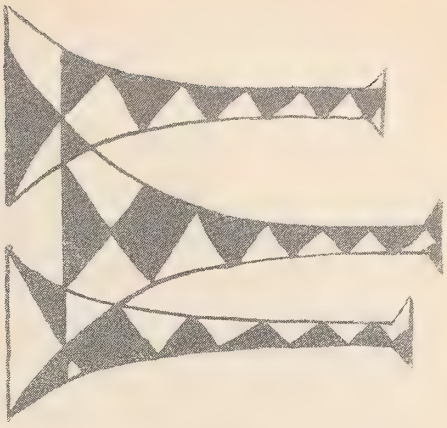
Milton L. Levy
Manager
California Farm Network
Berkeley, Calif.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

KONO RADIO
and
KONO-TV



take pleasure in announcing

the appointment of

THE KATZ AGENCY

as their

NATIONAL
SALES
REPRESENTATIVE
EFFECTIVE
MAY 1, 1959

Serving Greater San Antonio and Southwest Texas Markets



TAMPA-ST. PETERSBURG

... market on the move!

Pints by the million of luscious, red-ripe, sun-sweet strawberries are on the move . . . out of Florida's rich acres . . . into the North's important market centers! From Thanksgiving until mid-April, harvesting of king-sized Florida strawberries is *big business* around the MARKET ON THE MOVE . . . TAMPA-ST. PETERSBURG! Until early March, over 90% of the fresh strawberries consumed east of the Rockies are shipped from this area!

The yearly *total* amount of agricultural products produced in the TAMPA-ST. PETERSBURG area is roughly *a quarter of a billion dollars!*

You can capture this rich, ripe market with the STATION-ON-THE-MOVE — WTVT — *first in total share of audience** with 34 of the top 50 programs! WTVT, with highest-rated CBS and local shows, penetrates and blankets the MARKET-ON-THE-MOVE . . . TAMPA-ST. PETERSBURG!

**Latest ARB*

station on the move...

WTVT

TAMPA - ST. PETERSBURG

CBS **Channel 13**

The WKY Television System, Inc.

WKY-TV	WKY-RADIO	WSFA-TV
Oklahoma City	Oklahoma City	Montgomery

Represented by the Katz Agency

MONDAY MEMO

from **EDWARD C. STODEL,** *president, Stodel Adv., Los Angeles*

Get everybody into the act

It's amazing how many advertisers with good products chunk down a sizeable budget on spot radio, carefully buy the top rated stations, write the prettiest, downright clever, strongest copy . . . then stand there and virtually dare it to crack a new market, force distribution or skyrocket sales by the sheer magic of simply broadcasting the message to the mostest people.

Today, with the terrific competition of copy and promotion and production ideas and gimmicks for the listeners' interest, the usual battle for product acceptance plus the fight for distributor-dealer cooperation, you have to get *everybody* and *everything into the act* to really cash in fully on spot radio.

We have an interesting case in point with one of our accounts, Baker Boy Bakeries Inc. of Los Angeles and Amarillo, Tex., which produces and markets fudge brownies, a cinnamon-nut confection roll, low sodium diet cake and other items to grocers nationally. Like many manufacturers, they are somewhat at the mercy of their various distributors when it comes to local promotions, keeping markets stocked and the product displayed.

'Run Some Spots' • Last fall, the account was faced with a definite sales slowup in the important Dallas - Ft. Worth and Houston areas. "We need to jack them up—run some radio spots," the client instructed.

Now, that's one thing we don't believe in—just running some spots, especially without an on-the-spot appraisal of the marketing situation they're supposed to solve.

So, armed with a modest budget and bold plans, we arrived in Dallas set for an 8 a.m. pep-up meeting to excite the cooperation of the distributor, one of the nation's largest. By 8:30 we had problems. They were appreciative of the value of our radio campaign but, frankly, they had head office orders to push their own fruit cake for the holidays . . . so don't count on much activity from their salesmen. To make matters worse, we found their warehouse supplies of Baker Boy products were low and a quick check of grocers and supermarkets revealed less than desirable shelf space displays and dealer enthusiasm.

Setting the Stage • We chose a combination package of WRR Dallas and KXOL Ft. Worth, backed up by a secondary buy of KBOX Dallas to cover the twin market. In Houston, KNUZ.

Two weeks before the start of the campaign, meetings were held with the staffs of each station. Not only the star disc jockey personalities who were to do the selling, but everyone from the secretaries and engineers were brought into the act. Special coffee breaks were held to treat them all to Baker Boy fudge brownies and coffee cake. Supplies were sent out to the disc jockeys' homes for their families to enjoy first hand. We wanted everyone to be sold on the products—and it worked. We prepared copy and fact sheets so the disc jockeys could inject their personal ad lib endorsements. Of course, they were always eating Baker Boy in the studio and on the air, with their coffee. The copy catch line, "Oh Boy, Oh Boy, It's Baker Boy," quickly became a popular salutation around the studios.

Next, the big job was to pass that enthusiasm down to the distributor, his salesmen, and on to the dealers. In Houston, for example, KNUZ' Dave Morris went to the distributor branch office with us to help convince the area manager that fruit cakes or not, he just couldn't afford not to take advantage of the business KNUZ was going to produce for him. It didn't take long for this distributor to place a sizeable order with Baker Boy's Amarillo bakery to stock up again on brownies and confection rolls.



Ed Stodel at 17 was bylining features from Hollywood for Hearst newspapers and soon was writing-producing early radio daytime serials originating there. After a year as KFI Los Angeles continuity editor, he formed Stodel Adv. (1935), specializing in radio for retailers and brand accounts as well as for major movie studios. Latest effort is a new tv film series based on adventures of U.S. Marines. Screen Gems made the pilot. Mr. Stodel lives in Sherman Oaks, Calif., with his wife Charlotte, daughter Jackie 14 and son Jeffrey 11.

With the help of promotion staffs at KXOL, WRR and KBOX, a similar prebroadcast buildup impressed the distributor headquarters for Dallas - Ft. Worth enough to restock their depleted supply of Baker Boy.

The Follow Through • Then to make sure the all-important distributor salesmen—the men who must sell the market which sells the consumer, are in the act—a personal letter signed by all the star disc jockeys was sent to each by each station. Not only was this designed to make him feel these famed radio personalities were on his team to help increase his "take home" . . . but also how to use the campaign to excite maximum cooperation from his dealers. Included was a copy of the impressive radio listening schedule so he could personally catch the spots.

The final clincher was a special letter, sent by each station on its letterhead, to every grocer and supermarket in its listening area. The letter, personally signed by the radio disc jockeys, did a powerful job of selling the dealer on getting on the bandwagon, stocking up and planning displays so he, too, could cash in on the Baker Boy broadcasts. Of course, dealers were assured mentions for their markets on the spots.

Sells Big in Texas • As you can see, we managed to get everyone in the act. And the formula worked. The disc jockeys did a delightfully informal, highly effective sell. Getting them, their wives and kids and the gang at each station pre-sold on the product itself really paid off. In less than a month, radio was moving the products off the shelves faster than ever before experienced in Texas.

So, naturally, the reluctant but now convinced distributor had to split time between pushing its own fruit cake and rushing re-orders of Baker Boy to meet the demand. Admittedly, they had never before seen such fast results, such impact on a product from spot radio in this market. The three-month campaign paid off for Baker Boy and is still paying off in far better distributor-dealer cooperation and continued healthy sales.

So, just don't stand there, do something. Get everybody in the act!



Where We Stand



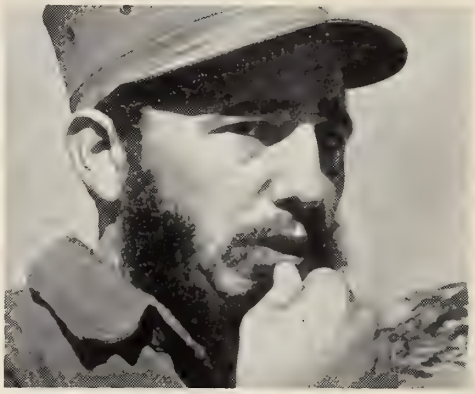
Portrait of a Murderer



Hungary. Return of the Terror



A Town Has Turned to Dust



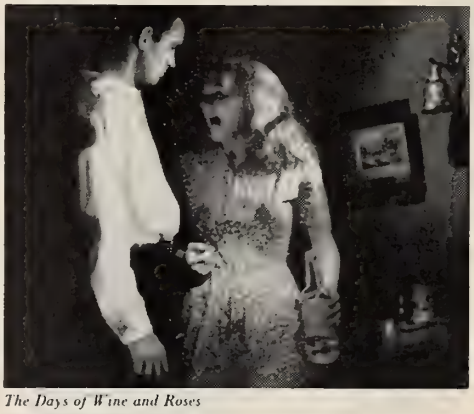
Cuba in Arms



The Last Clear Chance



France at the Brink



The Days of Wine and Roses



Prologue to the Summit. The Arab Tide



The Time of Your Life



Interview with Nasser



Kuwait: Middle East Oil Prize









From a Sealed-off Box



ln Presents Leonard Bernstein and the New York Philharmonic



Coronation of Pope John XXIII



Nutcracker



How television serves its public

IF YOU'RE STILL AMAZED by the American people's insatiable appetite for television, you might find the answer in the record of how it serves most of its public most of the time.

The 19,000 broadcasts presented by the television networks in a single year are 19,000 responses to the demands and needs of television's many different "publics."

ONE MEASURE of how well television serves their needs is supplied by the audience itself. Every night, for example, during the average minute, 61 million people are watching their television screens, and this number grows larger every year. Week after week they transform television into the nation's biggest theatre, concert hall, lecture platform, house of worship and source of news.

Another index of its performance can be found in the annual George Foster Peabody Awards—"the Pulitzer prizes of broadcasting." Earlier this month all of the networks were honored for their contributions to the medium in this gratifying competition in which the public reaps the richest rewards.

FOR THE THIRD CONSECUTIVE YEAR, the Peabody Committee presented what it termed its "most important" award—the one for "Public Service"—to the CBS Television Network. The award was made for a series of special CBS News programs, most of which were scheduled at night to reach the largest possible audiences.

The committee also honored the Network for Television Musical Entertainment *(Lincoln Presents Leonard Bernstein and the New York Philharmonic* . . ."has inspired a resurgence of interest in symphonic music . . .") and for Television Dramatic Entertainment *(Playhouse 90* . . . "stands alone among dramatic programs in television in aiming at the best . . .")

IT WOULD SEEM ONLY TOO CLEAR that people give more of their attention to television than to any other medium of communication simply because television gives them so much more of what they want. And because they find so much of what they want, in such even balance, at a single point on the dial, they turn their attention most often to the CBS Television Network.

CBS Television Network

CKVL-FM

The good music station

Greater Montreal's top-income families* now listen daily to

CKVL-FM

10,200 WATTS E.R.P. 96.9 MEG.

Schedule: 7 a.m. — 12 Midnight, Mon., Tues., Wed., Thurs., Sun.
7 a.m. — 1 a.m., Fri., Sat.

*over 6500 French and English families receive program schedules regularly

REPRESENTATIVES:
CANADA: RADIO & TELEVISION SALES INC. MONTREAL • TORONTO
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in Bridge...



it's Goren

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

Around millions and millions of card tables, the "we's" and the "they's" play their bridge hands according to Goren, that ace authority on the strategy of bidding what you can make and making what you've bid. Similarly, around the conference tables of broadcast advertising, the authority is **BROADCASTING YEARBOOK**, ace source of strategic information on television and radio. Each year, this comprehensive reference volume is the working partner of the broadcast media's top people. They demand accurate facts, figures, analyses such as only **BROADCASTING YEARBOOK** can give them. To lay your cards on their conference tables, be sure they see your advertising in these information-packed pages. It's opportunity — in spades — to reach over 16,000 subscribers. Publication date: August. Deadline for proofs: July 1. Final closing: July 15. Still time to play your hand—**BUT HURRY!**

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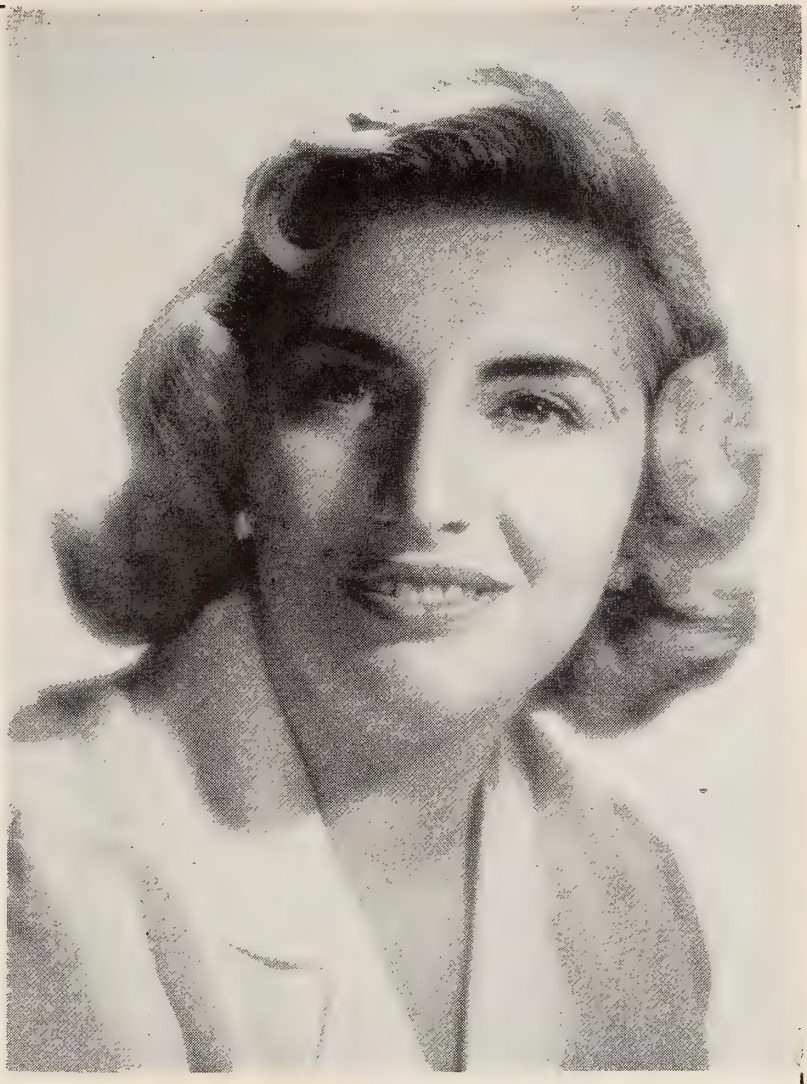
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* Reg. U. S. Patent Office

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GREETINGS
to the
AWRT
8th Annual
National
Convention
from . . .



Alice Heinecke

representing

SESAC

producers of SESAC RECORDINGS

Hear the latest SESAC RECORDINGS
and audition the fast-selling
Special Series Programs during
the AWRT Convention at SESAC's

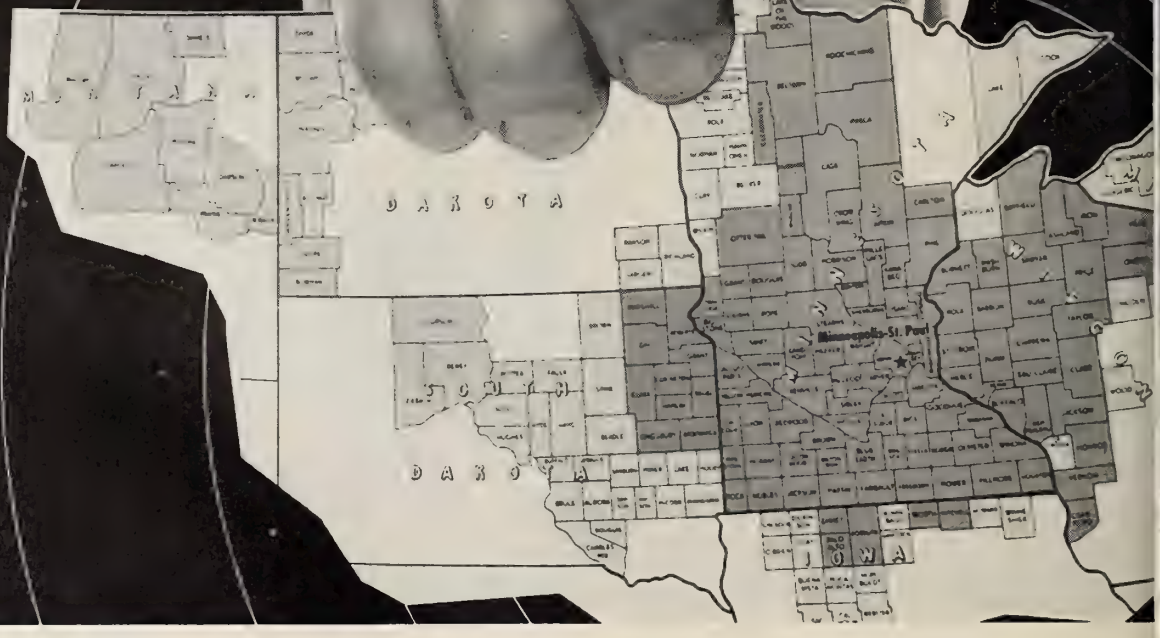
BOOTH 6 — Waldorf-Astoria — New York
April 30th — May 3rd, 1959

SESAC INC.

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

acceptance*

OVER A VAST AND RICH MARKET



WCCO Radio delivers . . .

* **More listeners** than all other Minneapolis-St. Paul stations combined!† 55.8% share of audience!
* **More acceptance** through the vitality of full-size programming that attracts and holds the audience you want to reach.
* **More market** . . . 1,014,720 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota. Total service area covers 199 counties extending into North Dakota, Montana, and Upper Michigan.

Call or write for full facts.

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

*Nothing sells like acceptance . . .

†Nielsen Station Index, January-February, 1959 , Station Total, 6:00 AM-Midnight, 7-day week.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 27, 1959
Vol. 56 No. 17

REVOLT AGAINST THE TV CODE?

Showdown nears as many stations stick with forbidden commercials

The Television Code this week faces the toughest test of its seven-year life.

Nearly 70 tv station subscribers to the code have defied an ultimatum by the Television Code Review Board to quit carrying commercials for Preparation H, a hemorrhoid remedy.

The code board has threatened to certify violators to the NAB Television Board for disciplinary action. Only the NAB tv board has the authority to revoke a station's code membership, the stiffest penalty for code infraction. That board meets this week (Thursday, April 30) in New York.

A fortnight ago a code board spokesman reported that 15-20 subscribers had been formally certified to the NAB Television Board for action (BROADCASTING, April 20). These, he said, constituted the lot of subscribing stations which had refused to drop the Preparation H schedule.

Last week, from other sources, BROADCASTING obtained a list of 149 stations now carrying the Preparation H commercials. Seventy-five of the stations were discovered to be subscribers to the television code. Of those, seven have notified Ted Bates, the agency for Preparation H, that they are canceling the schedule. The other 68 have given no indication of cancellation.

A code board spokesman was asked last week about these 68 stations. After overnight deliberation he issued this statement: "Of the stations who are [code] subscribers and who are said to be carrying the advertising copy, 40% have cancelled the advertising and another 35% are in the process of making a decision." He refused to give specific figures.

How It Started • The Preparation H issue has been building toward a showdown for more than three years.

The product was first tested in television three and a half years ago after it had been advertised for some time on the Gabriel Heatter show on the MBS radio network. The test developed into a tv schedule.

In February 1957 the Television Code Review Board notified subscribers it regarded the commercials as objectionable.

A year later, in March 1958, the code board repeated its advice.



TED BATES' RODGERS
250 stations okay his commercials

The third—and stiffest—warning was issued early this year. Three weeks ago the code board advised the 15-20 stations which the spokesman said were still carrying the commercials that they would be certified to the tv board.

In the same three-year period, the list of stations carrying the Preparation H schedule has steadily grown. According to Dan Rodgers, senior vice president of Ted Bates and account group head on Whitehall Laboratories Division of American Home Products Corp., 57 tv stations have carried Preparation H schedules more than two years and 125 more than one year.

"Today 142 stations carry the Preparation H advertising schedules," Mr. Rodgers said last week. "An additional 108 stations have cleared the copy but have not been ordered, either because of unsatisfactory availabilities or special local market situations."

It could not be learned how many of the 108 that had cleared the copy were subscribers to the tv code.

Million Dollar Problem • Mr. Rodgers said last week that the Preparation H television spot budget was now running more than $1 million a year.

Advertising for the product has also appeared in more than 1,200 newspapers and some 300 magazines including the *Saturday Evening Post, Parents, McCalls, Cosmopolitan* and *Coronet.* Mr. Rodgers said that *Life* had approved copy for a Preparation H schedule which will soon start.

A year ago Mr. Rodgers made a personal appearance before the Television Code Review Board to plead for a reversal of its ruling on Preparation H. At that time, and since, he has asserted that the product is of high quality, that its advertising has been accepted by reputable publications, that no station carrying the commercials has ever received a complaint from a viewer, and that its acceptance among consumers has widened steadily.

Preparation H is now the third biggest selling item in the Whitehall line. Its sales are exceeded only by Anacin and Dristan, Mr. Rodgers reported.

The Disputed Spot • The basic Preparation H television commercial is a minute film. It opens with a man seated at a desk. He reaches for a book from a bookshelf behind the desk and says: "These are doctors' reports on hemorrhoids revealing a new medication that relieves pain promptly, heals injured tissue."

The camera closes in on an open book

Shrinks Hemorrhoids New Way Without Surgery

Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to stop bleeding—without surgery.

In case after case, pain was relieved promptly. And, while gently relieving pain, actual reduction (shrinkage) took place.

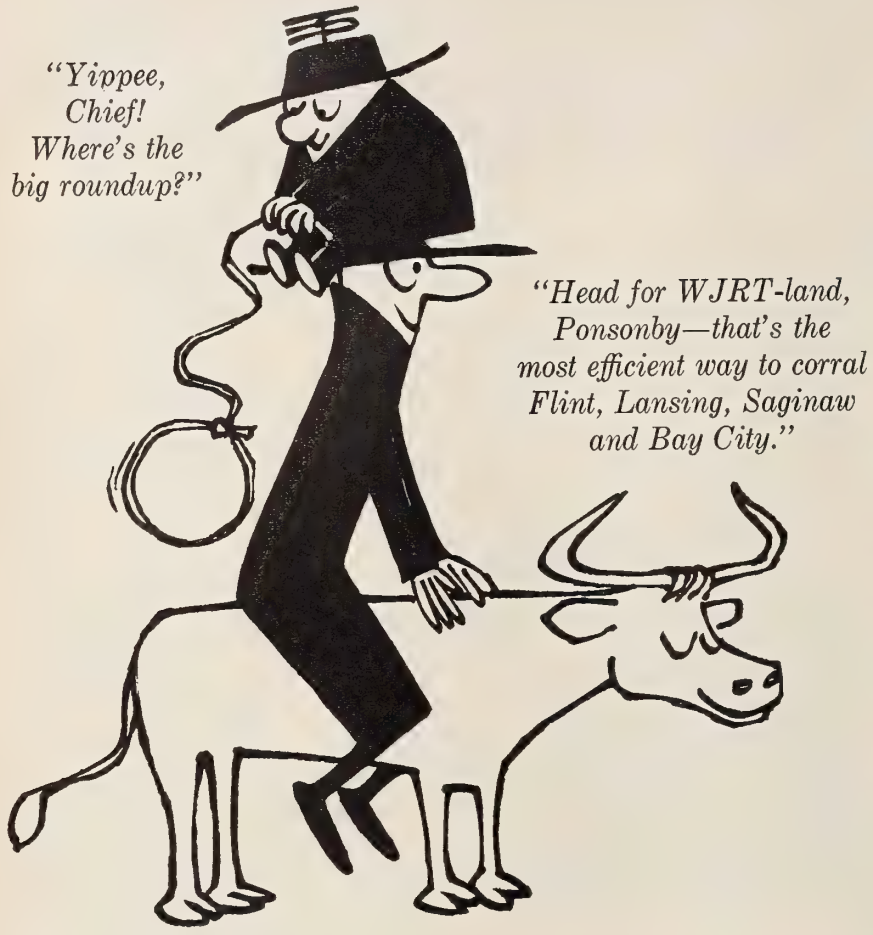
Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne®)—discovery of a world-famous research institute.

Now this new healing substance is offered in ointment form under the name of *Preparation H.*® Ask for it at all drug stores—money back guarantee. ®Trade Mark

MAGAZINE COPY
Acceptable to *Ladies Home Journal*

Another thriller-diller from WJRT—



If you want land, lots of land: Flint, Lansing, Saginaw and Bay City, to be exact—WJRT's your baby. With each of these big metropolitan areas getting WJRT's powerful Grade "A" signal or better, it's *the* most efficient way to buy Michigan's *other* big market. In all, you get nearly a half million TV households with this single-station buy. That's all of rich mid-Michigan, ready to hark to your message. Whenever you're ready to send it, just say the word.

WJRT
CHANNEL 12 FLINT
ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

and a chapter title: "Shrinks Hemorrhoids without Surgery." The picture shows a package of Preparation H emerging from the book as an announcer, voice over, says: "And actually shrinks hemorrhoids without surgery. It's the new medical discovery, Preparation H. . . ."

As the video cuts back to the man at the desk, he points to the book and says: "Yes, hospital tests and clinical tests now show prompt relief of pain, healing and shrinking of swollen, injured tissue." The man takes a laboratory tube from a rack and tips it, saying: "The secret? Only Preparation H contains Bio-Dyne."

The camera closes on a glistening drop of liquid clinging to the mouth of the tube with the title "Bio-Dyne" superimposed on the bottom of the screen. The announcer says: "The remarkable substance that draws the body's own healing oxygen to the painful area."

The video shows the page in the book which has various copy points in headlines, and the announcer continues: "The medical reports prove: Preparation H with Bio-Dyne relieves pain promptly . . . all without narcotics, without astringents, without surgery."

The camera returns to the man behind the desk who says: "Now hemorrhoid suffering can cease to be a problem. Remember, doctors' reports reveal this new medication shrinks hemorrhoids without surgery."

The camera shows two Preparation H Packages, one of ointment and the other suppositories. The announcer says: "Clinically tested Preparation H, suppositories or ointment."

The Official Word • Here is the full text of the only comment which a spokesman for the Television Code Review Board made last week after he and members of the board had been asked for comment by BROADCASTING:

"The decision concerning the nonacceptability of advertising on hemorrhoidal treatments by the new code review board, confirming the unanimous decision of three prior code boards, was recently made known to all stations. Over 80% of those who have replied have indicated that they have never accepted or will cease accepting such advertising. Of the stations who are subscribers and who are said to be carrying the advertising copy, 40% have cancelled the advertising and another 35% are in the process of making a decision.

"In accordance with television code procedures the cases of the remainder will be referred to the NAB Television Board of Directors for action concerning the use of the code seal by these stations. Some of these will be heard by the television board at its next meeting in New York on April 30."

WLEE

takes Richmond!

January-February '59
PULSE shows us . . .

1st

in total share of audience

6 A.M. to midnight
Monday thru Friday

and in ¼ hours

1st too in food and drug merchandising

THOMAS TINSLEY
President

IRVIN G. ABELOFF
Vice-President

HARVEY HUDSON
General Manager

Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans.
Daren F. McGavren Co. in Chicago, Boston, Detroit and on West Coast.

AD ROLE MUST BE STRENGTHENED

Need for greater public and governmental understanding of advertising's contributions to U.S. economy is cited at 4-A convention

Importance of improving public and especially governmental understanding of the role of advertising was put under a microscope last week at the American Assn. of Advertising Agencies convention, held Thursday through Saturday (April 23-25) at the Greenbrier in White Sulphur Springs, W.Va.

It was examined in detail by an agency-man-turned-congressman; it was probed by the principal banquet speaker; it was dealt with by a banker guest; and it figured in private sessions of the annual meeting, which before the week was out had attracted a record AAAA convention registration of some 700 members and guests.

Rep. Bob Wilson (R-Calif.), speaking Friday, again urged agencies to immediately form a Washington-based trade association "to speak out for advertising." Rep. Wilson, a partner in the San Diego agency of Champ, Wilson & Slocum, espoused such an association before the Advertising Federation of America last February (BROADCASTING, Feb. 16).

Government 'Octopus' • He warned that inroads are being made at all levels of government on the right of the businessman to advertise. "As men and women entrusted by clients to invest their dollars in advertising, you should be concerned about these trends," Rep. Wilson said. "They are not new, they are not partisan, but they are alive . . . and growing.

"I think it is obvious that advertising needs effective trade representation in Washington. . . . This can only be accomplished through a contributory plan whereby agencies, the media, the suppliers and the advertisers alike take on the responsibility of financing and directing."

He said advertising is losing the legislative battle because it does not inform and educate the lawmakers. "Legislators are prone to hold up a wet finger to see which way the wind is blowing," Rep. Wilson continued. "Efforts to help create favorable impressions for advertising in consumers' minds are bound to create favorable impressions for advertising in the minds of politically-acute legislators."

The adman-congressman said that such a trade association would not be classified as a lobby. Also, he said, the House Ways & Means Committee and the Treasury Dept. have stated that the association's expenses would be deductible.

Television Inquiry • Rep. Wilson saw this further disturbing sign for advertising: "A new congressional subcommittee [headed by Rep. Charles Brown (D-Mo.)] has been set up this year to inquire into television advertising ostensibly to see if small businessmen are suffering because of our network time sales practice."

The need for advertising people to get into politics and to get the true picture of their business across to both public and politicians was stressed by Arthur H. Motley, president and publisher of *Parade* magazine, in a speech prepared for the banquet Friday night. He said:

"Isn't it one of the most important things that you or I or anybody else in advertising can do in 1959 to see that the public gets a clear idea of the profession we represent—its importance, its contribution, its vital function in making our economy work? That's where more public participation comes in.

"Let's show in political life, as well as in business life, that advertising men have the courage and the brains and the vigor to stand up and show the country that there's nothing wrong with Madison Avenue, nothing wrong with Michigan Avenue, nothing wrong with the advertising agencies of Los Angeles, San Francisco, Dallas, Pittsburgh, Detroit. Let's show that the 'image' they've hung on us in a lot of half-baked novels is strictly a phoney—a phoney that covers up the real contributions of advertising."

Urging political activity, he asked: "Why aren't all of us as advertising people in there pitching to be sure that *our* ideas and *our* kind of approach are reflected in government?" He recommended that agencies take advantage of U.S. Chamber of Commerce material which he said "you can use in your own shop to show how to get started in politics."

The Financial Story • The importance of getting advertising's story across to financial leaders was stressed by William S. Renchard, executive vice president, Chemical Corn Exchange Bank of New York, in a speech prepared for the Saturday morning session. Calling advertising "the hidden asset" which too many companies fail to mention in their financial reports, he said agencies should "bring your story" to all areas of clients' operations, "including particularly the financial officers who present the company's case to their bankers."

The nation's commercial banks themselves are spending more and more on advertising, he said, pointing out that their 1959 expenditures are expected to total $143 million, up 12% from 1958 and seven times their annual advertising outlay immediately after World War II.

For new AAAA officers, see page 87.

TV COMMERCIALS: EGOISTIC

Failure to sell 'outsiders' attacked at AAAA

The trouble with television commercials—one trouble, anyway—is that too many of them are made to please the people who produce or pay for them, rather than to sell "outsiders."

This criticism was aimed by John A. Sidebotham, director of Young & Rubicam's tv art department, in a speech prepared for delivery Saturday morning at the creative session of the American Assn. of Advertising Agencies convention (see above).

"We should be concerned," he said, "with commercials aimed at customers, not copy chiefs, plan boards or even—God bless you, sirs—clients. . . . Why pay money to talk to yourself?"

Mr. Sidebotham told his agency, media and advertiser audience that "we're probably the only group in the country that fixes our snacks during the show and rushes back into the living room to catch the commercial." It's this "uncommon interest in commercials," he said, "that causes us to produce uninteresting, unbelievable commercials." Allowing them to be influenced by "too much self interest" of those who con-





FIRST ON THE
PHILADELPHIA SCENE
. . . yet known throughout the nation!

WIBG
RADIO 99
FIRST PLACE WINNER
"AMERICANA" AWARD

GEORGE WASHINGTON HONOR MEDAL
FOR PATRIOTIC PROGRAMS AND CONTESTS

FIRST is not uncommon to WIBG.
Both Pulse* and Hooper* show RADIO 99 as first choice among six-million Philadelphians!

Call Jim Storer in Philadelphia or your nearest Katz man!

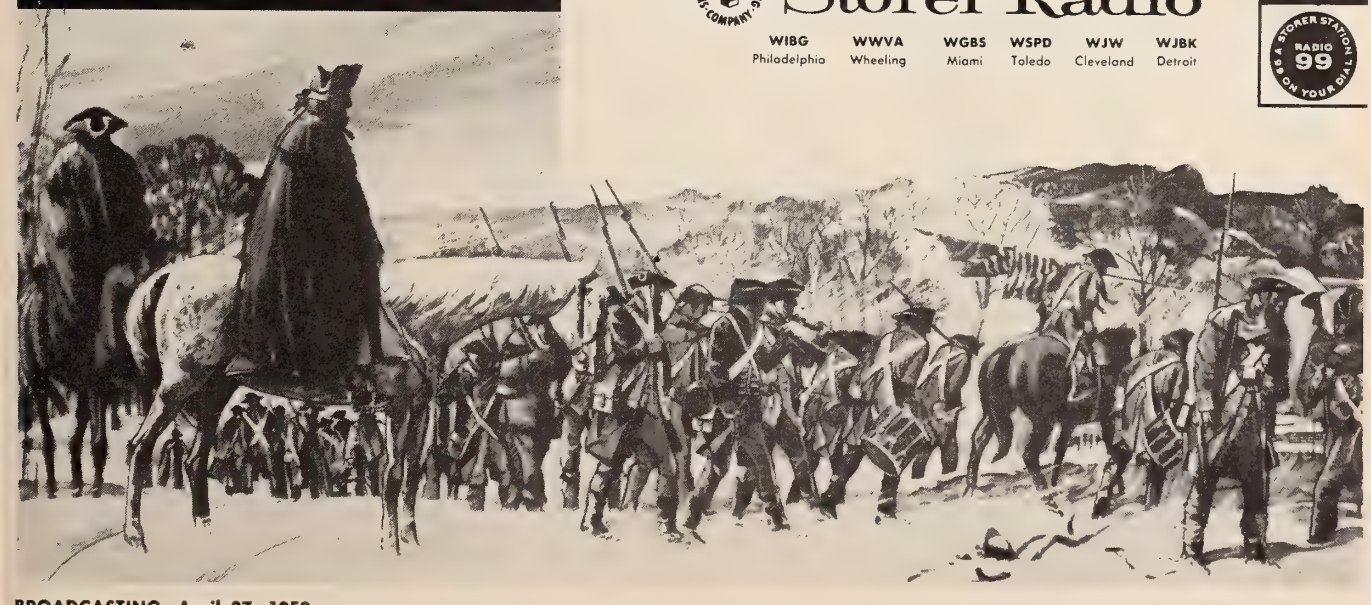
*Pulse and Hooper Total Rated Time Periods Sunday through Saturday (Jan.-Feb. 1959)

Storer Broadcasting Company

Storer Radio

WIBG	WWVA	WGBS	WSPD	WJW	WJBK
Philadelphia	Wheeling	Miami	Toledo	Cleveland	Detroit

WIBG
A STORER STATION
RADIO 99
ON YOUR DIAL



ceive, approve, execute and pay for them results in watering down their "marvelous potential."

Commercials, he said, should "be interesting," should "attract" and "entice"; should be "specific" in "simple, agreeable terms," should be "honest" and should "be something."

Two Is a Crowd • Some of the problems of creativity were examined by Anthony C. Chevins, vice president and director of Cunningham & Walsh's creative department, also in a speech for the Saturday session.

The "only important rule" for being creative, Mr. Chevins said, is to do it alone; the greater the number of people involved, the less the productivity.

He singled out other impediments: "Too often we get so impressed by all the statistics, get so carried away by all the directions and restrictions, that we forget to add the creative touch. This can lead to a dismal display of canned cliches that follow beautifully the party line of research but fail to make a single sale."

In another Saturday address, David Ogilvy, president of Ogilvy, Benson & Mather, was scheduled to evaluate the "brains, guts and discipline" of creativity.

Earlier, in the Friday session, the agency executives and their guests heard and saw a morning-long presentation on "the revolution in rising expectations" by a panel of correspondents, editors and publishers from the Time Inc. group of publications.

A group of award-winning tv commercials, selected for the annual exhibition of art and design staged by the Art Directors Club of New York (BROADCASTING, April 6), was shown twice during the convention.

Comic Alan King was to be featured entertainer at the Friday night banquet, courtesy of CBS. AAAA members were to be guests of Television Bureau of Advertising at a cocktail party scheduled for Saturday evening.

Spadework that pays by NBC Tv Spot Sales

In less than a year, NBC Tv Spot Sales' campaign to sell the virtues of spot advertising directly to prospective clients has resulted in sales estimated at $1.9 million—on stations *not* represented by NBC Spot Sales.

For NBC Spot Sales stations, the campaign has produced approximately $2.2 million in sales to advertisers who had not previously been using spot television. NBC Spot Sales client stations have gained approximately $250,000 in renewals and extensions of these new orders.

On top of this, close to $18 million in potential new business is represented in campaigns already proposed or being prepared for submission at the request of specific advertisers.

Missionary Work • These figures were reported by NBC Spot Sales officials last week to show that their drive to sell the broad concept of spot advertising, while not unique among rep organizations, nor conducted with immediate sales as a primary objective, is paying off.

Ed Jameson, director of NBC Tv Spot Sales, and Mort Gaffin, director of new business and promotion, make up the special team doing the missionary work in the NBC organization's campaign. They estimate they have traveled more than 20,000 miles and made presentations in 13 cities since the project was launched just last summer.

With the assistance of NBC Spot Sales researchers, presentations have been tailor-made for the automotive, transportation, drug, food, insurance and other trades. Upcoming shortly are presentations in San Francisco and Los Angeles to executives in the cannery, food packing, fruit growing, oil, metals, chemicals and wine industries. After that: soft goods.

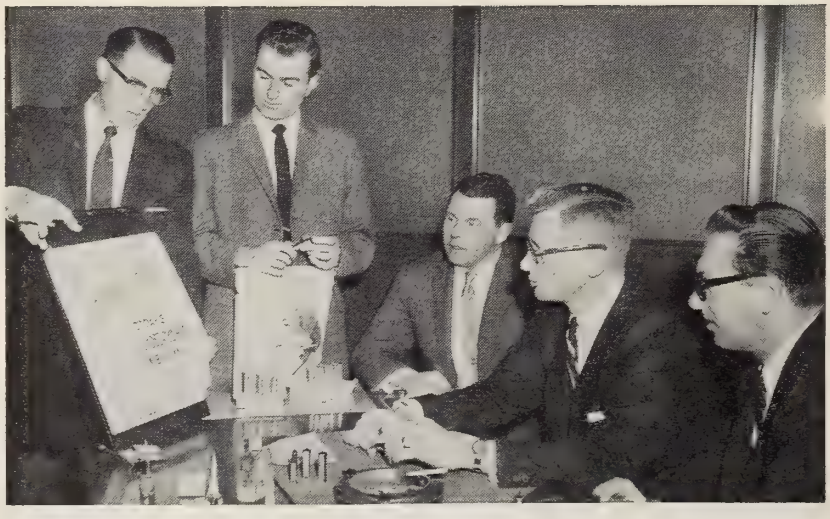
Spot as a Medium • Objective of the campaign is to sell spot advertising generally, rather than NBC Spot Sales specifically, to advertisers that use this medium little or not at all. The Jameson-Gaffin team pitches directly to top executives of advertiser companies, rather than to their agencies (although the agencies are kept posted). If the advertisers then ask NBC Spot Sales to recommend a campaign, that organization is happy to comply.

The overall missionary program is coordinated with the regular activity of the NBC Spot Sales organization, under the supervision of Director Dick Close.

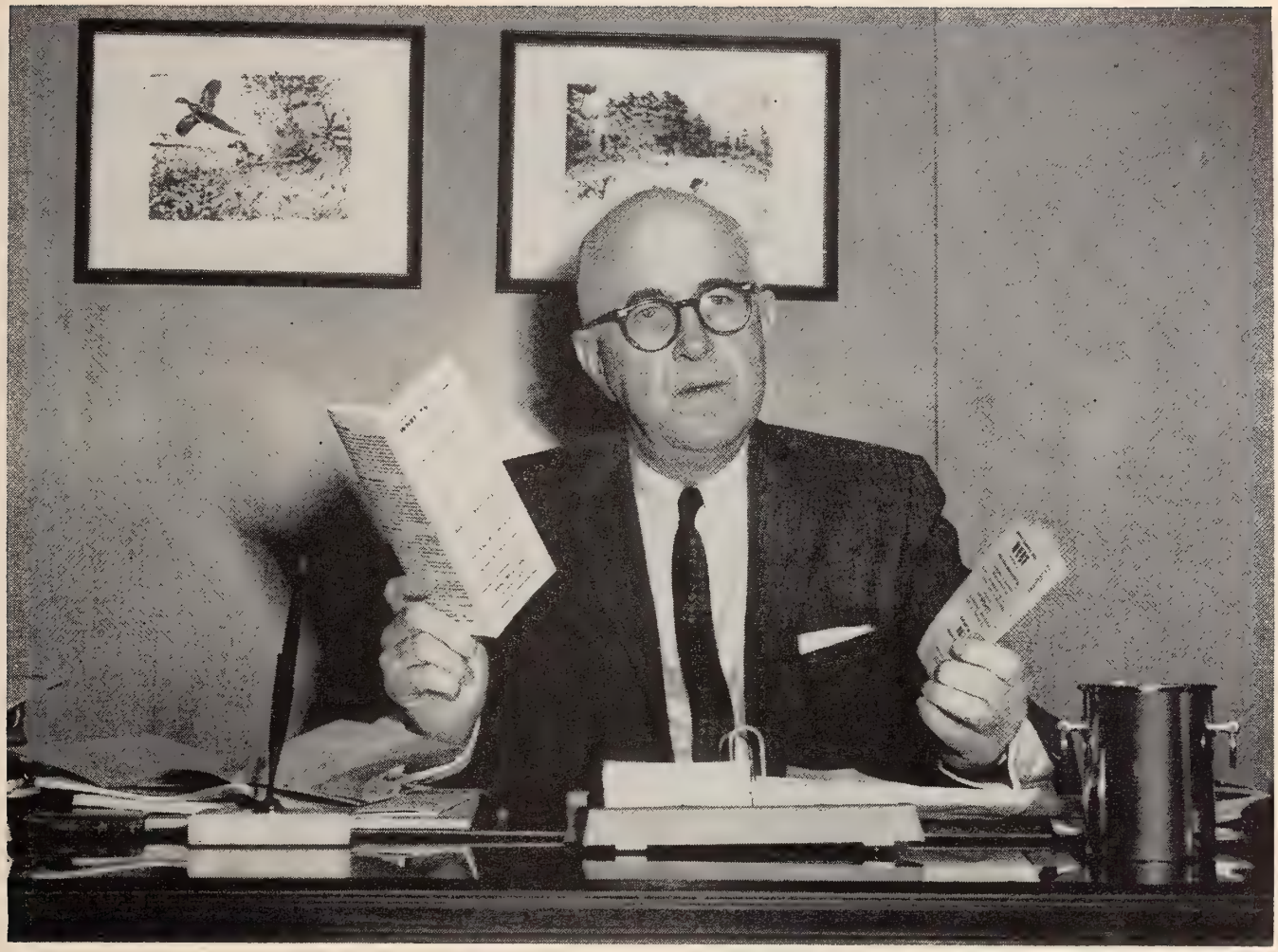
Thus far, officials said, they have brought approximately a dozen new advertisers into the spot television fold, and a number of others are considering specific recommendations. Among those that have become clients: Charles Pfizer & Co., Hertz Corp., Northam Warren Corp., Campbell Soup Co. and Florists' Telegraph Delivery Assn. Officials said Pfizer created a budget (for Candettes) and then had to select an agency to administer it (Paul Klemtner & Co., Newark).

Here is the dollar breakdown of results of the project, as compiled by NBC Spot Sales:

$2,200,000 in new orders on stations represented by NBC Spot Sales; $250,000 in renewals and extensions of these orders; $1,900,000 (estimated) in new business that went into other markets or to other stations in NBC Spot Sales markets; $7,400,000 is represented in tv spot schedules proposed by NBC Spot Sales and under consideration by prospective clients; $10,500,000 is involved in proposals in preparation at the request of specific prospects.



Selling the idea of spot • Edwin T. Jameson (l), director of NBC Tv Spot Sales, and Mort Gaffin, director of new business and promotion, make a presentation in their tv "institutional" campaign. With them (l to r) at offices of Northam Warren Corp. (toilet requisites), Stamford, Conn., are James E. Turck, salesman, NBC Tv Spot Sales; Richard E. Marsh, advertising manager, Northam Warren; Harold I. Seltzer, merchandising account executive, Doyle Dane Bernbach agency.



Maurice Corken, assistant general manager of WHBF and WHBF-TV says:

WHBF adheres to its published rates . . . assures advertisers of equal, fair treatment



WITHOUT ASSUMING a holier-than-thou attitude WHBF desires simply to state this fact about its business policy. Fair rates are maintained for excellent coverage of the market. WHBF clients can be sure that they receive all WHBF broadcasting services at the card rate — with equal treatment to everyone.

We believe that this policy fosters sound, productive business relationships. This factor together with the usual standard criteria for measuring a station's strength is why WHBF is selected repeatedly by agencies and advertisers to promote the sales of their products to the Quad-City market. Mutual respect and integrity contribute an extra measure of satisfaction to these frequent transactions with many, many clients.



STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Eastern Iowa — Western Illinois • RADIO & TELEVISION

Represented by Avery-Knodel



"Things are *really* 'looking up' in WDAY-TV-land! First, our new 1206′ tower—combined with our new 100,000-watt transmitter—has met and exceeded our expectations—*has expanded our area coverage 96% . . . increased our audience 60% . . . and swelled our retail sales volume 100%!*

"Second, every edition of SRDS points out that the Fargo Area is the Number 1 Retail-Sales-per-Household Area in the entire USA. *The national average is $3,944 . . . as compared to Fargo's whopping $5,970!*

"Third, our second-to-none Promotion Department has proved, *again*, that it still has the touch . . . winning two of the top awards in the Lone Ranger 25th Anniversary Contest and the NBC Daytime Contest last year. Our Promotion Manager Roy C. Pedersen keeps up-to-date in the promotion field by being on the Broadcasters' Promotion Association's Board of Directors. And that's the good word up to this moment!"

Yours,

Tom Barnes

Tom Barnes

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affilated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

TV MAKES WHIRLEY-WHIRLER GO

Novice toymen with broadcast savvy sell 3½ million in a hurry

A soup plate on a stick became an international toy fad and not a flop because of television.

That's the reasoning of broadcasting-wise John Hyatt and Louis Westheimer, president and vice president respectively of the Whirley Corp., St. Louis, makers of the Whirley-Whirler, a plastic soup plate spun on the pointed end of a 30-inch stick.

Hitting the market in November 1958, more than 3½ millions of the Whirley-Whirler have been sold, with orders from Hawaii, South America and Europe. And tv's visual impact put the toy before the public as no other medium could.

The Whirley-Whirler was born in an airplane. Mr. Hyatt, who resigned as general sales manager of KTVI (TV) St. Louis last summer, was returning home after a job-hunting trip to New York. He read an article about the phenomenal success of the hula hoop and told himself, "This toy isn't a freak. Its success could happen again through television."

Tv Inspiration • "I got to thinking," he recalls, "about the hula hoop and what made it popular. It was circular. It had action. It requires some skill and coordination. Suddenly I remembered the jugglers and their spinning plates that I had seen a thousand times in vaudeville and on *The Ed Sullivan Show*."

After conferring with a plastics designer about a possible design, Mr. Hyatt went to his friend, Mr. Westheimer, a founder of Westheimer & Co., the fourth largest advertising agency in St. Louis.

They decided that the Whirley-Whirler was a toy that needed 100% exposure to sell. Both men knew that they could not afford the necessary store personnel to display their toy but with tv, they could "put a demonstrator of the Whirley in every living room."

As Mr. Hyatt explains, "Both Lou and I had been taking other peoples' products for 20 years and putting them over the top with radio and tv. Now we had a challenge to prove that we could do the same thing with our Whirley-Whirler."

New Trail • Toy makers have never been big users of the media and usually concentrate their advertising in the immediate period before Christmas. "However," remarks Mr. Westheimer, "we wouldn't buy the concept that tv and radio were too expensive, regardless of the season we chose for introduction of the Whirley."

The W-W campaign began in November 1958 and continued at a peak level through February 1959. In those four months, the Whirley Corp. bought $100,000 worth of spots, in conjunction with such children shows as *The Three Stooges, The Mickey Mouse Club* and *Popeye*. This amount is more than 25% of the total budget with the rest going for direct mail to toy jobbers, shops and department stores, and for print ads.

In addition the Whirley-Whirler was seen on such network shows as *Beat the Clock, Do-Re-Mi, Today,* the *Jack Paar Show, Johnny Carson* and most recently, on April 19, on ABC-TV's *You Asked For It.*

Although no radio time was bought, disc jockeys used the toy in many promotions and spread its name among teenage audiences.

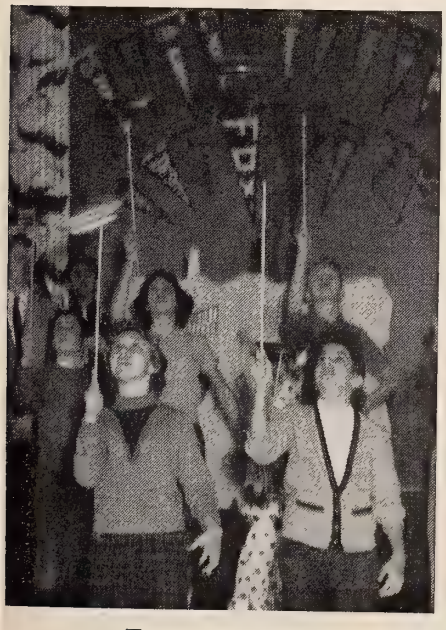
Ad Bonanza • "Developed from tv and radio," says Mr. Westheimer, "unlimited product publicity resulted in national wire stories, magazine articles, features in almost every daily and coverage in neighborhood and weekly papers so extensive we didn't have time to put together a clipping book."

The Whirley Corp. estimates that in November and December it was spending $1,000 a week on tv in St. Louis alone. During the peak four-month period, Whirley spots appeared on 211 tv stations while the toy was mentioned on 244 radio stations and 14 tv network programs.

Sales hit 250,000 per week at Christmas but now have declined to "several thousand a week." The drop started in February when the first of 26 imitations hit the counters.

"They sold without tv advertising," states Mr. Hyatt, "and they died. They wanted a free ride and in the end they killed themselves and almost us because they didn't use broadcast advertising."

On the Board • What are the future



TV STUDIO PARTY
Kids give 'em a whirl



TOYMAKERS HYATT AND WESTHEIMER
Tv's visual impact puts sales in a spiral

plans of Whirley Corp.? Two new toys are on the drawing board, slated for fall introduction. "In the old days," reveals Mr. Hyatt, "you needed six months of promotion to put over a toy. Now, with tv and radio, you can reach everyone in America almost over night."

Complete secrecy will be maintained about the new toys until they are released. Tv commercials, supervised by Mr. Hyatt, will be shot under wraps and saved for the fall.

"We've proved that the hula hoop 'miracle' could happen again with the help of broadcasting. There's no reason," added Mr. Hyatt, "why, with the right product and the right media advertising, that it couldn't happen again and again and again."

ON JANUARY BOOKS

P&G takes early lead in network television

Each of the top six investors in network tv in January spent more than $1.5 million (gross time charges). Procter & Gamble weighed in for the first month of the year with over $4.3 million, while three other advertisers, American Home Products, Lever Bros. and Colgate-Palmolive were over the $2 million mark.

General Foods, No. 5 on the list, was only a hair under the $2 million level. General Motors with nearly $1.9 million in gross time expenditure came in as No. 6 on the list.

The compilations on network gross time charges in January—that month hit a high of some $52 million—showing estimated expenditures of the top 15 network advertisers by company and by brand as well as a breakdown by product classification were reported last week by the Television Bureau of Advertising. Figures were supplied by Leading National Advertisers and Broadcast Advertisers Reports.

In the product classification, the food category remained the largest, showing a near $11 million invested in network tv, or an increase of about 17% over January of a year ago.

Top brand advertiser was Whitehall's Anacin (Whitehall is a division of American Home Products) with close to $1 million in gross time charges in January. Bayuk's Phillies, Procter & Gamble's Tide detergent were second and third, both in the $600,000 level. Whitehall had two brands (Anacin and Dristan) in the top 15, as did Liggett & Myers (Chesterfield and L&M cigarettes). The other brand entries in the top 15 were "singles" for the advertisers.

Estimated Expenditures of Network Tv Advertisers By Product Classification

	January 1959	January 1958
Agriculture & Farming	$ 154,340	$ 13,066
Apparel, Footwear & Accessories	115,323	194,924
Automotive, Automotive Accessories & Equipment	3,883,707	5,241,964
Beer, Wine & Liquor	499,713	607,232
Building Materials, Equipment & Fixtures	170,835	44,941
Confectionery & Soft Drinks	1,232,794	931,115
Consumer Services	445,674	382,525
Food & Food Products	10,831,161	9,238,918
Gasoline, Lubricants & Other Fuels	263,901	406,936
Horticulture	4,778	57,978
Household Equipment & Supplies	1,932,062	1,864,385
Household Furnishings	302,703	225,203
Industrial Materials	1,717,936	1,967,986
Insurance	688,200	708,513
Jewelry, Optical Goods & Cameras	617,285	776,511
Medicines & Proprietary Remedies	6,922,994	5,385,246
Office Equipment, Stationery & Writing Supplies	260,656	475,259
Political	—	66,174
Publishing & Media	—	231,565
Radios, Television Sets, Phonographs, Musical Instruments & Accessories	472,055	761,693
Smoking Materials	6,764,133	5,218,988
Soaps, Cleansers & Polishes	5,453,296	5,516,210
Sporting Goods & Toys	202,343	94,260
Toiletries & Toilet Goods	8,447,063	8,396,560
Travel, Hotels & Resorts	168,346	155,328
Miscellaneous	524,881	643,255
Total	$52,076,179	$49,606,735

Estimated Expenditures of Top 15 Network Company Advertisers

January 1959

1. Procter & Gamble	$4,363,744
2. American Home Products	2,387,140
3. Lever Brothers	2,292,075
4. Colgate Palmolive	2,153,430
5. General Foods	1,973,844
6. General Motors	1,899,146
7. R. J. Reynolds Tobacco	1,287,606
8. Gillette	1,263,626
9. Liggett & Myers Tobacco	1,240,717
10. Pharmaceuticals Inc.	1,184,047
11. American Tobacco	1,180,885
12. Bristol-Myers	1,119,365
13. General Mills	1,115,678
14. Sterling Drug	1,111,030
15. P. Lorillard	1,072,320

Estimated Expenditures of Top 15 Network Brand Advertisers

January 1959

1. Anacin (Whitehall)	$991,923
2. Phillies (Bayuk Cigars)	648,882
3. Tide (P&G)	640,632
4. Chevrolet Passenger Cars	622,157
5. Ford Passenger Cars	615,200
6. Bufferin (B-M)	613,349
7. Viceroys (B&W)	590,517
8. Dristan (Whitehall)	575,251
9. L&M Filter Tips	538,051
10. Bayer Aspirin (Sterling Drug)	503,849
11. Colgate Dental Cream	497,879
12. Chesterfields	474,285
13. Salem Cigarettes (R. J. Reynolds)	459,640
14. Geritol (Pharmaceuticals)	459,373
15. Old Golds (Lorillard)	448,350

Jan.-Feb. network gross up over 1958

Network tv gross time charges totaled over $48.8 million in February and more than $100.9 million for January-February of this year, representing respective increases over the same periods last year of 9.5% and 7.1%.

Compilations of the network gross time costs were made by Leading National Advertisers and Broadcast Advertisers Reports, and released last week by Television Bureau of Advertising.

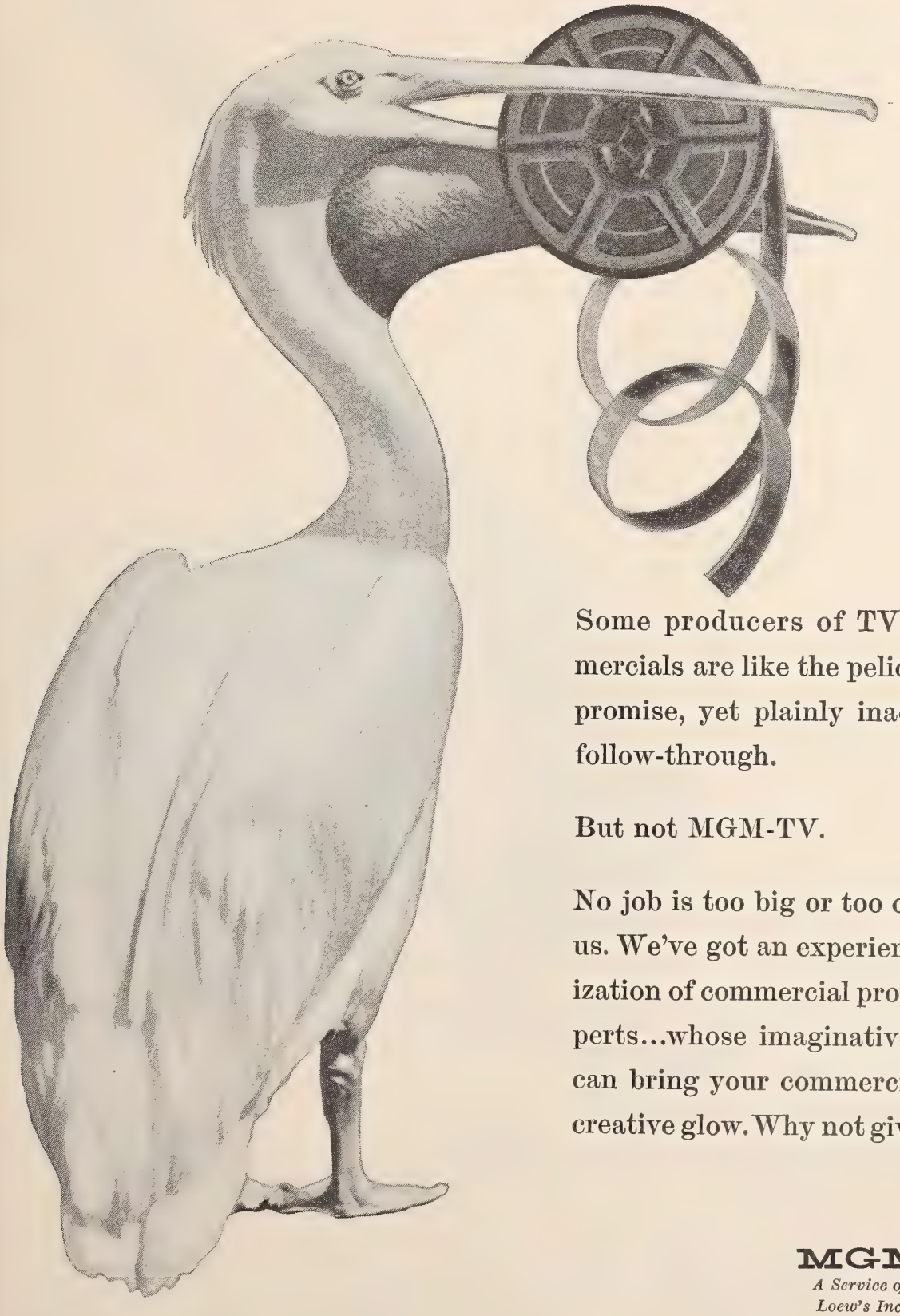
Each of the three networks showed gains: ABC-TV up 18.7% for February and 17.4% for the two months; CBS-TV increased 7.2% and 3.4% for the respective periods, and NBC-TV advanced 7.5% and 6.3%.

	FEBRUARY			JANUARY-FEBRUARY		
	1958	1959	Change	1958	1959	Change
American	$ 8,441,988	$10,024,460	+18.7	$17,610,597	$20,671,538	+17.4
Columbia	19,410,741	20,806,220	+ 7.2	41,504,756	42,935,468	+ 3.4
National	16,785,315	18,036,964	+ 7.5	35,129,426	37,336,817	+ 6.3
TOTAL	$44,638,044	$48,867,644	+ 9.5	$94,244,779	$100,943,823	+ 7.1

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,036,964	$48,867,644

"A Remarkable Bird is the Pelican..... His Mouth Holds More Than His Bellican!"



Some producers of TV film commercials are like the pelican—big on promise, yet plainly inadequate on follow-through.

But not MGM-TV.

No job is too big or too complex for us. We've got an experienced organization of commercial production experts...whose imaginative approach can bring your commercials a fresh creative glow. Why not give us a call?

MGM-TV
A Service of Loew's Inc.

BILL GIBBS, Director of Commercial and Industrial Films, MGM-TV, Culver City, California • SAN FRANCISCO: PR 5-1613
LOS ANGELES: Bob Fierman-TE 0-3311 • NEW YORK: Jack Bower, Phil Frank, JU 2-2000 • CHICAGO: Bob McNear, FI 6-8477



Serving all Chicagoland!

WGN-Radio's 'copter service gets flood of favorable comments!

WGN-Radio scored a Chicago "first" several months ago with evening rush hour traffic and news bulletins beamed from a helicopter by Chicago police officer Leonard Baldy.

Recently when this service was expanded to the morning hours, the flood of approving comments by phone, wire and letter proved that the program had built a sizeable audience of loyal WGN-Radio listeners.

- "Thank you for your kindly tip on traffic the other night. I saved a half an hour on the outer drive thanks to your advice."
  Mr. D. J. Freeze, 7621 Wilsham Ave., Chicago 31, Ill.



- " . . . and Officer L. Baldy, is cutting down on accidents—believe me! And it's the best guide for all on the road. Thanks for the swell service."
  Harry J. Axal, 6243 S. Ashland Ave., Chicago, Ill.
- " . . . I'd like to express my appreciation for the late afternoon and early evening broadcasts covering the traffic movements in and around the Chicago area from a helicopter. Keep up with the good work."
  Mr. Floyd N. Gatrell, 406 Morgan Blvd., Valparaiso, Ind.
- " . . . tell Officer Baldy I am most grateful for the fine service being rendered by the Chicago Police Department."
  Genevieve Austin, C. S., 16918 S. Wood St., Hazel Crest, Ill.
- " . . . the traffic reports are terrific and more cities should adopt this same technique."
  Mrs. W. F. Gruning, Jr., 3718 N. 92nd St., Milwaukee, Wis.

In providing this valuable service to the people of Chicagoland, WGN-Radio and the Chicago Police Department have the full cooperation of the Traffic Communications Center of Chicago's Department of Streets and Sanitation; the Citizens Traffic Safety Board; the National Safety Council and The Chicago Motor Club.

This type of programming is just one reason why WGN-Radio delivers loyal audiences for advertisers who want to *sell* all Chicagoland.

WGN-RADIO
THE GREATEST SOUND IN RADIO
441 North Michigan Avenue • Chicago 11, Illinois

10% SPOT RADIO SLIP—YOUNG

Rep projects for year on current sales

Based upon the current rate of business, national spot radio billing in the United States in 1959 can reach an estimated $143 million, down about 10% from the 1958 level, Adam Young, president of Adam Young Inc., New York reported last week.

Mr. Young also released the company's estimates of national spot radio billing in 1959 in multi-station markets. He stressed that these figures are not predictions but are estimates "of what the volume will be if the rate of business during the first quarter of the year continues."

In preparing the estimates, Mr. Young said, the company has noted "a marked trend toward the concentration of spot revenue in the top markets at the expense of the medium and smaller-sized markets." A spokesman for the company later said the projected decrease in spot business can be attributed in part to the concentration of billing in larger markets and to use by some advertisers of "more economical network radio buys."

Estimated 1959 Spot Radio Billing

(Base: National Total $143 Million)

Market	Dollar Volume
Akron	$ 320,000
Albany	1,110,000
Albuquerque	330,000
Allentown	230,000
Altoona	55,000
Amarillo	195,000
Asheville	70,000
Atlanta	1,360,000
Atlantic City	70,000
Augusta	130,000
Austin	195,000
Baltimore	1,500,000
Baton Rouge	150,000
Beaumont	80,000
Binghamton	160,000
Birmingham	500,000
Boston	3,930,000
Buffalo	1,490,000
Canton	265,000
Cedar Rapids	645,000
Charleston, S.C.	145,000
Charleston, W.Va	230,000
Charlotte	700,000
Chattanooga	165,000
Chicago	9,340,000
Cincinnati	2,145,000
Cleveland	2,360,000
Columbia, S.C	180,000
Columbus, Ga.	115,000
Columbus, Ohio	1,000,000
Corpus Christi	330,000
Dallas-Fort Worth	2,145,000
Davenport	300,000
Dayton	500,000
Denver	1,145,000
Des Moines	1,180,000
Duluth	215,000
Durham	100,000
El Paso	170,000
Erie	130,000
Evansville	150,000
Flint	230,000
Fort Wayne	460,000
Fresno	470,000
Grand Rapids	410,000
Green Bay	130,000
Greenville, S.C.	195,000
Harrisburg	265,000
Hartford	$ 1,430,000
Honolulu	370,000
Houston	1,500,000
Huntington	165,000
Indianapolis	1,400,000
Jackson, Miss.	200,000
Jacksonville	500,000
Johnstown	110,000
Kansas City	1,800,000
Knoxville	285,000
Little Rock	360,000
Los Angeles	5,830,000
Louisville	785,000
Lubbock	100,000
Macon	155,000
Madison	170,000
Manchester	105,000
Memphis	1,070,000
Miami	1,180,000
Milwaukee	1,215,000
Minneapolis-St. Paul	2,290,000
Mobile	155,000
Montgomery	195,000
Nashville	835,000
New Haven	360,000
New Orleans	1,000,000
New York	18,590,000
Norfolk	535,000
Oklahoma City	785,000
Omaha	965,000
Peoria	285,000
Philadelphia	3,990,000
Phoenix	370,000
Pittsburgh	2,430,000
Portland, Me.	215,000
Portland, Ore.	970,000
Providence	1,110,000
Pueblo	65,000
Raleigh	600,000
Reading	130,000
Richmond	760,000
Roanoke	165,000
Rochester	860,000
Sacramento	610,000
Saginaw	115,000
Salt Lake City	430,000
San Antonio	860,000
San Bernardino	145,000
San Diego	880,000
San Francisco	3,645,000
San Jose	130,000
Savannah	135,000
Scranton—Wilkes-Barre	320,000
Seattle	1,360,000
Shreveport	500,000
Sioux City	85,000
Sioux Falls	70,000
South Bend	180,000
Spokane	465,000
Springfield, Ill.	135,000
Springfield, Mass.	230,000
Springfield, Mo.	150,000
St. Joseph	135,000
St. Louis	3,290,000
Stockton	180,000
Syracuse	645,000
Tacoma	50,000
Tampa	645,000
Toledo	680,000
Topeka	380,000
Tulsa	750,000
Tucson	180,000
Utica-Rome	$ 170,000
Washington	2,715,000
Waterbury	50,000
Wheeling	415,000
Wichita	420,000
Wichita Falls	135,000
Wilmington	165,000
Winston-Salem	130,000
Worcester	470,000
York	130,000
Youngstown	445,000

Ad efficacy evaluated in ANA guidebook No. 7

A four-year, $200,000 study of advertising fundamentals was completed by the Assn. of National Advertisers last week with publication of a 418-page volume on "Evaluating Advertising Effectiveness," number seven in the ANA Advertising Management Guidebook series.

Separate chapters, buttressed by case examples, evaluate markets, motives, messages, media and overall results. Leading advertiser, agency and advertising research men contributed to the volume.

Paul B. West, ANA president, says that with the seven-volume series completed, ANA must now see to it that the guidebooks are used. He describes them as "a unique working tool for solving the daily problems that arise in advertising." A half-day session at ANA's May 20-22 meeting in Chicago will be devoted to case histories showing the benefits which advertisers can derive from putting the volumes into actual use.

Among the contributors: A. W. Harding, manager of the marketing research department of General Mills (now with C. E. Hooper Inc.), on "How General Mills Tests Its Television Commercials" (see page 47); Geoge Blechta, vice president of A.C. Nielsen Co., on "How to Match Your Television and Radio Coverage to Your Specific Market"; Paul E. J. Gerhold, media and research vice president of Foote, Cone & Belding, on (among other topics) allocating the direct advertising costs of television, radio and other media.

Other contributors, covering a wide range of subjects, include Maxwell Ule, Kenyon & Eckhardt; Dr. Wallace H.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week April 16-22 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thurs., April 16	Real McCoys (8:30 p.m.)	ABC-TV	17.7
Fri., April 17	77 Sunset Strip (9:30 p.m.)	ABC-TV	22.2
Sat., April 18	Gunsmoke (10 p.m.)	CBS-TV	29.8
Sun., April 19	Dinah Shore (9 p.m.)	NBC-TV	23.2
Mon., April 20	Desilu Playhouse (10 p.m.)	CBS-TV	30.1
Tue., April 21	Rifleman (9 p.m.)	ABC-TV	27.3
Wed., April 22	Wagon Train (7:30 p.m.)	NBC-TV	24.9

Copyright 1959 American Research Bureau

To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY

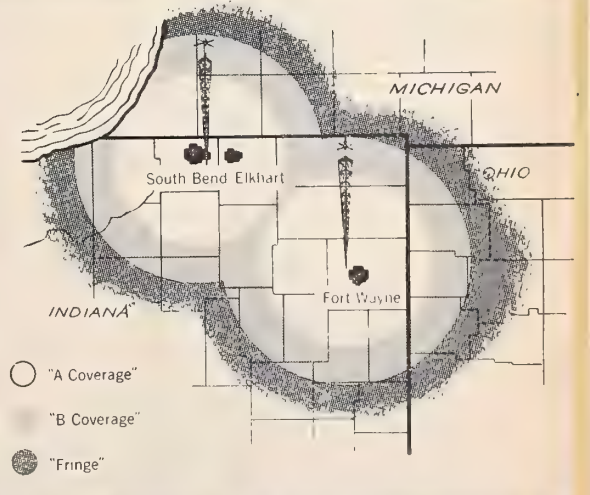
delivers both—

AT A 10% SAVINGS!

YOU NEED TWO LURES in Indiana!



In this area of many lakes, plus countless "ol' fishing holes," alert advertisers cover *two* major markets—South Bend-Elkhart and Fort Wayne—with *one* combination buy which saves 10%! The coverage they get is from *within*—strong in its local loyalties—no longer influenced by that early-day "snow" from cities so far away. Take a close look at this rich interurbia: Over 1.6 million population—$2.8 billion Effective Buying Income. Yours, with just *one* buy!



call your **H-R** man now!



wsjv 28 ABC
SOUTH BEND · ELKHART

wkjg 33 NBC
FORT WAYNE



HEART

beating with the pulse of a great market

KPLR • TV

CHANNEL **11**

VIDEO CITY

THE CHASE-PARK PLAZA HOTELS

ST. LOUIS 8, MISSOURI

HAROLD KOPLAR • PRESIDENT
JAMES L. CADDIGAN • VICE PRESIDENT
JAMES GOLDSMITH • SALES MANAGER

Wulfeck, William Esty Co.; Alfred Politz, Alfred Politz Research; David Ogilvy, Ogilvy, Benson & Mather; Dr. Ernest Dichter, Institute for Motivational Research; Dr. E. L. Deckinger, Grey Adv.; Dr. Lyndon Brown, Dancer-Fitzgerald-Sample; Petterson Harzoni Jr., D'Arcy Adv.

The Guidebook is edited by Russell H. Colley, management consultant.

Color outsells b-w in General Mills' test

A tv commercial in color "out-sold" the black-and-white version of the same message by almost 50% in a test conducted by General Mills. This, although General Mills did not feel that color was used as effectively as it could have been in the commercial.

The instance is reported in a case history of "How General Mills Tests Its Television Commercials," in the Assn. of National Advertisers' new management guidebook on "Evaluating Advertising Effectiveness" (see page 44). It was presented by A. W. Harding, then General Mills manager of marketing research, now with C.E. Hooper Inc., at a closed workshop session conducted by ANA about a year and a half ago.

Participants in the test were interviewed first to find their preferences in cake mixes. Then they were shown the commercials. Of those who saw the black-and-white version, 12.3% switched preference to the mix shown in the commercial. Among those who watched the color commercial, 17% switched to the advertised brand. The color commercial also registered more solidly, producing higher recall of sales ideas (63% as against 41% for the black-and-white).

Another test compared the effectiveness of a commercial used on the *Wyatt Earp* show with one on the same theme but integrated into the *Burns & Allen Show*. The integrated version outscored the non-integrated in switching viewer preferences, 19.5% to 6.7%. But the *Earp* commercial ranked higher in getting across a number of specific sales points, leading General Mills to conclude that "we can make good use of both of these commercial approaches."

The tests were made for General Mills by Schwerin Research Corp.

Revlon planning big

Revlon Inc., New York, reported last week it is in the process of negotiating for a series of 40 hour-long television programs. The main obstacle is lack of a suitable network time.

Revlon is discussing the project with the William Morris Agency and with ABC-TV and NBC-TV. The series would cover ten programs starring Esther Williams; ten shows starring Marlene Dietrich; ten featuring Dick Shawn and ten written by Goodman Ace, based on his old *Big Show* variety series on radio. Revlon presently co-sponsors *The Garry Moore Show* on CBS-TV (Tues., 10-11 p.m.).

PREVIEW . . .

Bubbling over • Radio and television, selected to introduce Bubble-Up to southern California in a $125,000 six-week campaign, did the job so effectively that the available supply for the market was completely sold out in two weeks, according to apologetic signs posted by Coca-Cola Bottling Co. of Los Angeles in supermarkets throughout Los Angeles and Orange Counties, test area for the new soft drink. The radio-tv spots, prepared by Freberg Ltd. and placed by Carson/Roberts Inc., agency for the bottler, stressed the "bigger then king-size" bottle in which Bubble-Up is packaged.



'KING' FREBERG

Core of the commercials is a jingle:

"What's that bottled revelation
Bigger than king-size?
It's the new soft drink sensation
Bigger than king-size.
With a kiss of lemon and a kiss of lime,
Bubble-Up anytime."

On radio, the commercials feature the King who terms himself "official measuring standard for king-size cigarettes . . . king-size tweezers . . . roller skates . . . et cetera." "Nothing is bigger than me," the King ungrammatically boasts. He takes the announcer's statement that Bubble-Up is as a personal affront and when asked to stand up alongside a bottle he readily agrees: "All right. Now you see . . . Hmmm." When the announcer suggests that he drink some Bubble-Up to feel better, the King does, smacks his lips, "Very refreshing," pauses and adds "I'm bigger than my wife, you know." Stan Freberg plays the King in these 20- and 30-second radio spots and the agency chief in the one-minute commercials. On television, the King is a cartoon character.

The six-week introductory campaign in the two southern California counties backed up the broadcast saturation spots with four-color ads in newspapers and for two weeks included a sampling offer of a free carton of Coca-Cola with each purchase of a carton of Bubble-Up. Cost of the six-week drive was estimated at approximately $125,000.

Liquid detergents: $15 million tv client

With Adell Chemical Co.'s Lestoil far ahead of the pack, a total of five heavy-duty liquid detergents invested $14.6 million gross for tv time in 1958, a 232% increase over the previous year, according to the Television Bureau of Advertising. Lestoil's spot tv budget accounted for $12.3 million of that amount.

Second largest spender in 1958 was Lever's Handy Andy with over $740,000, followed by: Texize detergent, $645,000; P&G's Mr. Clean, $421,300; Colgate's Genie, $319,800, and Barcolene, $114,400 (The Barcolene Co., Boston).

Expanded use of spot and network tv by the three major soap companies —P&G, Colgate and Lever—has been planned for their respective detergents (BROADCASTING, April 6). This indicates that Lestoil, which pioneered the way and had the tv field to itself from 1954 until last year, can expect a greater competitive battle before achieving national distribution.

Increased spot tv on restaurant menus

Increased confidence in spot tv again was expressed last year by the nation's restaurant chains, according to Television Bureau of Advertising. Estimated expenditures for 1958 hit $359,600, the highest on record since such yearly figures became available in 1956, TvB said. The total represents a 9% increase over the 1957 mark of $331,150 and is 63% greater than the $22,000 spent in 1956.

Restaurant chains spending more

than $50,000 in spot tv in 1958 were: Frisch Big Boy Drive-Ins ($203,120), Hot Shoppes ($78,790) and Howard Johnson Restaurants ($55,270) which also spent $33,373 in network tv.

In the fourth quarter of each year TvB gathers trend information on restaurants by covering their local tv activity during a sample week in 11 large cities. For the 1958 period, TvB reveals that 57 restaurants used a total of 175 spot commercials and sponsored three programs. The figures tripled comparable 1957 information, the bureau reported.

ON THE ROAD
86% of new cars have radios—RAB

"There are more car radios now than there were radio homes a dozen years ago," and "an estimated 3,650,000 radio-equipped new cars took to the road last year." These illustrative points are included in a new brochure, "The Facts About Auto Radio," published last week by the Radio Advertising Bureau Inc., New York.

RAB's pocket-sized b o o k, which looks like a travel guide and opens like a road map, tells in question-and-answer form the growth of auto radio and its significance to advertisers. RAB cites independent research to report that 86 out of every 100 new cars sold last year were equipped with a radio, making an estimated total today of 37.9 million radio cars. RAB also points out a prediction of a 57% gain in auto ownership during the next eight years.

Comparing auto radio's size with other media, RAB states that the radio-in-auto count comes within 14% of matching the total number of tv homes; within 11% of magazine homes, and within 3% of newspaper homes.

Commenting on the fact book, Kevin B. Sweeney, RAB president, said, " . . . No matter where people go, in or out of the house, radio catches prospects on the run—even at 60 miles an hour."

Success Stories • In another RAB presentation a new package of case histories is offered to advertisers, detailing how gasoline "private branders" use radio. In many cases, the bureau states, strong radio advertising has helped these firms to out-pump the major oil companies in their areas. The success stories are the latest compilations for RAB's series of "radio-activity" reports which are supplied to advertisers.

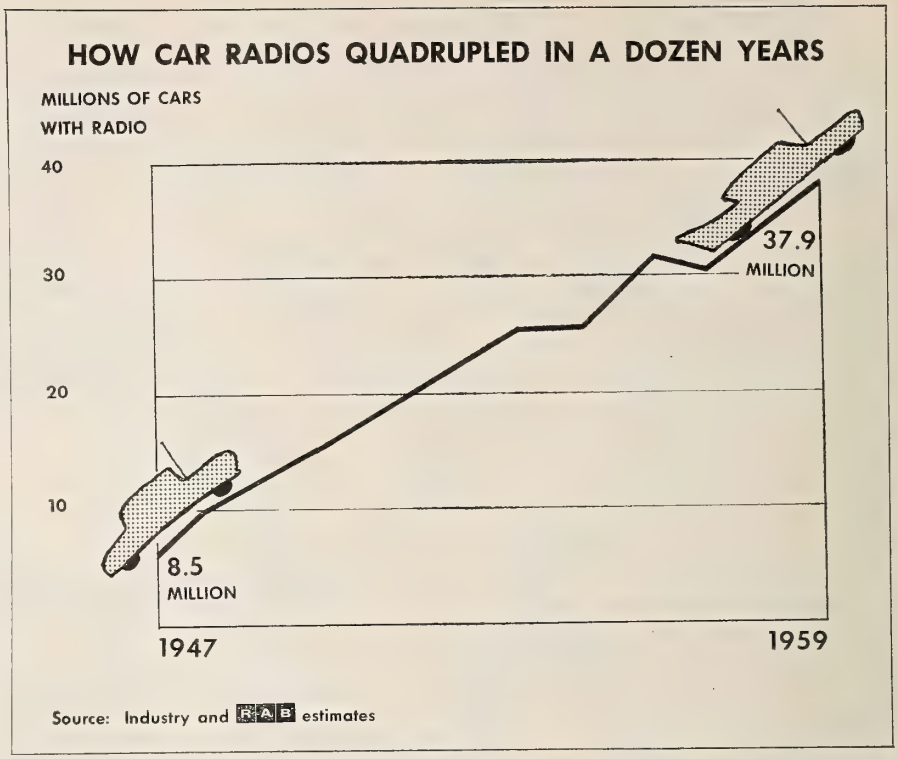
Among RAB's examples in this retailing group:

Martin Oil Co., which operates in five midwestern states, has the highest per station average sales in the Chicago market. Its formula—60% of its advertising budget in radio, with as many as 40 announcements plus newscasts on a single station in a week.

Mars Oil Co., St. Louis, for four years has put all its expenditures in radio, placing up to 140 spots, seven days per week, on a single station.

Clark Oil & Refining Corp., Milwaukee, spends 90-95% of its budget in radio sports sponsorship. Clark reports its sales have nearly doubled after four years of airing the Milwaukee Braves on a 40-station regional network.

Private branders' copy preferences include, according to RAB, both straight "hard-sell" and musical jingles, with stress placed on price and merchandising gimmicks.



Tv tape might thaw retail coolness to tv

Tv tape commercials made in local department stores were suggested as a method whereby "those diehards of American business, the local retailers," could be convinced to use more tv, by Jerome Feniger, vice president of Cunningham & Walsh, New York Friday (April 24).

In a speech entitled "Better Programming Means Better Sales," before the Ohio Assn. of Broadcasters in Cincinnati, Mr. Feniger said better programs result in better sales for "both the station and the advertiser unless the station succumbs" to the ancient temptation—greed. He cited cases of stations "triple, quadruple and quintuple spotting," where the advertiser's message "never had a chance to penetrate the consumer's skull."

In another speech, Adam Young of Adam Young Inc., New York station representative, said many stations oversimplify the station's rep's role as that of selling the station's time to national accounts. He said a modern station representative also provides program advice, helps in the proper design of rate cards, and helps the station create a salable reputation.

Mr. Young defined modern radio as "a station with a definite plan to reach a specific group with management capable and firm enough to see that the plan is carried through."

Other speakers at the two-day meeting included Ed Broman, Ziv Productions, "Syndicated Tv Film" and Sol Taishoff, editor and publisher of BROADCASTING, "Editorializing in Radio."

No 'Biography' in Equitable's future

The Equitable Life Assurance Society of the U.S., New York, will sponsor a series on CBS-TV next fall but, contrary to earlier announcements, it will not be entitled *Biography*.

CBS-TV's Hubbell Robinson Jr., executive vice president, network programs, and Jack Simpson, vice president and national director of broadcasting at Foote, Cone & Belding (Equitable's agency), said last week that there had been a "change in plans." The projected series will be "broader in



is for product

It's available now...52 weeks of fresh, timely, sensibly-priced first-run product that has won Coates a roomful of citations from industry, civic and educational organizations. It's a virtually endless supply of top-flight programming that proves what the industry has been hearing about videotape quality and reduced costs. It's the special, patented Coates change of pace—bold and beautiful... poignant and funny—an uncanny insight into adult taste, with no punches pulled!

PAUL COATES



is for commercial

Five fast-moving half-hours a week of powerful, commercial videotape product that's designed to fill your night with rating points.

A narcotic addict. Number 2 Russian, Mikoyan. Archie Moore. The king of the Beatniks. A mother whose baby has been kidnapped. A charter member of the Mafia. A Christmas party for blind children.

ALREADY SOLD TO WNEW, NEW YORK...AND KPIX, SAN FRANCISCO

Better get aboard. For further details: write, wire or phone Bob Breckner or Dick Woollen at...

KTTV

5746 Sunset Blvd., Hollywood 28, California
Phone: HOllywood 2-7111

Freshup Freddie Offends FBI

J. Walter Thompson's Chicago office got its Seven-Up account bottled up by the government last week—but all came out well.

A Federal Bureau of Investigation agent took exception to one of Seven-Up's "Freshup Freddie" interview type radio commercials and politely asked the agency to drop it. The spot closes with Freshup Freddie's reminder: "Thank you, Kim Schultz, and we'll be watching for your next picture, 'I was a wonderfully terrific teenager for the FBI.'"

The agent heard the spot in Kansas City and felt the satire may have held the FBI up to disdain. He called on Thompson representatives and cited the criminal code prohibiting use of the department's name or initials in any kind of advertising. Agency officials quietly agreed to pull the commercial, which was going off the air anyway at the end of April.

Ironically, the commercial was part of a packet prepared by Thompson for suggested use by local Seven-Up bottlers in perhaps 25 markets and has appeared in only a few markets as part of a limited national spot radio campaign. The client has been more active in spot tv, utilizing the same Freshup Freddie.

The action came as JWT continued to shop around for a network tv property on behalf of Seven-Up, which has dropped ABC-TV's *Zorro*. Previously, the client had been heavy in spot television.

Thompson has been conducting a promotion contest for station managers among ABC-TV affiliates, based on Freshup Freddie and built around the *Zorro* program. It closed April 10 with over 60 entries and winners are expected to be announced shortly by the agency.

scope" and the series' title changed. Details will be announced soon, they said.

Initially, Equitable was to sponsor a new series of 90-minute programs with the title of *Biography* and apparently with the format of presenting real life stories of prominent people. It was set for the Thursday night period to alternate with *Playhouse 90* next fall but suddenly the network pulled it from that period (BROADCASTING, April 20).

Government must use not abuse advertising

Departments of federal agencies should be provided public information funds for paid advertising and some government politicians ought to stop using advertising as a "whipping boy" when they can utilize its resources for valid purposes.

So said Marion Harper Jr., president and board chairman of McCann-Erickson, New York, in a luncheon talk before the Chicago Federated Adv. Club at the Morrison Hotel April 17. His speech followed the Advertising Council's annual Washington conference a fortnight ago. He devoted much of his talk to the value of ad council projects.

"Government can profitably employ the services of advertising on a scale five to ten times its use today," Mr. Harper is convinced. He argued such policy could result "in better knowledge of the audience—better measurement and appraisal of the electorate and other audience; more effective information program; in more responsible and ethical communications." Advertising can, in fact, help raise "the ethical standards of political expression" he said. and even aid in developing "a more scrupulous code in politics."

Handy Target • Too often, Mr. Harper said, "people in government with authority" use advertising as a "whipping boy—or at least until they need its help." He scored some attacks on "Madison and Michigan Ave. advertising 'hucksters' as a pretty disappointing display of the caliber of some of our government deliberations. I suppose a crack against advertising somehow establishes a politician's purity—his incorruptibility." Actually, he suggested, "people who live in glass porches should not throw stones."

Mr. Harper cited the Dept. of Commerce as an example that "great resources are being wasted because of a failure to spend a relatively small amount of money for public information." An "erosion sets in once an enterprise becomes sizable," he said, "unless communications makes its services known and appreciated." Accordingly, he suggested, such departments as Agriculture, State and, Interior should tell people what they're doing.

Meanwhile, Mr. Harper recommended, advertising should continue to "furnish its services free" to all community levels and, where other voluntary services fail to fulfill needs, "government should be prepared to pay for the balance." He also urged advertising to make known its values to responsible government people and its people to "take an active interest in the services that advertising can render government, both on a voluntary and a business basis."

Ad evolution began with U.S. Revolution

Advertising has changed since Paul Revere rode through the night to tell the New England farmers that the Redcoats were coming, NAB President Harold E. Fellows said Monday (April 20) in an address before the Hollywood Advertising Club titled, "184 Years Ago Yesterday."

"The years have brought an evolutionary development," Mr. Fellows said. "Now the copywriter, the film maker, the producer, the illustrator, the announcer—all of these and others in related functions in the world of advertising must *know* about the products to which they lend their talents of illustration, demonstration, composition, and so forth."

• Business briefly

• Lanolin Plus (Rybutol), Chicago, is launching a three-month, $1 million advertising campaign in early May, placing the major portion of its budget in spot radio-tv in 163 markets throughout the country. A total of about 5,000 radio-tv spots will be used each week. Agency is Erwin Wasey, Ruthrauff & Ryan, N.Y. and Chicago. Lanolin Plus also announced the appointment of Gene Schoor Assoc., N.Y., to handle the entire line of company products.

• The Ford Motor Co., Dearborn, Mich., will be spending some $200,000 on local radio-tv over the next six months to promote its "American Road Shows." These traveling exhibits, to be set up for nine-day stints at approximately 50 shopping centers throughout the nation, show Ford cars, trucks and farm equipment against a background of other newly developed products for suburban and country living. Additional expenditures boosting the "Road Shows" via local media are expected to come from the shopping centers, Ford dealers and other merchants of involved products. Agency is J. Walter Thompson, N.Y.

• The General Tire & Rubber Co., Akron, Ohio, has signed as sponsor of *Top Pro Golf* (ABC-TV Mon., 9:30-10:30 p.m.) effective June 8. Placed through D'Arcy Adv. Co., the order extends to Aug. 24.



YOU'RE INSISTENT . . .

YOU know quality and integrity are important.

YOU know they're especially important in the handling of newscasts.

YOU know that as well as we do, so we won't belabor the point.

YOU, as a businessman, realize it makes a difference what kind of news programs you're trying to sell.

WHY SETTLE FOR LESS THAN THE BEST?

THE ASSOCIATED PRESS

A DISTAFF LOOK AT 1959 RADIO-TV

900 AWRT members to assay conditions at busy N.Y. convention

Some 900 members of the American Women in Radio & Television this week will examine "Our Changing Industry" when the group assembles at the Waldorf Astoria Hotel in New York for its eighth annual convention. Discussion topics based on this overall theme are scheduled for the Thursday through Saturday meeting (April 30-May 2). Pre - convention and post - convention meetings of the board and officers also will be held.

Many leading executives and personalities in the radio-tv industry, as well as figures in public life, have been invited to speak at AWRT's convention workshops, luncheons and dinners. Sen. John F. Kennedy (D-Mass.) will launch the convention with a talk on "The Challenge Ahead" at the opening banquet Thursday night. Nena Badenoch, AWRT president, will give the convention call to order and will introduce Sen. Kennedy.

Also during the banquet, AWRT's 1959 scholarship award winner will be presented by Dorothy Fuller, WBET Brockton, Mass., chairman of the scholarship committee.

Other headliners on AWRT's speaker roster include: Harold E. Fellows, NAB; David Miller, Young & Rubicam; Robert L. Foreman, BBDO; Howard P. Abrahams, TvB; John Day, CBS News; David Susskind, Talent Assoc.; Pauline Frederick, NBC, and Mildred Freed Alberg, producer.

From 10 to 11 p.m., Thursday, following the banquet, delegates will remain in the ballroom for their first general session. Muriel Fox, vice president for radio and tv, Carl Byoir & Assoc., New York, will moderate a group discussion on "Brainstorming for a Better AWRT."

Among the corporations that will host luncheons and receptions during the convention are: ABC, CBS, NBC, *Better Homes & Gardens Magazine, McCall's Magazine,* Celanese Corp. of America, Clairol Inc.; Millinery Institute of America, Campbell Soup Co. and The Toni Co., Arnold Bakers and General Foods Corp.

Noteworthy dates and times:

April 28—(9:30-10 p.m.) Board of directors' meeting and executive session.

April 29—(9:30-10 p.m.) Advisory council meeting; (10:30 p.m.-1 a.m.) open house welcome party.

April 30—(9-10 a.m.) Five area chapter presidents meetings; (9:30 a.m.-4:15 p.m.) tours of the city; (7-10 p.m.) opening of convention and banquet; (10-11 p.m.) general session.

May 1 — (9:45-10:15 a.m.) Opening session keynote address by Fannie Hurst, author and commentator, WNTA-TV New York; (10:15 a.m.-12 noon) general session, "Pitfalls—Legal and Public Relations Problems in Communications," featuring Harold E. Fellows, president and board chairman, NAB; David Miller, vice president and general counsel, Young & Rubicam; Carleton G. Eldridge Jr., partner in law firm of Coudert Brothers, New York; Geraldine B. Zorbaugh, vice president and general attorney, CBS Radio, and Stockton Helffrich, director of continuity acceptance, NBC; (2:30-3:30 p.m.) general session, "Selling Techniques in a Changing Society," moderated by Jayne M. Shannon, broadcast supervisor, J. Walter Thompson, New York, and speeches by Virginia Graham, tv and radio commentator; Robert L. Foreman, executive vice president, BBDO; Howard P. Abrahams, vice president, Television Bureau of Advertising; (3:30-5 p.m.) business meeting, presentation of officer candidates and drawing of door prizes.

May 2—(10:30 a.m.-12 noon) Two simultaneous sessions: (1) "Technical Progress—How to Make the Most Of It," with John Day, director of CBS News, as moderator, and speeches by Fedora Bontempi, WNHC - TV New Haven, Conn.; Howard Maschmeier, general manager, WNHC-TV; Frank Marx, vice president in charge of engineering, ABC, and Alexander E. Cantwell, head of live and closed circuit operation, BBDO, New York; (2) "Program Sources—Keeping a Step Ahead," moderated by Duncan MacDonald, Yankee Network, Boston, and the following as panelists—Richard Pack, vice president in charge of programming, Westinghouse Broadcasting Co.; David Susskind, executive vice president, Talent Assoc., New York; Rege Cordic, KDKA Pittsburgh; Sunnie Jennings, WRGB-TV Schenectady, and R.J. Pressman, WRCA-TV New York; (2:30 - 4:30 p.m.) general session, "Entertainment and Enlightenment," moderated by NBC News analyst and UN correspondent Pauline Frederick, and the following participants—Mildred Freed Alberg, executive producer, *The Hallmark Hall of Fame;* John P. Cunningham, board chairman, Cunningham & Walsh, New York; Don Jones, producer, Bell science series, N.W. Ayer Inc., New York; Richard D. Heffner, director of programs, Metropolitan Education Tv Assn., New York, and Basil Thornton, executive director, The Broadcasting Foundation of America; (8-10 p.m.) *McCall's* Award Dinner.

May 3—(10:30 a.m.-12 noon) business meeting and installation of officers; (2:30-5:30 p.m.) board meeting.



WBC's Pack



Commentator Graham



BBDO's Foreman



Producer Alberg



C&W's Cunningham

Five of the top speakers on the crowded four-day agenda



The Case of the Brand New Half-Billion Dollars!

When WSM-TV started telecasting from the Central South's Tallest Tower (1408 feet above average terrain), over $1/2 Billion in Effective Buying Income, and better than 1/2 million people, were automatically added to the Nashville Television Market.

HERE ARE THE FACTS AND FIGURES:

The New Nashville Market	Total (New Tower)	Gain (New Tower)
Population	1,728,800	546,700
Effective Buying Income	$2,074,487,000.00	$568,875,000.00
Retail Sales	$1,519,052,000.00	$413,981,000.00

(Market Data — Sales Management)

ALL THIS AND A 40.5 SHARE TOO (FEB. '59 ARB)

If you want to garner your share of that $1/2 Billion, use WSM-TV, the station that has expanded the Nashville Market by better than one-fourth.

WSM-TV
Nashville, Tennessee
Represented by Petry

N
W CHANNEL 4 WSM · TV E
S

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

'TOTAL SELLING' ANPA sales campaign to take swipes at tv

The Bureau of Advertising of the American Newspaper Publishers Assn. last Wednesday (April 22) presented a full-dress display of its "Total Selling" program designed to bolster newspaper advertising, and made clear that one of the objectives is to challenge television's effectiveness as an advertising medium.

The bureau's "Total Selling" program, which has been developing for nine months, was explained in detail to more than 1,000 management executives in attendance at the annual convention of ANPA in New York. The bureau presentation took the form of oral reports by its staff executives and musical and dancing skits in which professional artists performed.

The skits, on occasions, took pot shots at television. During a songfest on "Total Selling," the singers chanted:

"Accounts may put their dough into a big tv show

But they'll switch, when we give them the pitch

On total selling."

Another skit that drew applause from the crowd involved three performers dressed as babies, who were representing television channels. They moaned that "they looked the same, sounded the same, played the same old films, westerns, shoot-'em-ups . . . and nobody knows who the sponsor is."

Charles T. Lipscomb Jr., of the bureau, was even more direct. He said several presentations had been prepared to point up the superiority of newspaper advertising over tv advertising. One is titled "20 Reasons Why Newspaper Advertising is Better Than Television" and another, a brief presentation, is designed to show that television's audience is "highly fragmentized," while the newspapers deliver a "total audience."

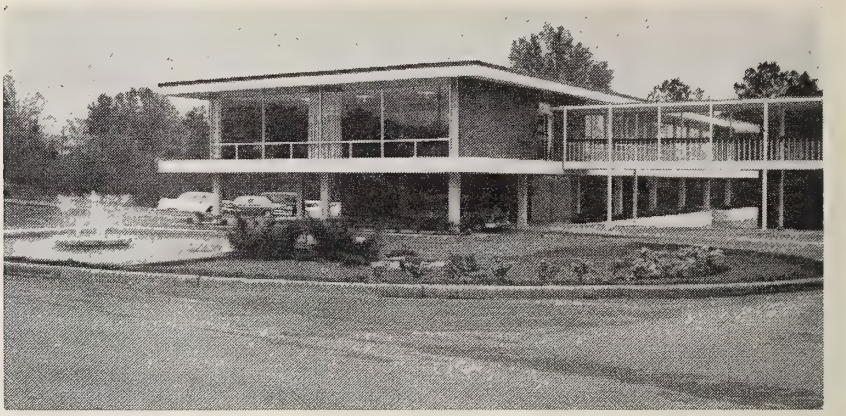
As the program unfolded, it was pointed out that "Total Selling" has five major elements: a new and expanded bureau research program; expanded coverage by the bureau of major business conventions; depth selling—selling of individual industries and individual companies by the newspaper's field forces; new sales tools for daily use by bureau member newspapers; a series of promotions, including three industry promotions in the automotive, food and appliance fields, and four season efforts—home improvement, summer sales, back-to-school and Christmas.

It was stressed that "Total Selling" is a "unified" effort by various elements of the newspaper business—the Newspaper Advertising Executives Assn., the American Assn. of Newspaper Classified Advertising Managers and the National Newspaper Promotion Assn. Bureau material will be channeled to these organizations as well as individual newspapers.

Edward A. Falasca, creative vice president of the bureau, said that since last October, the bureau has produced and issued 349,446 pieces of material to member newspapers, advertisers, agencies and others, plus 250,000 items ordered by members for use by their staff.

Mr. Falasca disclosed the first of the three industry promotions—"Live Better By Far With a Brand New Car" automotive drive from April 6-18—was conducted in 534 markets. He said that "there's not the slightest doubt from advance reports in some areas that there were some dazzling successes."

Mr. Lipscomb noted that food companies spend only about 25% of their advertising budgets in newspapers, while food stores and chains allocate 92% of their expenditures to newspapers. The "total selling" effort, he said, is enlisting the cooperation of the food retail industry in an attempt to persuade food manufacturers and processors to channel a larger portion of their advertising money into newspapers.



WRAL-TV office building • NBC-TV's affiliate in Raleigh, N.C., dedicated its $300,000 administrative building April 15. Robert W. Sarnoff, the network's board chairman, cut a ribbon of video-tape to open the 11,000-sq. ft. structure adjoining WRAL-TV's production building which was completed about a year ago. WRAL-TV serves an area of 2 million people in central and eastern North Carolina.

ANPA tells Mutual no, Defense ok's coverage

Mutual claimed a victory for broadcasters last week in their continuous battle for "freedom of access to the news" along with newspapers. Mutual's opponent: The Bureau of Advertising of the American Newspaper Publishers Assn., which initially denied, then approved, the network's request to cover Defense Secretary Neil McElroy's speech during the bureau's annual dinner in New York last Thursday.

Bureau officials had advised Mutual earlier in the week that they could not permit the broadcast because they were acting "in accordance with an agreement between the secretary's office and the bureau dinner committee." Robert F. Hurleigh, MBS vice president for news, asked Asst. Defense Secretary Murray Snyder for clarification regarding this "agreement." Mr. Snyder immediately wired ANPA that "the Department of Defense has no objection whatsoever to coverage by any media of this address." ANPA then reversed its stand and permitted Mutual to broadcast Mr. McElroy's speech.

Genii award to Dinah

Radio & Television Women of Southern California honored Dinah Shore Tuesday (April 21) with the group's Genii Award as outstanding feminine broadcast personality of the year. Jack Benny made the presentation at the Club's fifth annual awards banquet, at the Beverly Hills Hotel.

Among the other honors given was a public service award to Lenore Kingston for organization of radio amateurs to cope with disasters.

PGW makes new pitch

Peters, Griffin, Woodward, station representative, last week showed its new slide presentation for local advertising

Sound Appearance for a Top Position

"SOUND THAT REPRESENTS OUR STATION SHOULD BE OF GREATER QUALITY AND BRILLIANCE THAN ANY OTHER SOUND ON THE STATION"



These leadership stations agree and have leased the Channel Image Identification Plan since it was unveiled in March. They now have an excitingly distinctive sound personality in their markets.

WWJ-TV	Detroit	WMAL-TV	Washington	WBTW	Florence	WCPO-TV	Cincinnati
WIIC	Pittsburgh	WFBM-TV	Indianapolis	WROC-TV	Rochester	WBIR-TV	Knoxville
WGR-TV	Buffalo	WCSC-TV	Charleston	KVOR-TV	Sacramento	WLOS-TV	Asheville
WBTV	Charlotte	WTCN-TV	Minneapolis	W-TEN	Albany-Troy-Schenectady	CHCH-TV	Hamilton, Ont.
WBNS-TV	Columbus	WJXT	Jacksonville			NWS-TV	Adelaide, Australia

Rip this out and ask your Secretary to WIRE US IMMEDIATELY!

COLLECT TELEGRAM

Mr. Gerald Golden, Vice President
Modern Broadcast Sound Company, Inc.
750 Barnum Avenue
Stratford, Connecticut

Phone DRexel 8-8518

Airmail tape on **Channel Image Identification Plan.** Use Channel.....and/or **Modern Radio Sound Plan,** Station.....

Signed.....

Address.....

Dozens of quality radio stations ranging in size from WFIL, Philadelphia to WPDM, Potsdam, N. Y., have bought the modern radio sound

Air assignment: Montana riot

There were more radio-tv newsmen in Deer Lodge, Mont., during the recent prison riot than there were hostages. More than 30 newsmen from 16 radio-tv stations in Montana, Washington and Oregon converged on the scene as rioting prisoners held 21 hostages inside the prison.

Within a half-hour of the riot's beginning, KANA Anaconda, Mont., closest station to Deer Lodge, was on the air with around-the-clock reports, including coverage for the *New York Daily News* and the *London* (England) *Times*.

On the riot's second day, CBS flew a team including Grant Holcomb and cameraman George Hause from Los Angeles to supplement the coverage it received from KBOW Butte and KGVO Missoula.

Network Feeds • NBC relied on KXLF-AM-TV Butte and KTVT (TV) Salt Lake City, for its coverage. KXLF-TV film was also supplied to Telenews and Movietone.

Spokane, Wash., stations on the scene included KXLY-AM-TV, KREM-AM-FM-TV and KHQ-AM-TV. During the riot, KREM fed reports to more than 20 stations throughout the U.S. and Canada. KREM's Art McDonald was one of three newsmen who entered the prison to hear grievances of the rebellious convicts on the riot's second day.

KUDI Great Falls, reports a local men's clothing shop chartered a plane and flew staff members to Deer Lodge to provide sponsored coverage.

Other stations covering the riot included KGW-TV Portland, Ore.; KGEZ Kalispell, KBMY Billings, KOOK Billings, KOPR Butte, KOYN Butte, and KBTK Missoula, all Montana.

and sales people, called "Mr. Thinkbigly Goes to Town," the sales pitch brings up to date an earlier version (introduced in 1957) called "A Local Affair."

It approaches spot tv from the viewpoint of the man who "makes the decisions" for a national advertiser, then proceeds to explain the differences between spot and network, stressing audience and coverage factors and attempts to put over the theme that spot tv is a "basic tool" for advertising. It contains filmed commercials for such sponsors as Procter & Gamble's Zest, Piel's beer, Chevron gasoline and Lipton tea products.

Tv tape coverage: 84% by fall—Meighan

About 84% of all U.S. television homes should be covered by tv-tape equipped stations by September, Howard S. Meighan, president of Videotape Productions, New York, predicted Thursday (April 23) before a Radio and Television Executives Society luncheon meeting in New York.

Reporting on the progress of videotape since its introduction in 1956, Mr. Meighan also expressed his views on future developments of the process.

Mr. Meighan said there are three relative benchmarks against which the status of tape should be checked—speed, quality and cost. "The two chief characteristics of the speed of tape," he pointed out, "are the saving of valuable man hours per net show hour and being able to get a show 'on the road' quickly." Mobile units, with video-tape recorders, will add new dimensions, he said. As to quality, Mr. Meighan forecast greater similarity between live and tape shows with the "almost sure introduction of 4½-inch cameras to replace present 3-inch standard Image Orthicons." The cost of tape is due to come down "about 50%" within the next five years, he said. "In sum," Mr. Meighan added, "better cameras, better recorders, better tape and better knowledge of the problems of use are all a part of the increasing quality of this system which has been tailormade for television, and will hasten the obsolescene of film for tv."

CBS gathers changes, issues new rate card

CBS-TV has incorporated all of its rate and discount changes, most of which have been reported previously, in a new rate card (No. 14), the first published by the network since March 1957. The new card is effective May 1. Two new changes not reported before:

(1) The discount provided in the Extended Market Plan—if all EMP stations are ordered by the advertiser—is increased from 20 to 25%.

(2) Station-hour discounts were revised, using 30 station hours as the base for minimum discount of 5%, the first such change in the weekly discount structure since 1952. The net percentage discount ranges from the 5% for less than 30 station hours to 15% for 100 or more station-hours per week.

The new card no longer breaks down the station lineup into classifications of basic required, basic options, supplementary interconnected or supplementary non-interconnected—the so-called "must buy" station lists. It incorporates such previously announced changes as new affiliates and station rate increases, reduction of weekend afternoon time rates, introduction of a Class D rate before 9 a.m. and liberalization of the annual discount policy for clients with both consecutive and alternate-week schedules.

Daylight Savings Time activates tape relays

The three television networks were prepared to meet the contingencies of Daylight Savings Time yesterday (April 26), with repeat feeds on tape permitting the large majority of stations remaining in Standard Time to carry programs in the same local time. A uniform exception to the arrangement are programs which demand live coverage, such as sports and special events telecasts.

At NBC-TV, the main exception is on the West Coast. The plan provides clock-hour release of programs in the evening schedule and a combination of two- and one-hour delay repeat for the daytime schedule. In Washington and Oregon, where stations remain on Standard Time, programs will be carried on the outlets one hour earlier because there are not sufficient facilities available to provide a one-hour delay.

At CBS-TV, the program schedule on the West Coast is this: All shows prior to 1 p.m. will be released one hour earlier, local time, than release in New York. After 1 p.m., programs will be released on a "clock time" basis. In the Pacific Northwest, programs will be carried an hour earlier.

At ABC-TV, all programs will be carried in clock time except in the Mountain and Pacific Northwest states where sufficient facilities are not available. Programs there will be fed at varying times.

Tv city expansion

Television City in Hollywood will be expanded through the addition of extra floors to the existing building, Louis G. Cowan, president of CBS-TV, announced last week. The building now consists of a full first floor and partial second and third floors, he said, and it will be built into a full four-story structure. Construction will begin this sum-

Superlative Equipment

means more viewer attention



Radiating effectively from the Raleigh-Durham area

Good programming attracts viewers — good "delivery" holds them! And WRAL-TV provides its skilled staff with the finest facilities....

The station is furnished throughout with new General Electric equipment.

There are two mammoth studios, one 60 x 60 feet and another 60 x 40 feet, each with a 20-foot ceiling.

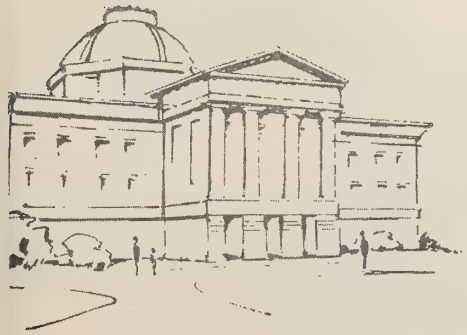
The studios are equipped with seven cameras, a rear-screen projector, and three 70-circuit lighting boards.

A $100,000 remote unit is equipped with four cameras.

North Carolina's first Ampex Videotape recorder provides money-saving advantages with "live" quality for commercials and programs.

Topnotch equipment, staff and studios help account for the unequalled rating record of WRAL-TV — tops in the Raleigh-Durham area. Here's the brightest screen for sales messages in central and eastern North Carolina.

Are you on?



THE REGIONAL STATION WITH THE REGIONAL PERSONALITY

WRAL-TV

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than two million population

FULL POWER CHANNEL 5 NBC AND LOCAL COLOR

Fred Fletcher, Vice Pres. & Gen. Mgr.
Raleigh, North Carolina

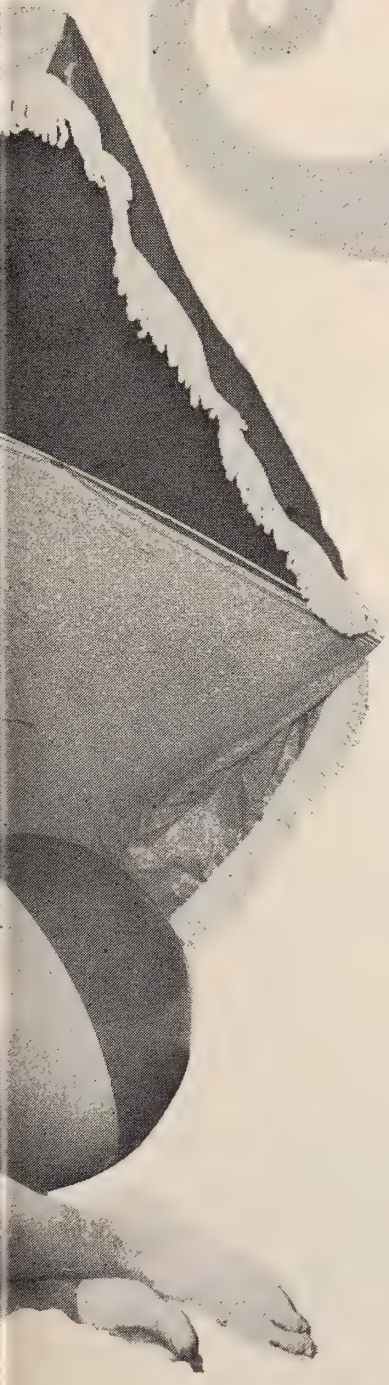
CAROLINA'S Colorful CAPITAL STATION • REPRESENTED BY H-R, INC.

spot

summer radio goes where



the family goes



People **do** take vacations, and Radio goes along.

That's why SPOT RADIO is so necessary in your summer media plans.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF

SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly, Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

MAY IS NATIONAL RADIO MONTH



the perfect sales climate

KBIG provides an *atmosphere of believability*. It's a refreshing oasis from irritating pitches, frenzied music, over-crowded spots. Advertising stands out... gains the confidence of higher income listeners (Pulse). To sell a *91% adult* audience (Pulse) in 234 Southern California markets, plant your campaign on KBIG. America's leading advertisers are moving to the perfect "climate" that makes sales grow... for an average of 71% *less* cost than stations with comparable coverage.

740 kc/10,000 watts

Use Radio Catalina for all Southern California



KBIG

The *refreshing sound* of radio

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif. • HOllywood 3-3205

NATIONAL REPRESENTATIVES: WEED & CO.

mer and is expected to be completed within two years. The expansion will provide additional office space needed to accommodate the larger production staffs at Television City, Mr. Cowan said.

Georgians honored by AP for reporting

Georgia AP Broadcasters Assn. presented awards for outstanding newscasting in the state during 1958 at an association dinner Wednesday (April 22).

Categories and winners:

General News • Superior: WBML Macon, WGAU Athens. Excellent: WSB-AM-TV Atlanta, WKEU Griffin, WDUN Gainesville. Meritorious: WCOH Newnan.

Sports • Meritorious: WSB, WBBQ Augusta. Honorable mention: WBIA Augusta, WCOH Newnan.

Farm News • Superior: WSB. Excellent: WCOH. Honorable mention: WSAV Savannah.

Special Events • Superior: WSGA Savannah. Excellent: WBML. Honorable mention: WBBQ, WAVO Avondale Estates.

Features • Excellent: WSB-AM-TV. Meritorious: WSGA, WBBQ. Honorable mention: WDUN.

Editorial & Interpretation • Superior: WDEC Americus. Excellent: WSB-AM-TV, WGST Atlanta, WSGA. Meritorious: WBBQ, WDUN.

Real reason

The West Virginia Broadcasters Assn. has scored the *Saturday Evening Post* for its half-year-old policy of accepting alcoholic beverage advertising (BROADCASTING, April 6). The West Virginia broadcasters in a resolution stated their wish that "such changing of standards had been the result of objective decision rather than retreat from financial pressure."

The resolution noted that the *Post* expects $5 million from liquor ads in 1959 and that the magazine's black-and-white page ad revenue of last year "declined by approximately $11½ million." The broadcasters went on to express "little concern" over the influence of *Post* advertising in West Virginia, where they said 45,595 homes receive the publication in comparison with 395,000 tv homes and over 500,000 radio homes "which will remain free" from liquor advertising.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KOMO-TV Seattle, Wash.: Sold remaining one-third to two-thirds owner Fisher's Blend Station Inc. by Theodore R. Gamble and C. Howard Lane for $1.83 million. KOMO-TV is on ch. 4 and is affiliated with NBC-TV.

• WDAU-TV Scranton, Pa.: 75% sold to Mrs. M.E. Megargee and family for $700,000 by WCAU Inc., former licensee of WCAU-AM-FM-TV Philadelphia before it was bought by CBS last year. Megargee family, which owns WGBI-AM-FM Scranton, now owns 100% of WDAU-TV. Megargees sold 75% interest to WCAU Inc. for $650,000 in February 1956 and transaction represents repurchase of tv outlet. WDAU-TV is on ch. 22 and is affiliated with CBS-TV.

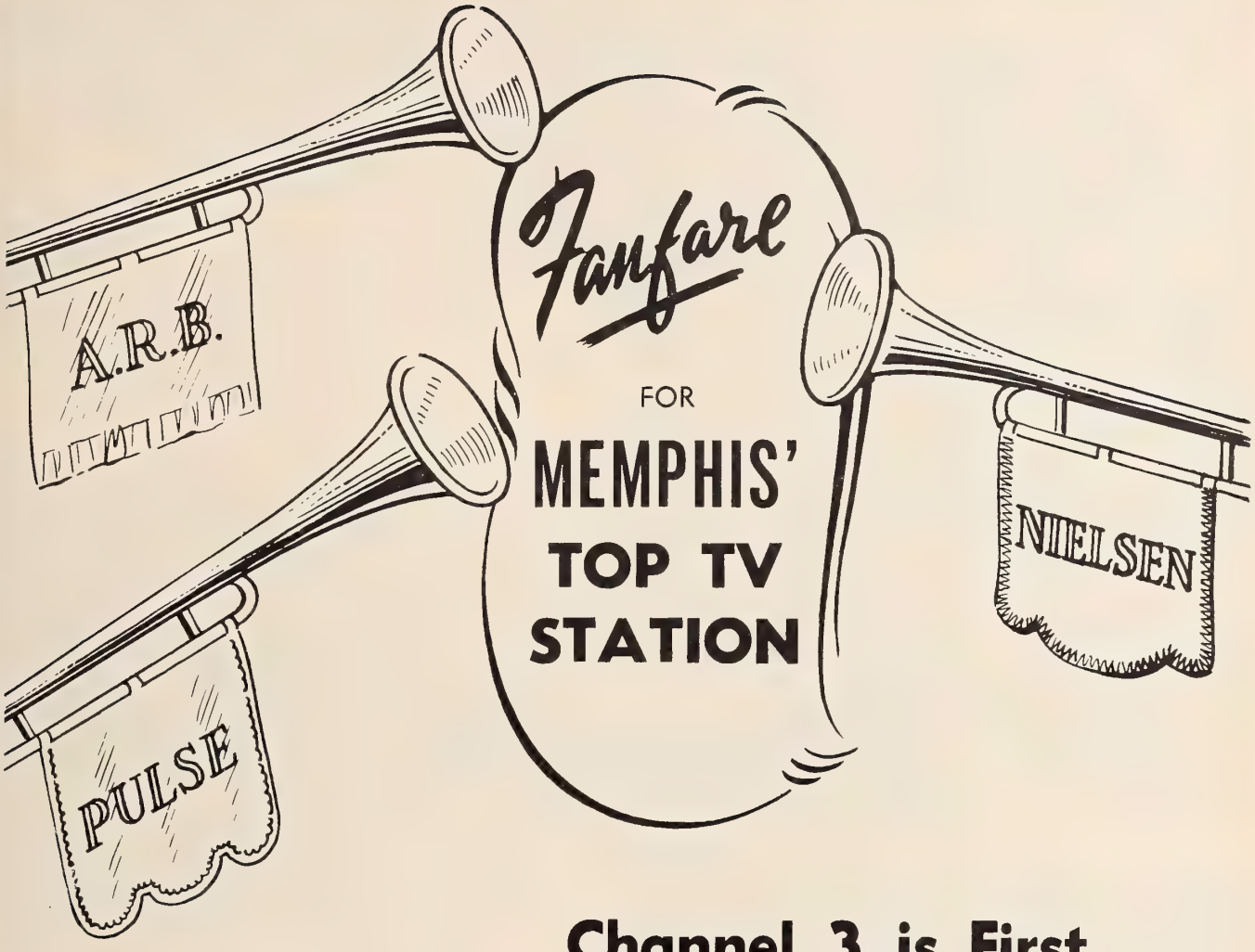
• WPIC-AM-FM Sharon, Pa.: Sold by John Fahnline Jr., A.W. McDowell and associates to Sharon Broadcasting Co. for a total sum including substantial current assets and real estate of $510,000. Sharon Broadcasting is owned equally by William H. Rich and Alastair B. Martin, owners of WMGW Meadville, Pa. Mr. Rich is a former ABC account executive. WPIC is on 790 kc, with 1 kw, day.

• KIVA (TV) Yuma, Ariz.: Sold to Electro Investors Inc. by Harry C. Butcher for the payment of $241,000 in debts. Electro Investors will be owned 25% by Mr. Butcher who will turn over promissory notes to the firm totaling $150,508. Majority owner (67%) of Electro is well-known financier Floyd B. Odlum. KIVA (TV) is on ch. 11 and is affiliated primarily with NBC-TV.

• WHYE Roanoke, Va.: Sold to Joseph Mullen and Jon A. Holiday (program director WIST Charlotte, N.C.) by Jefferson Broadcasting Corp. (Sherwood Tarlow group) for $125,000. Other Tarlow stations include: WHIL Medford, Mass., WARE Ware, Mass., WWOK Charlotte, N.C., WLOB Portland, Me., and WJBW New Orleans, La. The sale was handled by Paul H. Chapman Co. WHYE is on 910 kc with 1 kw, day.

• WILI Willimantic, Conn.: Sold to Herbert C. Rice (former owner of KVNI Coeur D'Alene, Idaho) by Windham Broadcasting Co. for $107,000. The sale was handled by Paul H. Chapman Co. WILI is on 1400 kc with 250 w.

• WARN Fort Pierce, Fla.: Sold to South Jersey Broadcasting Co. (WKDN



Fanfare

FOR

MEMPHIS' TOP TV STATION

No wonder in Memphis they say "There's more to see on Channel 3." WREC-TV's combination of the finest local programming and the great shows of the CBS Television network deliver the greatest audience in the Mid-South area. See your Katz man soon.

Channel 3 is First By All Surveys

Here are the latest Memphis Surveys showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Jan. 12-Feb. 8 '59 (Metro Area)	Pulse Feb. '59 (Metro Area)	Nielsen Dec. 7-Jan. 10 '59 (Station Area)
WREC-TV	**223**	**251**	**259**
Sta. B.	110	109	71
Sta. C	57	19	81

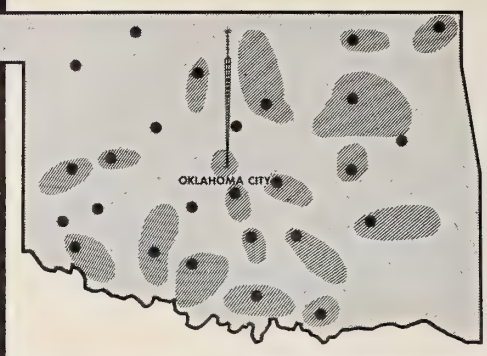
CBS TELEVISION

WREC-TV

Channel 3 Memphis

Represented Nationally by the Katz Agency

News Stringers for KWTV OKLAHOMA CITY cover the KWTV Community



KWTV News Stringers cover these areas

Special assignment areas plus UPI coverage

News from every Oklahoma town and hamlet funnels into KWTV through a network of KWTV's own news stringers, plus the facilities of KWTV's own news staff and UPI. It's *Community* Coverage NEWS that makes KWTV Oklahoma's No. 1 television station!

BUY the TOWER with SALESpower in Oklahoma!

CBS

See your PETRYman

California **$325,000**

Fulltime facility in one of California's most desirable large markets. Attractive physical facility. Plenty of growth in store for good operator. 29% down and extended payout.

Florida **$400,000**

Profitable large market fulltimer. 29% down and easy terms on balance.

Central Midwest **$90,000**

Profitable daytimer in prosperous single station market. 29% down and five year payout.

Virginia **$85,000**

Profitable monopoly daytimer in small but growing market. $25,000 cash and terms on balance.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Camden, N.J., Maj. Ranulf Compton) by Hurricane Broadcasting Service Inc. (Murray Tillman) for $97,000. The sale was handled by Paul H. Chapman Co. WARN is on 1330 kc with 1 kw, day.

• WDAT Daytona Beach, Fla.: Sold by Hal King to Walter Cronkite (CBS news commentator), James Beattie (Washington, D.C., advertising executive) and John Mark (Charlotte, N.C., businessman, member of family holding major interest in WMT-AM-TV Cedar Rapids, Iowa) for $70,000. Mr. Beattie also owns interest in WPTX Lexington Park, Md. Mr. King owns WTHR Panama City, Fla.; recently sold, pending FCC approval, WTTT Arlington, Fla., and KGHI Little Rock, Ark. WDAT is 1 kw daytimer on 1590 kc. Sale handled by Blackburn & Co.

APPROVED • *The following transfer of station interests was approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 97):*

• KPOP Los Angeles, Calif.: Sold to Storer Broadcasting Co. by J. Frank Burke Sr. and others for $900,000. The sales is conditioned on the grant of the sale of WAGA-AM-FM Atlanta to Plough Inc. (BROADCASTING, April 6). Comr. Robert Bartley dissented on the KPOP grant on the multiple ownership issue. Other Storer properties include: WJW-AM-FM-TV Cleveland, Ohio, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, Ohio, WGBS-AM-FM Miami, Fla., WWVA-AM-FM Wheeling, W.Va., WIBG-AM-FM Philadelphia and WITI-TV Milwaukee. KPOP is on 1020 kc with 5 kw, limited —KDKA Pittsburgh, Pa.

• Media reports

• WSGW Saginaw-Bay City, Mich., announces its affiliation with CBS, effective May 24. WSGW is on 790 kc with 1 kw and is owned by the Booth Broadcasting Co.

• The Annenberg School of Communications, U. of Pennsylvania, is accepting applications for fellowships for its first session beginning this September. Fellowships include tuition and additional sums of $1,500 to $2,500 for a year's study leading to a Master of Arts' degree. Also being accepted are applications from "a few experienced professionals who may want to broaden their perspective through a return to academic life." These men will be eligible for Annenberg Fellowships with a maximum value of $6,500. The graduate school was founded with funds provided by Walter H. Annenberg, president of Triangle Publications. All



This is the kind of hold our station has on people . . .

What people? Say, aren't sponsors people? Actually, aren't account executives and time-buyers people? Why have we always assumed that only our viewers are people? Time we stopped. Our one story is for both.

They look. *You* buy. *You* buy because *they* look, in confidence, in multitude and in wealth. We offer identical plus values to you both. A station strong in audience loyalty because of local civic interest, public service, human-type programming, complete dearth of double-talk-type announcing and triple-spotting. A rewarding setting for honest wares.

So our area people live with us nearly constantly* and our sponsor people hold with us long. Let the George P. Hollingbery people beguile you with figures that (with those facts) show America's 17th quantity market to be significantly more potent than the figures say.

**George P. has evidence-ratings, mail count, you-name-it.*

WHIO-TV
CBS
channel 7 dayton, ohio

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

questions should be directed to Dr. Patrick Hazard, 201 S. 34th St., Philadelphia 4, Pa.

• WVET Rochester, N.Y., has awarded its first annual WVET $1,000 scholarship for graduate study at the Eastman School of Music, Rochester. The winner was Mrs. Patricia Selover Hanson, reports the station, who is "wife, mother, artist and student."

• The Illinois Broadcasters Assn., meeting in Peoria April 16-17, adopted a resolution declaring its "unequivocal opposition to government controls of radio and television programming and editorializing. . . ." The association urged NAB and other state broadcaster associations "to join the fight for freedom for broadcasting with active and vigorous support. . . ."

• Capital Cities Television Corp., radio-tv station ownership group has established its national headquarters office at 65 E. 55th St., New York. The company's officers are: Frank M. Smith, president; Michael Joseph, vice president in charge of radio, and Harmon L. Duncan, J. Floyd Fletcher, and Thomas S. Murphy, all vice presidents. Stations owned and operated by Capital Cities are WTEN (TV) and radio companion WROW, both Albany-Troy-Schenectady, WTVD (TV) Raleigh-Durham and WPRO-AM-TV Providence. All are CBS affiliates.

• Joe Wolhandler Assoc., public relations firm, moves its New York office to penthouse at 280 Madison Ave. New phone: Oregon 9-8386.

• Columbia Broadcasting System Foundation has contributed $100,000 to the Lincoln Center for the Performing Arts, according to Clarence Francis, chairman of the center's $75 million fund-raising campaign. Construction of the center will begin May 14. The 12-acre project in midtown New York will include facilities for Philharmonic Hall, a new Metropolitan Opera House, a repertory theatre, a theatre for the dance, a chamber music and recital hall.

• The John M. Branham and the John M. Petrie Memorial Scholarship Awards will be offered again this year, Monroe H. Long, board chairman of the Branham Co., announced last week. The college scholarships were established last year in commemoration of the company's 50th anniversary as national advertising representative and named after the company's founders. To be eligible for the two awards, applicants must be either employes or direct descendants of employes of Branham represented newspapers, radio or tv stations. Winners, chosen by a Columbia U. board, will be announced next September.

• The Metropolitan Educational Television Assn. of New York has reported that the New York State Education Dept. budget for educational tv through March 1960 has been cut to $550,000. META said the department asked for $850,000 but the state legislature approved the lower figure, which was said to be $50,000 lower than a $600,000 budget for a six-month period ending last March for programming in New York City alone.

• N. E. Paton Jr. Assoc., Kansas City, Mo., has added public relations consulting for radio stations to its services. The company has moved into larger offices in the Wirthman Bldg. where it has been since its founding three years ago.

• ABC Radio reports that its new affiliates are WBBC Flint, Mich., effective last Monday (April 20) and KBND South Bend, Ore., effective yesterday (April 26). WBBC is owned by Booth Broadcasting Co., of which John L. Booth is president and Joseph R. Fife is general manager. KBND is owned by Central Oregon Broadcasting Co., Frank H. Loggan president and general manager.

• Three George Polk Memorial Awards went to broadcast newsmen. They were Chet Huntley, commentator, and Reuven Frank, producer, NBC-TV, for the tv documentary, *Argentine Crisis* (foreign reporting category); Gabe Pressman, WRCA-TV New York, for tv reporting, and Jay McMullen, writer-producer of CBS News for a show on juvenile crime heard on CBS Radio (radio reporting category). The awards, made by the Long Island U. Dept. of Journalism were established in memory of George Polk, a CBS correspondent killed in Greece in 1948.

• Irving Gitlin, director of public affairs department of CBS News, last week was presented a Sidney Hillman Foundation award for his supervision of "Unit One," which produced documentaries for CBS Radio in 1958. Praised at the awards luncheon in New York were the programs *Who Killed Michael Farmer?* and *POW—A Study In Survival.* Mr. Gitlin's prize was a citation and $500 from the Foundation which was established in 1946 as a memorial to the late president of Amalgamated Clothing Workers of America.

• Storer Broadcasting Co. has reported net earnings after taxes for the first quarter of 1959 were $1,024,183, compared with $751,204 earned in the corresponding period of 1958. Net earnings per share amounted to 41.4 cents in the 1959 period against 30.4 cents in 1958, based on a total of 2,474,750 shares of common and Class B common stock outstanding in both years. This year's earnings include the results of operations of WITI-TV Milwaukee which was acquired last December. Other Storer stations are WGBS-AM-FM-TV Miami; WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-TV Atlanta, WJW-AM-TV Cleveland, WWVA-AM-FM Wheeling, W.Va., and WIBG-AM-FM Philadelphia. The Storer purchase of KPOP Los Angeles and sale of WAGA-AM-FM Atlanta are yet to be submitted for FCC approval.

• KNXT (TV) Los Angeles has published rate card No. 10, raising the base evening hour one-time rate from $3,750 to $4,250. New rates were effective April 1.

• When WGN-AM-TV Chicago moves to new quarters in the spring of 1960, the *Chicago American* will take over its space in the WGN Building and be published by the parent Chicago Tribune Co. WGN Inc. plans to move its radio-tv properties to a location on the city's northwest side within perhaps a year, with ground expected to be broken in the next few weeks. The present WGN facilities will be expanded from four to eight floors to accommodate all departments of the *Chicago American.* Daily and Sunday editions will be printed on *Tribune* presses. The *American's* headquarters presently are located in the Hearst Building.

• Keystone Broadcasting System has extended its service to Alaska, completing affiliation agreements with four stations in the 49th state, it was announced last week. The stations are KLAM Cordova, KINY Juneau, KIBH Seward and KIFW Sitka, according to Blanche Stein, station relations director.

• WPOM Pompano Beach, Fla., commenced operation April 4. William A. Knight is general manager. Other staffers: Mike Thomas, program director; C.G. Huey, chief engineer; Hal Heller and Bob Utley, disc jockeys. WPOM's coverage extends from Fort Pierce to North Miami. The new daytimer is on 1470 kc with 5 kw.

• Rep appointment

• WHAT Philadelphia names Bob Dore Assoc., New York.

FEDERAL AX FALLS ON OPTION TIME

FCC knocks out ½-hour of networks segments, makes other trims

Television networks got the bad news last week.

The FCC issued a formal rulemaking notice proposing to change significant elements of option time (BROADCASTING, April 13).

The Commission proposed to—

• Reduce option time to two and one-half hours in each segment of the broadcast day. Present rules permit the optioning of three hours.

• Count in option time "straddle" programs which begin in option time but run over into station time, or begin in station time and run into option time. Under present rules only that part of the program in option time is counted as option time.

• Require networks to give stations 13 weeks' notice before pre-empting an option time segment—or until the end of the contract with a non-network advertiser, whichever is shorter. But in any event at least a four-week call must be given. Under the present rule, the network may capture its option time on eight weeks' notice.

• Permit affiliates to reject network programs as unsuitable for local audiences, even after the series has started, or permit affiliates to substitute a more suitable local program for a network program when a station believes it is in the best interest of its audience to do so. Under present rules, affiliates may reject a program only when offered, and also may pre-empt network time only for an "outstanding" local program.

Comments on this rule were requested by June 22, with replies up to 30 days thereafter. Comments on how this would apply to radio were requested, also.

Vote is Split • The proposal had the full backing of four FCC commissioners.

Comr. Frederick W. Ford concurred in the notice, but expressed the view that the proposed rule does not entirely eliminate the legal question, although it minimizes it.

The legal question is whether option time violates the antitrust law. The Dept. of Justice maintains that it does. Last February, Justice Antitrust Chief Victor R. Hansen told the FCC that option time runs "afoul" of the Sherman Antitrust Act (BROADCASTING, March 9).

A dissent *in toto* was expressed by Comr. Rosel H. Hyde. Mr. Hyde stated that he felt the FCC should forbid option time entirely and "rely on the self-regulating force of competition." He said the proposed rule illustrates how regulation "breeds further and more complicated regulation." He said that last week's move indicated a trend toward involving the Commission more and more deeply in regulating terms and conditions under which stations make program choices.

Comr. T. A. M. Craven dissented



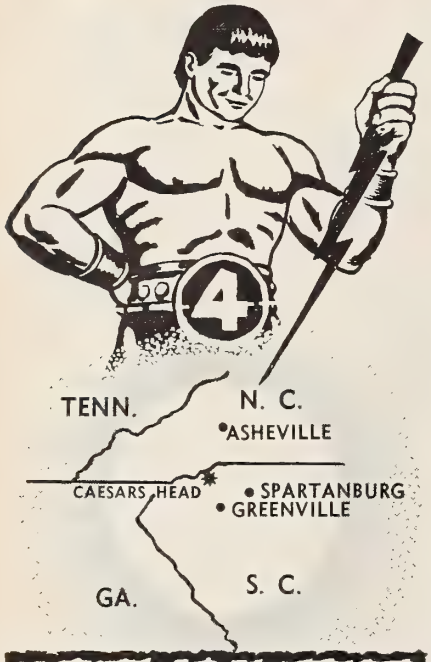
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only to those proposals which would reduce option time by 30 minutes and construe straddling programs as entirely within option time.

The option time proposals emanate from the recommendations of the Barrow Report that option time be prohibited on the ground that it violated the antitrust laws.

This was one of the recommendations made by the Network Study Staff, headed by U. of Cincinnati Law School Dean Roscoe Barrow. A hearing on all these recommendations was held by the whole FCC in the spring of 1958. Virtually all witnesses testified to the importance of option time and the seriousness to networking if it was prohibited.

Early this year the FCC made findings on the option time question and referred them to the Justice Dept. It was to these findings that Mr. Hansen replied in February. The Commission found that option time was "reasonably necessary" to networking and that networking was in the public interest.

The purpose of deleting 30 minutes from option time, the FCC said last week, was to provide "greater latitude to stations to select among alternative program sources." It also stated that this move would provide non-network groups with an additional period of prime time. Such groups include, the Commission listed, program suppliers, station representatives, and local, regional and national advertisers.

There are four segments to the broadcast day. The first runs from 8 a.m. to 1 p.m.; the second, 1-6 p.m.; the third, 6-11 p.m., and the fourth, 11 p.m.-8 a.m.

In commenting about the proposed new straddle program regulation, the Commission noted that the new interpretation would not make it impossible for a station to carry such a program, but would require the station and the network to remove from option time the amount of run-over time.

Public Affairs Exempted • There would be an exception to this measure. Live network programs of national importance involving educational, cultural or public affairs, special events or sporting events which run over from option time to station time would not fall under the new terms, the Commission said. It emphasized, however, that this exemption would not apply to dramatic programs or entertainment variety—the length and time schedule of which were under network control.

The FCC discussed variations on the proposed 13-week rule, including the question of how to count multiple-sponsored programs. In this case, the Commission said, the suggested rule would provide that a network's option could not be exercised prior to the latest termination date of the several contracts.

In various sections of the proposed rule making notice, the Commission pointed out that none of the option time rules, or the proposals, prohibit a station from accepting a network program in or out of option time. The purpose of the option time rules, it emphasized, was to prevent a network from enforcing contractural rights without some protection to the station.

Mack trial witness parade is underway

The government said it probably won't call A. Frank Katzentine, one of three losing applicants for ch. 10 in Miami, to testify in criminal charges against former FCC Comr. Richard A. Mack and his Miami lawyer friend Thurman A. Whiteside. They are charged with conspiring in behalf of National Airlines in the FCC's February 1957 grant of ch. 10 to an NA subsidiary, Public Service Tv Inc.

Federal District Judge Burnita S. Matthews said if Mr. Katzentine is called by Justice Dept. prosecutor J. Frank Cunningham, then she will permit a defense subpoena of Sen. Estes Kefauver (D-Tenn.). Defense counsel Nicholas Chase (Mack) and Arthur Hilland (Whiteside) say they feel Sen. Kefauver's testimony would contradict that of Mr. Katzentine.

Judge Matthews denied a defense motion asking for appointment of a government-paid psychiatrist to help in questioning Mr. Katzentine. Mr. Chase, pleading indigence on Mr. Mack's part, asked that the government furnish a psychiatrist as well as pay for the services of Mr. Mack's doctor while he is undergoing trial and $25 an hour for the services of an accountant. The judge deferred action on the last two requests.

She also denied a motion by Mr. Chase that Sherman Adams, former presidential assistant, and Gerald Morgan, former presidential counsel, be subpoenaed at government expense.

Will Subpoena Two • Judge Matthews agreed to a move to subpoena Washington attorney William Porter and former White House aide Roger Robb, both of whom acted as counsel to Mr. Mack in the House Legislative Oversight subcommittee hearings.

It was agreed last week that FCC Chairman John C. Doerfer, who is under defense subpoena along with five of the other six FCC members (all but Comr. John S. Cross), could make a deposition at his office tomorrow (April 28). Chairman Doerfer is scheduled to be in Tokyo, Japan, by May 4 to discuss the possibility of a cable between the U.S. and Japan.



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FCC PROPOSAL: STUFF IN MORE V'S

• Majority report to Senate group reveals interim plan

• Would expand vhf band to 50 channels in military swap

• Alternatives: live with present set up; go whole-hog uhf

The FCC last week announced it is going to try to shoehorn more vhf stations in problem areas—by cutting down on mileage separation.

This is the majority view for the interim measure to meet head-on the five-year-old tv allocations problem.

The decision was made known last week when the Commission's statement to the Senate Commerce Committee was made public. The statement was submitted in lieu of a hearing because the Senate committee is tied up in other matters at present.

The report also held out a 50-channel expanded vhf system as the most desirable and ideal solution to tv's intermixture problem. This would depend, it was pointed out, on persuading the military services to surrender space they now occupy above ch. 13, in exchange for the uhf television portion of the radio spectrum.

Consultations between FCC and military officials are expected to get underway soon. The military already have agreed to sit down with the FCC and consider the problem.

Alternate Solutions • Failing this, the Commission said, only two possibilities are left:

• A continuance of the present 12 vhf-70 uhf system, or

• An all uhf system.

The Commission's views were opposed by Comrs. Robert T. Bartley and Robert E. Lee.

Mr. Bartley concurred in the long range viewpoint, but dissented on the interim measure.

The interim action is premature, Mr. Bartley said, and may prejudice any long range program other than an all vhf system.

If the expanded vhf system is feasible, Comr. Bartley said, the first areas which should be provided for are those without vhf service, then those with a single vhf service, etc.

If the expanded vhf system cannot be accomplished, an interim plan should mesh with a long range plan, Mr. Bartley said, and added:

". . . it may well be that a more vigorous program of deintermixture toward uhf markets is the only solution."

Mr. Lee, who as of last weekend had not written his views, takes the position, it was understood, that the ultimate allocation for all of tv is in the uhf band.

He is said to be dubious that the Commission will be able to persuade the government to relinquish vhf frequencies for tv.

Hearings Soon • In making public the FCC's presentation (BROADCASTING, March 30 et seq.), Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate committee, declared that hearings on the entire allocations' problem would be scheduled in the near future as soon as the committee's agenda would permit.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, said he could not comment on any of the FCC's alternatives because it all "is a matter of determining how many channels we might need." He pointed out that the whole subject of allocations is up for study by his communications subcommittee. This was a reference to the overall spectrum study which the House committee has undertaken with an initial $150,000 appropriation.

Rep. Harris said he had not rejected anything in the FCC statement. This was in answer to published reports that the Commerce chairman had "rejected" the FCC's recommendation for a 50-channel, vhf television system.

Sen. John A. Pastore (D-R.I.), chairman of the communications subcommittee of the Senate Commerce Committee, said he had had no time to study the document and therefore could not comment.

One of the salient recommendations in the FCC report was for Congressional legislation to require all tv receivers in interstate commerce to be capable of receiving all tv channels. A second suggestion was for Congress to empower the FCC to establish standards for receiving sets.

Manufacturers Will Consider • Electronics Industries Assn. Executive Vice President James D. Secrest said that the FCC's recommendations would be considered by radio-tv manufacturers at EIA's Chicago convention May 20-22. What this position would be, Mr. Secrest said, could not be foretold at this time.

Radio-tv manufacturers historically have resisted any attempt to grant the FCC the right to set standards for receivers. The most recent evidence of this was during the FCC's 1950 color tv hearings when the FCC tentatively approved the then CBS "mechanical" field sequential system if manufacurers would promise to produce receivers with "bracket standards" permitting reception of both color and black-and-white transmissions. Manufacturers virtually unanimously refused to accept this barrier to their independence.

The FCC's decision to adopt a policy of squeeze-ins of vhf channels in various tv markets through reduction in mileage separations—in order to equalize the competitive factors among the three networks—galvanized the Assn. of Maximum Service Telecasters to call a special board of directors meeting in Washington for Saturday and Sunday (April 25-26).

The special meeting was called for the purpose of discussing the FCC's statement on tv allocations, Lester W. Lindow, AMST executive director, said.

Report Presented • The 42-page FCC statement on tv allocations was submitted to the Senate Interstate and Foreign Commerce Committee Friday, April 17. Copies also were made available to the House Commerce Committee.

On Tuesday, the Senate committee made the statement public, including a statement by its chairman, Sen. Warren G. Magnuson (D-Wash.).

The document, prepared as a statement by FCC Chairman John C. Doerfer, is in three parts: (1) an introduction, (2) a discussion of various alternatives, and (3) a summary.

In his introduction, Mr. Doerfer referred to the fact that the Commission has met frequently on this subject and has had a special staff working on the problem.

This staff included Broadcast Bureau chief Harold G. Cowgill, Standard & Allocations Division chief Hart Cowperthwait, Technical Research assistant chief Arnold Skrivseth, and Broadcast engineers McIvor L. Parker and Louis R. Rein.

In commenting on the report of the Television Allocations Study Organization, Mr. Doerfer said that the data on equipment was based on current design and performance and estimates of future improvements were left for the Commission to determine.

Mr. Doerfer said that "substantial"

agreement had been reached on two general conclusions:

• That no rearrangement of the 12 vhf channels can provide a nationwide, competitive tv system.

• That deintermixture — eliminating the assignment of vhf and uhf channels to the same communities—cannot provide a long-term answer to the allocations "dilemma."

By "substantial" it was presumed Mr. Doerfer meant that five of the commissioners favored that position.

Comr. Robert T. Bartley objected to that part of the presentation which recommended interim action. He said he was afraid it would prejudge long term action.

Comr. Robert E. Lee has maintained that the proper move was to all uhf. He is preparing a statement setting forth his views.

The Alternatives • Five "alternative" policies were studied, the document stated. These were:

• A 50-channel expanded vhf system, retaining the present 12 vhf channels.

• A 50-channel vhf system, beginning at the present ch. 7.

• A 25-channel vhf system, beginning at the present ch. 7.

• The present 82-channel system continuing to use both the present 12 vhf channels and the 70 uhf channels.

• A 70-channel all uhf system.

In relating the current exploration with the military on the possible release of additional vhf frequencies for television, Mr. Doerfer declared that he was hopeful that a "definitive" answer would be given "within the next few months." He referred to the negative answer the Commission got on the same request in 1956.

This was the attempt made by former FCC Chairman George C. McConnaughey to also secure extra vhf channels from the government users. This request was turned down because of national defense requirements plus the cost of moving non-government (largely military) out of present assignments (BROADCASTING, April 16, 1956).

The FCC chairman called attention to the fact that if and when additional vhf frequencies are made available for non-government use, the Commission will have to consider the needs of non-broadcast services as well as the television users.

The overall spectrum requirements are now the subject of an FCC study, covering the 25-890 mc area. This includes the tv and fm allocations.

The Commission last week announced that public hearings would commence on this inquiry May 25. Previously the Commission had asked for and received written comments.

Mr. Doerfer called attention to the failure of the FCC's "hope for commercial success of uhf television." Since 1952, he said, almost half of the 369 uhf permits have been surrendered and 90 of the 165 uhf stations built and put into operation have ceased broadcasting. Uhf receivers account for less than 10% of total tv production, he said.

In the spring of 1958 there were only 3.2 million tv homes viewing one or more uhf stations, Mr. Doerfer pointed out. This compares with 3.7 million uhf homes in 1956, he said.

"Any allocation plan designed to meet the nation's television needs must provide opportunity for expansion. . . . The task is to shape an application plan that will foster an expanding and competitive nationwide television system. Such an allocation plan should provide adequately, within the framework of private operation, for coverage of all the people, for local community outlets, for competition particularly in the larger markets, and for educational needs."

The Commission has decided, the document pointed out, that the desir-

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Allocation shoehorn: tv's tight fit

Here is the summary statement by FCC Chairman John C. Doerfer which concluded his official presentation to the Senate Commerce Committee. In it he recapitulated the sense of his colleagues that an expanded, 50-channel vhf television system is the most desirable goal and the reasons why most of the FCC feel that an interim, vhf drop-in policy now is best for immediate and long range solutions. The text follows:

On the other hand, both of these alternatives also have substantial disadvantages. The effectuation of an 82-channel system depends on nationwide conversion, which can be achieved only by a Congressional requirement that all sets shipped in interstate commerce shall be equipped to receive both vhf and uhf channels. Such a statute would not guarantee the success of uhf, but it would remove one of the major obstacles to its success. At the same time it must be recognized that because of the range of frequencies involved between the low vhf and the high uhf, the public probably would be required to pay more for good quality receiving equipment than under an expanded vhf system.

Likewise, a majority of the Commission prefers an expanded vhf system to an all-uhf system because of the greater likelihood under a vhf system of providing adequate nationwide coverage with a smaller number of channels. The Commission cannot move television to the uhf unless and until it has strong evidence that uhf over-all can provide service equal to that in vhf without requiring major increased outlays by the public generally. Such evidence is not yet forthcoming, although as we pointed out there have been some developments which show promise.

We are hopeful that within the next few months we will know whether an expanded vhf system is a feasible eventuality. However, as we have emphasized, the implementation of this allocation solution, or of any other, will require a long transitional period.

As interim cure, some mileage reductions

Meanwhile, some interim action is clearly needed. The Commission is of the view that immediate steps must be taken to remedy the critical shortages of facilities in a number of important population centers. Characteristically, these markets have only one or two vhf stations, and little or no uhf set conversion. The only practicable short-run solution in these cases is to add vhf assignments, even if this requires less than our minimum spacing requirements. Only in this way can we obtain sufficient competitive outlets to serve the public interest.

This interim policy must be carefully circumscribed to be consistent with our long-range allocation policy. It must be focused on alleviating only the most critical shortages.

If the future allocation solution lies in an expanded vhf plan, the Commission will have the opportunity in the future to delete any short spacings which are required immediately. A similar opportunity to remove short spacings would be present if the long-range solution must be sought in a practicable 82-channel vhf-uhf system or in an all-uhf system. If, however, none of these alternatives proves feasible, and we must rely on the 12 vhf channels then the number of short separations will inevitably increase.

A limited short-range program of adding vhf assignments at the necessary spacings can probably be engineered to avoid serious deterioration in the general availability of television service. To this end television stations may have to utilize directional antennas, precision offset, and such other techniques as the Commission may require in the public interest.

Currently, the Commission is exploring the most feasible and expeditious procedures for achieving this interim approach. We expect within a short time to initiate the necessary rule making proceedings.

We are hopeful that our discussions of this matter today will not result in a flood of petitions for rule making on this subject, at least until we can complete our work on the notice of the proposal we intend to publish.

We appreciate the opportunity you have given us to explain in detail the status of our consideration of the allocation problem. We are continuing to give this matter high priority, both at the Commission and at the staff level, and we are hopeful that in the near future we can arrive at an appropriate solution in the public interest.

We have reviewed for you the advantages and disadvantages of the various alternative solutions to this most difficult problem.

A 10-year transition period in reallocation

Common to all of these allocation solutions are certain general considerations. One is the long transitional period required to effectuate an allocation change. Any solution permitting television to use effectively more than the present 12 vhf channels necessarily must involve a transition period of perhaps 10 years or longer. This time is required to enable the over 40 million vhf-only set owners to enjoy full use of their present sets before being required to purchase new receivers. In addition, a reasonable conversion period must be granted to the broadcasters and to the nonbroadcast radio spectrum users that may be affected if an allocation revision is made.

A second consideration is the need for all-channel receivers. If a transition from the present television structure is to be successful, it is essential that after a given

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able number of assignments in each major television market is five stations —four commercial and one educational (CLOSED CIRCUIT, April 13.)

A major television market, it defines as one having 100,000 or more homes within the area covered by a tv station signal. This includes multiple communities, it is pointed out.

The discussion then goes into the pros and cons of each of the five alternative plans:

• A 12-vhf-channel only tv system.

The only method of substantially increasing the number of stations is to reduce spacing requirements. This will remedy current shortages in a number of markets, but cannot provide sufficient outlets to satisfy the long-run, expanding needs of tv.

One method is to cut mileage separations to 100 miles (vs. 170 miles in northeast). This permits a "large increase" in assignments, but usable signal of squeezed-in station extends only "few miles" in direction of service areas of existing stations. If existing stations are also cut, then coverage of both new and existing stations would extend only to 30-35 miles (vs. up to 70 miles in some instances).

This would result in loss of service to rural and fringe area population. "A plan which requires general reduction in station spacing may delete some or all of the program services for an indefinite period in many homes where such program services are now available," the report stated.

Room for Expansion • Chairman Doerfer said:

In test plans, this move did not contain sufficient outlets to meet criteria, falling short of providing even four sta-

date all receivers sold to the public should be equipped to receive all television channels. This is necessary to enable broadcasters on any channel assigned to television to reach the public effectively. We have learned from experience, however, that a Commission decision on allocations does not ensure necessarily the marketing and sale of all-channel receivers. Cost considerations and other factors may result in the continued production and sale of sets equipped to receive only 12 channels. This is particularly true because during the transitional period operation by present stations on existing channels is likely to continue until an ultimate cut-over point is reached.

A law to force all-channel set making

We, therefore, believe that the Congress should consider a requirement that all sets shipped in interstate commerce shall be equipped to receive all television channels in order to permit an allocations' solution. Otherwise, there is a real danger that irrespective of any Commission decision television will continue to be limited effectively to 12 channels.

Two other general factors are involved in the television allocations' problem. One is the current proceeding in Docket No. 11997, which is designed to ascertain the future requirements of all radio services using spectrum space between 25 and 890 mcs. This proceeding undoubtedly will affect our conclusions as to the appropriate division of this spectrum space between television and other services.

The other general factor which cannot be overlooked is the dynamic and ever changing character of the electronic art. Plans devised today for the proper development of television may be affected by innovations tomorrow.

A 50-channel vhf system is the aim

In discussing the specific allocation solutions, we have indicated that an expanded vhf system comprising 50 channels (including the present tv channels 2-12, or alternatively channels 7-12) would satisfy the public interest criteria insofar as television is concerned. It would permit nationwide coverage, competing stations in the major markets, local community stations in the small communities, and adequate outlets for educational need.

To obtain the additional vhf and contiguous uhf channels requires an exchange of spectrum space with the U.S. government. A cooperative study of the possibilities in this area has been started jointly by the Commission and the government (OCDM). In addition, the President has suggested the establishment of a committee to study the uses of the radio spectrum with a view to an improvement in allocations. Also, a study of spectrum usage is being initiated by the House Committee on Interstate and Foreign Commerce. We are hopeful that these studies will be of great assistance in determining the feasibility of an expanded vhf television system.

Inherent in the problem of exchanging spectrum space between the government and non-government users are the actual operational requirements of the Dept. of Defense under the emergency conditions of today. The armed services have developed radio equipment to support these operational requirements based upon the spectrum allocation decision of 1945 which assigned blocs of spectrum space between 25 and 890 mcs to government and non-government services. The Army, Navy and Air Force have invested many hundreds of millions of dollars in establishing their communications' systems in accord with this 1945 decision. It is therefore necessary to give proper consideration to the factors of cost, obsolescence of equipment, and time in which it would be feasible for the armed services to reestablish their communications' systems in another portion of the radio spectrum between 25 and 890 mcs.

Such reallocation would have very substantial international repercussions, as well. The rearrangement of spectrum space undoubtedly would involve conflicts with existing international agreements to which the United States is a party. Renegotiation of such agreements is an extremely delicate and time consuming process, particularly since it involves international defense communications.

In our current study with the government looking toward a possible exchange of spectrum space, we are seeking additional space for a total allocation of 50 channels for television. The government has indicated a cooperativeness and willingness to reconsider the allocation of the spectrum on a long-term basis. Nevertheless, in the balance which must be struck between national defense needs, other services, and television needs, we must consider realistically the possibility of obtaining less than 50 channels. An ideal or ample allocation of spectrum space to television in this area may prove to be infeasible under present world conditions. The government, for example, may be able to release to television only enough channels to meet a few of the serious deficiencies of the present system. More definitive information on this point will come from the study now in progress.

But if 50 vhfs can't be obtained . . .

Clearly, Congressional assistance will be vital in the reconsideration of the spectrum allocation as between government and non-government uses. If, nevertheless, an expanded vhf television system which is preferred by the Commission proves infeasible, there are two allocation alternatives. They are the present 82-channel vhf-uhf system or a 70 channel uhf-only system.

Both of these alternatives have certain advantages. One significant advantage is the present availability of spectrum space for these alternatives, which obviates the need for a costly and complex conversion of government communication systems.

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tions to each of the top 100 markets. It did not permit sufficient vhf assignments to replace all operating or granted uhf stations in the same communities.

This failing was also true of less extreme spacing reductions by an extensive reshuffling of existing vhf assignments.

Use of directional antennas or precision offset would permit reduction of mileage separations to 140 miles, but does not make possible needed flexibility and expansion of assignments.

• Deintermixture.

Experience with this program since it was initiated in 1956 has shown that it is ineffectual as a national allocation policy. Because of various considerations the number of possible communities which could be deintermixed is narrowed as to be almost a worthless move. Procedural delays in those instances where the FCC has ordered removal of a vhf assignment have blocked the immediate benefits expected to result from deintermixture.

Not only would some of these markets be overshadowed by vhf signals from nearby big city vhf outlets, but it is questionable whether deintermixture would stimulate the market for uhf receivers.

The area deintermixture plan—whereby a large geographical area would be unmixed—has one major drawback. This is that the plan would require the deletion of about 90 vhf stations which could not be transferred elsewhere. This would be too disruptive to be feasible as an interim measure and too inefficient to serve as a long run solution.

• 50 channel vhf continuous system,

retaining present 12 vhf channels. This allocation would run 54-72 mc (chs. 2-4), 76-88 mc (chs. 5 and 6), and 174-444 mc (chs. 7-51).

This the Commission called the "optimum or ideal" solution. "Such a system would meet the public demand for a generally satisfactory and economical service, under varying conditions," permitting the five channels to each community.

There are two critical questions: Can the necessary additional vhf spectrum space be allocated to tv, and what are the costs of such a reallocation?

The Commission referred to the demands for additional space by other services—"so critical that the Commission is currently engaged in a general allocation proceeding with respect to the spectrum space between 25-890 mc."

It also called attention to the military use of space between 216 mc and 450 mc and the equipment standardization between the U.S. and other countries. This would require, if changes are made in the domestic allocations, negotiations with other countries which might extend over a period of years. Also, it pointed out, some of the military systems operating in this band are there because of propagation characteristics. These systems would have to be moved to spectrum areas having similar propagation characteristics. Involved also is the 328.6-335.4 mc band used by aircraft for instrument landing.

Although this solution has been referred to as an all-vhf tv system, it was pointed out that actually this would be a vhf-uhf allocation. There would be 26 channels in the vhf and 24 in the uhf. The vhf portion of the spectrum runs from 30 mc to 300 mc; the uhf from 300 mc to 3,000 mc.

This means, it was pointed out that the upper channels of the 50-channel system would be more subject to shadowing, absorption, and "other undesirable effects."

Move to this kind of a 50-channel system would involve extra costs to the public. Not only would receivers probably cost more than the present 12-vhf receiver, but there is no assurance manufacturers may not continue to produce and market 12-channel vhf sets.

It is here that the FCC recommended that Congress enact legislation to require that all tv receivers shipped in interstate commerce be equipped to receive all channels assigned to television.

A reallocation along these lines would take "at least a full decade," the FCC said. It also would "involve the expenditure of large sums of money by the government for conversion of existing facilities; it would require the cooperation of other nations; it might cost the public some additional, although, now indeterminate, sums for all-channel sets; and it would require new legislation to ensure production of all-channel receivers only," the FCC declared.

• A 50-channel vhf system, beginning with present ch. 7.

This would increase the amount of space available for allocation to other services. It might also permit some economies in set design and production.

Many of the burdens involved in the 50-channel vhf system retaining chs. 2-6 are the same, and in addition a substantial burden would be placed on stations required to move to new assignments above 216 mc.

Because existing stations would undoubtedly oppose each individual move, the process "could be so time consuming and burdensome" as to defeat the solution which the plan proposed to alleviate.

To cope with this problem, the Commission said, it may recommend that Congress amend the Communications Act to authorize the FCC to change the assignment of any individual station through general rule making when an overall readjustment of station assignments is decided upon.

• A 25-channel vhf system, beginning at ch. 7.

This falls short of the flexibility and opportunities for expansion in the 50-channel plan. Using present spacing requirements, the 25-channel plan would permit five stations in the "bulk" of the top 100 tv markets.

The major shortcoming would be in the inability to meet community needs for local outlets, under the Commission criteria. But if this were reduced to a goal of four stations per community, the 25-channel plan would permit "moderate expansion."

• Maintaining the present system of 82 vhf-uhf channels.

The only way the present dual system can work is by the imposition of a statutory requirement that all sets in interstate commerce must be equipped to receive both vhf and uhf channels. This would permit uhf conversion over a period of 10 years.

By retaining the present 12 vhf channels, wide-area service could continue. The 70 uhf assignments would permit multiple stations in major markets and local stations in over 1,000 communities.

This would, however, involve the public in higher costs. The differential today between vhf-only sets and those containing uhf is about $25. In addition antenna installations are more critical and this would require probably another $25.

The requirement that tv receivers be all-channel might permit economies since full production of all-channel sets would permit cutting the price differential.

But, uhf receivers today are unsatisfactory—in both tuning and component longevity. In order to upgrade both these failings, the Commission said it might require Congressional action permitting the FCC to set standards for receivers—similar to what it now does in type-approving transmitters.

Thus, improved uhf requirements might add to the cost of an all-channel receiver—at least initially.

Even with all-channel receivers, an intermixed vhf-uhf system might not prove competitively feasible in markets with multiple vhf outlets. Uhf stations suffer propagation-wise in comparison with vhf outlets; they have shorter service ranges and greater variability in quality of service (due to uneven terrain, tall buildings, changing atmosphere and foliage conditions).

"In the final analysis, the economic prospects for uhf stations in an intermixed vhf-uhf system may depend on the general availability of inexpensive and popular programming fare as well as on the requirement of all-channel receivers," the FCC said.

• A 70-channel, all uhf system.

Major benefits from this move would be the fact that (a) no service would have to move, (b) other services would benefit from the vhf space vacated by tv, (c) there would be no international problems, (d) there would be adequate opportunity for multiple, competing stations in larger markets and sufficient assignments available to permit local outlets in other communities.

The TASO report failed to discuss equipment research and development programs because of antitrust implications, but the Commission's own staff has ascertained that some improvements in both receiving and transmitting uhf equipment have been made.

These include reducing the noise level of uhf tuners, the use of transistors, parametric amplifiers and other semiconductors. Use of these would increase the present $25 differential between a vhf-only receiver and one with uhf to $35-$40.

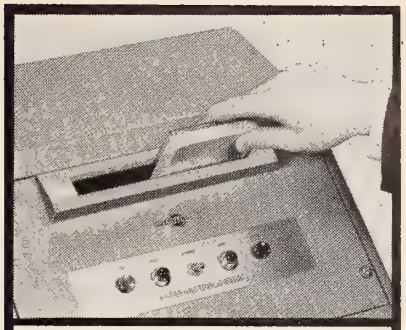
There have been no major developments in the uhf receiving antenna field.

The lack of any major breakthroughs in uhf efficiency may be laid to the lack of interest in uhf civilian use. Most of the advances have come from military usage of uhf equipment—and hence are expensive.

A method of enlarging uhf service areas is through boosting uhf power, but the limiting factor here is cost. A 250 kw uhf station costs about $200,000 (exclusive of tower, buildings, studio and studio equipment and other facilities). If power were upped to 1,000 kw, the cost would be about $280,000—and

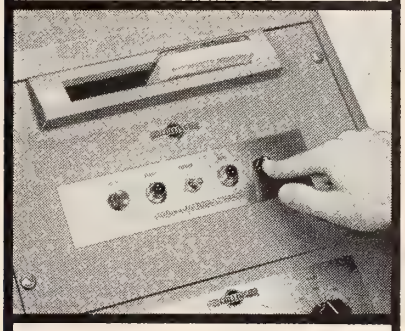
3 easy steps to automatic continuous programming

1.



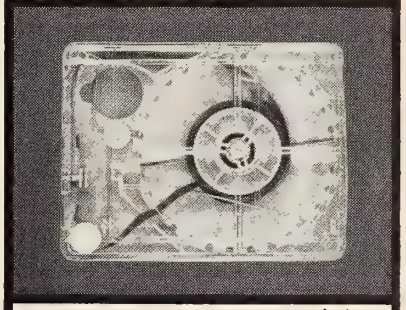
Insert cartridge into Collins Automatic Tape Control.

2.



A press of a button, you're on the air, right on cue. Instantaneous, no-wow starting.

3.



Finished tape automatically recues itself and stops—ready for storage or rebroadcast.

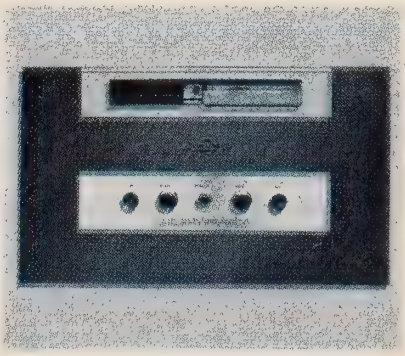
Three easy steps. That's all it takes for automatic, continuous programming with Collins Automatic Tape Control. Just the touch of your finger and you're a production genius.

Collins Automatic Tape Control features instantaneous, no-wow starting; automatic cueing; automatic stopping; simplified handling and tape storage. Units adaptable to remote control operation.

When your tape-recorded announcements and programs are produced with Collins Automatic Tape Control, they are run quickly, easily, automatically. No mechanical threading and cueing of tapes.

For professional production made easy, your station needs Collins Automatic Tape Control. For complete information call your nearest Collins broadcast representative, or write for literature.

Playback only and playback/record units are available in rack mount or console models. Cartridges available with tape capacities from 40 seconds to 45 minutes.



COLLINS

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if this were boosted to 5,000 kw (the present maximum uhf power permitted to uhf stations), the cost rises to $740,000.

Even operating expenses rise sharply; a 250 kw station would run $25,000 annually for power and tube expenses; a 5,000 kw outlet would cost $120,000 annually.

Another method of increasing coverage would be through the use of multiple transmitters, known as a polycasting. This is "promising," but has not been field tested. It also poses certain problems respecting the availability of channels and commercial identification of stations.

There is merit also in the view that if the Commission were to order all tv to uhf, the present shortcomings of uhf equipment would be overcome—similar to the experience of other services moved upward in the spectrum.

The Commission cannot, however, initiate such a move until it has strong evidence that uhf overall can provide service "substantially equal to that in vhf without requiring major increased outlays by the average family. . ."

It cannot overlook the time lag before improvements occur, the additional cost to the public, the probable loss of national program services to the rural public, and the possibilities that some proportion of tv families now receiving service would be deprived of this service.

The Commission's document concluded with the summary, published in full on pages 70-71.

FCC requests changes in Communications Act

The FCC last week sent to Congress requested amendments to the Communications Act requiring, among other things, community antenna systems to secure a station's permission before rebroadcasting its signal (BROADCASTING, April 20). They are designed to bring catv under essentially the same procedures which regulate tv boosters as "they perform a function basically similar," the Commission said.

The FCC amendments also define catv systems to exclude master antennas in apartment buildings and services serving less than 50 subscribers and require a system to offer the signals of a local station. Text of the amendments follow:

Add a new Section 3 (hh) reading as follows: "Community antenna television systems mean any facility performing the service of receiving and amplifying the signals transmitting programs broadcast by one or more television stations and redistributing such programs, by wire, to subscribing members of the public. As used in this Act, the term community antenna television system shall not include: (1) such facilities which serve fewer than 50 subscribers; (2) such facilities whose service is limited to the residents of one or more apartment dwellings under common ownership, control, or management, and to commercial establishments located on the premises; or (3) facilities used for the distribution, by wire, of programs

The cities set for the big 'squeeze'

Which are the cities in which the FCC is going to shoehorn additional vhf channels?

The official response is that the FCC has not made up its mind.

Engineering studies are underway to determine where such drop-ins are technically possible.

Statistical studies are underway to determine where there is uhf "saturation"—for the Commission said it would not add another vhf to areas where uhf stations have managed to secure an audience.

When these are accomplished, the Commission will issue a general rule-making notice.

Thus the Commission's interim policy has engendered a nationwide guessing game among broadcasters.

The document contained a list of 268 tv markets where stations were operating as of April 4. The tv markets are the FCC's own, but, it was learned, are based on the old CBS and NBC must-buy lists.

BROADCASTING filled in existing unbuilt cps and added vhf assignments now in hearing. From this complete list, the following tv markets are those having less than three commercial vhf assignments where additional "v" channels might be moved in:

Birmingham, Dothan, Montgomery, Selma, Ala.; Yuma, Ariz.; El Dorado, Fort Smith, Hot Springs, Ark.; Chico-Redding, Salinas-Monterey, San Diego, San Jose, San Luis Obispo, Santa Barbara, Calif.; Grand Junction, Montrose, Sterling, Colo.

Fort Myers, Jacksonville, Panama City, West Palm Beach, Fla.; Albany, Augusta, Macon, Thomasville and Tallahassee (Fla.), Ga.; Boise, Idaho Falls-Pocatello, Lewiston, Nampa, Twin Falls, Idaho; Champaign-Urbana, Quincy and Hannibal (Mo.), Ill.; Terre Haute, Ind.; Sioux City, Iowa; Ensign, Garden City, Goodland, Great Bend, Hays, Topeka, Kan.

Louisville, Paducah, Ky.; Alexandria, Monroe, Shreveport, Houma, La.; Augusta, Bangor, Presque Isle, Maine; Cadillac, Cheboygan, Grand Rapids-Kalamazoo, Ironwood, Marquette, Traverse City, Onondaga, Mich.; Alexandria, International Falls, Mankato, Minn.; Biloxi-Gulfport, Greenwood, Columbus, Hattiesburg, Jackson, Laurel-Pachuta, Meridian, Tupelo, Miss.; Cape Girardeau, Columbus-Jefferson City, Joplin (and Pittsburg, Kan.), Kirksville (and Ottumwa, Iowa), St. Joseph, Sedalia, Springfield, Mo.

Billings, Butte, Great Falls, Glendive, Helena, Kalispell, Missoula, Mont.; Alliance, Hay Springs, Hayes Center, Hastings, Kearney, Lincoln, McCook, North Platte, Scottsbluff, Neb.

Reno, Nev.; Manchester, N.H.; Carlsbad, Clovis, Roswell, Santa Fe, N.M.; Carthage-Watertown, Plattsburgh (and Burlington, Vt.), Rochester, Syracuse, Utica-Rome, N.Y.; Charlotte, Greenville-Washington, New Bern, Raleigh-Durham, Wilmington, N.C.; Bismarck, Dickinson, Fargo, Grand Forks, Minot, Pembina, Valley City, Williston, N.D.; Dayton, Toledo, Ohio.

Ada, Ardmore, Elk City, Lawton, Okla.; Eugene, Klamath Falls, Medford, Roseburg, Ore.; Altoona-Johnstown, Pa.; Providence, R.I.; Florence, S.C.; Aberdeen, Florence, Lead-Deadwood, Reliance, Rapid City, Sioux Falls, S.D.; Bristol-Johnson City, Jackson, Tenn.

Abilene-Sweetwater, Austin, Big Spring, Brownsville-Harlingen-Weslaco, Bryan-College Station, Corpus Christi, Laredo, Lufkin, Monahans, Odessa-Midland, San Angelo, Texarkana, Tyler, Waco-Temple, Wichita Falls, Tex.

Logan, Ogden, Utah; Harrisonburg, Va.; Bellingham, Wash.; Bluefield, Clarksburg, Wheeling (and Steubenville, Ohio), W.Va.; Eau Claire, La-Crosse, Wausau, Wis.; Casper, Cheyenne, Riverton, Wyo.

Among the markets where the extent of uhf conversion will count are the following:

Bakersfield, Fresno-Tulare, Calif.; Hartford-New Haven-New Britain-Bristol, Conn.; Columbus, Ga.; Harrisburg, Ill.; Rockford, Ill.; Evansville, Ind.-Henderson, Ky.; Baton Rouge, La.; Binghamton, N.Y.; Erie, Pa.; Columbia, S.C.; Knoxville, Tenn.; Norfolk-Portsmouth-Newport News-Hampton, Va., and Madison, Wis.

To make your radio station franchise more valuable . . .

Effective May 15, RADIO PRESS will occupy greatly enlarged, permanent quarters at its present location. In addition to existing receiving and transmission facilities, the most modern available electronic equipment and additional studio space has been committed, thus making RADIO PRESS a complete, self-contained communications center, designed and staffed to operate 24 hours, seven days a week.

This expansion is in line with RADIO PRESS' policy of continually improving and widening service to its subscribers, who now number over seventy of some of the leading radio stations coast-to-coast.

It is this ability, leading from management strength and foresight, to grow and provide expanded service and facilities, which we believe is making a substantial contribution to the welfare of the industry as a whole.

More specifically, however, here are some of the ingredients that benefit stations directly at the local level:

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Exclusivity of Service of complete foreign, national and Washington coverage, with round-the-clock standby for fast news breaks.

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RADIO PRESS will provide particularly extensive Washington and Overseas material in connection with the forthcoming Summit Meeting. This extensive coverage assures every RADIO PRESS subscriber news leadership in the market at a time of increased tension, when radio listenership will be at a particularly high level.

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For Greenville, Mississippi, it's WGVM.

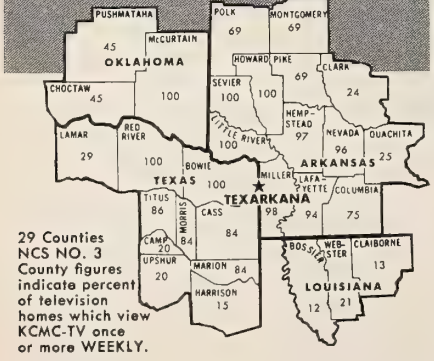
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for which a charge is imposed generally on all subscribers wherever located, and which are not in the first instance broadcast for reception without charge by all members of the public within the direct range of television broadcast stations."

Add the following sentence at the end of Section 325 (a): "No community antenna television system (as defined in Section 3 [hh] of this Act) shall redistribute the program or any part thereof of a broadcasting station without the express authority of the originating station."

Add a new Section 330 reading as follows: (a) "Upon request by the licensee of a regular television broadcast station (other than a station engaged solely in rebroadcasting) which is assigned to a city or community in which a community antenna television system provides television programs to local subscribers, such community antenna television system shall regularly redistribute programs broadcast by such local television broadcast station.

(b) "The Commission may, by rule or order, prescribe such standards and conditions as it may find necessary to assure that the reception of the programs redistributed by the community antenna television system under subsection (a) hereof shall be reasonably comparable in technical quality to the reception of programs of other television stations redistributed by the community antenna television system.

(c) "The Commission also may, by rule or order, prescribe the period of time within which the community antenna television systems shall complete preparations for and commence the redistribution of programs under subsections (a) and (b) hereof."

View with alarm

Broadcasters protesting against the inroads of community antenna systems have viewed with special alarm the growth of privately owned common carrier microwave relay systems which feed distant tv station signals to antenna systems in broadcaster's backyards.

Because of the inquiry into catv operations, the FCC in 1958 ceased processing these microwave applications. There were about 60 of them. A group of these applicants went to court, but the appeals court ruled that the FCC had the right to hold such applications in abeyance until it resolved its inquiry.

The Commission's order disavowing jurisdiction over catv operations was issued April 14. In that first week, the Commission's Common Carrier Bureau approved 11 applications. They involve feeding distant tv signals to the following catv systems:

Rapid City, S.D.; Alliance and Scottsbluff, Neb.; Farmington, N.M.; Wenatchee and Cashmere, Wash.; Florence, Sheffield and Tuscumbia, Ala.

LETTER TO UNCLE
Catv asking Congress for regulation by FCC

Rugged, individualistic community antenna operators who have built one of tv's minor but significant success stories have decided to ask for FCC regulation—notwithstanding the Commission's decision only two weeks ago that it does not have authority to regulate these small, highly successful businessmen (BROADCASTING, April 20).

In preparation is a formal request to Congress to amend the Communications Act to bring catv operators under the FCC.

The Commission's order two weeks ago called on Congress to enact legislation which would require cable companies to secure permission from tv stations before using their signals, and also requiring catv operators to carry the local stations on request.

Final Okay • The proposed legislation, being drafted by E. Stratford Smith, general counsel of the National Community Tv Assn., is being submitted to the NCTA executive board at its Philadelphia meeting today (April 27). Upon approval it will be submitted to Congress.

The action has the unanimous approval of all NCTA members, Mr. Smith said last week. It was endorsed by the NCTA board of directors twice in the last two years, he pointed out.

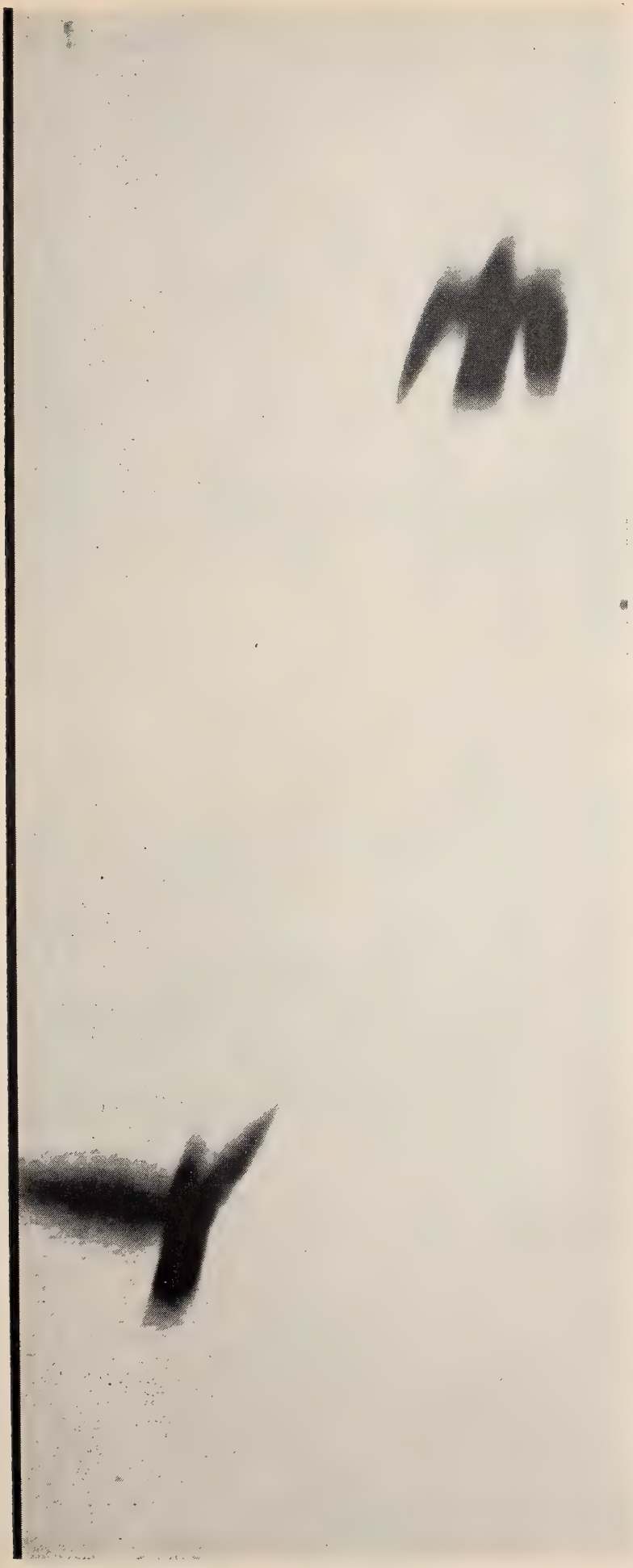
The legislation would perform two things, Mr. Smith explained:

• It would stop, "once and for all, the harassment of antenna systems by a small group of western broadcasters" by providing a forum for their complaints and a legal, prescribed procedure for handling such matters, and

• It would place catv systems under the umbrella of federal control—thus eliminating pressures by state public utility commissions to assert jurisdiction over tv cable companies.

Means Licensing • Mr. Smith acknowledged that this move would also give the FCC control over the licensing of antenna systems.

"That's all right," he said, "we are willing to be judged on whether we per-



The shape of flight

The shapes of things that fly have always been determined by the materials they are made of. Feathers form wings that are basically alike for all birds—and membrane forms an entirely different wing for insects. It takes thousands of years, but nature improves its materials and shapes, just as technology improves the materials and shapes of aircraft. But here, the improvements in materials are so rapid that designs become obsolete almost as soon as they are functional.

Today, our aeronautical designers and missile experts work with types of materials that didn't exist just a few short years ago. Steels are probably the most important examples: United States Steel has just developed *five* new types of steel for the missile program. They are called "exotic" steels because they have the almost unbelievable qualities necessary for unearthly flights.

The shape and the success of our space birds depend on steel.

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form in the public interest."

The request will be for an amendment to the Communications Act placing catv systems under the FCC's broadcast licensing authority. Antenna operators are unanimously in favor of this move, Mr. Smith stated. They are also unanimously opposed to being considered as common carriers, he added. A common carrier classification would permit the FCC to set rates and regulate other business practices.

In 1957, a group of 13 western broadcasters petitioned the FCC to assert jurisdiction over community antenna systems under the Commission's common carrier authority. The broadcasters claimed that the antenna systems were using their signals without permission and that by bringing in "outside" signals the catv operators were disrupting the tv allocation plan and wreaking economic injury.

In April 1958 the Commission denied this request. The FCC said it had no power to control catv operations.

The subject was also investigated during the 1958 hearings before the Senate Commerce Committee.

No State Control • On the second point, no state is today regulating catv systems. In Wyoming and California, state courts have ruled against public utility commissions which attempted to assert jurisdiction. In Wisconsin and Utah, state utility commissions themselves ruled that they have no authority.

Legislation to bring catv operations under state utility regulation is pending in California and Pennsylvania. In Montana the state legislature passed such a bill, but it was vetoed by the governor.

By placing community antenna systems under FCC control, it was pointed out, the Commission would also be able to enforce engineering standards.

Community antenna systems came into being in the late 1940's in Oregon and Pennsylvania. There, viewers at a distance from big city tv transmitters —or unable to receive tv signals normally because of mountainous terrain —agreed to sign up for a wire service.

Antenna systems place a highly directional, high gain receiving antenna at a mountaintop best suited for picking up the distant or difficult signal. This signal is fed down the mountainside to subscribers' homes via coaxial cable.

Originally there was a $100-$175 installation charge for each subscriber, plus a $3.50-$6.00 monthly service charge. Most of today's more than 550 systems—serving an estimated 500,000 subscribers (1.5-2 million people)—have minimum or no installation charges, although the monthly service fee is still about the same.



Voices for Defense • These are the familiar voices heard over the Conelrad frequencies during the drill two weeks ago when all radio and tv stations went silent except those involved in the Conelrad emergency network. Shown at the "secret" civil defense headquarters on the day of the Conelrad drill are: Back row (l to r), Lewis Shollenberger, CBS; Leo A. Hoegh, director, Office of Civilian & Defense Mobilization; Charles Ashley, ABC. Seated, Robert McCormick (l), NBC, and Steve McCormick, MBS.

FCC SATISFIED WITH ALERT

Criticism notwithstanding, Conelrad works

The nation's second Conelrad alert test on April 17 has been termed a success by the FCC, the Office of Civil Defense Mobilization and almost everybody else concerned.

There were some shortcomings and some criticism, but an FCC spokesman said reports from all over the country indicate the emergency radio enemy attack alert "worked like a charm." FCC Comr. Robert E. Lee, the Commission's liaison officer for Conelrad, said he was "pretty happy" with the overall success of the April 17 alert. Howard Handelman, OCDM official, said "We're please with it, of course," and added that OCDM was "extremely happy working with the National Industry Advisory Committee."

The alert was held 11:30-noon (EST), with more than 3,000 radio and tv stations going off the air and 1,200 other am radio stations switching to 640 kc or 1240 kc Conelrad frequencies.

National Coverage • NIAC reported excellent reception on the West Coast, where trouble was encountered in the first Conelrad alert July 16, 1956 (BROADCASTING, July 30, 23, 1956), and similar reports were coming in to the FCC from other parts of the country last week. An FCC spokesman said it will be several weeks before reports are complete nationwide.

The FCC has worked out detailed engineered plan approaches for Conelrad clusters in 60 major metropolitan areas and expects to work out similar systems for 900 to 1,000 other big population centers and the rest of the U.S. radio communities within six months. This will include microwave "backups" borrowed from industrial radio users and pressed into service to feed network communications to stations participating in Conelrad, a spokesman said. The FCC sent out notices to non-broadcast radio services before the alert ordering extensive curtailment of these operations during the alert, allowing only emergency transmissions to be sent.

Comr. Lee said he understood one station at Butte, Mont., remained on the air despite FCC orders beforehand to go off the air. He said this was during the time of the Montana State Prison riot at Deer Lodge and the FCC is investigating whether there were "mitigating circumstances."

OCDM's Mr. Handelman said an an-

SUCCESS STORIES

One of a series of salutes to successful Radio and TV stations across the nation . . . and to Northwest Schools graduates who have contributed to their success.

WJIM-TV

CBS

Channel 6

LANSING, MICHIGAN

SALUTE TO: Station WJIM-TV, Channel 6, Lansing, Michigan — owned and operated by Gross Telecasting, Inc.

WJIM-TV serves a vast area of mid-Michigan, including Lansing, Flint and Jackson. Its studios are located in the WJIM "Country House" on the Eastern edge of Lansing. The building is one of the most modern broadcasting plants in the country and is famous as a "Showplace". WJIM-TV is a basic CBS-TV affiliate, but also carries many of the top shows from NBC and ABC.





Mr. Harold F. Gross, president of Gross Telecasting Corporation, operator of WJIM Radio and TV.

The management of WJIM-TV says this of Stuart Hazard, Northwest Schools graduate: "Stu has been a valued member of our staff from the very beginning. His well-rounded working knowledge of broadcasting has made him at home in just about every TV assignment we can think of. His work has always been highly commendable."

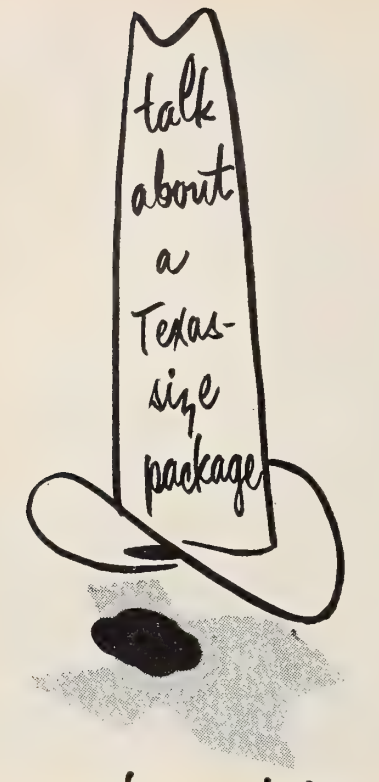
Northwest graduate, Stuart Hazard, shown (at left) with Martha Dixon, hostess of WJIM-TV's "Copper Kettle" homemakers program, as he explains how he wants a studio "Zoom" closeup of some of Miss Dixon's cookery.

Mr. Hazard joined the station in 1956 as Film Editor. He serves as Film Director for the station, as well as director of many local "live" shows. Last spring he produced and directed the nationally-acclaimed "What's With My Time" series, produced in cooperation with the Junior League of Lansing.

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R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

nouncement over the nationwide live Conelrad network by Defense Mobilization Director Leo A. Hoegh, asking listeners to write to OCDM headquarters in Battle Creek, Mich., for a booklet on building bomb shelters, had drawn more than 20,000 letters by last Thursday (April 23).

Not Total Approval • There were some complaints or criticisms. The *Savannah* (Ga.) *News* complained to its congressional delegation that Conelrad is "obsolete," and Sen. Herman E. Talmadge (D-Ga.), said he has referred the criticism to the Senate Armed Services and Commerce Committees, the OCDM and FCC. Sen. Richard Russell (D-Ga.), chairman of the Armed Services Committee, said he has asked OCDM and the Defense Dept. for a "full report" with any recommendations for improvement.

There have been charges made before that Conelrad is "obsolete," largely because of presumed use of missiles instead of manned aircraft in future wars. The Air Force assured the FCC, however, that Conelrad operation is necessary for at least 10 more years. This, says the Air Force, is because electronic "homing" (automatic direction finding) equipment is used even in modern missiles; if Conelrad were discontinued, an enemy would know this and take advantage of that fact; although there are more intricate devices than radio navigation, radio direction-finding is more useful to the basic navigation problem; and that Conelrad provides a needed strict control of all radiation devices, including commercial aircraft.

OCDM picked Conelrad test period

The National Industry Advisory Committee explained last week that the Office of Civil Defense Mobilization, not NIAC, was responsible for picking the 11:30 a.m.-12 noon EST time for the April 17 Conelrad practice alert.

Southern California broadcasters had complained that eastern broadcasters picked the time (8:30-9 a.m. on the West Coast), when morning traffic there was at its peak and during the heaviest shopping day of the year. (BROADCASTING, April 20).

Joseph Keating of NBC, program chairman *pro tem* for the Conelrad exercise, said the date and time had been selected far in advance by OCDM, which told NIAC and the FCC that the time period was picked to provide the widest possible variety of conditions simultaneously in the various time zones across the country. Since NIAC membership is made up of representatives from NAB and the networks and since all networks have owned stations and/or affiliates on the West Coast, NIAC members were "fully mindful of problems in all areas of the country, and indeed sought to alleviate them," Mr. Keating said.

Mr. Keating said NIAC protested, noting particularly the problem on the West Coast, but that OCDM said it wanted to find how the public would react while enroute to work or school.

General overhaul

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, last week introduced nine bills amending the Communications Act. The amendments, all requested by the FCC:

S 1733 — Gives Commission more discretion in sending McFarland letters to applicants.

S 1734—Clarifies and strengthens law relating to *ex parte* contacts before commissioners. Extends ban to all parties as well as those assisting or appearing in case.

S 1735 — Repeals honorarium provision of Act.

S 1736 — Eliminates the requirement that certain documents and applications must be notarized.

S 1737—Grants FCC authority to fine violaters of its rules in the common carrier and safety fields.

S 1738 — Gives Commission greater discretion in the utilization of its review staff, now separated by law.

S 1739 — Gives Commission authorization to license already-operating "illegal" boosters.

S 1740 — Gives Commission authority to regulate charges and services of common carriers in all types of broadcasting. Present law covers wires only.

S 1741—Removes requirement that transmitting equipment be operated by licensed operators.

On Thursday, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, introduced measures identical to four of Sen. Magnuson's bills. Rep. Harris already had offered legislation to effect the other FCC recommendations. Rep. Harris' bills: HR 6571 (identical to S 1740), HR 6572 (identical to S 1733), HR 6573 (identical to S 1738) and HR 6574 (identical to S 1737).

25-890 mc hearing is set for May 25

The start of the FCC's in-depth study of the non-government services in the radio spectrum between 25 and 890 mc (BROADCASTING, April 6) will be May 25, it was announced last week.

A tentative list of witnesses for the proceedings, before the Commission *en banc*, included a number of broadcasters: Fm Broadcasters (Ben Strouse), WQXR-AM-FM New York (Elliott M. Sanger), NAB (Harold E. Fellows, A. Prose Walker), Assn. of Maximum Service Telecasters Inc. (Lester W. Lindow, Howard T. Head, Harold G. Ross), National Assn. of Educational Broadcasters (Harry Skornia) and the Joint Council on Educational Television (Ralph Steetle). Most of the broadcasting witnesses are scheduled later in the proceeding and it is estimated that they will not appear until the second week of the hearings.

Other witnesses include: Institute of High Fidelity Manufacturers (Alfred M. Zuckman), RCA Communications Inc. (Thompson H. Mitchell), AT&T (four witnesses), Motorola Inc. (four witnesses), Electronic Industries Assn. (six witnesses), and the American Rocket Society (17 witnesses).

Regional airspace switch to FAA aegis

The new Federal Aviation Agency has issued tentative orders for discontinuance of regional airspace subcommittees to clear radio and tv station applications for tall towers.

But, said Charles W. Carmody, chief of FAA's Airspace Utilization Div., last week, the same people who have served on the subcommittees in the field will handle clearance applications by radio and tv stations and there will be no changes in the mechanics or standards.

Lt. Gen. E. R. Quesada (USAF, ret.), administrator of the FAA, was to have signed the order last week transferring the functions of the regional groups to the Airspace Utilization Div. headed by Mr. Carmody.

Two-Agency Tangle • Mr. Carmody said last week the FAA has begun talks with the FCC looking toward a solution of what he termed an internal government problem—the jurisdiction of each of the two agencies insofar as tall radio-tv towers are concerned. He felt it would be "several months, at least" before FCC and FAA make a joint announcement on which agency will do what. The 1958 Federal Aviation Act creating the FAA, is specific about FAA's authority over utilization of airspace by aircraft, but is much less clear about its authority over use of airspace by tall structures, he said.



CONDENSING

Big Console Facilities into the Ease of Four Mixing Channels

GATES STUDIOETTE SPEECH INPUT CONSOLE

The Gates Studioette is a perfect blending of workhorse versatility and reliability for day in and day out operation. An unusual generosity of controls, new performance standards, service ease and smart commercial appearance highlight this outstanding speech input console.

Four channel, step type mixer, with generous key switching facilities accommodates four microphones into two preamplifiers, three turntables, two tapes or projectors, network and three remote lines. Three utility keys are provided for your individual needs. The Studioette also includes a high gain program amplifier, 10 watt ultra linear monitoring amplifier, dual muting and warning light relays, 4″ illuminated VU meter, self-contained power supply, complete cueing facilities for turntables, net, tapes and remotes, and output emergency key, plus many additional facilities to create wide versatility in meeting the needs of modern radio, television and recording.

In STOCK for Immediate Delivery... Place Your Order Today

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in:
NEW YORK, HOUSTON, ATLANTA, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY

BREAKING ALL RECORDS . . .



. . . IN BUSINESS ACTIVITY, THAT IS

. . . **1958 Retail Sales up 8.75%. Greatest Increase of Any Georgia Metropolitan Area.**

. . . **Employment up 38.2%**

. . . **Postal Receipts up 32.3%**

. . . **Total Railroad Carloadings up 28.1%**

PUT YOUR ADVERTISING DOLLARS IN THE RICH MIDDLE GEORGIA MARKET — THE MARKET WHERE WE'RE BREAKING ALL RECORDS.

See your Avery-Knodel man today!



AFM head aroused by 'Firestone' fate

The programming policies of television networks were described as "immature, shortsighted and incomprehensible" last week by Herman D. Kenin, president of the American Federation of Musicians. His sharp comment followed the announcement recently that the *Voice of Firestone* program might not return to tv next fall unless a network could allot a suitable time period (BROADCASTING, April 20).

Mr. Kenin, in an article to appear in the forthcoming issue of *The International Musician,* official publication of the AFM, asserted:

"Their [the networks'] refusal to sell prime viewing-listening time once a week to the *Voice of Firestone*—a program that for 31 years has provided a rich feast of fine, live concert music for millions of Americans—is a frightening symptom of dollar policy-making in the broadcast industry."

Mr. Kenin referred to broadcasters' "solemn pledge to serve the public interest," and added:

"It is about time the broadcasters commenced to live up to their responsibilities; it is high time the Federal Communications Commission started enforcing the terms of the contract. And the Congress must make sure this happens."

Mr. Kenin recently issued a statement in Toronto, saying the AFM planned to ask the FCC to look into the amount of "canned music" being used by U.S. radio-tv stations. A spokesman said in New York last week that he has made no formal request as yet to the commission. Mr. Kenin's remarks at that time were prompted by an action of the Board of Broadcast Governors of Canada, which gave seven radio stations there short-term licenses (less than the customary five-year licenses), with the suggestion that they cut down on recorded music and "high-pressure chatter."

Godfrey on leave for chest surgery

Arthur Godfrey entered a New York hospital over the weekend for probable chest tumor surgery.

The 55-year-old CBS personality-supersalesman, currently responsible for some $9 million in annual billings for tv alone, told his radio audience last Tuesday morning April 21): "I will be absent from these airwaves for a couple of months I'm afraid, because chest surgery, you know, is not minor and it takes a little while to get back on your feet. But if you keep your fingers crossed, I think I'll be back with you again one day. . . ."



THE REDHEAD

Medical leave from air selling

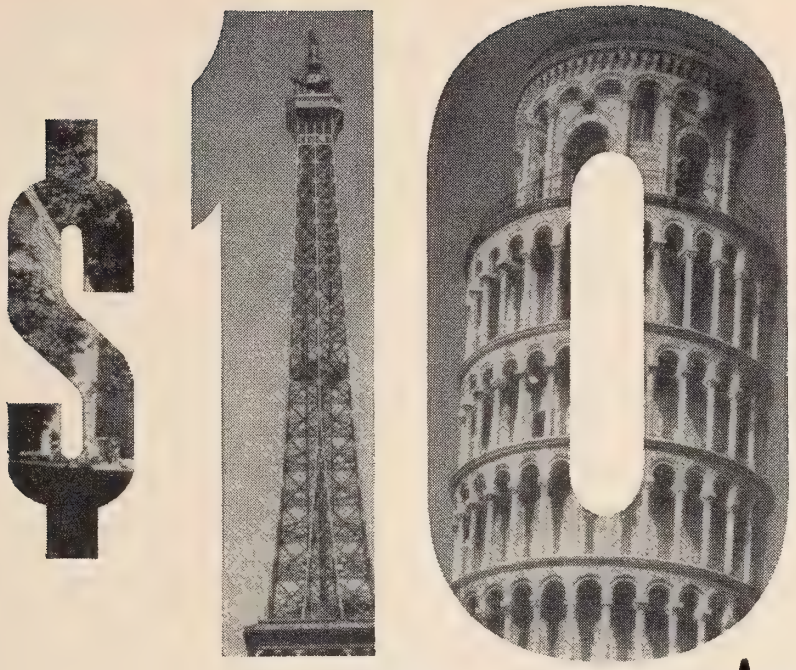
The network had to do some fast shuffling to compensate for the 30-year broadcasting veteran's unexpected medical leave. Comedian Sam Levenson was signed to pinch-hit on the daily tv show (10:30-11 a.m.), beginning Wednesday (April 29) with Jack Sterling filling in today and tomorrow. Mr. Godfrey's daily radio (9:05-10 a.m.) substitute is to be comedian Robert Q. Lewis, who begins his duties today. *Peck's Bad Girl,* new situation comedy originally scheduled to replace Mr. Godfrey's Tuesday evening tv program (9-9:30 p.m.) May 19, is having its debut moved forward to May 5.

A remaining, long-range uncertainty is the *Person to Person* tv interview show for which Mr. Godfrey has been designated to assume Edward R. Murrow's vacated seat next fall.

TelePrompTer in black

TelePrompTer Corp., New York, last week reported that net earnings for 1958 amounted to $41,956, equal to 12 cents per share on 356,591 common shares outstanding. In the previous year TelePrompTer had a net loss of $212,694, or a deficit of 59 cents per share on the same number of shares outstanding.

Gross revenues, the company reports, in 1958 reached a total of $3,414,499 the largest year-to-year dollar increase in the company's history. The previous year's gross revenue totalled $2,264,345. TelePrompTer's common stock was admitted to trading on the American Stock Exchange on Dec. 16, 1958.



PER DAY

OR



PER DAY

THAT'S ALL IT COSTS TO STAY IN EUROPE!

These two new KLM tour plans give you more seeing *and* more saving. For $10 a day (standard hotels) or $15 a day (first class hotels), all Europe is your playground. With 59 cities to visit, your choice of tours is almost unlimited! You'll see the sights you've heard about, and plenty you haven't. It's everything you could want in a trip abroad, for the price of an at-home vacation. Your non-stop KLM flight from New York to Europe is budget-priced, too. Example: visit 6 European cities for just $502.20 round trip. For complete details of these and the many other KLM tours available, mail the coupon.

KLM ROYAL DUTCH AIRLINES
Tour Dept. BT-427
430 Park Avenue, New York 22, N. Y.

Please send me full information on
☐ "10-15" tours ☐ all other KLM tours.

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Address_____

City_____ Zone____ State_____

My Travel Agent is_____

40 years 1919-1959

THE WORLD OVER

KLM

ROYAL DUTCH AIRLINES

Rebel musicians win restoration of funds

The American Federation of Musicians had no right to divert wage increases negotiated for musicians employed by phonograph recording companies from the men and into the Music Performance Trust Funds, Judge Clarence L. Kincaid of Los Angeles Superior Court ruled Wednesday (April 22). He ordered that approximately $1.8 million, which recording companies have paid to a receiver under a court order, be paid to 6,000 recording musicians employed under the AFM 1954-58 agreement.

Cecil F. Read, leader of the group of Hollywood musicians who rebelled against the AFM trust fund policies and in November 1956 went into court to get trust funds monies restored to individual musicians, hailed the decision as the first fruit of "three years of effort sustained by thousands upon thousands of dollars contributed by the recording musicians." Judge Kincaid's ruling, Mr. Read said, gives the musicians a "firm foundation" for an appeal to reverse an earlier decision which denied the right of the plaintiff musicians to sue AFM for some $13 million they claim was illegally withheld from them as a result of the union's trust fund policies (BROADCASTING, March 16).

Henry Kaiser, general counsel of AFM, announced that the decision awarding the impounded trust fund payments to the plaintiff musicians would be appealed promptly to higher courts. "We are prepared to carry our appeals as far as the U.S. Supreme Court," he stated.

700 exude optimism at Muzak 'convention'

Muzak Corp. last week held its first national "convention" at a three-day session at the Hotel Biltmore in New York. Highlights, several hundred Muzak programmers present from 47 states and seven foreign countries:

• News that Muzak had a 13.9% increase in new subscribers in 1958 over the year previous with a net dollar gain of about $2 million, in new billings. A still larger increase for 1959, based on a 20% increase in business during the first two months of this year, was predicted. Speaker on Muzak's business health was Joseph W. Roberts, vice president of marketing.

• Announcement by Donald O'Neill, Muzak's program director, that the public's taste in music is changing from concert music and toward popular music. He supported the contention with figures taken from a Muzak survey.

• Word of an out-of-court settlement between Muzak and ASCAP (see below).

• Presentation of the first Golden Ear Award to Muzak's "man of the year." Wallace A. Moritz of San Angelo, Tex., received the award from Muzak's Board Chairman Jack Wrather.

Muzak, ASCAP sign

The nation's radio stations, dickering for new ASCAP music license contracts, were offered encouragement last week by Muzak. President Charles C. Cowley announced that Muzak had signed a new five-year contract with ASCAP at rates virtually the same as those paid in 1946 and in some cases lower—this despite ASCAP wanting increases ranging from 100% to 200%.

The parallel with radio-ASCAP negotiations is close. Actually, negotiators for ASCAP and the All-Industry Radio Music License Committee have reached a broad agreement calling for approximately 9% reduction in the total that stations will pay to ASCAP. But negotiations are still in progress to fix a formula implementing this overall agreement, with no indication yet that settlement is near. With their own settlement accomplished, Muzak officials termed theirs "the first successful challenge" of ASCAP's royalty rates.

NTA's Unger says pay-tv is inevitable

Toll-tv is bound to come, once the Hollywood feature film vaults run dry, and broadcasters and advertisers must learn to live with it, Oliver A. Unger, president of National Telefilm Assoc., told the Chicago Broadcast Adv. Club Thursday.

In a surprise speech, he gave what he acknowledged to be "qualified approval" of the pay-television concept. It will come if the American public decides it is prepared to "pay for the kind of entertainment it wants and which the advertising budget simply cannot afford," he asserted.

Mr. Unger suggested that "whether this pay-tv will come over the air lanes or whether it will come over a wire system is not important. The fact is certain—it will come. Whether Congressmen will try to create artificial problems that will impede its arrival, or whether various pressure groups speaking for the Theatre Exhibitors of America who fear the coming of toll tv as much as some people in the broadcasting industry fear it, won't make the least bit of difference."

Broadcasters must study the problem, learn to live with it and "make it work for us," he emphasized, while





Study of a Colorful Interviewee • Radio-tv newsmen last week got first-hand examples of the uninhibited nature of Cuban Premier Fidel Castro. Dropping in unannounced at a Washington restaurant (left photo) where WWDC's Steve Allison conducts a late evening interview show, Dr. Castro consented to an impromptu interview marked by fiery moments. And, in a planned appearance at WRC-TV Washington for NBC-TV's *Meet The Press* (right photo), Dr. Castro was no less colorful in his discussion with panel member Richard Wilson, Cowles Publication, and underscored feelings with a flailed fist (blurred in center of photo).

advertisers must ascertain where they fit into the picture because "I don't think they will be locked out." Toll-tv would provide a "greater opportunity" to free creative forces in the industry and may even eliminate advertisers from being the "deciding force" in programming, Mr. Unger said. As in England, he added, it may be "inevitable" that both free and fee systems can work together.

Discussing programming, Mr. Unger emphasized that the quality of entertainment to the American public "is locked in most of the time by the economic limitations imposed on us to create entertainment in the terms of its cost to the advertiser and the amount he can possibly spend."

He continued, tv is compelled to try to make a good show for about 10% of what the motion picture industry spends on an equivalent show for theatre exhibition. "The moment is going to come when the American people will rebel against the mediocrity of television entertainment and are going to demand from the broadcasters the right of getting superior entertainment in their homes," Mr. Unger warned. "I think it will arrive very rapidly the moment the Hollywood vaults have been depleted of their backlogs."

The crisis will come, he suggested, as broadcasters find they need to program "more and more of the on-the-air time out of their own resources."

Shortage of talent could weaken tv

Network television's strength as an advertising medium is seriously threatened by a continuing lack of "some real method for developing new, young personalities to increase today's scarce talent pool and to replace tv personalities now in declining stages of viewer popularity," Philip L. McHugh, radio-tv vice president, Campbell-Ewald Co., Detroit, is to tell the 10th annual Atlanta Advertising Institute today (April 27). ". . . Talent and new ideas are so scarce and getting scarcer," Mr. McHugh says, "that the advertiser's agency must work harder . . . to deliver a quality program without being trapped by talent costs that won't fit into the advertiser's budget."

The added plus of sponsor-product identification is lost with alternating and multiple-sponsored tv shows, Mr. McHugh opines. "Westerns, for instance, bring a lot of viewers into their tents, but the great majority of the viewers are unaware who brought them there," says Mr. McHugh.

UPI annual report lists 5,628 clients

United Press International serviced 5,628 clients last year, including radio and tv stations, newspapers and commercial subscribers, as compared with 5,063 in 1957, Frank H. Bartholomew, president and general manager, told the company's annual meeting in New York last week. The present number of clients was said to be "an all-time high."

A total of 344 International News Service and news-picture clients, not previously subscribers to United Press, elected to continue service when the merger last year resulted in UPI, according to Mims Thomason, first vice president and general manager. No breakdown was provided on total radio-tv station customers.

Dean C. Miller, national radio news manager, reported that during 1958, UPI supplied stations with more regional news than in 1958 and with additional "in depth" reports of all developments. UPI, he noted, provides two packaged news shows per hour throughout the day.

William R. Higginbotham, manager of United Press Movietone television film service, stated that expansion in film service continued in 1958. He pointed out that service in Japan was expanded from one client to five, and new subscribers were enrolled in Thailand, Yugoslavia, Denmark, Hungary, Czechoslovakia, Colombia, Alaska, and in 12 U.S. cities. (The Associated Press annual report was covered in BROADCASTING, April 13).



• Program notes

• Ziv Television Programs, N.Y., reports a regional sale on *The Cisco Kid* in 10 southern states, to H.W. Lay Potato Chip Co., Atlanta. Twelve major markets are set and others are in the process of being cleared for time. The business was placed through Liller, Neal, Battle & Lindsey, Atlanta.

• The Assn. of Cinema Laboratories Inc. has produced a worldwide directory of motion picture laboratories. It contains 134 American companies and 114 foreign. A single copy costs $1; ten copies $5; twenty $8; forty $15; over forty, 30 cents each. Address: Dudley Spruill, secretary, 1226 Wisconsin Ave., N.W., Washington 7, D.C.

• KTTV (TV) Los Angeles has sold three of its video-taped shows to three New York City stations. *Peter Potter's Juke Box Jury* (distributed by NTA) goes to WNTA (TV); *Divorce Court* (distributed by Guild Films) to WPIX (TV); *Paul Coates Show* (distributed by KTTV) to WNEW-TV.

• CBS News' video-taped report of the Japanese royal wedding was edited from 5½ hours to 14 minutes. The editing required 35 splices, said to be a record for a tv-tape presentation. CBS News executives acknowledged that there was "some roll-over at the splices."

• Independent WNMP Evanston, Ill., has revamped its programming in favor of semi-classical and classical music. The change in programming is the result of a 10-day poll conducted by WNMP. Results: 75% voted for classical, 24.9% for classics and semi-classics, 0.1% for popular. "The policy has increased our listenership substantially," WNMP says.

• The U. of Texas broadcasting department has produced a documentary, *Vision Across Texas*, for the State Commission for the Blind. *Vision*, 14:30 minutes long on 16 mm film, is being released to the state's tv station next month.

• Hamilton & Bell (radio-tv productions), San Diego and Mexico City, has packaged *Your Show—U.S.A.*, a one-hour music-news program for showing in Mexico City. As well as local sponsors, three national clients have requested availabilities on the show. H&B's offices: 3282 Lincoln Ave., San Diego. Telephone: AT 4-3749. Aud 50-204 Niza, Mexico, D.F. Telephone: 25-89-26.

• *The Ed Sullivan Show* will use European facilities of the newly-organized Intercontinental Television Corp. when it goes to Rome in June to tape a one-hour show. In September when the show goes to Moscow, Intercontinental will use its $300,000 mobile video-tape unit. Dave Garroway's *Today* show, starting today (April 27) through May 2, is scheduled to tape five programs in Paris, also using Intercontinental's services. The company has opened offices in Paris and Geneva and maintains a New York sales office.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT):

NBC-TV

April 27-May 1, 4-6 (2:30-3:00 p.m.) **Haggis Baggis**, participating sponsors.

April 27-May 1, 4-6 (4-4:30 p.m.) **Truth or Consequences**, participating.

April 27, May 4 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

April 28, May 5 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson

April 28 (9:30-11 p.m.) **Hallmark Hall of Fame**, Hallmark through Foote, Cone, & Belding.

April 29, May 6 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

April 29, May 6 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson.

April 30 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

April 30 (10:30-11 p.m.) **Masquerade Party**, Lorillard through Lennen & Newell

May 1 (7:30-8 p.m.) **Northwest Passage**, sustaining.

May 1 (8-9 p.m.) **Ellery Queen Show**, RCA through Kenyon & Eckhardt.

May 2 (8-9 p.m.) **Perry Como Show**, participating sponsors.

May 3 (8-9 p.m.) **Dean Martin Show**, Timex through Doner & Peck.

May 3 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

• Film Producers Assn. of New York appoints Phil Dean Assoc., N.Y., to handle its publicity-public relations.

• A film documentary, *Time and St. Louis*, highlighting that city's 195-year history, has been completed by KMOX-TV St. Louis for telecasting May 12. Douglas Edwards, CBS news commentator, narrates the 60-minute program, incorporating on-the-spot film coverage of various area scenes. The documentary will be sponsored as a public service by Community Federal Savings & Loan and will be offered to audio-visual departments of area educational institutions.

• In a departure from usual programming practices, NBC-TV will present repeat episodes of *Dragnet* earlier than in past years in order to introduce new episodes during the summer months and thereby whet sponsor interest. P&G, the sponsor, will continue with the show through the end of June, with repeats scheduled, starting May 5 (Tues., 7:30-8 p.m.) and continuing through June 30. NBC-TV will schedule new *Dragnet* episodes, starting July 7, and continuing through the end of August. During September, the network plans to program four additional repeats.

• 20th Century-Fox Television has sold *5 Fingers* to NBC-TV for fall viewing and is putting the international spy series in full production next month with Herbert B. Swope Jr., as producer and Robert Stevens directing. In announcing the sale, Martin Manulis, executive production head of 20th Century-Fox Tv, noted that it is the fourth series the organization has sold within the last few weeks, giving it representation on all three networks. CBS-TV will broadcast *The Many Loves of Dobie Gillis* and *The Last Frontier* and ABC-TV will carry *Adventures in Paradise*.

• Writers Guild of America West has issued strike orders against five production companies charged with releasing post-'48 theatrical films to television without making arrangements for additional payments to the writers. The companies are Lippert Pictures Inc., Lippert Productions Inc., Alson Productions Inc., Alco Pictures Corp. and Filmakers Inc. None of the five firms is currently active.

here is... modern radio

"When ideas come hard we go for Lang-Worth and always find the answer" *KCBC, Des Moines, Ia.*

"The best sales aids we ever had" *WBRG, Lynchburg, Va.*

"Highly effective in cracking new accounts and in helping to keep our regular customers sold" *WHAV, Haverhill, Mass.*

WHY DON'T *YOU* JOIN THE CHORUS? INQUIRE ABOUT RADIO HUCKSTERS & AIRLIFTS TODAY!

LANG-WORTH FEATURE PROGRAMS, INC.
1755 BROADWAY N.Y. 19, N.Y.
TELEPHONE: JUdson 6-5700

FATES & FORTUNES

Advertisers

• EDWARD T. RAGSDALE, general manager of Buick Div. of General Motors Corp., Detroit, retires and is replaced by EDWARD D. ROLLERT, manager of GM's Harrison Radiator Div., Lockport, N.Y. No reason given for retirement of Mr. Ragsdale, who figured in Buick's decision to switch from Kudner to McCann-Erickson in 1958.

• EDWARD A. OCHS, general sales manager of Hazel Bishop Inc., N.Y., named marketing vp.

• E. E. STEWART, president and board chairman of National Dairy Products Corp., N.Y., re-elected board chairman, continuing as chief executive officer. J. HUBER WETENHALL, executive vp, elected president.

• CHARLES W. DAVIES, formerly head of sales force, Carter Products, N.Y., joins Pharma-Craft Co., pharmaceutical division of Joseph E. Seagram & Sons, as general sales manager, Cranbury, N.J., office.

• DICK DUNTLEY appointed advertising director of Pacific Hawaiian Products Co., Fullerton, Calif.

• PETER J. GRANT, national sales manager, named vp-national sales, Sylvania Home Electronics Corp., marketing subsidiary of Sylvania Electric Products Inc., Batavia, N.Y. Other Sylvania appointments: FORREST W. PRICE, president of Victor H. Meyer Distributing Corp., and Sylvania Sales Corp., N.Y., named Sylvania Home Electronics Corp.'s vp of operations in New York, and GEORGE T. STEWART, Sylvania's manager of national distribution, Batavia, N.Y., named vp-distribution.

• GERALD W. PFISTER, vp of consumer products service, appointed vp and operations manager of RCA Service Co., N.Y. Succeeding Mr. Pfister is LAWRENCE G. BORGESON, manager of consumer products field operations. Other RCA appointments: ROBERT C. GRAY, to manager, consumer products field operations, and HOWARD W. JOHNSON to manager of appliance service.

• L.C. DORN, with Chevrolet Motor Div., General Motors Corp., Detroit, for 24 years, named assistant national advertising manager of Chevrolet there.



MR. SHARP

• RICHARD D. SHARP, formerly manager of retail sales promotion, Standard Oil Co., of Indiana, Chicago, to Packard Bell Electronics Corp. as director of marketing, Home Products Div., L.A.

• JOHN N. CARPENDER, formerly account executive of Burke Dowling Adams, N.Y., (now Adams & Keyes), named assistant brand manager for Vaseline products, Chesebrough-Pond's, N.Y.

• ALFRED N. STEELE, 57, board chairman and chief executive officer of Pepsi-Cola Co., N.Y., died April 19 apparently following heart attack in his New York apartment. Mr. Steele was formerly manager of Detroit office of CBS and also vp of D'Arcy Adv., N.Y. He is survived by his wife, movie actress Joan Crawford, son, Alfred Nelson, and daughter, Mrs. John Comer.

Agencies

• ROBERT E. JOHNSON, head of D'Arcy's radio-tv production department and writer-producer-director responsible for Anheuser-Busch "where there's life . . . there's Bud" commercials, elected vp.

• EDWARD N. NEY, account executive of Young & Rubicam, N.Y., named vp and account supervisor.

• JAMES D. THOMPSON, account executive, Sullivan, Stauffer, Colwell & Bayles, N.Y., appointed vp.

• JOHN MALLOY, formerly vp and account supervisor, E.B. Weiss & Co., Chicago, joins Warwick & Legler, N.Y., as vp and account supervisor.

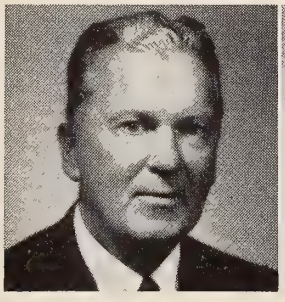
• THOMAS LUX, assistant account executive of Grant Adv., N.Y., to Chicago headquarters as media-merchandising co-ordinator.

• JOSEPH D. NELSON, vp and account supervisor, Cunningham & Walsh, N.Y., appointed director of account management and contact division.

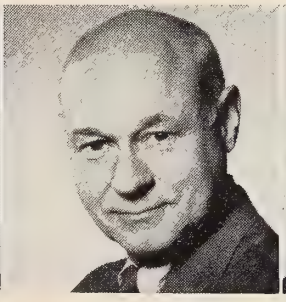
• PHIL WASSERMAN, publicity account executive of Reach, McClinton & Co., N.Y., appointed publicity director.

• HARVEY WEST, formerly vp and manager of L.A. office of Brooke, Smith, French & Dorrance, joins K.O.

AAAA elects top officers at convention



MR. GANGER



MR. HARDING



MR. MELDRUM

Robert M. Ganger, chairman of the board and the executive committee of D'Arcy Adv., N.Y., was elected chairman of American Assn. of Advertising Agencies last Thursday (April 23) as the AAAA opened its annual convention (see page 34).

Mr. Ganger, president of P. Lorillard Co. before joining D'Arcy, succeeds J. Davis Danforth, executive vice president of BBDO, in the chairmanship for a one-year term.

Harry Harding, Young & Rubicam, N.Y., was elected AAAA vice chairman and Andrew B. Meldrum, Meldrum & Fewsmith, Cleveland, was elected secretary-treasurer.

Robert E. Allen of Fuller & Smith & Ross, N.Y., John M. McDonald of Buchen Co., Chicago, and Rolland W. Taylor of Foote, Cone & Belding, N.Y., were named to three-year terms as directors-at-large.

Directors for the four AAAA regions were elected for one-year terms as follows:

Eastern — Wallace W. Elton, J. Walter Thompson Co., N.Y.; Robert W. Graham, Gray & Rogers, Philadelphia, and Frederick C. Noyes, Noyes & Co., Providence, R.I.

East Central—W. S. Redpath, Ketchum, McLeod & Grove, Pittsburgh.

Central—Alexander H. Gunn III, J. Walter Thompson Co., Chicago, and (re-elected) Larry Wherry, Wherry, Baker & Tilden, Chicago.

Western — Norton W. Mogge, Atherton Mogge Privett, L.A. (re-elected).

Frederic R. Bamble continues as AAAA president and board member; his term expires in 1962. Six other members continue on the board as directors-at-large.

Bates Adv. as full partner. Agency now called Bates and West. Address: 1250 Wilshire Blvd., L.A. Phone: HUntley 2-4220.


MR. BALDWIN

• BRENDON J. BALDWIN, media director of Kenyon & Eckhardt, Detroit, elected vp and associate media director of agency. He returns to New York to assume duties there.

• EDMUND C. RIDLEY, vp in charge of agency relations, Anderson & Cairns, N.Y., elected to board of directors.


MR. ODELL

• G. NEWTON ODELL, formerly associate, director, marketing communications workshop, McCann-Erickson, N.Y., joins Joseph Katz Co., N.Y., as vp in charge of marketing and creative services.

• WILLIAM E. HOLDEN, vp and director, Doherty, Clifford, Steers & Shenfield, N.Y., elected secretary.

• ALLEN E. BRAUN, research and marketing department head, North Adv., N.Y., named vp.


MR. SNELL

• FRANK SNELL, assistant to creative director of Compton Adv., N.Y., elected vp and appointed to newly-created post of business manager of creative department. Mr. Snell joined Compton in 1955.

• MRS. LAVINIA S. (DUFFY) SCHWARTZ, midwestern representative of The Advertising Council, chosen Chicago's Advertising Woman of Year.

• REGINALD G. CAREY, vp and manager of Chicago office, Campbell-Mithun, elected chairman of Chicago Council of American Assn. of Advertising Agencies. Others named for one-year terms: ALEX T. FRANZ, president of Chicago agency bearing his name, co-chairman, and ROBERT H. BRINKERHOFF, vp in charge of Young & Rubicam, Chicago, secretary-treasurer.

• EDWARD E. VAN HORN, formerly with Compton Adv., N.Y., to Smith, Hagel & Knodsen, that city, as marketing director.

• A. RUSSELL TOMKINSON, account executive of Hutchins Adv. Co., Rochester, N.Y., since 1955, promoted to vp.

• ROGER E. GAYLORD, formerly of McCann-Erickson, N.Y., to Los Angeles office of Erwin Wasey, Ruthrauff & Ryan as media supervisor on Carnation products. Other appointments in Los Angeles office: MAURICE R. BOWERS, formerly media department head of Galen E. Broyles Adv., Denver, and RICHARD M. MILLER, formerly account executive-media director of Gaynor & Ducas, L.A., as media buyers; IVAN WARSHAWSKY and KINGDOM BLABOM JR., with EWR&R, promoted to media estimators. Also, RICHARD T. FORBATH appointed account executive in industrial division.

• ROBERT ALTER, regional sales manager, Radio Advertising Bureau, N.Y., named manager, sales administration. Other RAB appointments: ROWLAND VARLEY, senior grocery products account executive, to sales manager, grocery products group; ROBERT COPPINGER, member of "hard lines" group sales staff, to sales manager, newly-formed automotive group, and JACK LAZARUS, formerly assistant eastern advertising manager of Universal-International, joins RAB's national sales staff, effective May 1.

• JERROLD SAXON, 40, assistant to president in charge of sales promotion at E.J. Sperry, Chicago advertising agency, and previously announcer at WJJD, WIND and WENR, all Chicago, died following heart attack on April 19 in his Evanston, Ill., home.

• WILLIAM P. DAVIS, formerly vp of Metropolitan Marketing Corp., N.Y., to Hicks & Greist, N.Y., as package goods marketing director.

• FRANK DAVIES, marketing group head of Cunningham & Walsh, N.Y., named marketing and merchandising director.

• MARTIN F. CONROY, copy group head, BBDO, N.Y., named creative director, Boston office.

• JOHN E. MORRILL, formerly president, Sales and Advertising Controls, N.Y., to Ted Bates & Co., N.Y., as account executive.

• WILLIAM M. WYMAN, formerly of Ketchum, MacLeod & Grove, Pittsburgh, to Harrington, Walker & Strickland, Harrisburg, Pa., and Baltimore, as account executive.

• THOMAS S. QUINLAN, formerly new products marketing manager of Revlon Inc., N.Y., joins Ted Bates & Co., N.Y., as account executive.

• DR. WILLIAM STEVENS, formerly associate research director, Young & Rubicam, N.Y., joins Dancer-Fitzgerald-Sample, N.Y., in similar capacity.

• RALPH W. CUMMINGS, formerly production manager of New York office of Al Paul Lefton Co., Phila., to Fred Wittner Adv., N.Y., as assistant production manager.

• ALAN MEYER, formerly of N.W. Ayer & Son, N.Y. to San Francisco office of Young & Rubicam as copywriter.

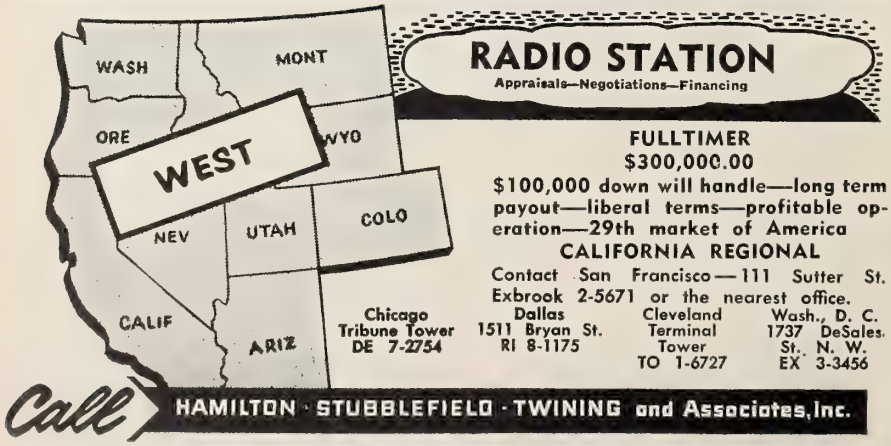
• WALTER O. BRIGGS III, formerly in marketing department of Mercury-Edsel-Lincoln Div. of Ford Motor Co., Detroit, to Detroit office of Cunningham & Walsh.

• NICHOLAS BJORNSON, formerly of George L. Mallis Adv., Phila., to Wermen & Schorr, that city, on creative staff.

• KENNETH THOREN, formerly of Young & Rubicam, N.Y., IRWIN F. FREDMAN, formerly of BBDO, N.Y., and BEATRICE HARGROVE, formerly of Cunningham & Walsh, N.Y., to staff of Kudner Agency, N.Y., as copywriters.

Networks

• M.S. (BUD) RUKEYSER JR., press editor, news and public affairs, NBC, appointed manager, business and trade publicity. He is succeeded by ROBERT R. BROWN, who has been with NBC publicity since 1954.



BROKERS—Radio and Television Stations—Newspapers

• CLIFFORD B. MANDELL, senior press representative, CBS-TV, press information department, appointed feature editor.

• RALPH F. GLAZER, formerly of KSFO San Francisco, appointed manager of San Francisco radio spot sales for CBS.

Stations



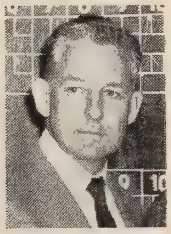
MR. DOUBLEDAY

• ROBERT DOUBLEDAY, local-regional sales manager of KTUL-TV Tulsa, Okla., since 1958, named general manager of KATV (TV) Little Rock, Ark., succeeding JOHN FUGATE, resigned. JIM BLACK, national sales manager of KTUL-TV, named national sales manager of John T. Griffin tv stations (KATV, KTUL-TV and KWTV [TV] Oklahoma City). ROBERT GORDON, operations manager, KTUL-TV, named local-regional sales manager, replacing Mr. Doubleday.



MR. BLACK

• JOSEPH WOLFMAN, sales manager of KSON-AM-FM San Diego, named station manager.



MR. JOHNSON

• ALBERT D. JOHNSON, general manager of KENS-AM-TV San Antonio since 1954, announces that he will leave stations within 30-60 days to assume ownership of his own broadcast property.

• JOHN T. CAREY, sales manager of WIND Chicago and onetime minority stockholder before its purchase by Westinghouse Broadcasting Co., retires after 24 years with station.

• HERMAN W. LAND, vp and executive editor last 3½ years of *Television* magazine, today (April 27) joins Corinthian Broadcasting Corp., in newly-created post of director of public relations and special projects.

• WILLIAM A. MORRISON, salesman of KRON-TV San Francisco, promoted to sales manager of KRON-TV and KRON-FM.

• JACK DONAHUE, assistant sales manager of KTLA (TV) Los Angeles, named national sales manager, and BOB JONES, account executive of KTLA, promoted to local sales manager. Mr. Donahue was Pacific coast manager of network sales for CBS Radio before joining KTLA last year. Mr. Jones came to KTLA from MBS, with which he had been midwest division manager.

• ANDREW JAMES, account executive of KWKW Pasadena, Calif., appointed sales manager of this Spanish language station. MAURY ROSEN, formerly of KGFJ Los Angeles and KSTP Minneapolis, and ART DOTY, formerly of KBIF Fresno, Calif., have joined KWKW sales staff.

• FRANK O. MYERS resigns as general manager of KCMC-AM-FM Texarkana, Tex., to devote himself full-time to KSIJ Gladewater, Tex., which he has purchased. B.L. (BENNIE) WOOD, with KCMC for 10 years as salesman, named acting manager. DON H. MYERS has been named manager of KSIJ.



MR. BICE

• MAX BICE, station manager of KTNT-AM-FM Tacoma, Wash., adds duties as station manager of KTNT-TV. Other KTNT-TV appointments: DEL SPENCER, traffic operations manager, as program director; DICK ENGH as chief engineer, and CHUCK NEE as assistant chief engineer.

• JOHN P. FOSTER, promotion manager and program director of WKNE Keene, N.H., promoted to general manager.



MR. ROSENZWEIG

• SAUL ROSENZWEIG, national sales manager of WLOS-TV Asheville, N.C., named general sales manager. Mr. Rosenzweig was formerly with The Katz Agency, New York station representative firm.

• DON PHILLIPS, 59, formerly program director of WEW St. Louis, died of cancer April 23 in St. Louis. Mr. Phillips, radio broadcaster since 1928, was also with KMOX and KXOK, both St. Louis, and NBC, N.Y., on *Young Widder Brown* and *Lorenzo Jones* shows.

• HELEN MCDERMOTT, business manager of KCOP (TV) Los Angeles, elected to board of directors of KCOP Television Inc., adding duties of assistant secretary-treasurer.

• JULES COROTIS, account exceutive of WPEN-AM-FM Philadelphia since 1952, promoted to local sales manager.

• TOM SHUMATE, production director of KICD Spencer, Iowa, named assist-

MOST WANTED!



Smilin'
Jack Woods

Throughout WOC Radioland these afternoons, the most-wanted sound for hire is WOC's matinee dandy, Smilin' JACK WOODS.

He's an irrepressible scalawag from out of Chicago. We taught him that good listening comes first at WOC, and he's been stealing listeners (and selling products) ever since.

Check your PGW Colonel or our Pax Shaffer for the price on Jack's head. Let us put *your* notch on *his* gun.

NBC

WOC

Col. B. J. Palmer
President

Ernest C. Sanders
Manager

Pax Shaffer
Sales Manager

Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES

DAVENPORT, BETTENDORF } IOWA

ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM FM

ant manager. Other KICD appointments: C.C. ANDREWS, sports director, as program director, replacing MASON DIXON, resigned, and GEORGE TURNER, formerly of KLGA Algona, Iowa, as announcer.


MR. COULTER


MR. ASQUITH

• THOMAS B. COULTER resigns as assistant to John F. Meagher, NAB vp for radio, to join WKBZ Muskegon, Mich., as assistant to general manager, effective May 1. WARD ASQUITH, formerly script editor of NBC and in special projects work for CBS, N.Y., succeeds Mr. Coulter as assistant to Mr. Meagher at NAB. In addition to general administrative duties at WKBZ, Mr. Coulter will handle series of evening newscasts. He came to NAB four years ago from KYSM-AM-FM Mankato, Minn., where he was news and public relations director.

• JACK HOROWITZ, senior account executive of WAKE Atlanta, Ga., promoted to local sales manager. Other WAKE appointments: BOB ADAMS, formerly of WNOE New Orleans, as production manager, and CHARLES H. DONAHUE JR., as account executive.

• JOHN A. DINGETHAL, formerly district sales manager of Tetley Tea Co. in northeast Ohio, to KYW-AM-FM Cleveland as national sales coordinator.

• HAROLD A. PARRY, formerly vp and sales manager of WSAI Cincinnati, to WCKY, that city, as local sales manager.

• ROBERT K. RICHARDS, NAB consultant, named vp of American Council on Education for Journalism.

• PETE DREYER, formerly program director of KOME Tulsa, to WLLY Richmond, Va., as program and promotion manager.

• D. MERLE GORE, with WSPD-TV Toledo, Ohio, since 1954, appointed sales service manager.

• EDYTH RADOM, formerly women's editor of WDRC Hartford, Conn., to WHCT (TV), that city, as travel editor and hostess of new weekly travel program.

• HOWARD C. CALDWELL, news director of WTHI-AM-FM-TV Terre Haute, Ind., to WFBM-TV Indianapolis in similar capacity, effective May 4.

• RICHARD H. GURLEY JR., account executive of WBZ-TV Boston since 1957, named national sales coordinator.

• ELLEN UNGERANN, formerly promotion manager of Cleveland edition of *Tv Guide* magazine, appointed promotion-publicity manager of WDOK-AM-FM Cleveland.

• PATRICIA HANSON, formerly of Theodore R. Sills & Co., Chicago public relations firm, named publicity director of WTTW (TV) Chicago, noncommercial station. She succeeds JOHN KOHN, resigned.

• RAY CARNAY named to newly-created post of mobile news director of WSAI-AM-FM Cincinnati.

• ASA O. COGGESHALL, 67, who retired from WGY Schenectady, N.Y., in 1956 after 34 years with station, died April 18 in his Latham, N.Y., home. Mr. Coggeshall was announcer, program director and supervisor of music of WGY.

• DON TUCKER, program director of KITE-AM-FM San Antonio, Tex., transferred to Washington, D.C., office of Town & Country Network (owner of KITE) to produce *George Hamilton IV Show* for ABC-TV. CHARLES STEWART, news editor of KITE, also to Washington as announcer of *George Hamilton IV Show*.

• ROBERT J. EGAN, formerly of Buick Motor Co., to WTAC Flint, Mich., as account executive. GEORGE RAMOS, of WNEM-TV Bay City, Mich., also to WTAC sales staff.

• JACK E. TAYLOR, newspaper advertising representative of Moloney, Regan and Schmitt, L.A., to Hollywood staff of KBIG Catalina, Calif., as account executive.

• BILL N. CONINE, formerly head of his own advertising and insurance company in Okinawa, to KTUL Tulsa, Okla., as account executive.

• JOHN MAYASICH, previously on sales staff of KSTP Minneapolis-St. Paul, to local and regional sales staff of WFRV-TV Green Bay, Wis.

• GEORGE S. CARR, sales representative of WKDN Camden, N.J., to WIBG-AM-FM Philadelphia in similar capacity.

• THOMAS R. WINTERS, formerly partner in Eckwin Assoc. (public relations) N.Y., to sales staff of WWJ-AM-FM Detroit.

• FRANK H. WILSON, formerly of WRVA-AM-FM Richmond, Va., to WTOP-AM-FM Washington on news staff.

• ALFRED J. SCHWEIZER, formerly of WKNX-TV Saginaw, to WJRT (TV) Flint, both Michigan, in film department.

• MILT GRANT, air personality of WTTG (TV) Washington, adds daily show over WWDC-AM-FM, that city.

• DON SHERWOOD, air personality of KSFO San Francisco, to KTVU (TV) Oakland-San Francisco as host of nightly half-hour variety show, Mon.-Fri., effective May 4.

• ALLEN SHAW, formerly assistant man-

NAB memorial

The NAB committee exploring the establishment of a "broadcasters hall of fame and museum" met Tuesday (April 21), and elected John F. Patt, WJR Detroit, chairman, and Joseph E. Baudino, Westinghouse Broadcasting Co., secretary-treasurer. Everett E. Revercomb, NAB secretary-treasurer, was named assistant treasurer. The undertaking has incorporated as a nonprofit organization—the National Museum of Broadcasting Inc.



ager of KIUP Durango, Colo., to WHB Kansas City as air personality.

• JOHNNY JANO, formerly of KIKS Sulphur, to KNOE Monroe, both Louisiana, as air personality.

• CLIFF WALDON, formerly air personality of WREM Remsen, N.Y., to WGGG Gainesville, Fla., as air personality and sales representative.

• SANDY JACKSON joins KOIL-TV Omaha as air personality.

• EDDIE HILL joins KWAM Memphis, Tenn., as air personality.

• JOE GLOVER, weekend air personality and newsman of WQAM Miami, joins station fulltime.

• BOB BRADLEY, formerly air personality of WLOL-AM-FM Minneapolis, to WPBC, that city, in similar capacity, replacing DON DOTY.

• MIKE GRAHAM to WDVA Danville, Va., as air personality.

• ROBERT F. CONCIE, formerly air personality of KAYO Seattle, to KOMO, that city, in similar capacity.

• EVANGELINE BAKER, formerly air personality of KGO-AM-FM-TV San Francisco, to KNBC-AM-FM, that city, as hostess of daily 25-minute show for women.

• JOHNNY FAIRCHILD to KEZY Anaheim, Calif., as air personality.

Representatives



MR. HOWARD

• BERNARD HOWARD, president of Stars National Inc., N.Y., today (April 27) announces formation of his own national radio-tv station rep company, Bernard Howard & Co., N.Y. Branch offices will be located in Chicago, Los Angeles, San Francisco and Atlanta. Prior to joining Stars National six years ago, Mr. Howard was eastern sales manager for Forjoe & Co., N.Y.

• FRANK A. CASON JR., formerly radio-tv head of Burke Dowling Adams, Atlanta, Ga., appointed manager of Headley-Reed's Atlanta office.

Programming

• RALPH BARUCH, account supervisor, CBS Films, N.Y., appointed director of international sales.

• JERRY FRANKEN, with National Telefilm Assoc., N.Y., since it absorbed Gross-Krasne-Sillerman, N.Y., appointed acting director of publicity, succeeding GEORGE CRANDALL, resigned.

• SAM GANG, formerly director of foreign sales, National Telefilm Assoc., N.Y., joins Bernard Shubert, that city, as director of international sales, effective today (April 27).

• STEWART BARTHELMESS resigns as vp and general manager of Radio Press Inc., N.Y., "voiced" news service for stations. Mr. Barthelmess said his resignation was prompted by personal reasons unrelated to RPI.

• GILBERT S. COHEN, network film program editor, ABC-TV, appointed film manager of ABC Films, N.Y.

• HAL DANSON, formerly, Ziv Television Programs, N.Y., to NTA Program Sales, division of National Telefilm Assoc., N.Y., as account executive. Other new account executives to NTA Program Sales and former companies: PERRY B. FRANK JR., ABC-TV, N.Y.; JOHN GORDON, WCKY Cincinnati; MICHAEL J. GOULD, Gross-Krasne-Sillerman, L.A.; JERRY GRUENBERG, Gran Management, New York motion picture distributors; ALBERT L. KOLITZ, Rank Film Distributors, N.Y.; MARVIN L. LOWE, Guild Films, N.Y.; JOSEPH J. MADALENA, Trans-Lux Tv, N.Y.; ROBERT L. MEECE, Ziv-Tv; LESLIE H. NORINS, KABC-AM-FM Los Angeles; JOSEPH B. PANTELL, account executive in investments; JOE PORTER, ABC Films, N.Y.; DAVE SCHOOLER, Minot Tv, N.Y.; ED STAUB, KRLD-AM-FM Dallas, and R.C. (PETE) MADDUX and JOHN C. ROME, both NTA Television Network, N.Y.

• EDMUND L. HARTMANN, retiring next month after four-year term as president of Writers Guild of America, West, elected to two-year term as chairman of WGA national council. He succeeds ERIK BARNOUW.

• SUMNER LYON, formerly director, radio-tv, Morse International, N.Y., to John Colburn Assoc., industrial film producer, Wilmette, Ill., as vp and creative director.

• LES URBACH, formerly of WGN-TV Chicago, and ELLIOTT SCHICK, of United Film & Recording Co., Chicago, join Fred A. Niles Productions, that city, as producer-directors; H. RICHARD HERTEL, formerly production manager and executive producer of Kling Studios, Chicago, to Niles as editor; NORMAN E. LASKO, formerly of Kling, to Niles as production art director. Other appointments: BILL CRAWFORD, assistant director; HERBERT GRIKA, assistant



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In the Radio-TV Publishing Field
only BROADCASTING is a
member of Audit Bureau of
Circulations and Associated
Business Publications

art director, and RON CLASKY and JERRY O'MALLEY, assistant editors.

• DON MORRE, program supervisor of McCann-Erickson, has joined Screen Gems, Hollywood, as story editor.

• JACK D. BOZARTH, formerly account executive of N.W. Ayer & Son, Phila., to Sports Network Inc., N.Y., in tv sales and planning department. JACK SIMON, formerly director-producer of KDKA-TV Pittsburgh, to SNI as staff director and member of production department.

Equipment & Engineering

• WILLIAM A. FINK, formerly mid-Atlantic sales manager, professional products division, Ampex Corp., named sales manager, professional products, of ORRadio Industries Inc., Opelika, Ala.

• JOHN A. MAYBERRY, formerly district distributor sales manager, electron tube division, Sylvania Electric Products, N.Y., appointed merchandising manager for dealer products, CBS-Hytron, Danvers, Mass.

• VINCENT E. O'SULLIVAN, formerly of Industrial Chemicals Div. of American Cyanamid Co., N.Y., joins Sylvania Electric Products as advertising and sales promotion supervisor of Sylvania Electronic Systems, headquartering in New York.

• JOHN M. HALEY, supervisor of customer adjustment department, Sylvania Electronic Tubes, Seneca Falls, N.Y., named manager of customer service, picture tube operations. He replaces J. PAUL CIVITTS, appointed manager of Sylvania's tv picture tube plant, Monterey, Mexico.

• ELMER H. NIEHAUS, in application engineering at General Electric's tube plant, Owensboro, Ky., appointed commercial engineer for receiving tube department, Syracuse, N.Y.

• ROBERT E. RUTHERFORD, formerly director of tube operations of research and development section of DuMont Labs, Clifton, N.J., named manager of vacuum tube section of CBS Labs, Stamford, Conn. BERNARD R. LINDEN, manager of photosensitive devices engineering department, DuMont Labs, to assistant manager of CBS Labs.

• EDWARD O. JOHNSON, engaged in research at RCA Labs, Princeton, N.J., appointed manager, high temperature product development, RCA Semi-conductor and Materials Div. He will work at both Sommerville, N.J., plant, and RCA Labs.

Allied Fields

• JAN VAN EMMERIK, formerly media research manager, Lennen & Newell, N.Y., named general manager of Tv Q, television rating service, originated by Home Testing Institute Inc., N.Y.

Another hat

Bill Veeck, majority owner of the Chicago White Sox American League baseball team, and his wife, Frances Veeck, join together for a Monday evening sports commentary over WBKB (TV) Chicago. Client: State Farm Mutual Automobile Insurance Co., Bloomington, Ill. Agency: Needham, Louis & Brorby, Chicago.

• BENJAMIN M. MCKELWAY, editor of *Washington Evening Star* (WMAL-AM-FM-TV), re-elected president of Associated Press. Others with broadcast affiliations include MARK F. ETHRIDGE, publisher of *Louisville Courier-Journal* (WHAS-AM-TV), named first vp; RICHARD W. CLARKE, executive editor of *New York Daily News* (WPIX [TV]), elected to executive committee; FRANKLIN D. SCHURZ, publisher of *South Bend* (Ind.) *Tribune* and *Sunday Tribune* (WSBT-AM-TV), elected director. Re-elected director was KENNETH MACDONALD, editor of *Dallas Times Herald* (KRLD-AM-FM-TV).

• JOSEPH J. LA BARBERA, formerly director of communications and press relations of Title Insurance and Trust Co., L.A., named vp of Spotlite News, that city, national tv newsreel organization.

• D. TENNANT BRYAN, *Richmond* (Va.) *Times Dispatch & New Leader* (WRNL-AM-FM), re-elected president of American Newspaper Publishers Assn. Also re-elected: MARK FERREE, Scripps-Howard newspapers (WEWS [TV] Cleveland, WCPO-AM-TV Cincinnati, WNOX Knoxville and WMC, WMCF [FM] and WMCT [TV] Memphis), vp, and J. HALE STEINMAN, *Lancaster* (Pa.) *Intelligencer Journal & New Era* (WGAL-AM-FM-TV Lancaster), treasurer.

• HOWARD W. TOWN, formerly engineer of RCA, N.Y., to National Educational Tv & Radio Center, Ann Arbor, Mich., as technical director.

• CY KERTMAN, formerly promotion manager, Warner Bros. Record Sales Corp., Burbank, Calif., resigns to open his own public relations and personal management office in Beverly Hills, Calif., with branch offices in New York.

• WILLIAM R. BARTON, formerly west coast editor of *Film Daily* and *Radio-*

Davidson Taylor, formerly a vice president of both CBS and NBC, has been appointed director of the Arts Center Program for Columbia U., effective May 15.



MR. TAYLOR

The $6½ million Arts Center, when completed, will house a graduate school of modern arts uniting the university's activities in arts and communications. Mr. Taylor's duties, explained university President Grayson Kirk, will not only include fund raising but also the "planning and supervision of the physical structure of the Center, and the main task of directing the activities which will be housed in it."

Mr. Taylor was with CBS from 1933-1949, serving there as vice president of both programs and public affairs. He was vice president of NBC from 1954-58 also in the fields of public affairs and programs.

Tv Daily, named editor of *Film & A-V World,* monthly magazine covering films in educational, industrial, tv, etc., fields.

• LORRAINE GORI, formerly project director, media studies, Alfred Politz Research, N.Y., appointed project director of Audits & Surveys Co., N.Y.

• MRS. ELINOR ROYEN, formerly of NBC and CBS, both Washington, D.C., joins Carl Byoir & Assoc., Washington public relations firm.

International

• TREVOR G. GOODMAN, vp and manager of Toronto, Ont., office of Young & Rubicam Ltd., to vp and managing director of company, with offices in Toronto and Montreal, Que. C. WILLIAM VAN HOUTEN, head of contract department of agency, succeeds Mr. Goodman as vp and manager of Toronto office.

• BARRIE THORNE, BBC's North American representative, named treasurer, radio-tv services, and leaves New York May 6 to take up his appointment in London. DEREK RUSSELL, head of publicity in London, is Mr. Thorne's successor.

• CHARLES C. HOFFMAN, executive vp of Bureau of Broadcast Measurement, Toronto, Ont., resigns effective in June for new post outside broadcasting.

• EDWARD LLOYD MOORE, 68, formerly manager of CFRB Toronto, Ont., died April 18 following heart attack at his home in Toronto. Before joining CFRB he had been manager of CKOC Hamilton, Ont., and of former CKGW Toronto.

• JACK KENT COOKE, owner of CKEY Toronto, Ont., has established Kentco Records Co., N.Y., as subsidiary of Consolidated Frybrook Industries Ltd., Toronto, record manufacturers in Canada. He plans to press records using Canadian and U.S. talent in New York.

• PHIL STONE, announcer of CHUM Toronto, Ont., promoted to director of public service and live talent departments.

BOOKS

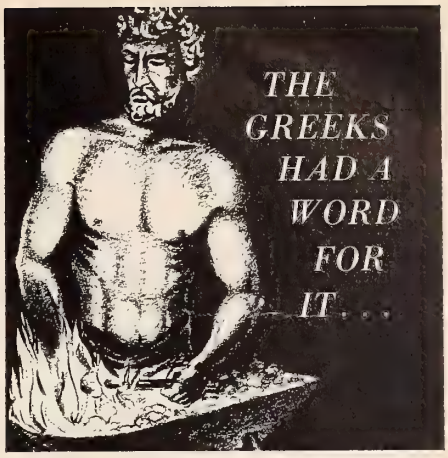
• *Freedom of Speech by Radio and Television, by Elmer E. Smead, Public Affairs Press, 419 New Jersey Ave., S.E., Washington 3, D.C.; 182 pp.; $4.50.*

The problems, present and past, of the broadcaster in walking the precariously balanced line between government regulation and self regulation while serving the public interest and at the same time making a return on his investment is treated by Dr. Smead, professor of government at Dartmouth, who for the past 10 years has concentrated on the field of government regulation of broadcasting.

Dr. Smead's thought-provoking and dispassionate chapters cover programming (and advertising) content in the public interest; public interest problems such as program balance, controversies and commercial-sustaining balance; news and the various influences on news coverage; regulation and the conflicts engendered by it; politics affecting broadcasting, and an appendix on the engineering, political and economic motives that create — and resolve — the many problems of the business.

• *Electronic Communication, by Robert Shrader, McGraw-Hill Book Co., 330 W. 42nd St., New York 36; 937 pp.; $13.*

The dust jacket of this volume wraps up the contents as including: "Everything you need to know about electricity, electronics and radio to pass FCC amateur or commercial license examinations." The author is an instructor in radio communications at the Laney Trade-Technical Div. of Oakland (Calif.) Junior College.



VULCAN
ΧΑΛΚΕΥΣ
ARMORER

VULCAN (Gr. Hephaestus) called God of Fire, was honored by the Olympian gods because he was the workman of the immortals, their armorer and smith. Even though he was ugly and lame, he had his compensations—for not only was he married to the beautiful Aphrodite, he also had the company of golden handmaidens he had made in his forge, to help him with his work for the gods. As Vulcan was armorer to the gods, so the Cincinnati area is an important armorer to the nation. It is highly industrialized—the home of giant machine tool companies, jet aircraft engine plants, automotive plants, atomic energy producing companies, and hundreds of smaller companies, supplying vital machinery and products to other parts of the country. Ranking 15th in national markets, it is important to every advertiser who wishes to reach the 468,000 homes in the Cincinnati trading area—homes of busy, thrifty, prosperous people.

And the wise advertiser and agency man knows that WCKY is the best buy to reach this prosperous market. WCKY offers the advertiser:

1. Responsive adult audience
2. 50,000 watts of SELLING POWER, covering ALL of the Cincinnati trading area
3. Refreshing, modern music and latest news 24 hours a day
4. Experienced air personalities who SELL your product
5. A prestige station with progressive management.

Call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago for the latest facts and figures on Cincinnati and WCKY.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

Low-power tv station

Electron Corp. of Dallas, Tex., a subsidiary of Ling Electronics Inc., Culver City, Calif., has introduced a complete low-power broadcast television station for vhf or uhf. Components include: cameras, transmitter, film and slide chain, monitors, antenna, audio facilities and all other operating accessories.

The station will give coverage of Class A signal characteristics within a radius of 15-20 miles with a 100-200-ft. antenna. The studio equipment, film chain and transmitter can be housed in a 10 x 12-ft. room and maintained by three persons.

Prices: Installed ready for operating, $26,500. Variations in equipment suitable for educational tv can bring the price down to $19,000. Electron has established a department to prepare and submit tv applications to the FCC.

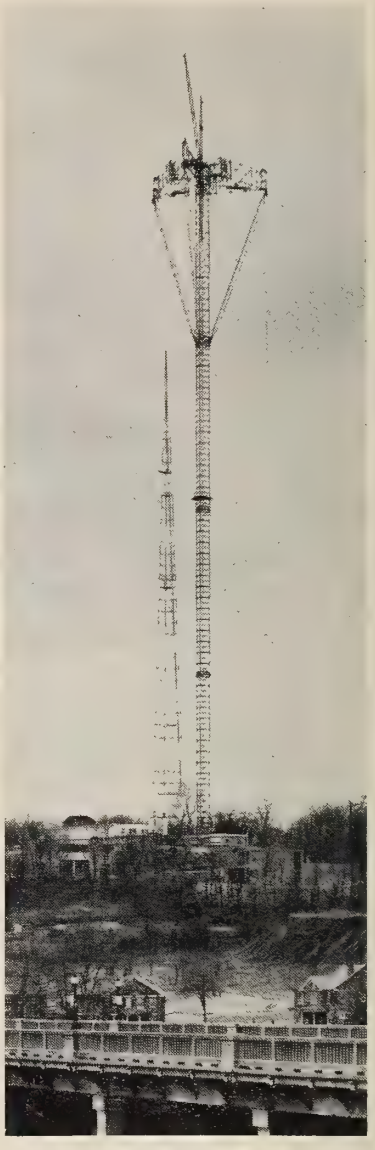
• Technical topics

• Houston Fearless Corp., Los Angeles, is marketing a new automatic rapid spray film processor. The company says 16 mm or 35 mm monochrome positive movie film can be processed at speeds up to 150 ft. a minute while negative film is processed up to 100 ft. a minute with the new machine. This is made possible by high impingement spray application of the developing solution, fix and wash, utilizing improved spray bars that assure uniform results. Impingement drying also is employed. HF address: 11807 W. Olympic Blvd., Los Angeles 64.

• Philco Corp., Philadephia radio, tv and appliance manufacturer, filed a patent infringement suit last week in the U.S. district court in Wilmington, Del., against Admiral Corp. Philco charged Admiral had used a Philco-patented portable tv receiver design, without taking out a license from the Philadelphia manufacturer. Philco asked for an injunction and an accounting of profits.

• The Middle Eastern District meeting of the American Institute of Electrical Engineers this month in Baltimore heard John B. Bullock, RCA engineer at Camden, N.J., report on the operation of a privately-owned microwave system. In his paper on "A Medium Haul Private Microwave System for Television," Mr. Bullock described a three-channel, five-hop system carrying programs from Denver, Colo., to Rapid City, S.D., where it feeds a community antenna system. Important aspects of this system, Mr. Bullock said, are: use of equipment which demodulates to baseband at each repeater; high-quality performance on color signals, and the system's antenna multiplexing which is accomplished by using waveguide filters and circulators. Throughout the system the three transmitters at any one location are fed to a single antenna and the three receivers.

• Ampex Corp. during March shipped 40 VR-1000 Videotape recorders to 19 stations and production companies, including these U.S. tv stations: WFLA-TV Tampa, Fla.; KFMB-TV San Diego, Calif.; KGBT (TV) Harlingen, Tex.; KTRK-TV Houston, Tex.; WLW-TV Cincinnati, Ohio; WPRO-TV Providence, R.I.; WDAF-TV Kansas City, Mo. (two units); KFJZ-TV Fort Worth, Tex.; KTNT-TV Tacoma, Wash., and KTEN (TV) Ada, Okla. The machines shipped to San Diego, Harlingen, Cincinnati and Fort Worth are the first vtr recorders to go to those cities, Ampex reported. Also during March, Ampex completed delivery of 12 color tape recorders ordered by NBC. Foreign shipments included seven units to Mexico, two to England, one to West Germany and four to Japan.



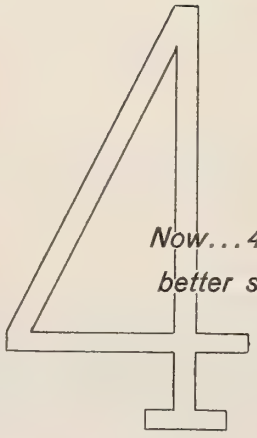
Interim "Candelabra" report • The second phase in the construction of the 730-foot tv tower to be used jointly by WBAL-TV, WMAR-TV and WJZ-TV, all Baltimore, has begun. With mechanical work completed RCA engineers in conjunction with station engineers have started the electrical checkout of the antenna systems.

Boasting the first "Candelabra" top to be built on the East Coast, the tower was designed and fabricated by the Dresser-Ideco Co., Columbus, Ohio. United States Steel's T-1 constructional alloy steel was used in the lower legs to bear the weight of the top and its three 10-ton antennas.

Upon completion of electrical tests, the stations will start the final phase—the installation of the transmitting equipment.

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'NICE' CAMPAIGN

Thousand vie to name KYW's friendly imp

The friendly imp of KYW Cleveland was around quite a while before he ever acquired a name.

Now, after a two-week contest, climaxing the little fellow's four-month stand this year on the air and in KYW promotion, he has a name: "Elfis," picked from nearly a thousand entries.



NICE THINGS HAPPEN . . .

Elfis is an integral figure in a general sales and goodwill campaign, the "Nicest Things Are Happening" promotion. The Westinghouse station for four months this year arranged for nice things to happen to listeners, to advertisers and to their agencies.

KYW planned surprises to brighten winter months and keep attention focused on a happy station image. Some of the "happenings":

. . . to Listeners • Car cards and posters reminded that the "Nicest things happen to KYW listeners."

Local industry employes were saluted regularly on the air for nice deeds performed on the job.

Special community service projects were undertaken by KYW. These included a star-studded benefit for retarded children, co-sponsorship of an office-girl "Mardi Gras," and participation in the area boat show with special promotions for many thousands of visitors.

"Nice" stories were included in the KYW news whenever possible. "Nice" records and programming got a big play.

Gifts went out to Cleveland parents of babies born on the 11th of each month (KYW is at 1100 on the radio dial).

Elfis, famed in jingle and advertising, made the rounds of Kroger supermarkets, civic, social and fraternal affairs, handing out gifts to those who came up and identified him (see picture).

. . . to Advertisers • Three advertisers took advantage of the "Nicest Things Happen" campaign for special promotions in cooperation with the Kroger Co. supermarkets ("The nicest things happen when you go Krogering"). Oasis and Chesterfield cigarettes, Schlitz beer and Ideal dog food, all tied in air schedules with special displays at Kroger stores during designated weeks, with a complete kit of supporting promotion.

. . . to Agencies • Advertising people got frequent reminders of the theme from January through April. Trade impressions were registered with candy gifts and other mailings. Agency executives got free drinks at plush places in Chicago, Detroit, Cleveland and New York if their birthdays fell within the four months (letters of credit were sent for the toasts). Trade advertising carried the happy faces theme.

Letterheads featured the Elfis drawing in a warm pink, with separate versions each for listeners, advertisers and agencies.

Janet Byers, KYW advertising-promotion manager, is responsible for the nicest-things campaign. Assigned to personifying the imp was Jack Villari, a vocalist on the KYW *Road Show*. Besides appearing at innumerable functions to hand out gifts, he also took busloads of shoppers on free rides and



ELFIS IN ACTION

They tear his clothes too

picked up grocery tabs from time to time when purchases rang up to include the number 11 on the cash register.

Many vouch for WGY

WGY Schenectady, N.Y., has a backlog of 1,400 recorded testimonials for on-the-air promotion. The tapes were recorded during the station's contest to find the "Smoothest Voice Around" at its booth in the Greater Albany Home Show. The 1,400 women who entered the contest gave permission for their recordings to be broadcast. First and second prizes: 13 cubic-ft. GE refrigerator and a GE washer, respectively to the winners.

KETV (TV) asks 'Brand It'

A KETV (TV) Omaha, Neb., contest that invited viewers to identify debranded products was staged as a merchandising extra for advertisers. Nearly 3,500 entries were received identifying 15 national products that had been shown on tv with the words "Brand It" masking product names.

Worldwide service

Volunteer WWJ Detroit engineers are manning amateur station W8USA at WWJ-TV's transmitter site round-the-clock to receive messages from local men stationed at distant military bases. The shortwave transmitter that sends the servicemen's messages is aboard a Military Air Transport System plane. Interviews with the servicemen, conducted by WWJ newsman Britton Temby, are recorded and broadcast on station newscasts.

KPLK ups power on birthday

KPLK Dallas, Ore., took advantage of its fourth anniversary to announce that the station's power had been doubled (500 w to 1 kw) and that it would



PRICE
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. . . make the DIFFERENCE!

TOWERS FOR ALL COMMUNICATION PURPOSES

TOWER CONSTRUCTION CO.
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Write for Free 92 Page Book!



War Council • WERE Cleveland invited Cherokee, Wotomnes-Mewauk and Sioux tribesmen to the Cleveland Advertising Club luncheon pow-wow opening the baseball season. Here Frank Lane, general manager of the Cleveland Indians team, unrolls a "papoose" bundle just handed him by a squaw-costumed beauty who told him, "This is your baby." Mr. Lane is surrounded by Cherokee Indian Jim Fletcher (c), Joe Gordon (r), Indians field manager, team members and ad clubbers in headbands. WERE originates games for a 41-station Indians network.

spearhead a regional promotion this summer.

The community promotion, brainchild of Ray L. Kozak, station manager, is a bean picking contest patterned after the annual midwest corn harvesting event. It will be conducted mid-August in cooperation with the Oregon State College and Northwest Freezers & Packers. Substantial prizes will be awarded to contestants.

Guest of honor at KPLK's birthday luncheon was Oregon Governor Mark Hatfield.

WKOW-TV helps bank accounts

A Junior Savers Club promotion by the Bank of Madison (Wis.) over WKOW-TV there (BROADCASTING, Feb. 16) has produced more than 1,000 new accounts for the bank within 13 weeks. The bank sponsors a western series Sundays, 5:30-6 p.m.

A ceremony at which the 1,000th Junior Saver was presented with artist's material for his painting hobby was telecast by WKOW-TV. The bank gives cowboy-apparel premiums and movie tickets to children as their savings accounts grow.

The Junior Saver promotion was conceived and produced by Fred A. Rickli, president of Madison Adv.

Pre-empted but not silent

WMCA New York staged a private "broadcast" when a half-hour of the *Ted Steele Show* was pre-empted by Conelrad April 17. Mr. Steele's d.j. show went to Newark, N.J., to the Memorial Center for Women. For several days prior to the Conelrad test Mr. Steele had asked listeners to send in their reasons for not wanting to miss a half hour of radio. Out of several hundred replies, a card from a patient at the Memorial Center was selected as the winner and Mr. Steele went to the center for a record and interview program over the p.a. system.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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☐ 52 weekly issues of BROADCASTING $ 7.00
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Please send to home address — —
* Occupation Required

• Drumbeats

• The first annual salute to St. Louis food brokers was undertaken by KMOX there yesterday (April 26). The week is proclaimed "Food Brokers' Week" by Mayor Raymond R. Tucker. One of the major features is a Teamwork Breakfast, which is expected to draw 100 food brokers.

• Luke and Zeke, two bearded "hillbilly characters" greeted listeners on the streets of Memphis to help announce the new call letters of country music station KWAM Memphis, formerly KWEM. Accompanying Luke and Zeke were a couple of models wearing radio-equipped barrels. They strolled around giving out candy kisses to passersby. Posters on Memphis buses and billboards augmented the announcement of the "new KWAM."

• Warner Bros., Burbank, Calif., is licensing manufacture of "Kookie combs." The name comes from Kookie, the part played by Edward Byrnes in *77 Sunset Strip* (ABC-TV, Friday 9:30 p.m.) who constantly combs his hair. A flood of requests for Kookie's combs followed Mr. Byrnes' appearance on *Dick Clark's American Bandstand* on ABC-TV.

• WKRC TV Cincinnati got a slogan coined by city Mayor Donald Clancy on its 10th anniversary. The mayor in official congratulations said, "I know it makes you happy when I say, 'Our eyes are always on you.' "

• Pat Landon, d.j. with WRCV Philadelphia, broadcast 47 commercials free April 15 (his birthday) as a bonus to sponsors.

• A dramatic recreation of the first broadcast over KFI Los Angeles 37 years ago was presented April 16 in a special 55-minute anniversary broadcast.

• WMT-TV Cedar Rapids, Iowa, reports a 51% sales increase during Easter weekend for a service-station client who used three tv announcements to promote a special offer. The stations used WMT-TV's western personality, "Marshal J," to announce that gas patrons would get a baby chick with each gas purchase.

• Some 3,000 secretaries of agency media men were designated as recipients of orchids flown in from Hawaii, compliments of Blair-Tv and Blair Tv Assoc., during National Secretaries' Week (April 19-26). The salutation accompanying the flowers: "Sh-h-h, this one's for you!"

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

April 16 through April 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

Pocatello, Idaho — James C. Wallentine, vhf ch. 10 (192-198 mc); ERP 22.36 kw vis., 11.20 kw aur.; ant. height above average terrain 937 ft., above ground 141 ft. Estimated construction cost $88,070, first year operating cost $216,000, revenue $228,967. P.O. address 564 S. 2nd East St., Logan, Utah. Studio location Pocatello. Trans. location 2½ miles west of Pocatello. Geographic coordinates 42° 52′ 20″ N.Lat., 112° 30′ 47″ W.Long. Trans. Gates, ant. RCA. Consulting engineer Lyle O. Wahlquist. Mr. Wallentine owns 40% interest in KVEL Vernal, Utah. Ann. April 22.

Salem, Ore.—Salem Bcstg. Co., vhf ch. 3 (60-66 mc); ERP 29 kw vis., 17.4 kw aur.; ant. height above average terrain 985 ft., above ground 300 ft. Estimated construction cost $164,500, first year operating cost $220,000, revenue $240,000. P.O. address 369 High St., N.E., Salem. Studio location Salem. Trans. location 7 miles west-northwest of Salem. Geographic coordinates 44° 57′ 59″ N.Lat., 123° 08′ 01″ W.Long. Trans.-ant. RCA. Legal counsel Loucks, Zias & Jansky. Consulting engineer Alvin H. Bernard. Principals include **C. O.** and **Jane G. Fisher** and **Nancy A. Harrison** (32% each), who own interests in KUGN-AM-FM Eugene, KUMA Pendleton and KBZY Salem, all Oregon. Ann. April 22.

***Dallas, Tex. — Richardson Independent School District,** uhf ch. 23 (524-530 mc); ERP 0.464 kw vis., 0.352 kw aur.; ant. height above average terrain 179 ft., above ground 121 ft. Estimated construction cost $16,150, first year operating cost $22,500, P.O. address 747 S. Central Expressway, Richardson, Tex. Studio and trans. location 109 Mimosa Ave., Dallas. Geographic coordinates 32° 56′ 15″ N.Lat., 96° 42′ 40″ W.Long. Trans. Electron, ant. Andrew. Consulting engineer Electron Corp., Dallas. Ann. April 15.

Existing Tv Stations

APPLICATIONS

WNBE-TV New Bern, N.C.—Revised engineering specifications tendered for filing to operate on ch. 12, 204-210 mc., ERP; vis. 181 kw, aur. 101.4 kw; ant. height above average terrain 1510 ft.; change trans. location to 1.1 miles due east of Richlands, near Richlands, N.C.; change studio location to (to be determined) and make changes in ant. system. Ann. April 22.

CALL LETTERS ASSIGNED

KXTV (TV) Sacramento, Calif. — Sacramento Telecasters Inc. Changed from KBET-TV.

*WENH-TV Durham, N.H.—U. of New Hampshire. Changed from *WENH (TV).

Translators

Durango Television Translator, Durango, Colo.—Granted cp to replace expired permit for tv translator station on ch. 72 to translate programs of KOB-TV (ch. 4), Albuquerque, N.M. Ann. April 22.

New Am Stations

ACTIONS BY FCC

Brazil, Ind.—Quad Cities Bcstg. Co., Granted 1380 kc, 500 w D. P.O. address 101 Metzger Bldg., Jasper, Ind. Estimated construction cost $29,620, first year operating cost $48,000, revenue $80,000. Owners are **Gilbert E. Metzger, John R. Ax, Louis C. Metzloff** and **Dennis J. Keller** (25% each). Messrs. Metzger, Ax and Metzloff each own 33.33% of WITZ Jasper, Ind., and WITY Danville, Ill. Mr. Keller is general manager of WITZ. Ann. April 22.

Cedar Rapids, Iowa—Laird Bcstg. Co. Inc., Granted 1360 kc, 1 kw DA-D. P.O. address 2355 S. Webster St., Green Bay, Wis. Estimated construction cost $22,000, first year operating cost $65,000, revenue $80,000. Owner also is licensee of WDUX Waupaca, Wis. **Dorothy J. Laird** holds 100% of WDUX stock. Her husband, **Ben A. Laird,** is 83% owner of WDUZ Green Bay, Wis. Ann. April 22.

Fargo, N.D.—Music Bcstrs., Granted 1550 kc, 5 kw, D. P.O. address Realty Bldg., Spokane, Wash. Estimated construction cost $20,600, first year operating cost $65,000, revenue $78,000. Owners are **D. Gene Williams** and **Delbert Bertholf** (37½% each) and **Robert Eubanks** (25%). Mr. Williams owns 51% of KLYK Spokane, Mr. Bertholf, 49%. Messrs. Williams and Bertholf each owns 50% of KOYN Billings, Mont., and 25% of KUDI Great Falls, Mont., and KQDY Minot, N.D. Mr. Eubanks is general manager, KOYN. Ann. April 22.

APPLICATIONS

Centre, Ala.—Cherokee County Radio Station 990 kc., 250 w D. P.O. address 1145 Walnut St., Gadsden, Ala. Estimated construction cost $12,690, first year operating cost $26,000, revenue $36,000. Applicants are **Ruby Jo Clotfelter** (55%) and **Mac M. Thomas** (45%). Both have ownership interest in WPID Piedmont, Ala. Ann. April 21.

Atascadero, Calif.—Radio Cabrillo 1480 kc, 500 w D. P.O. address Box 166, Santa Maria, Calif. Estimated construction cost $23,495, first year operating cost $42,000, revenue $50,000. Equal partners are **James H. Ranger** and **John Zuchelli,** co-owners of KCOY Santa Maria, and **William R. Sinclair,** KCOY employe. Ann. April 22.

Barstow, Calif.—Beam Bcstg. Co. 1420 kc, 1 kw D. P.O. address Box 120, Newberry, Calif. Estimated construction cost $31,631, first year operating cost $55,000, revenue $60,000. Sole owner is **Henry R. Phipps,** former employe KUVR Holdrege, Neb. Ann. April 16.

Newport Beach, Calif.—Yeakel Bcstg. Co. 1420 kc, 5 kw. P.O. address 711 Via Norde, Lido Isle, Newport Beach. Estimated construction cost $42,222, first year operating cost $75,000, revenue $100,000. Sole owner, **Robert A. Yeakel** is auto and boat dealer. Ann. April 16.

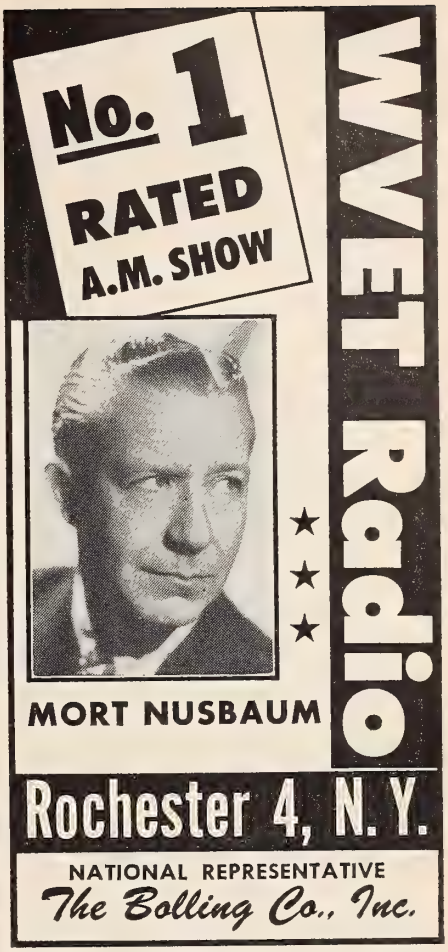
Blountstown, Fla. — Sunshine Radio Co. 1370 kc, 1 kw D. P.O. address Box 1114, Sylva, N.C. Estimated construction cost $15,404, first year operating cost $30,000, revenue $36,000. Applicants are **James B. Childress** (51%) and **Carlton W. Elkins** (49%). Mr. Childress owns WKRK Murphy, WKSK West Jefferson, both North Carolina, and has minority interest in WMSJ Sylva, N.C. Mr. Elkins is program director WMSJ. Ann. April 20.

Iuka, Miss.—E. C. Holtsford 1270 kc, 1 kw D. P.O. address Iuka, Miss. Estimated construction cost $18,025, first year operating cost $30,000, revenue $42,000. Sole owner, Mr. Holstford is publisher of weekly newspapers in Iuka and Belmont, both Mississippi. Ann. April 20.

Espanola, N.M.—B & M Bcstrs. Inc. 970 kc, 1 kw D. P.O. address Box 1298, Albuquerque, N.M. Estimated construction cost $22,725, first year operating cost $36,000, revenue $42,000. Applicants are **E. Boyd Whitney** (60%), **George A. Oliver** (30%) and **Jesse R. French** (10%). Applicants own similar interest in KLOS Albuquerque. Ann. April 22.

Taos, N.M.—Capitol Bcstg. Co. 1340 kc, 250 w. P.O. address Box 1718, Cortez, Colo. Estimated construction cost $16,150, first year operating cost $30,000, revenue $42,000. Equal partners are **Donald Boston,** half-owner KBLT Big Lake, Tex., and **Jack W. Hawkins,** who has interests in KVFC Cortez, Colo., KIUN Pecos, KFST Fort Stockton and KVLF Alpine, all Texas. Ann. April 20.

North Wilkesboro, N.C.—Stuart W. Epperson 1570 kc, 1 kw D. P.O. address Ararat, Va. Estimated construction cost $18,004,





first year operating cost $38,600, revenue $47,000. Mr. Epperson is recent graduate Bob Jones U. Ann. April 22.

Troy, N.C.—Montgomery County Bcstg. Co. 1390 kc, 500 w D. P.O. address Box 35, Troy. Estimated construction cost $14,080, first year operating cost $20,000, revenue $25,000. Equal partners are **James R. McKenzie Jr.** and **J. Paul Wallace.** Mr. McKenzie is division manager Radio Recorders Inc., Hollywood. Mr. Wallace is Troy businessman. Ann. April 16.

Winnsboro, S.C.—Robert H. Epperson 980 kc, 500 w D. P.O. address Box 209, Mt. Airy, N.C. Estimated construction cost $7,500, first year operating cost $19,500, revenue $28,000. Mr. Epperson has minority interest in WSYD Mt. Airy, N.C. Ann. April 21.

Existing Am Stations

ACTION BY FCC

KXL Portland, Ore.—Granted application for increase of power from 10 kw to 50 kw, continuing operation on 750 kc, DA-1, L-WSB; engineering conditions. (On Feb. 18 Commission deferred action on that part of KXL petition which requested immediate consideration of its application.) Ann. April 22.

APPLICATIONS

KROW Oakland, Calif.—Cp to increase power from 1 kw to 5 kw, install DA-1, install new ground system and new trans. (960 kc). Ann. April 22.

KSUE Susanville, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. April 22.

KUBA Yuba City, Calif.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (1600 kc). Ann. April 17.

WSIR Winter Haven, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. April 22.

WKEU Griffin, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. April 20.

WMGA Moultrie, Ga. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of Sec. 3.28 (c) of rules.) (1400 kc). Ann. April 17.

WOMI Owensboro, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. April 16.

KTTR Rolla, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. April 20.

WGNI Wilmington, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. April 22.

WJMO Cleveland Heights, Ohio—Mod. of cp to increase daytime power from 250 w to 1 kw, install DA for daytime use, make changes in ground system, install new trans. and delete remote control operation of trans. (1490 kc). Ann. April 17.

WIOI New Boston, Ohio—Mod. of cp which authorized new standard broadcast station to increase power from 500 w to 1 kw (1010 kc). Ann. April 16.

WCMB Harrisburg, Pa.—Cp to change from DA-2 to DA-N (1460 kc). Ann. April 21.

KREW Sunnyside, Wash.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. April 22.

WDUZ Green Bay, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. April 22.

CALL LETTERS ASSIGNED

WPRN Butler, Ala.—Radio Butler Co.

KXXI Golden, Colo.—Golden Radio Inc. Changed from KHOK.

WLIZ Lake Worth, Fla.—Gold Coast Bcstg. Co. Changed from WFPB.

WDEB Pensacola, Fla.—Johnston Bcstg. Co.

KIMO Hilo, Hawaii — James E. Jaeger. Changed from KILA.

KPOI Honolulu, Hawaii — South Pacific Bcstg. Co. Ltd. Changed from KHON.

KGHS International Falls, Minn.—International Falls Bcstg. Inc.

WDLT Indianola, Miss.—Radio Cleveland Inc. Changed from WNLA.

KURL Billings, Mont.—Yellowstone Bcstg.

KYVA Gallup, N.M.—Radio Station K---.

WFYI Mineola, N.Y.—WKIT Inc. Changed from WKIT.

WGAS South Gastonia, N.C. — Mace, Groves & Mace.

KISN Vancouver, Wash.—Star Bcstg. Inc. Changed from KVAN.

New Fm Stations

ACTION BY FCC

Bridgeport, Conn.—Connecticut-New York Bcstrs. Inc. Granted 99.9 mc, 9 kw. P.O. address 97 Elm St., Hartford 14, Conn. Estimated construction cost $17,845. Applicant owns WICC-AM-TV Bridgeport. Ann. April 22.

APPLICATIONS

Atlanta, Ga.—Great Commission Gospel Assn. Inc., 94.9 mc, 70.7 kw. P.O. address Box 77, Atlanta. Estimated construction cost $1,050, first year operating cost $6,000, revenue $6,000. Applicant owns WAVO Avondale Estates, Ga. Ann. April 16.

Marietta, Ga.—Marietta Bcstg. Inc., 101.5 mc, 1.34 kw. P.O. address 112½ Atlanta St., Marietta. Estimated construction cost $8,290, first year operating cost $7,500, revenue $7,500. Applicant owns WBIE Marietta. Ann. April 20.

***Duluth, Minn.—U. of Minnesota,** 89.1 mc, .009 kw. P.O. address Duluth 12. Estimated construction cost $1,301, first year operating cost $1,000. Ann. April 22.

Kearney-Holdrege, Neb. — Bi-States Co., 98.9 mc, 56.75 kw. P.O. address 414-416 East Ave., Holdrege. Estimated construction cost $27,190, first year operating cost $8,000, revenue $18,000. Bi-States owns KHOL-TV Kearney. Ann. April 16.

Wildwood, N.J.—Francis J. Matrangola, 100.7 mc, 3.5 kw. P.O. address 3010 New Jersey Ave., Wildwood. Estimated construction cost $9,661, first year operating cost $5,000, revenue $5,000. Sole owner, Mr. Matrangola, is owner WCMC Wildwood. Ann. April 20.

Aztec, N.M.—I. E. Shahan, 94.9 mc, 3.44 kw. P.O. address 407 W. Broadway, Farmington, N.M. Estimated construction cost $5,215, first year operating cost $8,000, revenue $8,000. Sole owner, Mr. Shehan, is permittee KNDE Aztec. Ann. April 17.

Nashville, Tenn.—WSIX Inc., 97.5 mc, 9.03 kw. P.O. address 1402 Nashville Trust Bldg. Estimated construction cost $3,504, first year operating cost $2,400, revenue $2,400. Applicant owns WSIX Nashville. Ann. April 16.

Existing Fm Stations

ACTIONS BY FCC

WDWS-FM Champaign, Ill.—Granted SCA to furnish background music service on multiplex basis. Ann. April 22.

KQAL-FM Omaha, Neb.—Granted SCA to furnish background music service on multiplex basis; engineering condition. Ann. April 22.

WCOS-FM Columbia, S.C.—Granted SCA to furnish background music service on multiplex basis. Ann. April 22.

CALL LETTERS ASSIGNED

WBRC-FM Birmingham, Ala.—WBRC Inc. Changed from WTAF (FM).

KCAL-FM Redlands, Calif. — Southwest Bcstg. Inc.

KXRQ (FM) Sacramento, Calif.—Dale W. Flewelling.

WFMM-FM Baltimore, Md.—Commercial Radio Institute Inc.

*WIRQ (FM) Rochester, N.Y.—Board of Education of Central School District No. 3 of Town of Irondequoit.

WFBG-FM Altoona, Pa.—Triangle Publications Inc.

WILY (FM) Pittsburgh, Pa.—Dynamic Bcstg. Inc.

KTSA-FM San Antonio, Tex.—Sunshine Bcstg. Co.

WEKZ-FM Monroe, Wis.—Green County Bcstg. Co.

Ownership Changes

ACTIONS BY FCC

WLAY Muscle Shoals, Ala.—Granted assignment of license to **Slatton-Quick Inc. (C.H. Quick,** vice president, has interest in WJBB Haleyville); consideration $85,000. Ann. April 22.

WHTB Talladega, Ala.—Granted assignment of license to **Radio Alabama Inc. (James L. Coley,** president, and other stockholders have interest in WRFS-AM-FM Alexander City, and WETU Wetumpka); consideration $25,000 plus lease of land for $75 monthly. Ann. April 22.

KPOP Los Angeles, Calif.—Granted assignment of license from **J. Frank Burke Sr.,** et al., to **Storer Bcstg Co.;** consideration $900,000; conditioned to Storer disposing of one of its seven existing am stations. Comr. Bartley dissented. Storer owns WAGA-AM-FM-TV Atlanta; WJW-AM-FM-TV Cleveland; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WGBS-AM-FM Miami; WWVA-AM-FM Wheeling; WIBG-AM-FM Philadelphia, and WITI-TV Milwaukee. Ann. April 22.

KGRL Bend, Ore.—Granted assignment of cp to **Clarence E. Wilson, Charles B. Field** and **John H. McAlpine,** d/b **K-GRL Bcstrs.;** consideration $590 for 49% interest. Ann. April 22.

WWWW Rio Piedras, P.R.—Granted assignment of license to **Abacoa Radio Corp.** (WMIA Arecibo); consideration $50,000. Ann. April 22.

WMCP Columbia, Tenn.—Granted transfer of control from **F. E. Whitaker,** et al., to **B. C. Eddins** (interest in WFMH-AM-FM Cullman, Ala.) and **John R. Crowder** (interest in WEKR Fayetteville, Tenn.); consideration $57,000 and agreement that transferors not compete in Maury County for five years. Ann. April 22.

WZYX Cowan, Tenn.—Granted transfer of control from **Michael R. Freeland** to **George W. Claiborne** and **Charles R. Morris;** consideration $2. Ann. April 22.

KBLT Big Lake, Tex.—Granted assignment of license from **Jim Sample** and **Donald Boston** to **Don Renault,** d/b **Permian Basin Bcstrs.;** consideration $28,365. Ann. April 22.

KBRZ Freeport, Tex.—Granted assignment of license to **Radio Brazosport Inc. (Garfield Kiel,** vice president, has interest in KWED Seguin); consideration $80,000. Ann. April 22.

APPLICATIONS

WEDR Birmingham, Ala.—Seeks transfer of control of **WEDR Inc.** from **Edwin H. Estes,** majority owner to **Ruth L., Helen V.** and **Vincent A. Sheehy III, James R. Bonfils, Jerry C. Cohen, Maurice H. Graham, Roger Gordon** and **Ruth Ann Kiley** for $225,000. Messrs. Sheehy, Cohen and Graham are Washington, D.C. automobile dealers, Mr. Bonfils is former manager WTTG-TV Washington, and Mr. Gordon is tv director at WTTG, and producer for Voice of America. Ann. April 22.

KOFA Yuma, Ariz.—Seeks transfer of control of 100% of stock of **Broadcasters Inc.** owned by **Henry H. Schechert** to **Thomas Williams** for $10,500. Mr. Williams has half-interest in KIAL Astoria, Ore. Ann. April 16.

KTCS Fort Smith, Ark.—Seeks assignment of license from **H. Weldon Stamps** to **United Bcstg. Co.** for $17,000 and $5,200 annually for five years as consultant. United is owned by **Charles** and **Thomas L. Fite** (49%) and

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 22

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,318	38	121	656
FM	562	34	143	82
TV	454[1]	66	106	105

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 22

	VHF	UHF	TOTAL
Commercial	439	81	520[3]
Non-commercial	32	9	41[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1959

	AM	FM	TV
Licensed (all on air)	3,313	562	450[1]
CPs on air (new stations)	31	32	67[2]
CPs not on the air (new stations)	123	141	104
Total authorized stations	3,467	735	667
Applications for new stations (not in hearing)	496	49	42
Applications for new stations (in hearing)	146	23	61
Total applications for new stations	642	72	103
Applications for major changes (not in hearing)	535	38	41
Applications for major changes (in hearing)	48	0	15
Total applications for major changes	583	38	56
Licenses deleted	0	0	0
CPs deleted	0	0	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

others. Charles Fite is in real estate and Thomas Fite owns drive in restaurants. Ann. April 22.

KCNO Alturas, Calif.—Seeks assignment of license from **Stulor Corp.** to **R. W. Hansen** for $70,000. Applicant is employe KDAN Eureka, Calif. and son of **W. H. Hansen**, owner KDAN. Ann. April 21.

KERO-TV Bakersfield, Calif.—Seeks transfer of control of **Marietta Bcstg. Inc.** from **J. D. Wrather Jr.** and **Edward Petry Inc.** to **Transcontinent Television Corp.** Marietta owners will become stockholders in Transcontinent, with Mr. Wrather owning 22.15%, Petry Co. 12.66%. Major owners in Transcontinent include **J. Fred Schoellkopf IV, Seymour H. Knox III, David Forman, George F. Goodyear, Paul A. Schoellkopf Jr. David C. Moore** is president. Also in merger is KFMB-AM-FM-TV San Diego. Transcontinent presently owns WGR-AM-TV Buffalo, WROC-TV Rochester, both New York; 60% of WNEP-TV Wilkes-Barre-Scranton, Pa., and 50% of WSVA-AM-TV Harrisonburg, Va. (BROADCASTING April 20). Ann. April 22.

KBMX Coalinga, Calif.—Seeks assignment of license from **Sheldon Anderson** to **Meldean Upp** for $35,000. Applicant has interest in service station. Ann. April 16.

KDAN Eureka, Calif.—Seeks assignment of license from **W. H. Hansen** to **Radio K-DAN Inc.** owned by **James F. Hadlock** (74%), **Naum B. Healy** (22%) and **Arvo Van Alstyne** (4%) for $225,000. Applicants have interest in KBUC Corona, Calif. and Mr. Hadlock is one-third owner KDOT Reno, Nev. Ann. April 21.

KFMB-AM-FM-TV San Diego, Calif.—Seeks transfer of control of **Marietta Bcstg. Inc.** from **J. D. Wrather Jr.** and **Edward Petry & Co. Inc.** to **Transcontinent Television Corp.** For details, see KERO-TV Bakersfield, Calif. (above). Ann. April 22.

KOMY Watsonville, Calif.—Seeks assignment of license from **Francis T. Crennan** to **KOMY Inc.**, owned by Mr. Crennan. Ann. April 20.

KDAD Weed, Calif.—Seeks assignment of cp of **KDAD Bcstrs.** from **John H. McAlpine** and **Jay C. Lemire** to **Mr. Lemire** for $2,200. Ann. April 22.

KHIL Brighton, Colo.—Seeks assignment of license from **Edward A. Brown**, administrator of estate of **John Babcock**, deceased, to **Arline H. Steinbach** for $75,000. Mrs. Steinbach is former owner of KLMO Longmont, Colo. Ann. April 16.

WILI Willimantic, Conn.—Seeks assignment of license from **Windham Bcstg. Co.** to **Herbert C. Rice** for $107,000. Mr. Rice is former vp Mutual Broadcasting System and is presently independent radio tv producer and has interest in firm which packages and sells U.S. flags. Ann. April 22.

WPRY Perry, Fla.—Seeks transfer of control from **E. P. Martin**, deceased and **John A. Branch**, each presently owning approximately one-third to **Alpha B. Martin** for $17,040. Ann. April 16.

KBRV Soda Springs, Idaho.—Seeks transfer of control of 80% of **Caribou Bcstg. Inc.** from **Hugh Wagnon, Robert L. Montgomery** and **C. Ed Flandro** to **Glen S.** and **Wendell P. Marshall** for $4,000. Marshall brothers are insurance brokers. Ann. April 22.

WBEL South Beloit, Ill.—Seeks transfer of control of 50% interest from **Lloyd Burlingham** to **Russell G. Salter**, present 50% owner for $150,000. Mr. Burlingham owns KCVR Lodi, Calif. Ann. April 16.

WDEW Westfield, Mass.—Seeks assignment of license from **Westfield Bcstg. Co.** (owned by **Albert L. Capstaff**) to **Westfield Bcstg. Inc.** owned by **Harold J. Martin, John T. Maher, Laurence W. Jones, Paul S. Allen** and **Edward M. Lee** (20% each). Messrs. Martin and Maher are local businessmen, Mr. Jones is employe WDEW, Mr. Allen is accountant, and Mr. Lee is attorney. Ann. April 20.

WCRM Clare, Mich.—Seeks transfer of control of **Gateway to the North Bcstg. Corp.** from **Dan McDonald, Genevieve McDonald** and **John E. Cobb** (each present one-third owners) to **Richard E. Hunt** for $15,250. Mr. Hunt has interests in WPTW Piqua, Ohio and WCBY Cheboygan, Mich. Ann. April 16.

WJMB Brookhaven, Miss.—Seeks transfer of control of **Brookhaven Bcstg. Inc.** through transfer of stock from **Tullius Brady, Dalton Brady** and **Thomas Golding Sr.** to **Aubrey H. Felder** for $51,000. Mr. Felder is former chief engineer WJMB. Ann. April 20.

WMVB Millville, N.J.—Seeks transfer of control of 5% stock interest in **Union Lake Bcstrs. Inc.** from **Harwood L. Knorr** to **Fred M. Wood** (present 45% owner) for $1,250. Ann. April 16.

WAUB Auburn, N.Y.—Seeks assignment of cp from **Herbert P. Michels** to **Atom Bcstg. Corp.** for $5,400 and 25% interest in Atom. Atom includes Mr. Michels (25%) and **J.R. Poppele, Pauline Poppele, June Poppele, Lorraine Poppele** and **William Endres** (15% each.) Mr. Michels is chief engineer WHCU-AM-FM Cornell U., Ithaca, N.Y. and Mr. Poppele is former director Voice of America. Ann. April 16.

WFSC Franklin, N.C.—Seeks transfer of control of one-third interest in **Macon County Bcstg. Co.** from **John E. Boyd** to **Gertrude S. Taylor** (executrix of estate of **Graves Taylor**, deceased) and **Henry G. Bar-**

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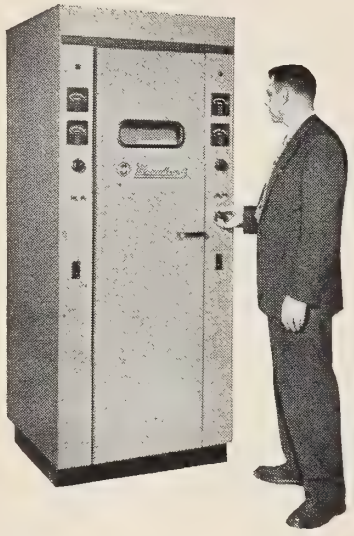
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tol Jr. for $11,000. After transfer, each will own 50% interest. Ann. April 16.

KTLQ Tahlequah, Okla.—Seeks assignment of license from **Tahlequah Bcstg. Co.** to **Camelleta Corp.** for $77,000. Ann. April 16.

WDAU-TV Scranton, Pa.—Seeks transfer of control from **WCAU Inc.** to **Scranton Bcstrs Inc.** for $700,000. WCAU Inc. presently owns 75% of WDAU-TV. Scranton Bcstrs. presently owns 25% of WDAU, and owns WGBI-AM-FM Scranton. Ann. April 22.

WBLR Batesburg, S.C.—Seeks transfer of control of **Ridge Bcstg. Inc.** from **J. Olin Tice Sr., J. Olin Tice Jr.** and **Frances M. Tice** to **H. Edward** and **Harriet M. Crapps** for $80,000. Mr. Crapps is in tire service and appliance business. Ann. April 22.

WDSG Deyersburg, Tenn.—Seeks transfer of control of 50% of **State Gazette Bcstg. Co.** from **Russell M.D. Bruce** to **Robert William Ward** and **Jo Ann Ward** for $26,500. Mr. Ward presently owns 50% of WDSG and is general manager. His wife is advertising sales director. Ann. April 16.

KGRI Henderson, Tex.—Seeks transfer of control of **Henderson Bcstg. Corp.** from **B.F. Goggan Jr., T.A.Garnett, Noble Davis, Agnes Crim, W.C. Crawford, Boyd Harris, Roy B. Cannon** and **T.P. Cannon** to **James T. Reeves** for $50,000. Mr. Reeves is musical personality. Ann. April 22.

KCMR McCamey, Tex.—Seeks assignment of license from **The Stuart Co.** to **Joe Martin** for $10 and assumption of $30,000 indebtedness. Mr. Martin is employe KVKM Monahans, Tex. Ann. April 22.

WEER Warrenton, Va.—Seeks assignment of license from **O.K. Bcstg. Corp.** to **Radio Associates Inc.** for $65,000. Equal owners (one-third each) are **Thomas H. Strothman,** U.S. government electronics engineer; **George G. Gatley,** executive in Boy Scouts of America; and **Francis I. Lambert,** Government employe. Ann. April 16.

KLOG Kelso, Wash.—Seeks assignment of license from **KLOG Inc.** to **James D. Higson** for $60,000. Mr. Higson is program director KHJ-TV Los Angeles. Ann. April 20.

KORD Pasco, Wash.—Seeks assignment of license from **Music Bcstrs.** (partnership) to **KORD Inc.,** with same owners. No consideration involved. Ann. April 22.

WXIX (TV) Milwaukee, Wis.—Seeks assignment of license of uhf station from **CBS Inc.** to **WXIX Inc.** for $50,000. Applicants are **Gene Posner** (50.6%), **Harold Sampson** (20%), **Bernard J. Sampson** (20%) and others. Mr. Posner owns WMIL-AM-FM Milwaukee, Sampson Brothers are in real estate and appliance store business. Ann. April 20.

Hearing Cases

FINAL DECISIONS

By memorandum opinion and order, Commission, on petition by applicant for reconsideration, granted without hearing application of Quad Cities Bcstg. Co. for new am station to operate on 1380 kc, 500 w, D, in Brazil, Ind.; terminated proceeding. Ann. April 22.

By letter, Commission waived Sec. 3.651 (c) and granted U. of New Mexico (*KNME-TV, ch. 5), Albuquerque, N.M., six months' temporary authorization to broadcast from 10:30 p.m. to 11:30 p.m., Monday, utilizing aur. trans. of its station to transmit stereophonic sound broadcasts in conjunction with KHFM (FM) Albuquerque; engineering condition. Ann. April 22.

By report and order, Commission finalized rulemaking and amended tv table of assignments by adding ch. 10 to Medford, Ore., in addition to its present ch. 5 assignment. TOT Industries Inc., had petitioned for channel allocation. Effective date of amendment is June 4. Ann. April 22.

INITIAL DECISION

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Santa Monica Bcstg. Co. for new class A fm station to operate on 103.1 mc in Santa Monica, Calif. Ann. April 20.

OTHER ACTIONS

By order, Commission designated Horace Stern to serve as presiding officer in reopened proceeding on applications of Biscayne Television Corp. (WCKT), East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp. for new tv stations to operate on ch. 7 Miami, Fla.; ordered that further hearing and hearing conferences shall be held at such times and places as may be designated by presiding officer; and rescinded that part of April 3 order (which reopened proceeding) which provided for holding of further hearings in Washington, D.C. Ann. April 16.

By memorandum opinion and order, Commission dismissed protest and petition for reconsideration filed by Evanston Bcstg. Co. (WNMP), Evanston, Ill., directed against Feb. 25 grant of application of South Cook Bcstg. Inc., for new am station (WCGO) to operate on 1600 kc, 1 kw, DA, D, in Chicago Heights, Ill. Ann. April 22.

By memorandum opinion and order, Commission granted petition by WWDC Inc. (WWDC), Washington, D.C., party intervenor, for enlargement of issues in proceeding on applications of Alkima Bcstg. Co. and Howard Wasserman, both West Chester, Pa., and Herman Handloff, Newark, Del., for new am stations. Ann. April 22.

By memorandum opinion and order, Commission denied petition by Tele-Views News Inc., for reconsideration of Feb. 5 memorandum opinion and order which enlarged issues in Moline, Ill., ch. 8 tv comparative proceeding. Ann. April 22.

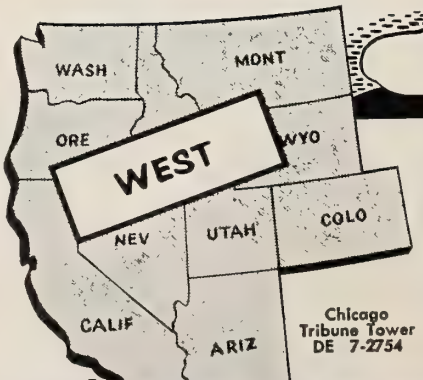
By memorandum opinion and order, Commission denied petition for review and motion by Upland Bcstg. Co., Upland, Calif., to dismiss application of South Coast Bcstg. Co., Laguna Beach, Calif. These applications are in consolidated hearing with other am applications. Ann. April 22.

Commission postponed oral argument from April 24 to May 22 on application of United Bcstg. Co. for new fm station in San Jose, Calif. Ann. April 22.

Commission denied petition of City of New York Municipal Bcstg. System for extension of time for oral argument on its application for extension of SSA to operate am station WNYC New York, N.Y., additional hours; rescheduled oral argument from April 30 to May 22. Ann. April 22.

Commission adopted new order correcting one of April 1 which consolidated applications of Sierra Bcstg. Co. (KATO), Reno, Nev.; Finley Bcstg. Co. (KSRO), Santa Rosa, Calif., and Sanval Bcstrs., Oroville, Calif., in hearing with that of James E. Walley, Oroville. New order amends issues only. Proceeding involves proposed operations on 1340 and 1350 kc. Ann. April 22.

Goleta Bcstg. Associates, Goleta, Calif.; Bert Williamson and **Lester W. Spillane,** copartnership, **Santa Barbara, Calif.**—Desig-



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nated for consolidated hearing applications for new am stations to operate on 1290 kc, 500 w, D; made KFOX Long Beach, party to proceeding. Ann. April 22.

WMBM South Miami, Fla.—Is being advised that application for mod. of cp to change main studio location back to that specified in its license (130 MacArthur Causeway, Miami Beach) indicates necessity of hearing. Ann. April 22.

Clarence E. Wilson, Permian Basin Radio Corp. (KHOB), Hobbs, N.M. — Designated for consolidated hearing applications of Wilson for new am station to operate on 1390 kc, 5 kw, D and KHOB to change from 1280 kc, 1 kw, D, to 1390 kc, 5 kw, D. Ann. April 22.

Routine Roundup

Commission invites comments to notice of proposed rulemaking looking toward shifting ch. 6 from Whitefish Bay to Milwaukee, Wis. Independent Television Inc., which operates station WITI-TV on ch. 6 at Whitefish Bay, petitioned for change. Comments due by May 22. Ann. April 22.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 17

KCMT (TV) Alexandria, Minn.—Granted license for tv station; ERP vis. 26.3 kw, aur. 13.2 kw, ant. 1,120 ft.

KGO-FM San Francisco, Calif.—Granted license covering change of ERP to 23.6 kw, ant. height 930 ft., installation new ant., change studio location and ant. changes; condition.

WBEN-FM Buffalo, N.Y.—Granted license covering change in frequency, installation new ant. and increase in ERP and ant. height of auxiliary trans.

KGPO (FM) Grants Pass, Ore.—Granted license covering decrease in ERP, installation new type ant. and decrease in ant. height; ERP 1.3 kw, ant. 485 ft.

WHBF Rock Island, Ill.—Granted mod. of license to operate main trans. by remote control using DA-N; conditions.

KGAK Gallup, N.M.—Granted mod. of license to operate main trans. by remote control using DA-N; conditions.

WCOL-AM-FM Columbus, Ohio—Granted cp to move main and auxiliary ant.-trans. location and make changes in ground systems; and cp to increase ERP to 7.2 kw; decrease ant. height to 320 ft.; change trans. location (using combined am-fm tower); remote control permitted.

KFVS-TV Cape Girardeau, Mo.—Granted cp to change trans. location, type ant., and make changes in equipment and ant. height; ant. 2,000 ft.

KVOG-TV Ogden, Utah—Granted mod. of cp to change ERP to vis. 29.5 kw, aur. 14.8 kw; installation new trans. and make changes in equipment; ant. 380 ft.

Following stations were granted extensions of completion dates as shown: KGNS-TV Laredo, Tex., to July 19; KVOG-TV Ogden, Utah, to Oct. 13; WKY-TV (aux. ant.) Oklahoma City, Okla., to Sept. 30; WTOV-TV Norfolk, Va., to Oct. 16; KMOX-TV (main trans. and ant.) St. Louis, Mo., to May 15; WPFB-FM Middletown, Ohio, to July 3; WMRW Merrill, Wis., to Aug. 1; KPAT Idaho Falls, Idaho, to Aug. 3.

Actions of April 16

KBET-TV Sacramento, Calif. — Granted assignment of licenses to **Great Western Bcstg. Corp.**

WPRC Lincoln, Ill.—Granted authority to sign-off at 6 p.m., CST, for period ending Sept. 27, except for special events when station may operate to licensed sign-off time.

WMIL Milwaukee, Wis.—Granted authority to sign-off at 8 p.m., CDST, for period May 1 through Aug. 31.

WWIS Black River Falls, Wis.—Granted authority to sign-off at 6 p.m., CST, for period May 1 through Sept. 30, except for special events when station may operate to licensed sign-off time.

Actions of April 15

WIOI New Boston, Ohio—Granted assignment of cp to **WIOI Inc.**

WJLN (FM) Birmingham, Ala.—Granted authority to operate on reduced power for period ending June 3.

Actions of April 14

KNBX Kirkland, Wash.—Granted assignment of license to **L. N. Ostrander** and **G. A. Wilson.**

WPCT Putnam, Conn.—Granted acquisition of positive control by **Rene Cote** through purchase of stock from **Albert Lanthier.**

KJAX Santa Rosa, Calif.—Granted license for am station and specify studio location.

KWSH Wewoka, Okla.—Granted license covering change from DA-2 to DA-N.

WHYL-FM Carlisle, Pa.—Granted cp to replace expired permit for new fm station.

WMVO-FM Mount Vernon, Ohio—Granted cp to install new trans.

WLEX-TV Lexington, Ky.—Granted cp to change ERP to vis. 229 kw, aur. 123 kw; change type trans., ant., and make changes in ant. structure; ant. 640 ft.

WOW-TV Omaha, Neb.—Granted cp to change type trans.

WSRO Marlborough, Mass.—Granted authority to sign-off at 6 p.m., EST, May 1 through Aug. 31.

KASI Ames, Iowa—Granted authority to sign-off at 7 p.m., May 1 through Aug. 31.

WLRP New Albany, Ind.—Granted authority to sign-off at 7 p.m., CDT, for period May 1 through Aug. 31, except for special events when station may operate up to licensed sign-off time.

WETZ New Martinsville, W.Va.—Granted authority to sign-off at 7 p.m., local time, for period May 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

WCHN Norwich, N.Y.—Granted authority to sign-off at 7 p.m., EDST, for period May 1 through Sept. 30, except for special events when station may operate up to licensed sign-off time.

WOMC (FM) Detroit, Mich.—Granted extension of completion date to July 15.

WHLP Centerville, Tenn.—Granted authority to remain silent for period ending June 12; conditions.

Actions of April 13

WCPO-FM Cincinnati, Ohio—Granted cp to increase ERP to 16.5 kw.

WSBC-FM Chicago, Ill.—Granted mod. of cp to increase ERP to 27.5 kw and change type trans.

Following stations were granted extensions of completion dates as shown: WFMD-FM Frederick, Md., to Nov. 13; WYZZ (FM) Wilkes-Barre, Pa., to April 30; WLOV (FM) Cranston, R.I., to May 20; WIBG Philadelphia, Pa., to July 25.

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

Granted petition by Broadcast Bureau for extension of time to April 17 to file responsive pleadings to petition by Knoxville Ra-Tel Inc., to enlarge issues in proceeding on am applications of Granite City Bcstg. Co., Mount Airy, N.C., and Cumberland Publishing Co. (WLSI), Pikeville, Ky. Action April 17.

Granted petition by Broadcast Bureau for extension of time to April 20 to file responsive pleadings to petition by Herman Handloff, Newark, Del., to clarify or enlarge issues in proceeding on his am application, et al. Action April 14.

By Chief Hearing Examiner James D. Cunningham

Scheduled hearing for April 27 in proceeding on application of Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S.C. Action April 17.

Granted petition by Eastern States Bcstg. Co. for dismissal without prejudice of its application for am facilities in Hamden, Conn., and retained in hearing status two remaining applications involved in consolidation. Action April 16.

Scheduled for hearing on June 10: applications of North Shore Bcstg. Inc., and Suburbanaire Inc., for am facilities in Wauwatosa and West Allis, both Wisconsin. Action April 15.

Directed CBS, NBC, and ABC to appear on May 4 to give evidence and supply information and data in investigatory proceeding in study of radio and television network broadcasting (including tying-in of programs), and ordered that their oral testimony will be concerned with identification, authentication and explanation of certain exhibits, documents and other papers relevant to inquiry. Action April 15.

Scheduled for hearing following proceedings on dates shown: June 3: application of Inter-Cities Bcstg Co., for am facilities in Livonia, Mich; June 9: applications of George T. Hernreich and Patteson Brothers for new tv stations to operate on ch. 8 in Jonesboro, Ark.; application of Rollins Bcstg. Inc., for additional time to construct changed nighttime facilities for KATZ St. Louis, Mo.; June 10: am applications of Binder-Carter-Durham Inc., and Herbert T. Graham, Lansing, Mich.; June 11: am applications of Electronics Research Inc. of Evansville (WROA), Gulfport, Miss., and Lionel B. De Ville, Franklin, La.; June 15: am application of Entertainment and Amusements of Ohio Inc., Solvay, N.Y. Action April 15.

Granted petition by Oregon Television Inc. for leave to participate in Portland, Ore., tv ch. 2, proceeding with reference to pending petition of Fisher Bcstg. Co. to amend its application; accepted Oregon's pleadings and denied Fisher's motion to strike such pleadings. Action April 15.

By Hearing Examiner J. D. Bond

Granted motion by New England Television Co. to defer proceedings in New Bedford, Mass., ch. 6 proceeding, to extent of postponing dates for exchange of exhibits and for hearing of evidence relating to issue number 1 to date to be fixed by subsequent order. Action April 14.

By Hearing Examiner Basil P. Cooper

Granted petition for extension of time from April 20 to April 24 to file replies to proposed findings of fact and conclusions of law, filed by Times and News Publishing Co. (WGET), Gettysburg, Pa., in proceeding on its am application, et al.; granted motion by Times and News Publishing Co. to correct transcript in same proceeding. Action April 16.

By Hearing Examiner Thomas H. Donahue

At oral request of Southland Communications Co., Anaheim, Calif., extended from April 20 to April 24 time for exchange of applicants' direct engineering testimony and related exhibits in proceeding on its am application, et al. Action April 16.

By Hearing Examiner Annie Neal Huntting

On own motion, continued without date hearing scheduled for May 1 in proceeding on am application of Joseph F. Sheridan, Ukiah, Calif. Action April 17.

Granted joint motion by Wabash Valley Bcstg. Corp., and Illiana Telecasting Corp., to correct transcript in proceeding on their

Continued on page 107

ALLEN KANDER
AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Top calibre local salesman-sales manager for leading California station. Best ratings, power and facilities in market. Must sell personally and direct four-man staff. Major city, pleasant living. Guarantee $7,000 plus bonus incentive assuring $10,000-$12,000 with room to go up. Must excel all phases local, national, merchandising. Prefer late twenties, thirties. Imagination, desire, real willingness to work essential. Truly great opportunity for right man. All replies confidential. Box 567K, BROADCASTING. Write all, with picture, first letter.

Station manager wanted—for New York state regional. Contact A. D., Room 508, 66 Court Street, Brooklyn, New York.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Station execs—increase your air personnel's rating, selling power. Order "Radiomanship Guide" by top market announcers and agency personnel. $2.00. DeBu Features, 20 E. Huron Street, Chicago, Illinois.

Sales

Radio sales manager midwest (metropolitan population 125,000) 5 kw am Mutual affiliate. Multiple ownership. If you have proven sales record and are ready for management, send salary requirements, picture and details to Box 455K, BROADCASTING.

Wanted: Top salesman, salary and commission, for small market but with terrific potential. Long established station owned by veteran operator, located in the southwest with ideal year-around climate, and fine recreational facilities. Send complete resume, credit and character references and sales background with first letter. Box 500K, BROADCASTING.

Sales opportunity. 5 kw midwest medium market. Salary while starting. Guarantee against 20% when billings climb. Full details to Box 548K, BROADCASTING.

Wanted: Experienced salesman-announcer, emphasis on selling, some announcing required. West coast station. Reply Box 556K, BROADCASTING.

Seasoned salesman. Relocate in Florida metropolitan market. Station has excellent ratings. Owned by expanding chain, with executive jobs open on proof of performance. Hospitalization. Paid vacations. Bonus for producers. Include billing figures on current or last job, resume and references. Box 564K, BROADCASTING.

Somewhere in the broadcasting industry there is a real-honest-to-goodness salesman on some station's radio staff. This man feels stymied in his progress. Perhaps the job he wants as sales manager is held by a capable man who is young enough to keep the job for a long time. If you are this man, if you really know radio in all its phases, if you understand how to sell competitively yet cleanly, if you are use to competition and to winning after a scrap for a piece of business then here is your opportunity. We are a network affiliated station that has revamped its programming to conform to its network and as a result has to re-vamp its selling approaches. We have a good job to offer a good man in a fine company located in a top market in the middle west. Our choice will be an intelligent, level headed, experienced man who understands the tricks of the trade, who will go out and sell himself and who can handle people. To him we will entrust the sales destiny of our radio station and to him we offer progress in our radio and television stations as he proves his worth. If you qualify, contact Box 610K, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Two qualified salesmen wanted by west coast independent. Station will pay RERB registration fee. Box 635K, BROADCASTING.

Northwestern Ohio needs salesman or announcer with sales desire. Immediate opening. Salary plus commission. Box 646K, BROADCASTING.

Sales opportunity available in long established, mid-Atlantic regional network station. Married, 26-40. Previous experience. Send photo and resume. Box 654K, BROADCASTING.

Salesman-announcer, young, aggressive man ambitious to advance and make money with expanding small station chain. Must have proven, successful sales record, car. Prefer married, college graduate. Can earn $8-10,000 salary—commission plan, advance to manager and owner. Emphasis on sales. Small board schedule 100 to 125 dollars week draw to start for guaranteed period. Box 656K, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman for Fort Collins in foothills of Rocky Mountains midway between Denver, Colorado and Cheyenne, Wyoming. Excellent salary and incentive commission. Send your record of sales performance and photo to Radio KCOL, Fort Collins, Colorado and join the "Rush to the Rockies".

Need experienced salesman-announcer. $75 per week plus commission. 5 kw CBS station, new building, ideal working conditions. Send tape, picture, and application to KOLT, Scottsbluff, Nebraska.

Sales opportunity. Expanding sales department, need aggressive, experienced salesman. Medium southern market with excellent chance to make $10,000 a year. Send details to WJSO, Johnson City, Tennessee.

Sales manager wanted 5 kw. Write Art Tacker, WTYM, Springfield, Mass.

Ohio, WWIZ, Lorain. Excellent opportunity for second salesman.

Radio-tv salesman: Top positions in best stations! Write Broadcasting Salesmen, Rossville, Ga.

Managers-Sales managers — sell for the south's top-rated negro station group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunity unlimited for aggressive, executive types between 28 to 39. Send complete resume and photo first letter. McLendon Ebony Radio, Suite 509, Lamar Life Building, Jackson, Mississippi.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Morning "personality man" wanted in large (top 10) eastern metropolitan market. Must be combo man—1st class ticket an advantage. Here's your chance for the big time! Needed immediately! Permanent position! Send audition tape, photo, references. Box 561K, BROADCASTING.

Fulltime station in good market needs top announcer for south Texas. Send tape, experience, salary expected and recent photo in first letter. Box 571K, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABC network, Texas. Box 574K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Top Arkansas regional offers opportunity and good pay for mature, experienced announcer. Tape, photo, resume to Box 591K, BROADCASTING.

Ohio, medium market within 30 miles of Cleveland. Salary commensurate with experience. Send tape-resume to Box 616K, BROADCASTING.

Country and western dj opportunity with west coast independent. Station will pay RERB registration fee. Box 636K, BROADCASTING.

Pennsylvania chain looking for top dj. Good financial future for right man. Send tape. Box 637K, BROADCASTING.

Announcer with sales ability for Toledo, Ohio area. Will consider announcer who wants to sell. Box 647K, BROADCASTING.

Immediate openings. Wendal Broadcast Personnel, Box 61 Dishman, Spokane, Washington.

Need first phone deejay with sales experience. $2.50 hour boardwork to $100.00 a week plus 15 percent all sales. Also chief-announcer to $450.00. Am expanding to fm. Phone OV 8-1570, or write Box 2185, Riverside, California.

Here is your chance to live in the nation's leading winter and summer vacation land. KGEZ, Kalispell, Montana is in need of an announcer, must have first class ticket. Work with young, progressive staff. Top pay. Write, wire or phone Norm Kurtz now.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Wanted: Announcer with first phone—no maintenance, $4800 for first year, 40 hour week, paid hospitalization, paid life insurance, paid vacation. Call the Manager of this 25 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

Morning man . . . to work 40 hour shift. Don't apply unless you have at least a year's experience in commercial radio. Single station market with top flight reputation during its 12 years of operation. Good salary and good working conditions. Call William Winn, P.D., WESB, Bradford, Pennsylvania any morning at Bradford 3238.

Immediate opening for experienced announcer. Must know production, have ideas. Top 5000 watt independent station for music and news. Send resume, references and tape to W. C. Bochman, WJSO, Johnson City, Tennessee.

Announcer with first phone wanted by station near University of Michigan. Write WOIA, Box 76, Ann Arbor, Michigan.

Personality dj wanted for 1000 watt independent in growing group of stations. Music-news format. Send tape, resume to Dave Silverman, WSPT, Stevens Point, Wisconsin.

Ohio, WWIZ, Lorain. Only air salesmen should apply.

Technical

Wanted: Chief engineer-announcer capable in both. For 250 watt independent in midwest. Station equipped with mobile unit, plus air-craft. Staff is the finest. Opportunity excellent. Successful applicant will undergo rigid investigation on morals, credit and personal habits. Income will be discussed during personal interview only. Above normal benefits provided. Write Box 665K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Wanted: Engineer-announcer. New station in fine town. Good pay for right man. P.O. Box 622, Nebraska City, Nebraska.

Chief engineer, immediately! Experienced only. Must know maintenance. Top pay for right man. Announcing helpful but not essential. Give background and experience. WLAS, Jacksonville, N.C.

Dependable, versatile, experienced 1st combo or announcer immediately. WPGW, Portland, Indiana.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

News director radio and tv. Midwest. Affiliated with NBC television and MBS radio. Excellent opportunity for man who is capable of directing 8-man team. Send full details Box 456K, BROADCASTING.

Newsman to gather, write, and deliver local news. Box 650K, BROADCASTING.

Immediate opening for fulltime, experienced news director. Tell all in your letter. Send tape, salary requirement, recent snapshot. Box 657K, BROADCASTING.

Public relations position: Supervision of program of television public relations film for prominent midwest industrial firm. Good demonstrable skill at writing required. Knowledge of motion picture production and experience in television news reporting and news film production desirable. Please send complete resume of personal data, experience, and salary requirements. Replies confidential if requested. Box 673K, BROADCASTING.

Traffic girl wanted for Michigan radio-television operation. One of the country's fine stations. Personal interview a must. Employee benefits, ideal working conditions, congenial staff. Fast, accurate typist, good with figures and detail work. State full details and salary expected in first letter to Box 685K, BROADCASTING.

Copywriter needed (female preferred) for Pine Bluff, Arkansas radio station. Start $55.00 40 hour week. Reply Box 33, Pine Bluff. Send samples.

Operation manager wanted. Write copy—some airwork, handle program staff. Send tape, qualifications. Radio Station KECK, Box 1369, Odessa, Texas.

Newsman, night shift, to start about June 1. Must have previous experience. If interested, send tape, resume, and photo. Fred Epstein, KSTT, Davenport, Iowa.

Copywriters for chain of radio stations in Georgia. Good starting salary. Send samples of copy with letter to Jerry Keane, Radio Station WDOL, Athens, Georgia.

Copywriter. Immediate opening for experienced person only. We want punchy, hard-sell copy as well as production spots. Pay tops if you can handle job. WLAS, Jacksonville, N.C.

Orlando, Florida. WLOF, top rated in market wants copywriter. Imaginative, hard worker, good typist. Must be able to create production copy for fast paced station format. Send complete resume, recent photo. Mr. Howard S. Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Florida.

Immediate opening for copywriter. Must be experienced. Salary open. Send sample of promotion as well as copywork as soon as possible. Gene Edwards, WROW, Albany, New York.

Ohio, WWIZ, Lorain. Program Director. Also need traffic-copy girl.

News director. Must be experienced news gatherer for fast paced news operation, and capable of directing three man team. Mobile cruiser in use. Send tape, photo, resume, Fred Epstein, KSTT, Davenport, Iowa.

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman by June for pioneer midwest am-tv station to replace man on year's leave to accept CBS fellowship award. Good opportunity for man with small midwest station wanting experience on larger station. Resume and tape to Personnel Director, South Bend Tribune, South Bend, Indiana.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K BROADCASTING.

General manager topping industry sales records seeks new opportunity for revenue expansion. Box 569K, BROADCASTING.

Manager-top radio-family man available shortly. I'll make you good manager, strong on sales. Box 626K, BROADCASTING.

Co managers: Husband-wife. Seventeen years radio. College background. Exceptionally versatile. Husband: Manager-commercial manager. Outstanding sales record. Wife: Assistant manager-program director. Handles internal station procedure and personnel. Provides salable programs and copy. Pleasing air voice. First phone. Operate minimum staff. Possibility modest investment after eight months mutual satisfaction contract to prove abilities and ascertain profit potential. Contact Box 632K, BROADCASTING.

What does your operation require? Manager? Program director? Excellent play-by-play? Sales background. Family man, 37, civic and church leader. Presently employed but no advancement possible. 17 years in radio. Write Box 684K, BROADCASTING.

Available immediately for manager and chief engineer position. 10 years radio, train staff. Eddie Lane, P.O. Box 295, Crossville, Tennessee, Phone 59Y.

Sales

Salesman/announcer. Love challenging sales problems. Write copy. Operate board. Box 390K, BROADCASTING.

Salesman—experienced radio sales, public relations, business management. Not radio combo-man, strictly proven sales. Detailed letters receive detailed answers. Box 546K, BROADCASTING.

Aggressive sales management. 12 years all phases. Family man, college grad, vet, car, 1st phone. Box 680K, BROADCASTING.

Announcers

Gospel programs. Announcer - producer - packager. Capable handling commercial staff duties. Box 391K, BROADCASTING.

Young man. Determined to succeed. Well trained. Any reasonable offer? Box 392K, BROADCASTING.

Announcer, mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 393K, BROADCASTING.

Negro deejay. Smooth patter, efficient. Production. Controls. Audition tape. References. Box 395K, BROADCASTING.

Female, announcer plus. Good background. Women's programs, plus. Reliable. Versatile. Box 450K, BROADCASTING.

Personality-dj; strong commercial, gimmicks, operate board. Steady, creative, cooperative. Box 451K, BROADCASTING.

Hardworking, sober, single live wire modern dj and all-around announcer available after April 18. Four years experience. Prefer midwest. Box 585K, BROADCASTING.

Announcer-recent graduate; professional radio school. Operate board. Tape, photo, resume available. Box 605K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-college, radio school graduate. Operate board, veteran, single. Prefer northeast. Tape, resume available. Box 611K, BROADCASTING.

Southern Minnesota, 3 years experience, strong news, sell, 24, family. Box 615K, BROADCASTING.

Young female announcer. Professionally trained. Type, write copy, sales, production. Box 620K, BROADCASTING.

Available now, negro announcer. Network quality, no clown. Mature, personable, experienced. Box 624K, BROADCASTING.

Announcer, rhythm and blues, different! Girl, graduate professional radio school, operate board, prefers south, tape, resume, available. Box 625K, BROADCASTING.

Good announcer. Eight years am-tv experience. Third phone. Write copy, can sell. College grad. $100 weekly minimum. Box 629K, BROADCASTING.

Hello New England: Seven years staff, all phases, married, 32, steady, well versed, well voiced, top air salesman, enjoyed by all ages. Box 631K, BROADCASTING.

Major markets. If you want established personality, morning dj—bright, cheerful, lively, I'm your man. Box 639K, BROADCASTING.

Woman announcer-copywriter, college graduate. 5 years experience woman's programs, interviews, news, dj, traffic. Can run own board. Box 645K, BROADCASTING.

Announcer-type announcer, top news man, first phone. South, Florida. Box 648K, BROADCASTING.

College student—Year's news and announcing work for Syracuse University radio. Interested in further experience this summer. Any station—50 miles—New York City. Box 649K, BROADCASTING.

Northeast—young, ambitious announcer, dj, news, fine voice and appearance. Box 653K, BROADCASTING.

Virginian with first phone. Three years staff announcing all phases. Former Pathfinder graduate. No maintenance. Excellent knowledge of languages makes clear authoritative delivery. No rockroll. Single. Desire permanent position Virginia, east coast. Available immediately. Box 655K, BROADCASTING.

Experienced announcer-dj, seeking position with station beginning operation soon in small midwest community. Married. Box 659K, BROADCASTING.

Announcer, nineteen years all phases. Best references. Southern California preferred. Box 660K, BROADCASTING.

Country music special! Nineteen years knowledge. Best references. California-southwest. Box 662K, BROADCASTING.

Young, versatile, mature disc jockey available. Can write, sell, produce and maintain top dj ratings. One year program director experience. Single, will travel. Box 667K, BROADCASTING.

Dynamic, topnotch announcer-dj. Successful, versatile, stable. Employed key market. Desires happy, alert station. Starting $135. Box 670K, BROADCASTING.

Announcer-deejay-experienced, run board, settle down, not a floater. Box 675K, BROADCASTING.

Newsman with effective delivery. Investigative reporter. Network trained! Box 677K, BROADCASTING.

Announcer-salesman. Presently employed in top market. Married, top money earner with sales earning four figures monthly. Seeking announcing job with slight emphasis on selling, major or medium markets only. Box 678K, BROADCASTING.

To summer-ize, use young man for staff, glib adlib, can write, etc. Your summer Good Humor man. Box 679K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer's job wanted. No license. Lubaan, P. O. Box 2021, Hollywood, California.

Announcer, sportscaster. dj. Young, ambitious, eager. Good sell ability. Operate own board. Excellent sports background. College background. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 E. 55th Street, Chicago 15, Ill. Phone—Butterfield 8-5404.

Ambitious, talented announcer-dj. Eager to move ahead. Willing to relocate. Hours secondary. Eddie Green, 265 E. Columbia St., Hempstead, L. I.

Single, mature announcer. Thoroughly experienced, 5 years in radio. Desires music spot. Now program director. Available May 1. Best references. Bob Heffner, 124 East Sandusky, Bellefontaine, Ohio.

1st phone experienced announcer-dj. Can handle any type dj show. Good commercial and news delivery. No chief engineer job accepted. Locate anywhere. Available immediately. Fred Keslik, 527 Hall Ave., St. Paul, Minn. CApital 6-1262.

Sportscaster-announcer-salesman. Experienced. First phone. Call—"Livewire", Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, California.

Announcer—SRT graduate, 1½ years college radio, restricted permit, operate board, east preferable. Roy Smith, Congers, New York.

Leaving WWDC, Washington D. C.'s #1 station, after three years. Programming know-how, convincing commercials, knowledgeable newscasts. Thorougly familiar with modern radio. Looking for job with a future—in large or small market. Terry Sullivan, 2409 Eye St., N.W., Washington.

Announcer-dj. Fine background. Bright, crisp delivery for "on the air" sellability. Family man, 27, creative and dependable. Sales also. Locate anywhere. Stability a "must". Dick Turner, 5707 S. Sayre, Chicago, Illinois. Ludlow 5-3508.

Announcer-dj. Operate board. Good voice. Willing to settle. 23, married, draft free. Tape, resume. Robert Walen, 2339 N. Melvina, Chicago 39, Illinois.

Sportscaster: Experienced play-by-play. Sales, capable newscaster, and dj. Can do tv! 21, ex-marine. Prefer northern Illinois, southern Wisconsin markets. Write Paul Williamson, Lake Villa, Illinois.

Technical

Engineer first license wants relocation, D.C. or 70 mile radius. Box 612K, BROADCASTING.

Engineer, eleven years experience, solid reference in all phases of am and fm including multiplex and automation. Box 619K, BROADCASTING.

Engineer, single, sober, 12 years experience am and fm, will travel. Box 621K, BROADCASTING.

Experienced engineer-announcer-chief hi power directional am and fm desires location for tv shop and work for station. Box 664K, BROADCASTING.

Chief engineer, experienced construction, maintenance, directionals, field work and over-all station operation. No announcing. Box 666K, BROADCASTING.

Chief engineer-announcer. Good in both departments. Experienced construction and directional. South. $115.00 week minimum. Box 668K, BROADCASTING.

High school teacher, first phone, veteran, desires summer replacement job. Box 671K, BROADCASTING.

First phone, degree, veteran, would like good job. Box 672K, BROADCASTING.

Experienced chief engineer desires daytime station in Florida. Strong on maintenance fair announcer. Reply Box 683K, BROADCASTING.

First phone. No experience. Willing to learn, married, three children. Kenneth Ashbery, Bullis Road, R.D. 3, East Aurora, New York.

Situations Wanted—(Cont'd)

Technical

First phone desires employment. No experience, willing to learn. Will locate anywhere. Contact: Samuel Copenhaver, 504 Broadway, Rochester 7, New York.

First phone-desire experience at transmitter. 18 years amateur radio, radio-tv service. Non-drinker. John Sulim, Box 94, Oakfield, New York. WHitehall 8-5435.

Production-Programming, Others

Newsman—Competent, experienced reporter-newscaster, interested radio and/or tv. Box 468K, BROADCASTING.

Copywriter. Clever with words. 14 years writing experience. 3 in radio. Work anywhere. Box 552K, BROADCASTING.

West coast — Award-winning newscaster. Gather, write, deliver. 14 years radio-tv. Excellent references. Box 606K, BROADCASTING.

News director, twelve years network and local radio-tv; newspaper-wire service experience; two college degrees, BA, MSJ (Northwestern); two national awards. Box 609K, BROADCASTING.

Program and management. All phases. Thirteen years experience including public relations. Box 614K, BROADCASTING.

Continuity director. Ten years radio-tv. Production. Hard sell. Rapid typist. Cooperative, congenial. Excellent references. Box 617K, BROADCASTING.

Man Friday with eight years am-tv experience as announcer-deejay-air personality-copywriter-director. College grad. Seeking opportunity as manager's assistant any size market. Would like to try sales, eventually management. Am hard worker, energetic, and have ideas. Box 628K, BROADCASTING.

Currently employed news director, desires placement on staff of southern California radio or tv station. Experienced in programming and round-the-board operation. Box 630K, BROADCASTING.

Nineteen years radio plus formula. Reliable, experienced, qualified. California preferred. Box 661K, BROADCASTING.

Program director large station; manager small station. Experienced. Successful record. Desire opportunity improve your station. Available immediately. Call Rochester, N.Y. BU 8-1891.

TELEVISION

Help Wanted—Management

If you have a proven sales record in national field and are ready for management, send salary requirements, picture and details. Multiple ownership. Midwest 350,000 sets. Box 457K, BROADCASTING.

Sales

Wanted. Experienced television salesman for one of New England's top television stations in top market. Good pay scale and commission. Write full details. Box 589K, BROADCASTING.

Announcers

Excellent opportunity for announcer who has already reached high professional standard in radio and who wants to get into television. Leading radio-tv operation will consider proven air salesman for combination position. WSAV, Radio-Television, Savannah, Georgia.

Technical

Wanted: Television cameramen and technicians for summer work at large station in northeast. Station experience necessary. Send complete background information in first letter. Box 551K, BROADCASTING.

Studio engineer and transmitter engineer. First phone desired but not necessary. Excellent opportunity for advancement. List experience, references and salary desired. Mid-Atlantic, vhf full-power, CBS station. Write Box 618K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Studio technician with first class license, familiar with operation and maintenance of RCA studio equipment. Send resume with experience and references. A. H. Chismark, Director of Engineering, WHEN-TV, Syracuse, N. Y.

Production-Programming, Others

Film director: For midwest tv station. This man is currently working in a tv film department, and is ready to move up to department head. He knows slide, stills, silent and sound film procedures. He is a good darkroom man. He knows shipping. He feels qualified to act as a supervisor. If you are this man, send a complete resume to Box 634K, BROADCASTING.

Production manager, man with big station experience, capable of managing a small station production department, sales minded, creative, a good teacher, able to perform any job in an emergency. Do not apply unless you have commercial working experience. All details, picture and salary requirement first letter. Chet Pike, WPTV, Palm Beach, Florida.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Experienced salesmanager (12 years). Seeking position with income and advancement based on ability. Box 669K, BROADCASTING.

Announcers

Nut. Good comic, continuity, announcer. Great for small station. Box 638K, BROADCASTING.

10 years tv announcing, 5 in one of top 15 markets (left staff for executive position in medium market). Seeking salary plus talent in major metropolitan area. Good voice, appearance, references. Box 642K, BROADCASTING.

Experienced television announcer desires position with future. 26, married, one child. Presently employed in Colorado. College and agency. Box 643K, BROADCASTING.

Announcer, host, mc. Long experience, best references. Southern California only. Box 663K, BROADCASTING.

Radio-tv newscaster. Superior writing ability. A professional. Network background. Large markets only. Box 676K, BROADCASTING.

Technical

11 years experience, 4 years supervisory plus 3 years chief, am-fm-uhf-vhf, studio, transmitter, planning, construction, operations, maintenance. Box 579K, BROADCASTING.

1st class technician experienced all phases studio operation, seeking permanent position. Box 641K, BROADCASTING.

Production-Programming, Others

Married, college graduate desires direction or production position. Two years experience on camera, production, and film. Box 560K, BROADCASTING.

Pacific coast. TV production man. 5 years production, set design, announcing plus decade successful radio. Excellent references. For interview write Box 607K, BROADCASTING.

News director. Thirteen-year background includes public relations. Resume, photo, SOF. Box 613K, BROADCASTING.

Talented tv announcer-director-air personality. Am cartoonist-writer-weatherman. I offer top rated children's show plus six years tv experience, all phases. Permanent. Interested in any market. College grad. Box 627K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

TV news director medium market (writing-broadcasting). Desires affiliation with top metropolitan news staff. 12 years broadcasting, five as tv news director, M.A. Journalism, B.S. Broadcasting. High A.R.B., awards, references. Box 640K, BROADCASTING.

Televison director with over two years experience in every phase of television production looking for promising or progressive station. Box 644K, BROADCASTING.

FOR SALE

Equipment

Western Electric 504B2 fm transmitter, with two channel multiplex and spare final and driver tubes now in operation, available mid-June. $4,000. You pay for packing and shipping. Box 549K, BROADCASTING.

Western Electric 503B one kw fm transmitter. Now on the air, all offers considered. Box 588K, BROADCASTING.

Make a very substantial profit the first year by selling advertising locally on a translux news sign. Purchase a used 41 foot long signed panel and all the necessary equipment in good condition at one-half usual price. Box 674K, BROADCASTING.

Presto 6-N disc recorder, complete, $500; Gates control board, complete $400; Gates 6-C line amplifier, $100; Jensen GP 802 speaker, and cabinet, $50; Altec Lansing speaker, $100; RCA Jr. velocity microphone, $35; Gates CB-11 turntable, $35; all cod, fob, KFLW, Klamath Falls, Oregon.

1 REL 518-B-DL 1 kw fm transmitter using the Armstrong method of modulation. 1 REL 520-DL 10 kw amplifier. This equipment now operating in good condition. Available in approximately 30 days. Make us a price. WGBR, Goldsboro, North Carolina.

Channel (22) uhf RCA 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: $11,500. WSIL-TV, Harrisburg, Ill. Channel (3).

For sale four Blaw Knox type CK-285 ft. self supporting towers. Contact E.S. Whitlock, Manager, WRNL, Richmond, Va.

Slightly used Presto 6N disc recorder, portable case, 1D cutting head, 3 speed, 120, 224, 256 1pi feedscrews, new Capp hot stylus, suction nozzle, also 50W2 McIntosh amplifier with new NAB pre-amp equalizer. Reasonable. Joe Beck, 4131 Coleridge, Houston 5, Texas.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

10 kw fm power amplifier, Westinghouse type fm-10 complete power, supply and 10 kw amplifier in two cabinets. Good condition. The price is right. Call or wire for details Rixon Electronics, Inc., 2414 Reedie Drive, Silver Spring, Maryland. LOckwood 5-4578.

WANTED TO BUY

Stations

CP or station in difficulty, sought by responsible operator. Box 902H, BROADCASTING.

Responsible party interested in buying local fulltime station in market of 50,000 or more. Will pay 29% down and rest in payments suitable to seller. Please send details to Box 576K, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Advertising executive will pay up to $150,000 for sound station in east or north central. Box 651K, BROADCASTING.

Equipment

Dry modulation transformer for a 10 kw, BTA 10-F RCA broadcast transmitter using two 892-R tubes on Class "C". Box 652K, BROADCASTING.

Ten watt fm educational transmitter (used) or converted surplus, Jim Buterbaugh, Dalton, Nebraska.

Collins 20-V transmitter in good condition for cash, interested in console and monitoring equipment, please state condition and price. Howard C. Gilreath, Radio Station WVOP, Vidalia, Georgia.

BUSINESS OPPORTUNITY

You finance. We buy and operate. You have third interest in station. We are thoroughly experienced and reliable. Both have first tickets. Box 658K, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

If you have a background in electronics, but are having trouble passing FCC phone exams, my 12 years experience as chief instructor of electronics school can help you over the hump. Not a course. Write me personally for free information. Wallace Cook, Electronic Instruction Specialist, 1614G Morson Road, Jackson 9, Mississippi.

MISCELLANEOUS

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 4¼x5½, $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7639

RADIO

Help Wanted—Announcers

FOOTBALL PLAY-BY-PLAY MAN
GEORGIA TECH GAMES

Must have expeirence calling top college games. First class man only or don't answer. Year-round job on staff doing music and news. Send tape, background and photo.

J.W. Collins
WGST
Atlanta, Georgia

Production-Programming, Others

NEED EXPERIENCED NEWS EDITOR

This station now employs four-man fulltime news staff. Air 26 newscasts daily plus remote break-ins from 3 completely equipped mobile units. One man leaving to become News Director of out-of-state station. Starting salary $450 month. Must be experienced. Personal meeting here necessary. Send news, radio and personal history plus recent off-the-air quarter-hour and five-minute news tape. Ted Thorne, News Director, WWCA, Gary, Indiana.

Help Wanted—(Cont'd)

Production-Programming, Others

PROGRAM DIRECTOR OPPORTUNITY

A working program director with good record and stability. Must be good handling men, full of ideas and fit into fast-paced operation. Ability to do topnotch morning show necessary. SALARY EXCELLENT. Job permanent and finest facilities in the south. P.D. experience necessary. Send tape, photo and background. Correspondence confidential. J.W. Collins, WGST, Atlanta, Georgia.

RADIO

Situations Wanted—Announcers

ATTENTION CALIFORNIA!
Top rated, Top 40 D.J. Available for interview. Successful background of 14 years radio-tv. Box 608K, BROADCASTING.

TELEVISION

Situations Wanted

Production-Programming, Others

TV
PRODUCTION-PRODUCER-DIRECTOR
AVAILABLE

College graduate with major in TV-radio. Two years in Army spent in TV directing and producing. Know costs thoroughly. Prior to service worked in major TV station, handling both network and local shows. Excellent industry references from film, network, station representative and government. Salary secondary to opportunity with progressive, creative station. Single. Age 26. May I send you full details today? Would like personal interview at my expense.

Box 682K, BROADCASTING

INSTRUCTIONS

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts May 29. Send for folder and list of positions available.
Call DEcatur 2-5580

FOR SALE

Equipment

FOR SALE
TV OR FM TOWER
Priced to Sell

400 ft. Stainless Triangular Guyed Tower.
Only Four Years Old
Will support RCA 12 Bay High Band TV Antenna

IDEAL FOR TV OR FM
Write Box 681K, BROADCASTING.

TELEVISION EQUIPMENT

Transmitter—5 KW (DuMont/Link) Channel 5.	$11,000
Console for above with Frequency Pix., & W.F. Mon.	2,500
Transmitter—25 KW (DuMont #9000, Like new-Channel 5	65,000
Audio Racks—Matched pair has pre-wired jackfields and seven Audio amplifiers	1,250
Picture Monitors—Twelve 17 inch rack mount #5218B	1,000

Write or call for details
WTTG-TV, Washington, D.C.

BUSINESS OPPORTUNITY

WHAT ARE YOU GONNA DO WITH ALL THAT LOOT?

If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

GREAT WESTERN MERCHANDISE
6013 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

STATIONS
FOR SALE

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.

Texas—$140,000; Minnesota—$105,000; Kansas—$200,000; Colorado—$410,000; Florida—$65,000; Massachusetts—$65,000; New Mexico—$90,000; Pennsylvania—$100,000; Indiana—$600,000; Florida—$200,000. PLEASE WRITE.

Calif.	Medium	250w-F	$150M	terms
La.	Single	250w-D	35M	terms
Ala.	Medium	1kw-D	65M	terms
Ga.	Small	1kw-D	47M	cash
W.Va.	Small	250w-F	30M	terms
Ill.	Single	500w-D	80M	terms
Ky.	Medium	1kw-F	175M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Fla.	Medium	1kw-D	120M	terms
Mich.	Medium	1kw-F	325M	terms
S.E.	Metro	500w-D	75M	terms
S.E.	Major	5kw-D	250M	terms
Fla.	Large	250w-D	250M	terms
South	Major	250w-F	200M	terms
S.W.	Small	AM-TV	375M	terms

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

atlanta
1182 w. peachtree
new york
1270 ave. of americas
chicago
205 w. wacker
santa barbara
33 w. micheltorena

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Texas regional fulltimer semi-major market. In black. $180,000 29% 7½ years payout. Southwest fulltimer semi-major. In black. $150,000 29% 10 years payout. Texas regional fulltimer. Big money-maker. $170,000 27% down, easy pay out. Others $42,500 to $900,000. Patt McDonald, Box 9322, Austin, Tex. GL. 3-8080.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from page 102

applications for new tv stations to operate on ch. 2 in Terre Haute, Ind.; afforded parties 10 days to object. Action April 15.

By Hearing Examiner Jay A. Kyle

Scheduled prehearing conference for May 1 and continued without date hearing scheduled for May 1 in proceeding on application of Easton Bcstg. Co., for am facilities in Easton, Md. Action April 16.

By Hearing Examiner Herbert Sharfman

Scheduled prehearing conference for May 7 in proceeding on applications of Binder-Carter-Durham Inc., and Herbert T. Graham for am facilities in Lansing, Mich. Action April 17.

Referred to Commission for action petition by Tribune Publishing Co., for leave to amend its application for new tv station to operate on ch. 2 in Portland, Ore., by specifying new trans. site. Action April 16.

By Hearing Examiner Elizabeth C. Smith

Granted petition by Southern General Bcstg. Inc. (WTRO), Dyersburg, Tenn., for continuance of hearing from April 15 to May 6 in proceeding on its am application. Action April 14.

PETITION FOR RULEMAKING FILED

Fisher Bcstg. Co., Portland, Ore. (4-9-59)—Requests change as follows: Salem, Ore. 3+, *18—, 24+, 66. Subject to condition that trans. of any station using ch. 3 be located at distance no less than that specified by sec. 3.610 of rules, from any authorized or proposed trans. site for operation on ch. 2 in Portland, Ore.

KTNT-TV Tacoma, Wash. (4-14-59)—Requests that Commission specifically condition future use of ch. 3 at Salem, Ore., on specification of trans. site at least 60 miles from trans. sites of three existing stations that serve Portland, Ore.

PETITION FOR RULEMAKING DENIED

KFJZ-TV Fort Worth, Tex. (12-23-58)—Requested amendment to substitute ch. 2 for ch. 11 in Fort Worth, Tex. and specifying ch. 11* in place of ch. 2* in Denton, Tex. Further requested issuance to KFJZ-TV of order to show cause why its authorization should not be modified to specify ch. 2 in lieu of ch. 11. Denied by memorandum opinion and order adopted April 8, 1959 and released April 14, 1959.

From the SEC record:

The following stock transactions by officers and directors of companies in radio-tv and allied fields have been released by the Securities & Exchange Commission. Sales, reported to SEC between Feb. 11 and March 10, involved common stock unless otherwise indicated.

American Broadcasting-Paramount Theatres Inc.—James G. Riddell purchased 1,000 shares giving him total of 1,980.

Ampex Corp.—James E. Brown increased holdings to 225 shares by purchasing 100.

CBS Inc.—Louis G. Cowan acquired 721 shares for 1,648 total.

Guild Films Inc.—C.W. Alden Jr. and Gerald Dickler purchased 50,000 and 10,000 shares, respectively, from issuer for their initial ownership in Guild; John J. Cole had pledged 34,000 shares he owned as collateral for loan which were sold by lenders because of inability to meet margin calls.

Paramount Pictures Corp.—Louis A. Novins exercised option to purchase 27,500 shares of capital stock of International Telemeter Corp., which in turn was exchanged for 2,291 shares of Paramount in merger effective Jan. 3.

National Theatres Inc.—E.C. Rhoden sold 9,650 shares held indirectly through Precision Holding Co. Mr. Rhoden retains 26,800 National shares individually and 7,325 indirectly through two investment companies.

RCA—Charles R. Denny purchased 188 shares through incentive plan, for 1,018 total.

Skiatron Electronics & Tv Corp.—Frank V. Quigley sold 100 shares, retaining 435; Kurt Widder disposed of 2,500 shares leaving him with 4,000.

Storer Broadcasting Co.—Abiah A. Church purchased 100 shares for 213 total.

TelePrompTer Corp.—Salter Hirshon sold 5,000 shares leaving him with 1,000.

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Now you can protect him from polio... why don't you?



PERHAPS no medical development was ever so eagerly awaited as the vaccine against polio, or infantile paralysis.

But when the vaccine was perfected and supplies became plentiful, a strange thing happened. Millions of Americans failed to take it—or neglected to get the three injections needed for their protection.

In fact, recent studies show that more than 35 percent of our people under age 40—the period when most cases occur—have not had any shots; only half have had the full series. *Of the pre-school children who are most susceptible, nearly one-third have not been vaccinated at all.*

To help correct this situation, the U. S. Public Health Service, the American Medical Association, the American Academy of Pediatrics, the American Academy of General Practice and The National Foundation (for Infantile Paralysis) are spear-heading a drive for the conquest of polio.

You can strike a blow against polio!

If you have children, now is the time to provide them with protection—well in advance of the polio season which is at its height during hot weather.

Three injections—properly spaced by your physician—are 85 to 90 percent effective against paralytic polio. If your children completed their series of three injections a year or more ago, ask your doctor about a fourth "booster" shot at this time.

Remember, it is especially important to protect children under age five. Doctors say that polio injections can be started as early as six weeks of age.

If you are under 40, see that you, too, are vaccinated. Polio isn't limited to children. Although it rarely strikes adults, it is usually severe when it does occur.

So, you could do no wiser thing than to call your physician or clinic *now*—and arrange for your family's injections.

If we all act immediately, we can face the summer of 1959 with the bright hope that there will be no polio epidemics!

COPYRIGHT 1957—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

OUR RESPECTS TO . . .

Norton William Mogge

"The opportunities for radio selling are today greater than ever before," Norton William Mogge, president of the Los Angeles agency, Atherton Mogge Privett, believes.

"And no one takes better advantage of those opportunities than Nort Mogge," a Los Angeles broadcaster has commented. He described Mr. Mogge as "the most astute user of saturation radio in the West."

Among the accounts under Mr. Mogge's jurisdiction is Seven-Up Bottling Co. of Los Angeles, described as the most profitable soft drink franchise in the country. This enviable position is maintained by a barrage of local radio spots on about a dozen stations at all times of the day and night on all types of programs from music to news to sports to weather, with which the agency supports Seven-Up's national television, magazine and outdoor advertising. Other heavy radio users in the AMP client list include Pacific Hawaiian Pineapple products, Jerseymaid Milk products, Barbara Ann Baking, Luer Packing and Pacific Cracker as well as a number of local accounts.

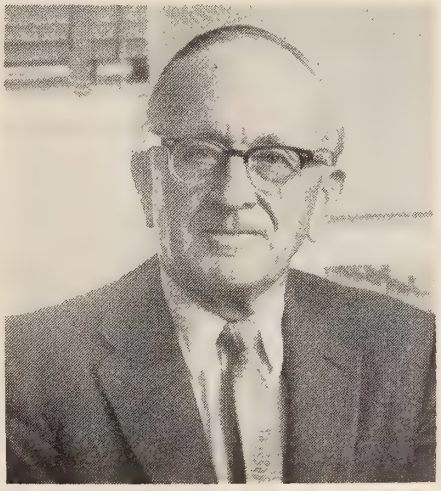
Yet it is only since 1947, when he and Jack Privett left J. Walter Thompson to start their own agency, that Mr. Mogge has personally had much to do with radio. New business development, client contact, merchandising and marketing have been his specialties and in the major national agencies where much of his more than 40 years in advertising were spent, there had been able media departments to handle the details of buying time and space. But food advertising has always been Nort Mogge's major interest and since the beginning of commercial broadcasting food companies have been major users of radio, and latterly tv as well. So, without really trying, he absorbed a lot of knowledge of the broadcast media that was there when he needed it.

A Start at Sunkist • Nort Mogge may well be the only advertising agency president who prepared for a career in advertising by attending an agricultural college—Michigan State, where he majored in horticulture and received a B.S. in 1914. Peculiarly, his first after-college job was not on a farm but as a fruit auction salesman for Sunkist in New York City. Equally off-beat, he got the job not through his superior knowledge of oranges, but because he'd been captain of the Michigan State baseball team. (The man doing the hiring had been baseball captain at Cornell.)

For two years he spent his days inspecting deciduous and citrus fruit coming into Pier 20 on ferries from the railroad terminal across the Hudson River and watching auctioneers to see that the fruit brought a reasonably good price. Next he was sent to Chicago as head of the Sunkist premium department and then to Kansas City as manager of dealer service for an area that stretched from Oklahoma City north to the Canadian border and east almost to St. Louis. "I'd be on the road for six to eight weeks at a time," he recalled, "living in my Ford and often without money because my expense and salary checks couldn't catch up with me."

Tired of life in a Model T, Mr. Mogge obtained an interview with an executive of Northwestern Fruit Exchange who turned out to be a fellow native of Buffalo. More important, he was the brother-in-law of a girl Mr. Mogge had dated during his high school days. So Mr. Mogge was off to Seattle as an assistant sales manager of this apple marketing organization.

After World War I, in which Lt. Mogge spent two years teaching close order drill to non-coms at Ft. Lee, Va., he moved to New York to work with



AGENCY CHIEF MOGGE

Spot radio a specialty

Mutual Service Corp. advertising agency whose main account was Northwestern Fruit Exchange's Skookum apples. Five trips back to Seattle in a year (and in 1919 each cross-country trip meant a week on the train each way) made it plain where he was needed most and in 1920 he returned to Seattle as advertising manager.

Out the Window • Two years later a dispute between eastern interests and the western growers' association (which jointly owned NFE) split the company in half. In the rift "the $125,000 ad budget went out the window with me after it," Mr. Mogee recalled. He opened a marketing office in Wenatchee, center of Washington's apple country, but in 1923 a record-breaking crop drove apple prices down to the breaking point and Mr. Mogge accepted the post of Pacific Coast manager of Meredith Pub. Co. "Freely translated, that meant I sold space for *Dairy Farmer, Better Homes & Gardens* and *Successful Farming* up and down the Coast."

In 1926, when Meredith wanted him to move to the firm's headquarters in Des Moines as advertising manager, Mr. Mogge elected to stay on the Coast and over the next 15 years he successively had charge of food advertising for the Lord & Thomas (now Foote, Cone & Belding) office in San Francisco, was advertising manager of United Prune Growers of California, manager of the Los Angeles office of J. Walter Thompson Co., and opened and managed a Seattle office for JWT (bringing into the agency's client roster the Washington State apple, dairy and progress commissions). Mr. Mogge returned to Los Angeles in 1941 to reopen a general advertising office for JWT, which then was maintaining only a Hollywood radio service branch there. He began with himself and a secretary and six years later had a staff of 52.

Partner and President • In 1947, when JWT decided to transfer some of its top Los Angeles personnel to the agency's Chicago office, Mr. Mogge and Jack Privett, who handled the Ford Dealers of Southern California for JWT, left and opened their own Los Angeles agency, Mogge & Privett. In November 1958 the agency combined with Alfred Atherton to become Atherton Mogge Privett, with Mr. Mogge as president, a post he still holds.

Nort Mogge was born Aug. 26, 1891, in Buffalo, N.Y. In 1924 he married Aileen Brown of Wenatchee. They have two sons: Dwight C., a medical student at UCLA, and John N., also in the advertising agency field, with Keys & Adams, Los Angeles.

Always active in advertising organizations, Mr. Mogge has been president of the Seattle Sales & Advertising Club and of the Advertising Assn. of the West, chairman of AAAA's Southern California chapter, an ad club board member in Seattle, San Francisco and Los Angeles and is currently chairman of the Western Region of AAAA. An ardent golfer, he belongs to the Los Angeles Country Club and is past president of Southern California Advertising Golfers' Assn. He is also a member of the Beverly Hills Club, Big Ten Club and Advertising Club of Los Angeles.

Meritorious

IN nominating Rosel H. Hyde for another seven-year term as a member of the FCC, President Eisenhower recognized dedicated public service, and he disregarded politics.

Others sought the position because a $20,000 salary, among politicians, is a political plum. By naming Mr. Hyde well in advance of the expiration of his present term on June 30, the President cut off the politicking for the Republican assignment.

Mr. Hyde has been a member of the FCC since 1946. With one exception, he has served as a commissioner longer than anyone in the history of communications regulation, which began with the old Federal Radio Commission in 1927. And when he completes his new seven-year term in 1966 he will have exceeded the tenure of Paul A. Walker by a year. From docket clerk to commissioner, he has been with the FRC and the FCC for 31 years.

Mr. Hyde is an unusually youthful, vigorous man at 59. His background and knowledge of communications, and his judicial temperament are admirable qualifications for the position he has held with such distinction over the years. He is not a politician, but rather one of those rare men in public life who has made public service his career.

Too hot to handle

IN bucking the tv allocations hot potato to Congress the FCC took the most expedient, if not the only, course available in the light of the complexities and the unsettled state of spectrum use.

In proposing temporary or interim action by squeezing new stations into critical markets through shorter separations the FCC opens a new Pandora's box.

It could not by decree order what it regards as the optimum solution—extension of the existing vhf spectrum of 12 channels to cover a contiguous band of 50 channels. That must await negotiations with the present government users. And even if this develops, as the FCC majority optimistically hopes, it would take 10 years or longer, plus legislation for all-band receivers, plus adjustment of foreign commitments, to effectuate.

Thus the FCC did the next best thing by presenting to the Senate Commerce Committee a statement of the various long range alternatives to alleviate the scarcities in assignments. It is a clearly-worded exposition, so simply presented that members of Congress, preoccupied as they are with other matters, should have little difficulty understanding the problem.

Where the FCC foments trouble is in announcing that it intends to abandon existing mileage spacings to shoehorn new stations into areas having fewer than three vhf stations, but on a "temporary" basis. It would do this before it knows whether it can work out an expanded vhf plan with the government, or before the proposed President's commission to study spectrum use or the House Commerce Committee's spectrum subcommittee are even off the ground.

It could very well be that shorter spacings, directional antennas, precision offset and other techniques will become the main ingredients in the solution of the vexatious shortage problem. But like Comr. Bartley, we feel that to institute the shorter vhf separations now could prejudice any long range plan. It would jerk the rug from under uhf before it is known whether all 70 uhf channels will be needed. The majority holds that it should know in a few months whether the government will play ball on exchange of spectrum space. Certainly it would cause no onerous hardship to wait that long, particularly since the problem has remained unsolved since 1952.

Meanwhile, there are areas like Syracuse, Rochester, Fresno and Bakersfield, among others, where drop-ins presumably can be authorized without doing violence to the existing separations. Why delay here?

Reducing separations now, even on an interim basis, would be another cruel blow to the 85 operating uhf stations, which certainly should have some priority in succeeding to whatever better assignments become available.

There's no indication as to the extent to which the FCC proposes to reduce vhf separations. What about the effect on existing services which would be impaired or perhaps destroyed? Experience has shown that once standards are compromised, the exception becomes the rule and the degrading process by force of Congressional and other pressures, keeps boring deeper.

If the FCC concludes that shorter separations are inevitable, it should establish a definite outer limit. And it should hold to that line. But first, it must establish to the satisfaction of the public, through Congress, and to the broadcasters who have made their heavy investments, what that line should be. Otherwise the tv allocations are destined for the same fate as am radio.

'News' associations

WE are tempted from now on to refer to the two major news services as the Associated "Press" and United "Press" International.

Both are less press than broadcasting these days.

In a report issued before the annual meetings of the American Society of Newspaper Editors and the American Newspaper Publishers Assn., the AP announced it was serving more U.S. broadcasting stations than newspapers (BROADCASTING, April 13). The figures are 1,878 radio and television stations and 1,638 newspapers.

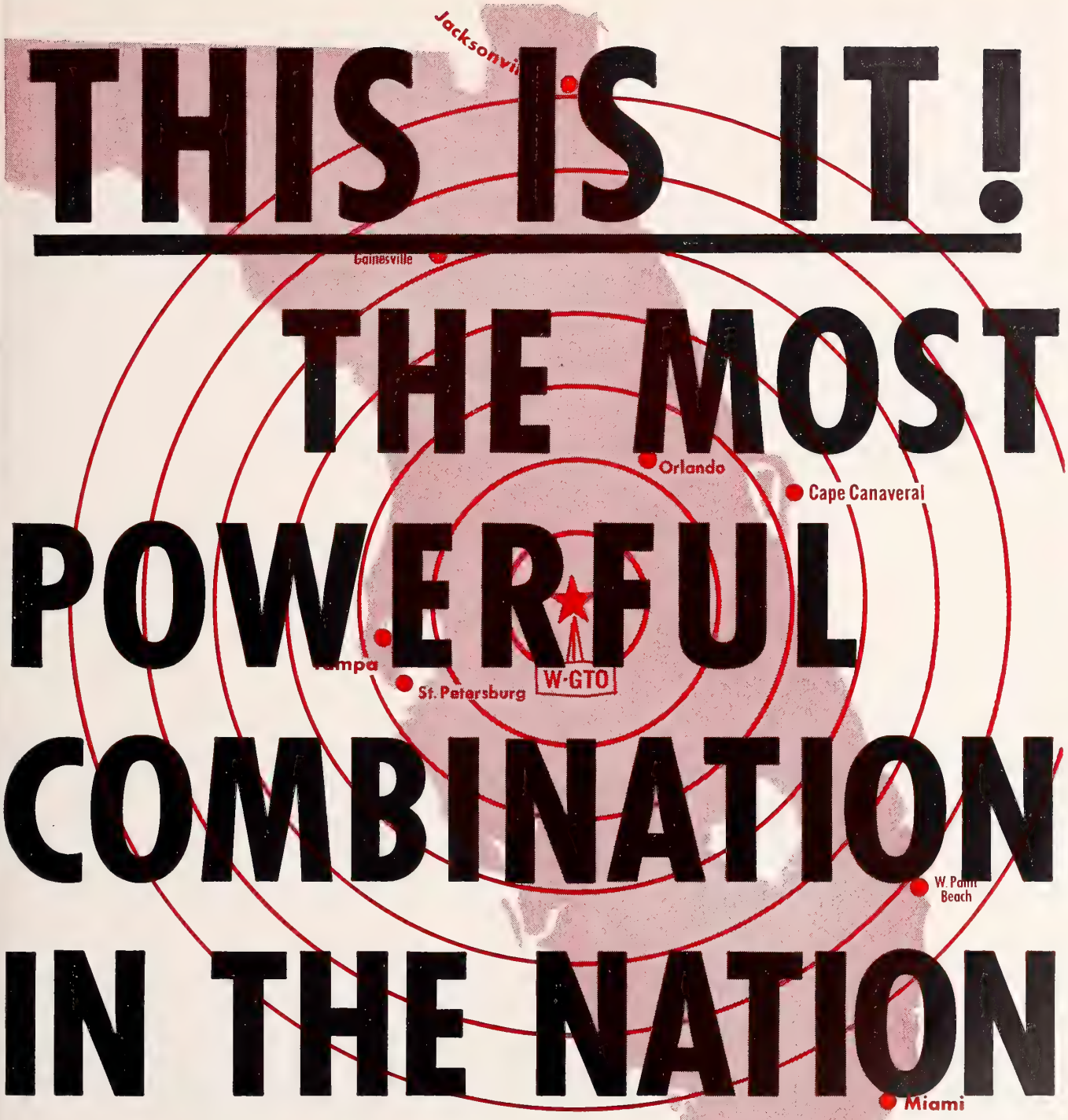
We asked UPI last week how its score stood. It is even more heavily weighted in favor of broadcasting than AP: 2,226 stations to 1,592 newspapers.

Things have changed rather dramatically in the little more than 20 years since the press associations were refusing to sell their service to radio. They have also changed in the slightly more than 10 years since AP agreed to admit broadcasters to associate membership, a status they still occupy. Associate members have no vote in AP affairs. Newspapers, as full members, control the destinies of the AP. Perhaps it is time they let the majority of AP outlets have at least an equal voice in AP operations.



Drawn for BROADCASTING by Sid Hix

"He's been sent to the showers so often, he's picked up a sponsor."



THIS IS IT!

THE MOST POWERFUL COMBINATION IN THE NATION

50,000 WATTS at 540 KC

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RADIO
CYPRESS GARDENS
FLORIDA

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

39% MORE TV HOMES AT LESS COS IN AMERICA'S 28TH TV MARKE

Only Channel 9 dominates the Upper Ohio Valley

WSTV-TV Steubenville-Wheeling:	more than **482,300** TV HOMES*
Nearest Competitor:	347,100 TV HOMES

WSTV-TV LEADS BY 135,200 TV HOMES

Only WSTV-TV, Steubenville-Wheeling, guarantees more homes, greater coverage in America's rich Steel and Coal Center. *(Excluding Pittsburgh)*

Lowest cost-per-thousand guarantees better return for every invested dollar. Only WSTV-TV offers famous "Shopper-Topper" Merchandising Service to any 13-week advertiser. Avery-Knodel or your nearest Friendly Group Office has all facts.

WSTV-TV

CHANNEL 9 CBS-ABC
Steubenville-Wheeling

A Member of the Friendly Group

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*Television Magazine

MAY 4, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Tv code violators punished; plans for PR campaign reviewed Page 31

Revlon goes for quality with 90-minute, hour-long tv programs Page 39

'59 station revenue: how broadcasters expect business to go Page 54

CBS, NBC challenge FCC's stand on station representation Page 70

WAGA·TV's EARLY SHOW



SELLS ATLANTA'S ADULT



AUDIENCE at low cost!

Ratings are rocketing on WAGA-TV'S Early Show, 5:00 p.m. Mondays thru Fridays, featuring top Warner Brothers, RKO, United Artists, and Screen Gem movies that deliver a big adult audience at low cost. There's a new success story nearly every day — make the next one yours. See your Katz man.



Storer Broadcasting Company

Storer Television

WAGA-TV Atlanta · WJW-TV Cleveland · WSPD-TV Toledo · WJBK-TV Detroit · WITI-TV Milwaukee



Run it once-a-week or stripped across the board . . . in any size market—small, medium or large . . . daytime, early evening or nighttime . . . IT'S A GREAT LIFE delivers the big audience every time!

Here's a series that's topping its own outstanding network record with an even more successful syndicated run. Look at these ARB scores:

DAYTIME STRIP—Knoxville, Tenn. (Mon.-Fri., 1:00 p.m.) Leading its time period with a four-week 60% share and a 9.2 rating, IT'S A GREAT LIFE is among the highest-ranking daytime strips in the market.

EARLY EVENING—Cleveland, Ohio (Saturdays, 7:00 p.m.)—IT'S A GREAT LIFE tops SEA HUNT to lead in its time period with a 23.9 rating, 49% share-of-audience.

NIGHTTIME—Huntington, W. Va. (Sundays, 10:30 p.m.)—IT'S A GREAT LIFE, with a 15.5 rating, 36% share, leads in its time period, the first program ever to beat WHAT'S MY LINE in this market.

No wonder IT'S A GREAT LIFE has already been renewed for a third consecutive cycle in Seattle and Detroit! No wonder it's just been bought in Los Angeles for a full three cycles *in advance!*

Whoever you are, wherever you are, whatever your programming problem, a moment's calm reflection will reveal the sensible solution—IT'S A GREAT LIFE!

VICTORY PROGRAM SALES

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buy St. Louis à la card*

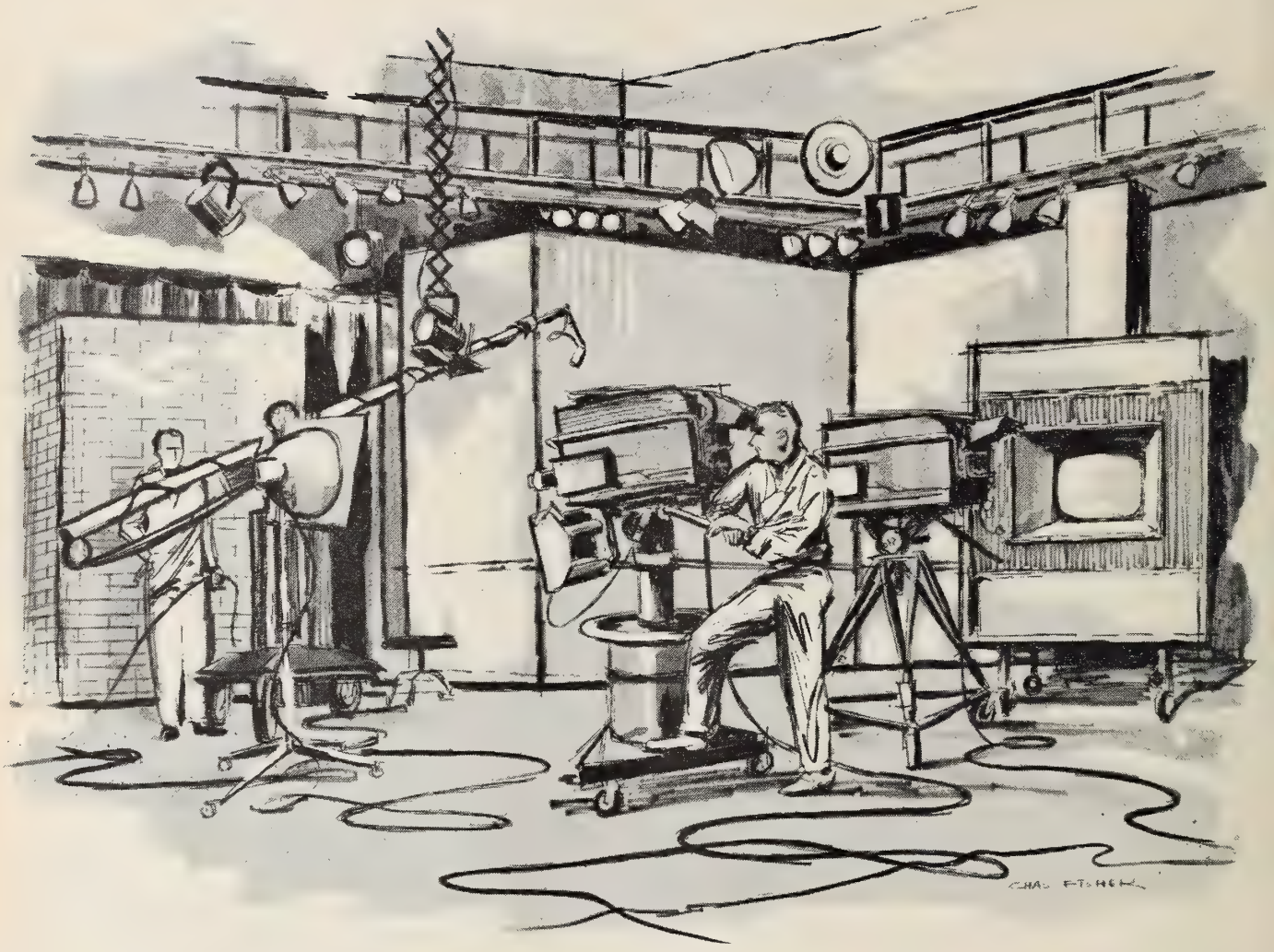


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cost per thousand
TV buy in St. Louis

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live, tape, film or net . . .

VIDEOTAPE

the best way to cover the Dallas-Fort Worth Market is with KRLD-TV in Dallas. The powerful Channel 4 signal reaches 656,600 TV Homes — the greatest TV Circulation in the South! Ask any Branham man.

KRLD-TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Station trading • Next major study by FCC is subject of radio and tv station sales. Staff is preparing historical-legal document on transfers and assignments, Commission policies and court decisions. It's due for submission to full FCC in week or so. Basic question is: When is station sale trafficking in licenses (forbidden by Communications Act)? Study was impelled by year-end Harris Oversight Committee recommendations, one of which was on station sales (BROADCASTING, Jan. 5).

Fellows' future • NAB's ad hoc committee negotiating with Chairman-President Harold E. Fellows on new arrangement upon expiration of his term in mid-1960, now is disposed to propose year-to-year renewals rather than long-term (five-year) contract. Mr. Fellows, who was 60 in March, now is drawing maximum pay of $75,000, plus $12,000 living expenses, per year. Upon termination of his presidency, he would become consultant at $20,000 per year until 65 and after that be pensioned at $7,500 per year.

Ad hoc committee of eight will make interim report to combined NAB board at meeting in Washington, June 15-19. Considered at same time, it's expected, will be results of survey made by Stewart, Dougall & Assoc. on shape NAB should take. Trend seems to be in direction of federation of broadcasters under NAB aegis (BROADCASTING, *March 16-23; April 6, 1959). Highest commendation reportedly is being given NAB's labor relations activities headed by Charles H. Tower.*

Triple threat • There's more coming from John P. Cunningham, board chairman of Cunningham & Walsh, on his advocacy of establishment of national educational tv system (AT DEADLINE, Feb. 9). Agency head warmed up on subject in talk slated for delivery to American Women in Radio & Television convention in New York over past weekend, and he plans major speech with more detail on same subject Thursday (May 7) at Ohio State U. Institute for Education by Radio-Tv meeting in Columbus. Mr. Cunningham has begun to take tripartite view of tv, differentiating among what he calls educational tv, commercial tv and "cultural tv."

P.R. push • Tiredest bunch of broadcasters in New York last Thursday night was all-industry public relations committee which that day submitted its recommendations for tv pr campaign to NAB tv board (see page 32). Nineman group, headed by C. Wrede Petersmeyer of Corinthian Broadcasting, after starting from scratch developed, wrote and brought in report and proposals in exactly one month and three days. Estimated minimum man-hours spent on project: 700 to 800. This was aside from time spent trying to keep on top of full-time jobs. Closing pace was so fast that some New York members didn't get home at all last week.

That special five-man NAB Tv Board committee to explore and implement recommendations submitted last week for industry-wide public relations campaign should be ready this week to organize itself and get going. NAB President Harold E. Fellows said he expected to have acceptances in time for announcement probably today (May 4). C. Wrede Petersmeyer, only tv board member on committee that brought in recommendations, reportedly was approached about serving on new committee, but it's understood his first reaction was that he should not do so.

Front and back • Sweetness and light onstage at Emmy awards telecast Wednesday (May 6) won't reflect backstage controversy over awards structure itself. New York members of sponsoring Academy of Television Arts & Sciences are split over maintaining current system of category awards (42 this year) or going to smaller number (10 or 12) of generalized honors for "outstanding achievement." Leading opposition are commentators Walter Cronkite and Ben Grauer.

No hidden meaning • Though WJR Detroit and WTAG Worcester, Mass. have signed for Radio Press voice news service, it's reported move has no bearing on future of Radio World Wide, cooperative program project in which they are two of leaders. At one time Radio Press was said to be under consideration as possibility for news service to all RWW stations. Sole significance of signings, it's understood, is that as only present RWW members who have disaffiliated from a network (CBS Radio), WJR and WTAG need additional news sources, of which Radio Press is one.

Eye in the West • Establishment of NAB television code office in Hollywood was voted by NAB Tv Board in New York last Friday, though officially they want to keep it quiet till more details are buttoned up—probably this week. Plan is to open office as soon as man is found to head it, but as of Friday officials reportedly were not decided as to exactly what type of executive they were looking for. Budget for office said to be in vicinity of $30,000 per year. Idea is to work more closely with tv film fraternity, and project is looked upon as two-year undertaking, at least. Plan was submitted to tv board by Don McGannon of Westinghouse Broadcasting, chairman of code review board.

Power of a woman • Loretta Young, whose *Loretta Young Show* has been on NBC-TV for years in Sunday, 10 p.m. period, had woman's last word in give-and-take engaged in by herself, by Procter & Gamble, her sponsor since show's inception, by P&G's agency, Benton & Bowles, and by NBC-TV. Her show next fall will stay right where it's always been although P&G wanted it moved. Philip Morris (Marlboro cigarettes) has signed on as full sponsor through Leo Burnett. P&G will pick up full tab of *Wichita Town*, Wednesday, 10:30-11 p.m., period to which P&G wanted Miss Young to switch.

Argument for interims • Here's one FCC commissioner's answer to complaints that FCC's interim plan to shoehorn more vhf channels into "critical" areas is premature. Criticism has been that before such stations become operational, FCC will know whether or not it is getting more v's from military and therefore long-range solution ostensibly should be established. Answer, according to key figure in working out interim policy, is this: If more v's are secured from military—or even if it becomes definite that none can be had and that other changes in allocations must be made—it will take 10 years more or less to make permanent adjustments. Therefore, drop-ins not only will take care of immediate problems and give public service quickly, but such stations will be in business for decade.

Don't kiss off 12-channel vhf television service as future solution to tv allocations problem, even though FCC Chairman Doerfer's statement to Congress puts that possibility at very bottom of list of desirable long-range solutions. Some commissioners still feel—albeit regretfully—that it may come to this if Commission is unsuccessful in working out swap deal with military for more vhf channels and if Congress refuses to legislate requirement that all tv sets be capable of receiving all channels.

Programming with **DOUBLE IMPACT!**



WSPD-TV *tops Toledo with the best in* ***ABC*** *and* ***NBC***

Leading shows of
the ABC and NBC Networks,
together with the finest
feature films, and
quality local programming,
combine to guarantee
dominance in Toledo!

Represented by the Katz Agency

"Famous on the local scene"

WSPD-TV
CHANNEL **13** • TOLEDO

Storer Television — Storer Broadcasting Company

WSPD-TV Toledo · WAGA-TV Atlanta · WITI-TV Milwaukee · WJBK-TV Detroit · WJW-TV Cleveland

WEEK IN BRIEF


MR. MORGAN

Buy productive ideas, not 'bigness' • The sincerity and sense of your program and its commercial message have much more sell-ability than mere size of show, talent or expenditure. Raymond R. Morgan Jr., vice president, Fletcher Richards, Calkins & Holden, Los Angeles, cautions to think whose money is being spent when fast talkers want to peddle something "big." It's in this week's MONDAY MEMO. Page **27.**

Tv Board lifts seals • Seven or more tv stations lose code membership as NAB directors act against violators of personal products ban, believed to center around Preparation H commercials. Board votes to name committee to carry forward the proposal for a major tv publicity campaign. Page **31.**

From quiz to quality • Revlon blueprints top-grade tv programming that will be coupled to quality cosmetic product image. Page **39.**

Spot radio fights back • Station Representatives Assn. to promote spot at agency level; H-R representatives starts campaign to bring "romance back into radio." Page **42.**

Broadcast business better • Most tv stations and over half of radio stations expect revenues this year to be above those in 1958, according to survey conducted by NAB. Page **54.**

Labor legislation flaws • NAB forms task force to watch labor legislation; President Eisenhower says Senate labor bill is weak because it fails to protect secondary boycotts and coercive picketing. Page **56.**

NBC operates despite strike • Network service continues after 1,500 NABET technicians walk off jobs following tape pickup in Paris. Network files suits against union claiming contract violations. Page **60.**

Threat to baseball telecasts • Dancer-Fitzgerald-Sample says pending legislation calling for blackout protection of minor league games could destroy network game-of-the-week telecasting. Page **66.**

Should nets be reps? • Of course, say networks and some of their represented stations in comments filed re FCC's proposal to force them out of representation business. No, never, says Station Representatives Assn. Page **70.**

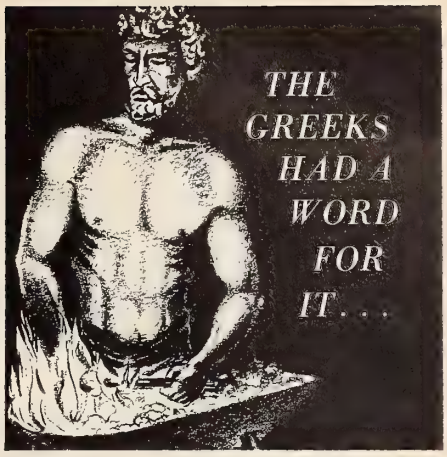
More vhf space? • FCC announces it is consulting with government agency on long-range, 10-15 year allocations plan, with key target more vhf for television. AMST warns FCC to be careful on interim moves to shoehorn more v's into cities. Page **74.**

Property rights in signals • Three Salt Lake City tv stations ask U.S. court to rule on property rights in their signals and to restrain microwave and community antenna firms from using signals without permission. The suits may set an important legal precedent. Page **78.**

Path to toll tv • It will be made easier via public acceptance hastened by critics' attacks on commercial television's programming, says Paramount's Balaban. Page **83.**

DEPARTMENTS

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VULCAN
ΧΑΛΚΕΥΣ
ARMORER

VULCAN (Gr. Hephaestus) called God of Fire, was honored by the Olympian gods because he was the workman of the immortals, their armorer and smith. Even though he was ugly and lame, he had his compensations—for not only was he married to the beautiful Aphrodite, he also had the company of golden handmaidens he had made in his forge, to help him with his work for the gods. As Vulcan was armorer to the gods, so the Cincinnati area is an important armorer to the nation. It is highly industrialized—the home of giant machine tool companies, jet aircraft engine plants, automotive plants, atomic energy producing companies, and hundreds of smaller companies, supplying vital machinery and products to other parts of the country. Ranking 15th in national markets, it is important to every advertiser who wishes to reach the 468,000 homes in the Cincinnati trading area—homes of busy, thrifty, prosperous people.

And the wise advertiser and agency man knows that WCKY is the best buy to reach this prosperous market. WCKY offers the advertiser:

1. Responsive adult audience
2. 50,000 watts of SELLING POWER, covering ALL of the Cincinnati trading area
3. Refreshing, modern music and latest news 24 hours a day
4. Experienced air personalities who SELL your product
5. A prestige station with progressive management.

Call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago for the latest facts and figures on Cincinnati and WCKY.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio



RECORD CROWDS watching the Kansas City Athletics typify responsive, busy, growing Kansas City.

Photo: Sol Studna

Kansas City has the pitch

Or should we say pitches! For Kansas City's a big-league town in lots of ways. The A's fill up the ball park week after week. The Downtown Committee has given the retail district a shot in its wallet. Redevelopment of the North End is making national news.

And it won't be long before there's an area authority to preside over the booming, bustling 4-county, 2-state community that is Greater Kansas City. More than a million persons live here. They pack a walloping buying power of nearly $2 billion.

So stakes (and steaks, as you well know) are big in big-league Kansas City. And KCMO-Radio —50,000 watts and basic CBS—has the leadership that can make your claim stick.

KCMO-radio

810 kilocycles • 50,000 watts
Kansas City, Missouri
Joe Hartenbower, General Manager
R. W. Evans, Station Manager

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by The Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING Magazines.

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 31

No agreement close in NABET NBC walkout

Work stoppage at NBC by 1,500 members of National Assn. of Broadcast Employes & Technicians continued last Friday (May 1), with no prospects in sight for settlement by weekend. NBC has continued radio-tv programming schedule since start of walk-out last Monday through use of supervisory personnel (see story, page 60).

Joint Council 16, International Brotherhood of Teamsters, which had announced last Thursday it would ask local unions in New York area to respect picket lines, reversed itself Friday morning and advised members they could cross lines. But NABET spokesman said Friday that some members of Teamster locals were respecting picket lines.

Support for NABET was announced Friday by Communications Workers of America, which said it had directed its members to respect picket lines. Joseph Beirne, president, said union was examining its contracts and if permissible, CWA would not operate telephone equipment on "hot cargo" NBC programs.

NBC spokesman said late Friday telephone company had given assurance that in any eventuality, service would be continued through use of supervisory and administrative personnel.

Sessions were held by both parties with federal mediator J.R. Mandelbaum late Thursday and on Friday but "no progress" was reported. Dispute resulted from taping of *Today* show in Paris. NABET workers at NBC in New York declined to handle tapes, claiming that basic positions in producing tapes were held by non-union, French technicians "in violation of contract" with network. NBC called union action "a strike," which abrogated "no strike" clause in contract.

Asks free tv lift

American Dairy Assn., Chicago, which last week bought Lawrence Welk's *Top Tunes and New Talent* on ABC-TV for fall, has come up with soft sell twist in "public service films" built around 1960 Olympic Games, which it is offering free to stations. ADA has financed production and distribution of 13 3½-minute films which feature past Olympic champions. Films have opening and closing institutional commercial for American Dairy, plus fund appeal, with Bob Considine as m.c. Series made in cooperation with U.S. Olympic committee. ADA says some 200 stations have expressed prior interest.

CBS-TV's Cuban 'bombshell'

Charge that Cuba today is "a totalitarian dictatorship and is rapidly becoming a communist beachhead in the Caribbean" was to be made in special CBS-TV film report yesterday (Sun., May 3, 6-6:30 p.m. EDT). Program featured CBS newsman Stuart Novins on return from two month investigation in Cuba.

In survey of Cuban economy, censorship, cultural and entertainment media, education and other factors, Mr. Novins said this about news media and advertising: "The bilateral squeeze—government on the one hand, communist-led unions on the other—that has clamped down on business, has also clamped down on business' advertising budgets. With revenue cut, most news media—newspapers, radio and television — are operating very close to economic failure. The government has just decreed a 30% wage increase for editorial employes. Many papers will have to close down. One Havana television station and a chain of radio stations have already been taken over by the government on political grounds.

"This network is now called 'Rebel Radio'—and it is run by Violetta Casals, a communist. Another television station has been 'persuaded' to keep a communist in its staff of news commentators."

Dristan 'available'

Spot tv-heavy Dristan (with bulk of estimated $5 million advertising budget in medium) is latest account catch for agencies. It leaves Bryan Houston, N.Y., June 30, effective date of Houston's resignation of Whitehall Labs. account (which include Dristan [cold tablet] and two test products). Bryan Houston had account for little over two years, hopes to replace account that had "successful record." Whitehall's other most active tv agencies: Ted Bates & Co. (Anacin, Preparation H, among others) which has bulk; Sullivan, Stauffer, Colwell & Bayles, and Tatham-Laird (Kolynos Toothpaste). Dristan has hot sales record, claims rank next to Anacin in volume.

ACLU reverses ban on air editorials

Ten-year policy against radio and tv station editorializing on public issues reversed by American Civil Liberties Union, New York.

Patrick M. Malin, ACLU executive director, and Thomas R. Carskadon, chairman of radio-tv committee, were to release policy statement yesterday (May 3) adopted by board of directors. Messrs. Malin and Carskadon emphasized reversal based on need "in today's turbulent, complex world for the fullest exchange of information and opinion, a need which the radio-tv industry is uniquely able to help fill."

ACLU's statement stipulates: "Such editorializing on any subject matter should be done in the context of a station's overall balanced programming, including that subject matter. There need not be an affirmative seeking out of an opposing view in every instance . . . but that opportunity will be offered for the presentation of a responsible opposing view seeking such opportunity."

In 1949 ACLU opposed decision of FCC's reversal of its 1940 ruling against editorializing, warning that it would be "confusing and unworkable" for stations.

Two affiliate ABC

ABC Radio Friday announced signing of affiliation agreements with WTUP Tupelo and WBIP Booneville, both Mississippi, and both effective May 18. WTUP, owned and operated by Lee Broadcasting Co., is on 1380 kc with 1 kw. T. L. Estess is general manager. WBIP, owned and operated by Booneville Broadcasting Co., operates on 1400 kc with 250 w. Dexter Cadle is station manager. Both stations are E. O. Roden Stations.

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

Regimen consent order

Federal Trade Commission to announce today (Monday) consent order forbidding Drug Research Corp., New York, from misrepresenting effectiveness and safety of "Regimen-Tablets," weight reducing product. Order is binding on company, its officials and its advertising agency, Kastor, Hilton, Chesley, Clifford & Atherton, New York. FTC complaint was issued last year, charged printed advertising and radio-tv commercials falsely stated no special diet, with up to six lbs. loss in three days, up to 10 lbs. first week. Agreement was for settlement purposes and did not constitute admission of violation.

AFTRA, SAG talks set

American Federation of Television & Radio Artists announced Friday (May 1) that committee from AFTRA will meet with representatives of Screen Actors Guild in Hollywood May 9-10 to discuss selection of research organization which will study feasibility of merger between AFTRA and SAG. AFTRA delegation to be headed by Clayton (Bud) Collyer, national president, and Donald F. Conaway, national executive secretary.

New Ampex vtr

New model VTR-1000-B video tape recorder to be unveiled by Ampex Corp., Redwood City, Calif., at Society of Motion Picture & Tv Engineers at Miami Beach convention Thursday. Innovations include cueing feature to simplify program production, better signal-to-noise ratio.

Ariz. tv bid filed

Ling-Altec Electronics through wholly-owned subsidiary Friday filed application at FCC for ch. 3 in Douglas, Ariz. Ling-Altec proposed 0.595 kw visual, 0.372 aural, with antenna 238 feet below average terrain. Firm plans to spend $26,000 to construct, $38,000 for first year's operation and expects revenue of $43,000 first year. Ling-Altec, manufacturer of electronics equipment, is result of merger between Ling Electronics Inc. and Altec Companies Inc., announced last January.

WOV aids WMCA fund

WOV New York Friday joined forces with WMCA there to solicit contributions to add to WMCA's $5,000 reward for information leading to arrest and conviction of persons responsible for abduction of rape suspect, Mack Charles Parker from jail in Poplarville, Miss. Since Wednesday (April 29) WMCA has aired hourly 30-second announcements for donations. Station said its announcements would continue indefinitely.

• Business briefly

• Bristol-Myers Co., N.Y., has renewed *Peter Gunn* over NBC-TV (Mon., 9-9:30 p.m.) starting in fall and has placed order on NBC-TV for alternate-week sponsorship of Saturday 9-9:30 p.m. Time period for next season. Name of this program to be announced later. Agencies: Doherty, Clifford, Steers & Shenfield, N.Y. (for *Peter Gunn*) and Young & Rubicam, N.Y. (Saturday evening program).

• Miles Labs., Elkhart, Ind., has renewed sponsorship of *The Rifleman* (ABC-TV, Tues., 9-9:30 p.m.) starting Oct. 6 and also co-sponsorship of *Wednesday Night Fights* (ABC-TV, Wed., 10 p.m. to conclusion). Agency: Geoffrey Wade Adv., Chicago.

• Boyle-Midway Div. of American Home Products Corp., N.Y., on May 19 starts a summer-long spot campaign for Black Flag insect killer. Some 25 markets have been selected and others may be added for approximately six daytime and nighttime station breaks per week, the order, placed through J. Walter Thompson Co., continues through September.

WEEK'S HEADLINERS



MR. HIRSCH

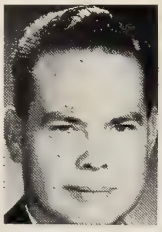
JAMES C. HIRSCH, national sales representative of Television Bureau of Advertising since 1956, promoted to newly-created post of director of national sales TvB. Before joining bureau, he was director of research, promotion and sales development for radio, Edward Petry & Co. N.Y. Earlier he had been sales manager of WRC Washington and director of advertising and promotion of WRCA-AM-TV New York.



MR. HOGUE

RICHARD P. HOGUE, formerly general manager of WXIX (TV) Milwaukee, named vp and general manager of KXTV (TV) Sacramento, Calif. Mr. Hogue has been in broadcasting field since 1939 when he started at KDKA Pittsburgh. Later he was announcer at WHN New York (now WMGM). In succeeding years he was on spot and network sales staff of ABC, vp and sales manager of Headley-Reed Tv, on sales staff of CBS-TV Spot Sales and commercial manager of WXIX (TV) before becoming general manager. KXTV, formerly KBET-TV, was recently acquired by Corinthian Stations, N.Y.

JOHN V. B. SULLIVAN, vp in charge of sales for WNEW New York, appointed general manager of station succeeding RICHARD D. BUCKLEY, who has resigned and sold his interest in Metropolitan Broadcasting Corp. to syndicate of investors (WEEK'S HEADLINERS, April 13). Mr. Sullivan joined WNEW in 1942 as promotion manager; was named account executive in 1948 and vp in charge of sales in 1957. Earlier he had been with WJZ New York (now WABC) and *New York Mirror*.



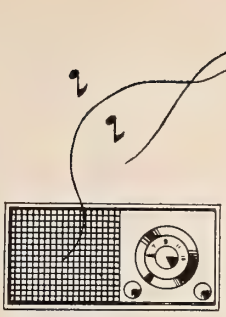
MR. WRIGHT



MR. ROBERTSON

JOSEPH S. WRIGHT, executive vp of Zenith Radio Corp., Chicago, elevated to president and general manager, succeeding HUGH ROBERTSON, who moves up to board chairman. Other top appointments: SAM KAPLAN from vp and treasurer to executive vp and assistant general manager and LEONARD C. TRUESDELL from vp and sales director to executive vp-marketing. Mr. Robertson fills post vacated by late Comdr. E.F. MCDONALD JR., and continues as chief executive officer. Mr. Wright joined Zenith in 1952, was appointed general counsel in 1953 and elected director in 1954 and vp following year. He was named executive vp in April 1958. Mr. Truesdell came to company in 1949 as vp in charge of radio-tv and was named vp and sales chief in 1955. Both Messrs. Truesdell and Kaplan are directors.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



BLAIR RADIO STATIONS

help FLAKO products show

SOLID GAINS

in important radio markets



In market after market, FLAKO products are making new sales records. And their advertising is concentrated in one powerful medium—Spot Radio.

Through strategy planned by the parent organization, Quaker Oats, advertising of FLAKO products is closely geared to the distribution patterns in individual markets. In many of these markets, Blair Stations are the spearhead of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have developed and intensified the elements that give radio its real selling-power:

1. *Local-interest programming*, which appeals to listeners throughout the station's own area in a way no distant program-source can duplicate.

2. *Local selling personalities*, who speak the language of the area they serve, and endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major markets are represented by John Blair & Company—by far the most important group of stations and markets served by one representative firm. So when you're thinking about radio, as most advertisers are, talk with your John Blair man. In many of your best markets, he represents stations that really sell.



John Blair and Company **National Representative for Major Market Stations:**

New York	WABC	Washington	WWDC	Miami	WQAM	San Antonio	KTSA	Knoxville	WNOX
Chicago	WLS	Baltimore	WFBR	Kansas City	WHB	Tampa-St. Petersburg	WFLA	Wheeling-Steubenville	WWVA
Los Angeles	KFWB	Dallas-Ft. Worth	KLIF-KFJZ	New Orleans	WDSU	Albany-Schenectady-Troy	WTRY	Tulsa	KRMG
Philadelphia	WFIL	Minneapolis-St. Paul	WDGY	Portland, Ore.	KGW	Memphis	WMC	Fresno	KFRE
Detroit	WXYZ	Houston	KILT	Denver	KTLN	Phoenix	KOY	Wichita	KFH
Boston	WHDH	Seattle-Tacoma	KING	Norfolk-Portsmouth-Newport News	WGH	Omaha	WOW	Shreveport	KEEL
San Francisco	KGO	Providence-Fall River-New Bedford	WPRO	Louisville	WAKY	Jacksonville	WMBR	Orlando	WDBO
Pittsburgh	WWSW	Cincinnati	WCPO	Indianapolis	WIBC	Oklahoma City	KOMA	Binghamton	WNBF
St. Louis	KXOK			Columbus	WBNS	Syracuse	WNDR	Roanoke	WSLS
						Nashville	WSM	Bismarck	KFYR



When the Red Army marches on May Day, when the Russians vault into space, or test us in Berlin or meet with us at Geneva, every American is thrust into the picture. An understanding of how and why is essential for all who believe that the strongest armor of a free nation is an informed citizenry.

Momentous events are impending in May. To place them in full perspective, NBC is presenting month-long news and information programming on a scale unprecedented in television. Scheduled in the evening and in the daytime, on weekdays and on Sundays, these television programs will offer every American a vivid insight into the forces and events that are shaping his future.

Emphasis on news is traditional with NBC. Each week, 5¼ hours of television news programs—more than on any other network—are presented by the world-wide staff and facilities of NBC News, the largest news organization in broadcasting and the winner, so far this year, of 16 major awards for excellence of coverage and commentary.

This is one of the ways in which NBC practices its basic philosophy: totality of program service . . . rewarding television for every program taste, and for every public necessity.

TO WHOM IT MUST CONCERN! KEEP THIS LIST NEAR YOUR TV SET. NO ALERT AMERICAN CAN AFFORD TO SAY AFTER THE FACT: **"IF I'D ONLY KNOWN IT WAS ON, I'D HAVE WATCHED IT!"**

FIRST MEN INTO SPACE—PART 1 (MAY 3, 6:30-7:00 P.M.) An exclusive two-part documentary, filmed at Wright Air Development Center, on how the U.S. tested its first seven astronauts physically and psychologically for survival in outer space.

PRIMER ON GENEVA (MAY 3, 7:30-8:00 P.M.) A guide to the forthcoming Foreign Ministers' meeting—possible prelude to the Summit—by five distinguished NBC newsmen: Joseph C. Harsch (London), Edwin Newman (Paris), John Rich (Berlin), Irving R. Levine (Rome), Frank Bourgholtzer (Washington).

YOU ARE IN THIS PICTURE!



WHY BERLIN? (MAY 8, 8:00-9:00 P.M.) NBC News' Chet Huntley pinpoints Free Berlin's importance in the current world political struggle with special film that tells the city's story in affectingly human as well as strategic terms. Live inserts will give last-minute developments on the eve of the Foreign Ministers' Conference.

FIRST MEN INTO SPACE — PART II (MAY 10, 6:30-7:00 P.M.) The conclusion of NBC's two-part documentary on how the U.S. tested its first seven astronauts.

RED CHINA . . . UPDATE (MAY 10, 7:00-7:30 P.M.) NBC News' second Special Report on Red China. Exclusive films, shot behind the Bamboo Curtain, show some of the growing failures in the Communist regime, reflected in open resistance to communal nurseries and the desire of Chinese families to return to many of their traditional ways. Frank McGee is narrator.

GENEVA CONFERENCE REPORTS (BEGINNING MAY 11 TO THE END OF THE CONFERENCE) NBC News' special corps of correspondents (Harsch, Newman, Rich and Levine), supported by two camera crews, will cover the Geneva Conference in full. Their reports will be carried on TODAY (7:00-9:00 a.m., Monday-Friday), HUNTLEY-BRINKLEY REPORT (6:45-7:00 p.m., Monday-Friday), inserted into other regularly scheduled programs when necessary, and incorporated into NBC News Specials.

OUR MAN IN THE MEDITERRANEAN (MAY 17, 5:00-6:00 P.M.) NBC News' David Brinkley, in the role of observer, brings his distinctive journalistic style to bear on the manners and moods of Cairo, Beirut, Athens, Rome, the Riviera, Algiers, Granada and Cadiz.

NOW, AND TEN YEARS FROM NOW (MAY 24, 5:00-6:00 P. M.) A look at the events leading up to the eventual employment of manned space satellites... and a glimpse at the exciting future. Part of the dedication of the Avco Research Center at Wilmington, Mass.

MEET THE PRESS (SUNDAYS, 6:00-6:30 P.M.) Penetrating questioning of the newsmakers—still to emerge from the month's breaking news—by the headline-making press panel that has recently interviewed such personalities as Fidel Castro and Anastas Mikoyan.

NBC TELEVISION NETWORK



CANNONBALL RATES KUDOS! —GENERAL PETROLEUM

"CANNONBALL even greater success than anticipated. Most important to General Petroleum Dealers in the Phoenix area, CANNONBALL is promotable."

I T C

INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • New York 22

Telephone • PLaza 5-2100



DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

May 3-9—Canadian Radio Week, sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.

May 4—Commencement of **FCC inquiry into television network program practices.** Chief Hearing Examiner James D. Cunningham presiding. Docket 12,782.

***May 4-6**—National Aeronautical Electronics Conference, Biltmore Hotel, Dayton, Ohio. Theme of conference, presented by Dayton chapter, IRE, is "Electronics Systems in the Space Age."

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

May 4-9—Advertising Research Foundation seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

May 5—American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

May 6-8—National Community Antenna Television Assn. of Canada, third annual convention, Queen Elizabeth Hotel, Montreal, Que.

May 6-9—Ohio State U. Institute for Education by Radio-Tv, Deshler-Hilton Hotel, Columbus. Keynote address by Dr. Frank C. Stanton, CBS president. Other speakers: FCC Comr. Frederick W. Ford; Paul Chamberlain, equipment sales manager, GE, and producer David Susskind. Panel discussion on the advertiser as sponsor of educational tv programs under chairmanship of John P. Cunningham, president-chairman of Cunningham & Walsh. Interview by remote facilities with Sen. Warren G. Magnuson (D-Wash.).

***May 7**—Station Representatives Assn., 1959 advertising awards luncheon, Waldorf-Astoria Hotel, New York. Two awards will be made: "Silver Nail Time Buyer of the Year" award, established in honor of Frank Silvernail who retired from BBDO a year ago, and "Gold Key."

***May 7**—Awards Banquet, Indiana U. Radio-Tv Dept., Bloomington, Ind., in Alumni Hall on campus. NAB President Harold E. Fellows will be speaker.

May 7-8—Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

May 7-9—5th district, Advertising Federation of America, convention, Hotel Frederick, Huntington, W.Va.

May 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. (Extended from April 8 deadline, previously announced). Docket 12,729.

May 8—Connecticut Broadcasters Assn., Waverly Inn, Cheshire. Agenda includes agency panel discussion by Catherine Noble, Marschalk & Pratt; Dick Jackson, J. M. Mathes Inc.; Jerry Sprague, Cunningham & Walsh; Leo Kaufman, Kaufman Agency; Edward Lush, E. J. Lush Inc., and Shirley Walker, Graceman Advertising Inc. Dinner speaker: Comdr. Edward Whitehead, president of Schweppes (USA) Ltd.

May 8—Ninth annual Radio-Television Industry Conference, San Francisco State College, San Francisco, Calif. Discussions by national and local figures include motivational research, editorializing and panel on "What Time Buyers Look For." Banquet speaker: Writer Rod Serling.

May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.

May 12-13—RCA Broadcast Equipment Seminar, Statler Hilton Hotel, Washington, D.C.

***May 12-13**—Communications Subcommittee of House Commerce Committee hearings on Senate-passed bill (S-12) and seven House bills providing federal grants for educational tv.

***May 12-14**—Toilet Goods Assn., Waldorf-Astoria, New York. Opening day agenda includes panel, "Power of an Idea," with these participants: Herbert R. Mayes, McCall's, moderator; Louis G. Cowan, president, CBS-TV; Edwin Ebel, vice president-advertising director, General Foods; George R. Marek, general manager, RCA Victor Div.; Charles W. Ferguson, Readers' Digest, and Dore Schary, author-producer.

***May 12-14**—Public hearings, Board of Broadcast Governors, Transport Board Rooms, Union Station, Ottawa, Ont.

***May 13**—Iowa Broadcasters Assn., Hotel Ft. Des Moines, Des Moines. Howard Bell, NAB assistant to the president, will be luncheon speaker.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 14—Sigma Delta Chi annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winners of 1959 SDX distinguished service in journalism awards in 15 categories.

May 14—U. of Michigan Advertising Conference. Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

May 14—Washington AP Broadcasters Assn., Washington Athletic Club, Seattle.

***May 14-15**—Nebraska Broadcasters Assn., annual convention, Cornhusker Hotel, Lincoln. A discussion of broadcast editorializing is planned as well as freedom of information and radio programming.

May 15—Iowa AP Radio & Television News Assn. annual spring meeting, Fort Des Moines Hotel, Des Moines. To be held in connection with Iowa Radio & Television News Directors Assn. convention.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale. Speakers include Sam Sharkey, executive news director of NBC, and Frank Edwards, onetime network commentator now with WTTV (TV) Indianapolis. Illinois AP Radio-Tv Assn. annual meeting and United Press International business meeting also to be held.

May 18-20—Annual Electronic Parts Distrib-



America's Newest RADIO TIE...

Makes WKMH A Major Network Station!

WKMH

IS DETROIT'S NEW CBS AFFILIATE

Effective May 24, 1959

Adding to its present powerful list of radio personalities, WKMH will bring to its listeners such top CBS attractions as Art Linkletter, Robert Q. Lewis, Mitch Miller, Galen Drake, Amos 'N' Andy, Arthur Godfrey, the Metropolitan Opera, and the New York Philharmonic . . . plus CBS world-wide news coverage. Yet it will retain its identity as the foremost *family* station in the Detroit area . . . with programming for everyone. Get the facts on Detroit's *NEW BEST BUY* from Edward Petry and Company.

WKMH Detroit - Dearborn

John Carroll, Managing Director

Represented by EDWARD PETRY & CO.

"Book Match Advertising





Direct mail book matches arrive "on top" of the executive mail and your sales message is repeated 20 or 30 times per book. Book matches are invaluable for new product promotions, building company prestige, brand name and package recognition, salesmen's aids, reaching hard-to-see prospects.

Sparks WSOC-TV SALES

3 DIFFERENT WAYS"



writes C. George Henderson, executive vice president and general sales manager, WSOC Broadcasting Co., Charlotte, N.C. "We're sold on book match advertising as an excellent medium for building our 'corporate image' as well as for specific jobs on special promotions. We use 'Diamensionized' book match advertising 3 ways: (1) as direct mail to time buyers and agencies, (2) as reminder advertising left on all local sales calls, (3) as institutional advertising placed in our lobby, at the press club and at civic luncheons.

"Our most recent order was prompted by the completion of our sparkling new million dollar home with the most modern telecasting facilities available anywhere. When we want *everyone* to know, we use book match advertising."

A recent survey audited by a C. P. A. firm, Scovell, Wellington & Company, proved that prospects *welcomed* WSOC-TV's book match advertising. *85% of the respondents receiving the direct mail book matches requested to continue receiving the mailings! 87% replied they considered book match advertising an effective way to keep the station's name before buyers.*

Complete Service — Low Cost

Diamond Match handles all details, from package design to mailing on dates you specify to the lists you supply. And—the cost is surprisingly low. Diamond Counselors are professionally trained to design book match programs to meet your specific needs.

For more information on modern "Diamensionized" book match advertising, write on your letterhead.

"DIAMENSIONIZED"

Book Match Advertising Gives Your Advertising Message . . .

1. **AN EXTRA DIMENSION . . . takes it out of flat 2-dimensions and gives it the third dimension of depth . . . something tanglible to put in the prospect's hand.**
2. **NEW MAGNITUDE . . . by constant exposure of the selling message.**
3. **NEW PENETRATION . . . through the high utility of Diamond Book Matches.**

diamond

Book Match Advertising Dept.
DIAMOND MATCH Division of Diamond Gardner Corp.,
125-M Paridon St., Springfield, Mass.

HERE'S WHAT WSOC's PROSPECTS SAY ABOUT BOOK MATCH ADVERTISING

"I believe this to be one of the most useful forms of station advertising available"

"Fine idea . . . and they're greatly appreciated"

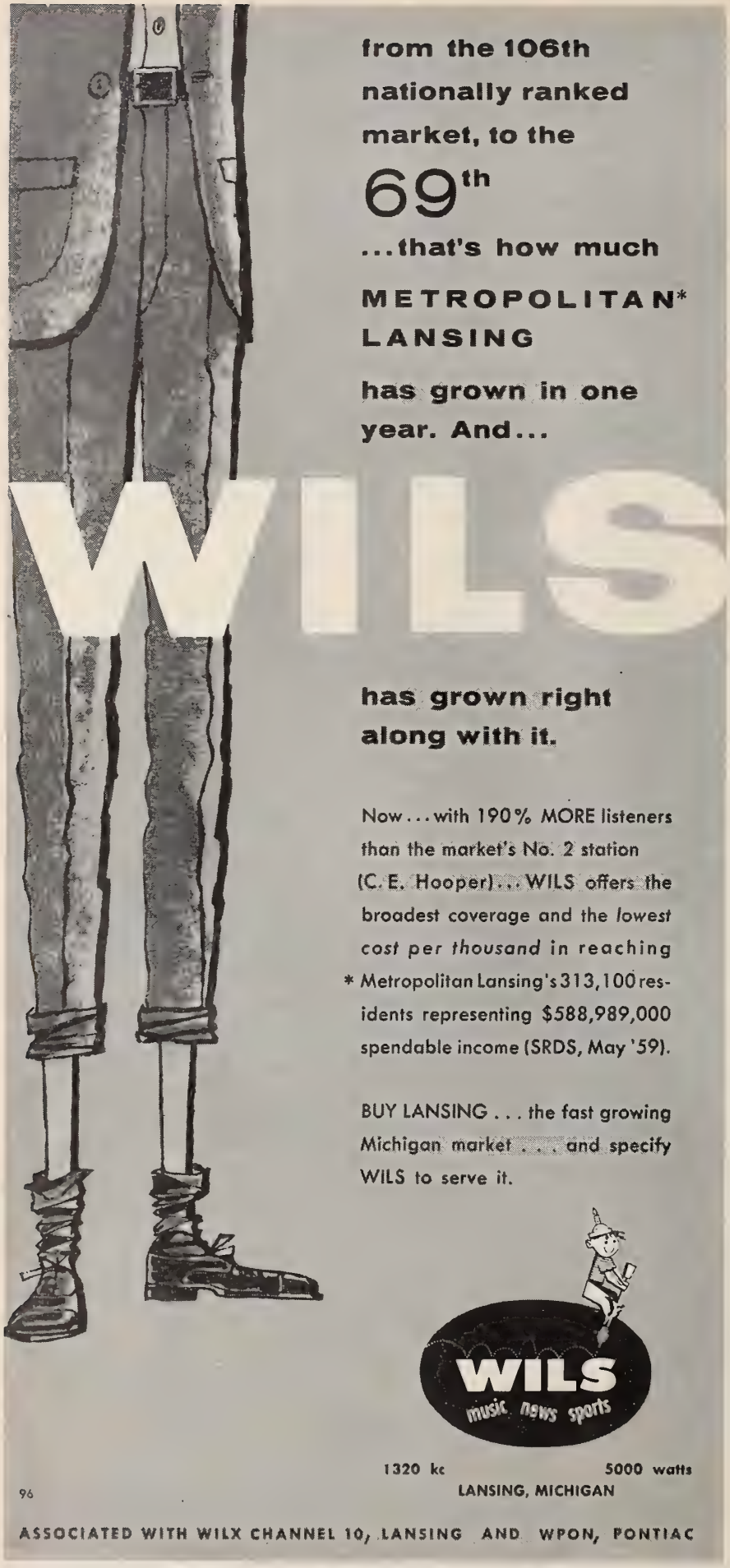
"Everytime a match is struck WSOC-TV lights up in my mind"

"Book matches are one of the best ways for a station to promote"

"A constant reminder"

"Excellent for promoting the call letters"

"Medium reminds one constantly of the station"



REPRESENTED BY VERNARD, RINTOUL & McCONNELL

utors Show, Conrad Hilton Hotel, Chicago.

*May 19—Film Producers Assn. of New York, annual industry dinner, Hotel Plaza, New York.

May 19—Wisconsin Broadcasters Assn., Plankinton Hotel, Milwaukee. H.V. Kaltenborn, pioneer news commentator, to be featured speaker.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Docket No. 9321 et al.

May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, Highlights for Children magazine, will be chief speaker.

May 21-23 Montana Radio Stations Inc., Great Falls.

May 23—California AP Television & Radio Assn., El Cortez Hotel, San Diego.

*May 25—Testimony commences in FCC's study of use of spectrum in 25-890 mc region. Witnesses permitted to spend 15 minutes on position already stated in comments filed in March. Broadcast representatives bring up tail of witness list. Hearing is before FCC en banc. Docket 11,997.

May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

JUNE

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

*June 4-6—Fm Multiplexing Seminar under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va.

*June 4-6—First meeting of new FM Assn. of Broadcasters, Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.

*June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

June 9-11—National Community Television Assn. annual convention, Mayflower Hotel, Washington, D.C.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 13—UPI Broadcasters of Pennsylvania, Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio, Tex.


Pick a star...
The CBS Radio Pacific Network has the greatest galaxy of stars available to a regional radio advertiser anywhere. Entertainers like Art Linkletter and Harry Babbitt. Dramatic shows such as the daytime serials, Johnny Dollar and Suspense. Authoritative CBS Radio newsmen such as Robert Trout and Carroll Alcott. There's no more effective, efficient way to reach westerners than by picking a fistful of stars on the quarter-million watt CBS Radio Pacific Network. See your CRPN or CBS Radio Spot Sales rep for all the heavenly details.
CBS RADIO PACIFIC NETWORK
Represented by CBS Radio Spot Sales

INTRODUCING C.R.C.'S NEWEST, MOST CREATIVE, RADIO STATION PROMOTION JINGLES....

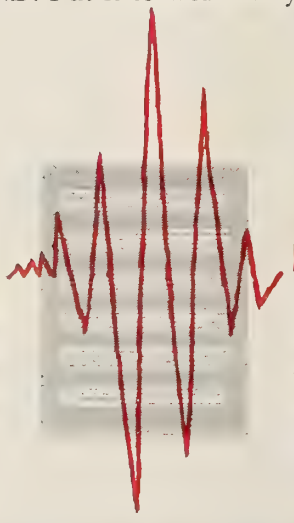
SERIES 10

Available in Stereo or Monaural!

Build a solid "Sound Image" with C.R.C.'s great new SERIES TEN. It's all there; big D.J. themes, powerful promo jingles covering every phase of modern radio, PLUS ten short I.D.'s built upon a distinctive musical trade-mark, in different arrangements. Send for your demo of SERIES TEN today! Or visit our Hotel Americana Suite during the Miami D.J. Convention. Either way, don't delay.

The big and brilliant sound has always been, and will always be, the C.R.C. SOUND. Put it to work for you NOW.

MUSICAL ADVERTISING
STATION JINGLES
SALES AIDS
SCORING TO FILM
SOUND STAGE
3-TRACK STEREO



COMMERCIAL RECORDING

P.O. BOX 6726 • DALLAS 19, TEXAS
PHONE RI 8-8004
TOM MERRIMAN
president
BOB FARRAR
vice president
DICK MORRISON
general sales manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position*
company name
address
city *zone* *state*
Please send to home address — —
* Occupation Required

OPEN MIKE

'Freedoms legislated away'

EDITOR:

I was a little bit disappointed in your coverage of my slander indictment in that you printed a story (page 102, April 13) with very negative connotation . . . even the nationwide news services in their condensed version . . . mentioned that we had evidence which we stated could "prove every word of our allegations against the Oregon State Police. . . ."

Secondly, the legal consensus is that even if all we said [in broadcast editorials] were unfounded that it pretty well comes under the head of fair comment . . .

On every side we are seeing our freedoms legislated away, one by one. There are various factors that cause mediums to be "lily livered" in the defense of what is right. Not that we feel that we are one who can infallibly determine that, but we do feel that all the pressure of the state was used through the grand jury to indict us to "keep us quiet" . . .

W. Gordon Allen
KGAY Salem, Ore.

The lady's choice

EDITOR:

Would appreciate receiving the [cartoon] in your March 23 issue referring to *26 Men.*

Feel sure Russ Hayden [producer] will get a tremendous kick out of same.

William L. Clark
Vice President, ABC Films Inc.
Hollywood, Calif.

[EDITOR'S NOTE: Sid Hix' cartoon showed a charming young lady answering an interviewer: 'My favorite program? Twenty Six Men.' Original art is en route.]

Right man, wrong network

EDITOR:

Thanks for the generous personal plug on page 80 of the April 27 issue regarding the National Industry Advisory Committee. However, I respresent Mutual, not NBC on the NIAC.

Joseph F. Keating
Program Director, MBS
New York

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!



YOU MISS 40% OF MEMPHIS MARKET UNLESS YOU USE WDIA!

In Memphis—America's tenth largest wholesale market—here's one fact we *can prove:* Only WDIA sells the Negro buyer!

Within WDIA's 50,000 watt coverage is biggest market of its kind in entire country—one-and-a-quarter-million Negros . . . who earned $616,294,100 last year! And *spent* 80% of this tremendous income on consumer goods!

WDIA combines exclusive Negro programming, high powered salesmanship and outstanding public service. Result: **WDIA-Memphis is more than just a radio station—it's an advertising force!** No matter what your budget for the Memphis market—no matter what other media you're using—a big part of every advertising dollar must go to WDIA. Otherwise, you're missing a big share of this big buying market!

Write today for facts and figures

Archie S. Grinalds, Jr., Sales Manager • Represented Nationally by The Bolling Co.

WDIA

MEMPHIS' ONLY 50,000 WATT STATION • 1070 KC

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!

RESCUE 8



JIM DAVIS as Wes Cameron and **LANG JEFFRIES** as Skip Johnson star in "Rescue 8"... the dramatic ... action-packed... human-interest series.

RATING MEANS ACTION!

Source: A.R.B. December 1958 — March 1959

3-Station **MIAMI** WTVJ **34.4** RATING Audience Share 71.2%	3-Station **PHILADELPHIA** WRCV **22.6** RATING Audience Share 49.7%	7-Station **LOS ANGELES** KRCA **20.7** RATING Audience Share 39.4%	2-Station **CHARLOTTE** WBTV **30.6** RATING Audience Share 61.0%	3-Station **ALBANY-SCHENECTADY-TROY** WRGB **26.2** RATING Audience Share 60.1%	2-Station **AUSTIN-ROCHESTER** KROC **43.8** RATING Audience Share 76.7%	2-Station **ABILENE-SWEETWATER** KRBC **32.5** RATING Audience Share 66.5%
2-Station **BAKERSFIELD** KERO **41.2** RATING Audience Share 64.4%	2-Station **BEAUMONT-PORT ARTHUR** KFDM **43.5** RATING Audience Share 72.6%	5-Station **SEATTLE-TACOMA** KING **22.0** RATING Audience Share 33.5%	3-Station **BOISE** KTVB **34.2** RATING Audience Share 54.5%	2-Station **SHREVEPORT** KSLA **41.5** RATING Audience Share 71.6%	4-Station **DALLAS-FT. WORTH** WFAA **20.0** RATING Audience Share 32.6%	3-Station **NEW ORLEANS** WWL **21.7** RATING Audience Share 42.1%
3-Station **CINCINNATI** WLWT **20.6** RATING Audience Share 45.2%	4-Station **DENVER** KLZ **23.0** RATING Audience Share 51.3%	3-Station **EVANSVILLE** WTVW **33.1** RATING Audience Share 52.9%	3-Station **TAMPA-ST. PETERSBURG** WTVT **30.8** RATING Audience Share 62.7%	2-Station **LOUISVILLE** WAVE **31.2** RATING Audience Share 50.2%	3-Station **ORLANDO-DAYTONA BEACH** WDBO **29.5** RATING Audience Share 48.9%	2-Station **MOBILE** WALA **32.0** RATING Audience Share 52.5%
2-Station **CORPUS CHRISTI** KZTV **33.7** RATING Audience Share 53.5%	3-Station **PORTLAND, ORE.** KGW **23.3** RATING Audience Share 36.5%	4-Station **MILWAUKEE** WTMJ **25.6** RATING Audience Share 36.5%	2-Station **ROCHESTER, N.Y.** WROC **24.2** RATING Audience Share 64.9%	3-Station **SACRAMENTO-STOCKTON** KBET **23.0** RATING Audience Share 52.6%	3-Station **EL PASO** KTSM **25.5** RATING Audience Share 46.6%	3-Station **SPOKANE** KHQ **21.9** RATING Audience Share 39.9%

39 ACTION-PACKED, RATING-RAISING HALF HOURS which Variety describes as a series "loaded with excitement and thrills-a-plenty." You'll call it your best investment for audience pulling-power and advertising results!

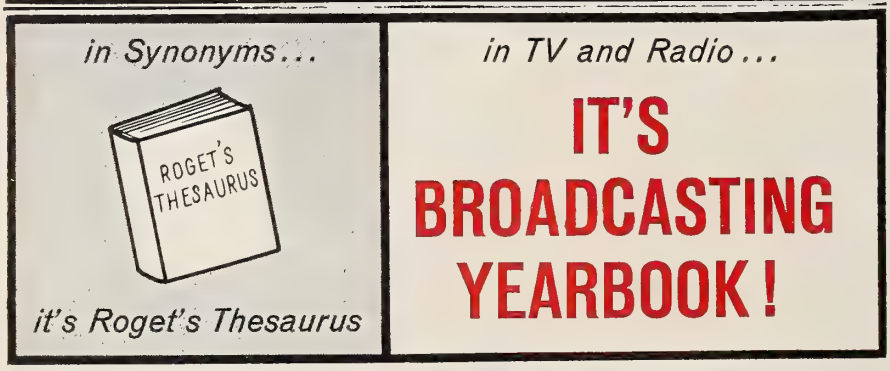
WRITE, WIRE OR PHONE:

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK · DETROIT · CHICAGO · HOUSTON · HOLLYWOOD · ATLANTA · TORONTO





Finding the **right** word is the first principle of being articulate. **Respected** (esteemed, time-honored, venerable) and **authoritative** (reliable, accurate, informative) fittingly describe Roget's Thesaurus, famous reference book of synonyms and antonyms. In the business world of television and radio, they apply just as fittingly to **BROADCASTING YEARBOOK,** the most complete and dependable reference volume for busy people in broadcast advertising. To them, finding the **right** facts is the first principle of being profitably informed. The 1959 **BROADCASTING YEARBOOK** – covering **both** TV and radio – will be on their desks in August (and a full 12 months thereafter). They'll find it more valuable than ever...a veritable thesaurus* of information on every aspect of broadcast advertising. If **you** have a message for people who make TV-radio decisions, here's **THE** forum wherein to speak up! **Circulation:** 16,000. **Final deadline:** July 15 (or – for proofs – July 1). **Reserve the position you want NOW before it's gone!**

*The Greeks had words for almost everything. "Thesaurus" meant a treasury or storehouse; the 1959 BROADCASTING YEARBOOK is a treasure-trove of facts. Get it?

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

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* Reg. U. S. Patent Office

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RCA 5KW FM TRANSMITTER

TYPE BTF-5B

DESIGNED FOR MULTIPLEXING AND REMOTE CONTROL

THIS NEW FM TRANSMITTER is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today's best FM transmitter buy.

ADEQUATE COVERAGE—Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

UNIQUE EXCITER—New FM Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

MULTIPLEX ACCESSORIES—Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

BROADBAND ANTENNA—New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

★

For all your FM needs call your nearest RCA Broadcast Representative, or write RCA, Dept. TA-22, Camden, N. J.

IN CANADA:
RCA VICTOR Company Limited, Montreal



OUTSTANDING FEATURES OF THE BTF-5B

- **Designed for Remote Control**
- **Direct FM System**
- **Designed for Multiplexing**
- **Fewer Tubes and Tuned Circuits**
- **Built-in Oscilloscope for Easy Tuning**
- **Choice of Colors**
- **Matching Rack Available for Accessories and Additional Subcarrier Generator**

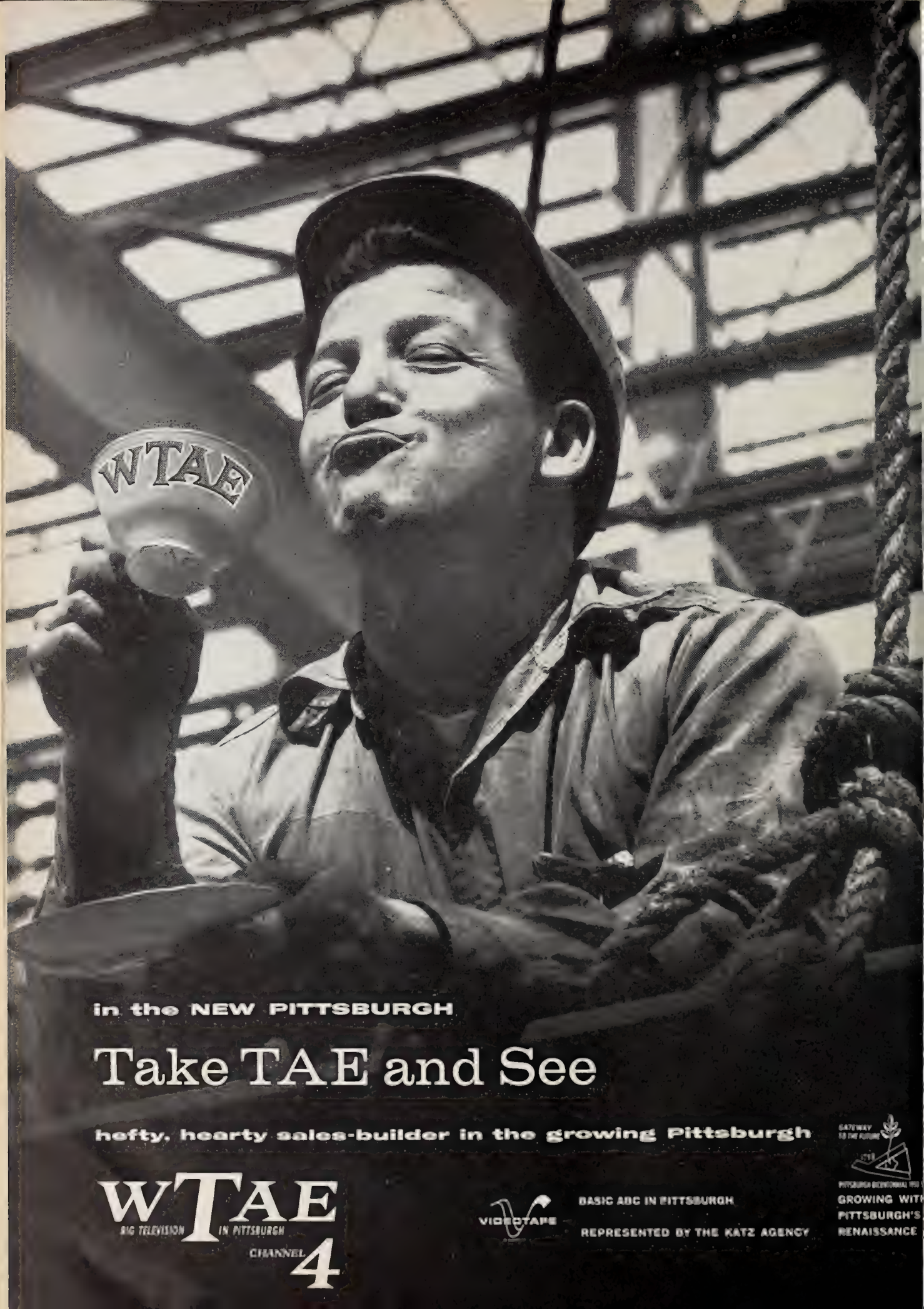
RCA

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY



in the NEW PITTSBURGH

Take TAE and See

hefty, hearty sales-builder in the growing Pittsburgh

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

VIDEOTAPE

BASIC ABC IN PITTSBURGH

REPRESENTED BY THE KATZ AGENCY

GATEWAY TO THE FUTURE

GROWING WITH
PITTSBURGH'S
RENAISSANCE

MONDAY MEMO

from **RAYMOND R. MORGAN JR.,** *vice president, Fletcher Richards, Calkins & Holden, Los Angeles*

Buy productive ideas, not 'bigness'

Once upon a time it was smart to be big. We said *once* upon a time. If you wanted an automobile you bought a Thomas Flyer. Of course, this highway hotshot was so clumsy it couldn't keep out of its own dust. But it was big—and that was the point.

If you were in the *big time* you had to have a *big* house. Out here, over in Pasadena, Orange Grove Dr. is lousy with big houses that people once thought were great. These magnified mansions are sleeping today in the California sunshine. You can buy them for buttons.

Women wore *big* hats—and big bustles. The symbol of the *big* business man was the big black cigar.

After size came sighs. Came "David" Ford and slew "Goliath" Thomas Flyer. Entered sleek streamlines and bumped bulging behinds into oblivion. Big cheroots disappeared from the mouths of men who started walking miles for little Camels.

How Big Is Big • Well, the great god size has entered the portals of television. What it is that provokes all the salaaming at his elephantine feet we don't know. Sheer size doesn't kid us a bit. But some people! If they could move the pyraminds into their offices, they'd do so and use them for paperweights just because they were big.

The creation of advertising is essentially a very simple operation. But it's made very complex by the scramble for size. We say the hell with size and all the phony things it implies. It doesn't take a regiment to turn out a great piece of copy.

Some *one* lonely guy cubby-holed with a typewriter does the job.

Some *one* artist covers canvas with crayon. And size doesn't have a damn thing in the world to do with whether it's good or bad. Corot wasn't a very big Frenchman and one of his best paintings wasn't so large. In fact, it was painted on the cover of a cigar box.

The patter of size is glib and glamorous, and, Mr. Advertiser, if you've got elephantiasis of the television ego, if you can stand big bills and migraine magnified, go ahead and buy size.

We live in Hollywood where people wearing names so big they would knock your hat off are wearing out our reception room chairs. We could get some latter-day DeMille to direct a big television show for you. Of course, he wouldn't want to do it in a television studio. He'd pack fifty thousand people into the Rose Bowl for the mob scenes. You'd get a thrill all right and apoplexy when the bill arrived.

The Guy in Des Moines • Don't tell us you've got to have the biggest television around because you've got big competition. That's lame duck logic. Why shoot your megacycles at your competitors? They're not interested in buying anything you've got for sale. Chances are, in your eagerness to outdo, outdazzle and outbuy, you'll forget that guy and his wife in Des Moines who are interested in buying. They don't know what the fuss is all about and wouldn't care if they did.



Raymond R. Morgan Jr. b. Oct. 2, 1925, Oakland, Calif. High school into Marine Corps. Discharged in 1946 as a PFC ("Meet the only enlisted man in advertising"). B.A. Stanford U. 1949 (journalism). Joined WDSU-TV New Orleans as sales representative in 1950 and switched to his father's advertising agency three years later. A third generation Californian and second generation adman. Married a native as well, the former Mary Lou Johnson of Ojai. Became agency vice president in 1958. "Dad was the greatest idea guy and teacher on earth—and this we believe!"

You can't win on size alone. You want to know how many *viewers* you have? We want to know how many customers we make. You want to know what star you've got, what producer, director, arranger, orchestra, gag men and guests. Nuts! These things are just the accoutrements of television. It isn't what happens (or doesn't happen) in the studio that really counts. It's what happens in homes where the program is tuned in (or out).

And that depends on the *size* of your program idea. It depends on the sincerity and sense—not the *showcase* or *size*—of your words. It depends on how well your salesmen can sell against your show. How much you know about the kind of merchandising that will go up and *stay* up. How much you know about landing publicity—not just now and then—but day after day. The list is endless.

Next time the fast talkers walk in and say "I've got something BIG," you can (and should) stop them cold in their tracks. Just ask them, "Is it a big program or a big idea?" Most of them won't know what you mean because they never had one. Oh, they'll tell you the show is a natural, the stars are honeys, the director is tops, the orchestra is swell and the gags are the greatest —but that's pretty empty talk . . . because it's your money they're talking about. And that's hard and real and when that runs out, you'll find many a loud larynx is stilled.

Making It Count • Two final thoughts if you're still crazy on the subject of size. (1) The *big* ideas, the ideas that hit, that live, are simple. (2) It's not so much what you have, but what you do with it. Neither require a budget that looks like the national debt. And when you spend less producing size you'll be able to buy *more* producing ideas!

Then strange and wonderful things will start happening to your business. Your competitor will laugh himself silly—at first. He'll think you're slipping, that he's got you on the run. Forget it. He's a bum anyway, so what do you care what he thinks! But you will be darn sure Mr. Guy in Des Moines won't forget you. He will believe you—and buy.

'You can't win on size alone'


The
Blu
Fair



The George Foster Peabody Award presented to "The Blue Fairy", WGN-TV, as the nation's outstanding program for children during 1958.



WGN-TV— only TV station to win a Peabody award in 1958!

The citation reads: "An imaginative and enchanting series, which, through live acting, puppetry and narrative, brings to magic reality the most enduring of children's stories. It is noteworthy that, despite nominations of network programs, this award goes to a program series telecast live and in color by an independent station in Chicago—WGN-TV."

WGN-TV is proud to have won this award. Its winning adds to a vast store of proof that WGN-TV's policy of quality programming presented with integrity results not only in industry recognition but in audience growth and loyalty as well.

WGN-TV originates more live and color programming than all other Chicago stations combined, and is dedicated to providing the finest programming and quality community service to the great Chicago market.

RADIO WGN TELEVISION QUALITY INTEGRITY

WGN-TV channel 9

441 North Michigan Avenue • Chicago 11, Illinois

Stations on the move...
in markets on the move!

KOTV TULSA

The *first* station in *every* rating report for the last 10 years—in the *rich* half of Oklahoma.(1)

KGUL-TV HOUSTON

The station with the *new look* in dynamic Houston—forecasted as the *6th largest* U.S. city by 1960.

WANE-TV FORT WAYNE

First in Fort Wayne, serving Indiana's *second* market—in retail, food and drug sales, plus buying income.(2)

WISH-TV INDIANAPOLIS

The *first* station in Indiana's *first* market (and 14th TV market) in *every* rating report for the last 4 years.(4)

(1) ARB, Nielsen, Federal Reserve. (2) Nielsen, Feb. '58. (3) ARB, Nielsen.

THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 4, 1959
Vol. 56 No. 18

REBELS AGAINST TV CODE STRIPPED

- **NAB Television Board pulls seal from 7 to 10 violators**
- **Bates' Rodgers says attitude on Preparation H unfounded**
- **N.Y. session also considers tv public relations campaign**

Seven to ten stations had their NAB television code memberships revoked and plans for an approximately $725,000-a-year television public relations program were taken under consideration as the NAB Television Board met in a day-long session last Thursday (April 30).

Revocation of the right to display the NAB television code seal was imposed on all of some "15 or 20" stations which had been cited to board for this meeting and which had not, following citation, either agreed to abandon the questioned practices or said they would withdraw voluntarily from code subscribership. G. Richard Shafto, WIS-TV Columbia, S.C., chairman of the television board, said the "15 or 20" had dwindled—by reason of compliance with or voluntary withdrawal from the code—to "half or less" before the meeting was held.

A two-sentence announcement of the tv board's action on code revocations said only that it involved "several stations in various parts of the country" and was "in response to charges brought by the NAB Television Code Review Board for continued and willful violations of provisions of the code, relating to personal products advertising, triple spotting and advertising time standards."

But it was generally acknowledged that most of the "violations" related to personal products advertising — and, though the board members would officially name no product, that the one whose advertising was primarily involved was Preparation H, a hemorrhoid remedy. It had been confirmed earlier that 68 code subscribers were carrying the Preparation H commercials and that seven other subscribers were carrying the schedule but had notified Ted Bates & Co., the agency, that they were cancelling it (BROADCASTING, April 27). Counting non-subscribers, 142 stations are carrying Preparation H, and another 108 have cleared the copy but have not been ordered, according to Dan Rodgers, senior vice president of Bates.

All Violators on Carpet • Donald H. McGannon, Westinghouse Broadcasting Co., chairman of the code review board, was said to have assured the television board that all stations continuing to carry hemorrhoid-remedy commercials would be hailed before the television board for code violation. The next tv board meeting is set for June 17.

The board's decision to revoke was not made without protest. Ted Bates' Mr. Rodgers sent a telegram asserting that after more than three years' exposure to the commercials "a substantial and responsible segment" of the public has given no indication it finds Preparation H advertising offensive. And another opponent of the board's action invoked a consumer study commissioned by the code review board itself.

This was said to be Julius Barnathan, ABC-TV vice president and research director. Mr. Barnathan, although known to be at the meeting, declined to comment on why he was present or what he said. But from other participants it was learned that he cited a consumer study, conducted for the code board last summer by W. R. Simmons & Assoc. Research Inc., an independent firm, which purportedly found that 82% of the respondents did not consider hemorrhoid-remedy advertising objectionable if telecast after children have gone to bed.

Mr. Barnathan was said to be there representing some ABC affiliates carrying Preparation H commercials. His position, similar to that of Mr. Rodgers, was described as being that it is discriminatory to classify hemorrhoid-remedy advertising as verboten when commercials for laxatives, deodorants, depilatories, toilet paper and the like continue without censure.

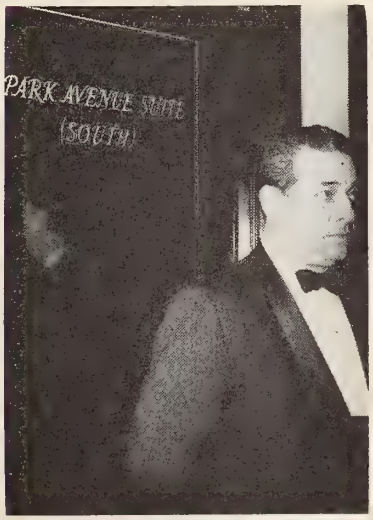
In addition to this opposition, it was known that the station of one television board member has been carrying the Preparation H schedule. This member's position in the board discussion was not learned.

A Re-evaluation Plea • Mr. Rodgers' message to the board maintained that there was "no evidence of trouble even after $2.8 million have been expended on tv" for Preparation H. He offered this suggestion:

"A thorough re-examination of the code, aimed at making it more appropriate to the time and maturity of the viewing public, might be a more states-

Guarded door...

The NAB Television Board had this sturdy sentinel posted outside its meeting room in the Waldorf-Astoria last Thursday.



. . . guarded words

At the end of a long day the board issued announcements which, in effect, postponed decision on a public relations program and ducked the question of why 68 code subscribers are still carrying a hemorrhoid commercial the Tv Code Review Board banned.



MR. PETERSMEYER MR. SHAFTO MR. MCGANNON

For public relations, more study; for the code, several seals lifted

manlike and more realistic solution than any attempt to impose a ruling inconsistent with conditions that exist today. We believe that thoughtful consideration of the above would result in a course of action in the best interests of the total broadcast industry."

The arguments were unavailing. Guarded though the television board's brief statement was, it made clear that those stations which had been cited—and had not afterward indicated they would comply or voluntarily withdraw from the code—had met revocation of their code seal privileges. Another board meeting was scheduled for Friday morning, but this was said to be for the purpose of hearing code board plans for the coming year.

Officials did say that any station whose code privileges had been revoked could obtain reinstatement by agreeing in 30 days to cease alleged violations.

Lack of Precision • Like the tv board's announcement of action on code violations, its statement on the Television Information Committee's proposal for an industry-wide public relations campaign was vague as to specific details, although it ran to four pages.

The tv board had unanimously voted, it said, "to carry forward immediately plans for a vastly increased industry-wide public information program."

The statement also said that the tv board received with "enthusiastic appreciation" an "extensive report" from the committee, which is headed by C. Wrede Petersmeyer, of Corinthian Broadcasting, and that the board authorized appointment of a five-man committee to "investigate the financial, organizational and functional relationships between the proposed program and the NAB and other industry organizations." The five-man committee, to be named "within the next few days" by NAB President Harold E. Fellows and to report back to the next tv board meeting June 17, also was asked to "develop and explore with affected components of the industry specific proposals for financing."

The committee is to be chosen from members of the NAB Television Board.

The overall assignment given to the new five-man committee was "to further define and implement the recommendations made by the [Petersmeyer] committee."

The report submitted to the board, the announcement said, described the "primary task" as being "to make possible the creation of a more informed atmosphere than now exists among many groups, both lay and professional, and among the general public." The program will seek to bring to "all elements of the american public a greater understanding of television's obligation and desire to serve the interests of all segments of the American audience."

Foundation for Campaign • One section of the committee report was made public. It was titled "Statement of Broadcasters' Convictions and Beliefs," and the board said it will form the basis of the forthcoming information campaign. This section reads:

"(1) The vast scope, impact and acceptance of television imply profound social responsibilities and opportunities. This places upon each component of the industry a heavy responsibility to be self-critical and to analyze continuously the programs it offers.

"(2) Television is a mass medium now serving virtually every home in America. Most of its programming efforts, therefore, must serve the desires and interests of the great majority of the American people. Yet broadcasters also recognize and undertake the important function of serving the specialized tastes and desires of minority audiences.

"(3) Television is not only an entertainment medium but an instrument of information, culture and education. While its major programming mission, as demanded by the American people, is to entertain, substantial parts of the schedule are and must continue to be devoted to informational, cultural and educational ends. It must present a full variety of program types so the public itself can make a choice.

"(4) Television has demonstrated unique power in marketing products and, therefore, serves as a powerful and constructive force in our economy. It functions most effectively, both for the viewer and the advertiser, when it adheres to reasonable standards in terms of frequency, length and good taste, as set forth in the NAB code.

"(5) While broadcasters take pride in the accomplishments of television, they also recognize an even greater potential still to be fulfilled. Each broadcaster, at the station as well as the network level, must constantly and critically re-examine his output to raise individual program standards, to create and expand program concepts and to enhance the diversity and balance of his whole schedule so that broadcasting may continue to advance in greater service to all."

The plan which the Television Information Committee presented last Thursday to the NAB Television Board was a last-minute modification of one adopted tentatively two weeks earlier.

Budget Is Trimmed • In its original version, the plan called for a budget of $1,140,000 a year (CLOSED CIRCUIT. April 20) and the appointment of an outstanding public figure to head the operation and an administrative deputy to run it. Committee members who favored that version spoke of finding a man of comparable stature to Eric Johnston of the Motion Picture Producers Assn. or Gen. Alfred Gruenther of the American Red Cross.

This version, which was understood to be supported by NBC-TV, was modified last Tuesday, reportedly after CBS had urged the recommendation of a much less ambitious plan. The plan submitted to the NAB tv board last week was a compromise between these two extremes. It embraced these main points:

• The television information office would have an annual budget of roughly $725,000 and a minimum life of three years.

• It would be headed by an experienced administrator but not necessarily one of national prominence.

• Stations would be asked to contribute each year the equivalent of three

A good SALESMAN is more believable...

and so is a good STATION!



CITY people, farmers, *everybody believes* a sincere, established salesman more readily than a fast-talking Johnny-Come-Lately.

This is exactly why WHO Radio *sells* better. For generations WHO has been known and respected throughout Iowa — and Iowans *believe what they hear* on WHO Radio. We make every effort to keep this confidence by providing them with outstanding professional programming — the *best* in news, sports, entertainment.

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined. And they BELIEVE what they hear!

Next time you consider radio — radio with the same outstanding qualities you demand in a salesman — remember to ask PGW about WHO, the very best there is in Iowa radio!

WHO

for Iowa PLUS!

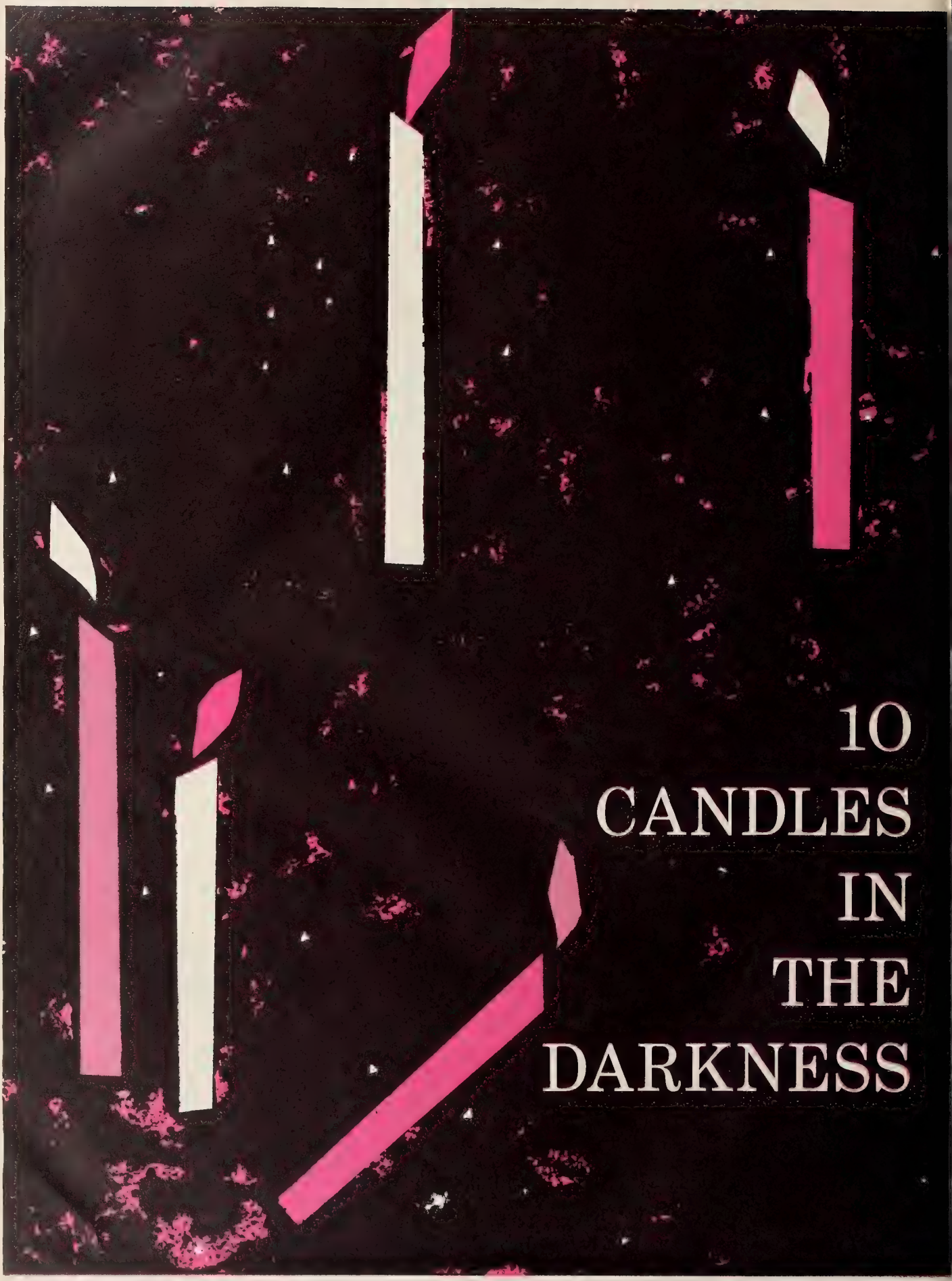
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc.
National Representatives



Crosley Broadcasting Corporation,


You won't find our ten birthday candles on a cake.
Instead, you'll find them scattered out there in the darkness—wherever they are needed to make some lives a little brighter.
Because our ten birthday candles represent not only our ten years in television—but more important, our ten years of public service in television.
For it has long been the principle of the Crosley Broadcasting Corporation that a Television Station or a Radio Station must be truly a good neighbor in its community—by putting public service above all other considerations.
So on our tenth birthday at WLW-C Columbus and WLW-D Dayton, we don't look back, but forward to the many ways in which we can continue to fulfill this public service responsibility in keeping with the tradition of the WLW Stations.
WLW-C Television Columbus
WLW-D Television Dayton
2 of the 6 dynamic wlw stations
a division of Avco



My Mommy Listens to KFWB

Working mommies or home-type mommies... they all look to KFWB as the daddy of all radio stations in the Los Angeles area.

Once again Pulse reports KFWB first among all Los Angeles stations... night-time and day-time. Hooper says it this way: KFWB has more audience than all four networks combined!

Buy KFWB... **first in Los Angeles.** It's the thing to do!

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

times their highest half-hour rate, in three installments per year. Assuming 50% of all operating tv stations participated, this would bring in an estimated $415,000 a year.

• The three television networks would contribute a total of between $175,000 and $200,000. Their owned stations would contribute separately at the regular station rate.

• The NAB would contribute $75,000.

• Television station representatives, film companies and other suppliers and services would be invited to participate, at subscription rates to be determined.

The temporary Television Information Committee which developed the plan was appointed in mid-March at the end of the annual NAB convention in Chicago (BROADCASTING, March 23). A dramatic build-up preceded the formation of the committee.

At a convention of CBS-TV affiliates which was held just before the NAB convened, CBS President Frank Stanton announced his network was ready to invest $100,000 in a special research study to find out what people really thought of tv. He described that as a necessary preliminary to a public relations program. The CBS research project is now under way (see box this page).

Sarnoff Sets the Stage • In a keynote speech to the NAB convention two days later, NBC Chairman Robert Sarnoff called for an industry-wide public relations program supported by "all those with a stake in the medium." It was he who first publicly urged that the project be staffed and financed separately from existing associations.

Mr. Sarnoff also proposed that the project start with a survey of public attitudes toward tv.

In his Chicago speech, Mr. Sarnoff said the massive public relations campaign was needed because of growing criticism which he feels is creating a climate for more government regulation of broadcasting.

The day after Mr. Sarnoff's keynote address the television membership of the NAB adopted a resolution directing NAB President Harold E. Fellows to appoint the special committee to develop a plan and charging the committee to submit the plan to the NAB Tv Board by April 30.

The resolution said the campaign "is to be conducted in liaison with the NAB, but is to be undertaken as a major new effort and separately staffed, operated and financed."

The members of the Television Information Committee were appointed the day after the tv membership acted. They were: C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Robert D. Swezey, WDSU-TV New Orleans; Ward Quaal, WGN-TV Chicago; Jack Harris, KPRC-TV Houston; Roger W. Clipp, Triangle Stations; Don McGannon, Westinghouse Broadcasting Co.; Kenneth Bilby, NBC-TV; Charles Steinberg, CBS-TV, and Michael Foster, ABC-TV.

The committee elected Mr. Petersmeyer chairman. He is the only committee member who is also a member of the NAB Television Board. Privately he had been active among fellow NAB board members in urging an invigorated public relations effort.

All members of the information committee except Mr. Swezey were present for the submission of their report to the television board last week. Mr. Swezey was in Europe.

All tv board members were present: Chairman Shafto; Mr. Petersmeyer; Joseph Baudino, Westinghouse Broadcasting; John Fetzer, WKZO-TV Kalamazoo, Mich.; W.D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; C. Howard Lane, KOIN-TV Portland, Ore.; Clair McCollough, WGAL-TV Lancaster, Pa.; Dwight Martin, WAFB-TV Baton Rouge, La.; Payson Hall, Meredith Stations; Willard Walbridge, KTRK-TV Houston; James Russell, KKTV (TV) Colorado Springs; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV, and David Adams, NBC-TV.

Running start

Preliminary work has been started on the CBS-supported, $100,000 studies of public attitudes toward broadcasting.

Much more must be done before the studies themselves are conducted. Questions and interviewing techniques will be painstakingly tested to make the surveys as immune to criticism as possible, a CBS spokesman said last week.

Two similar studies will be conducted independently by two research agencies, a commercial firm, Elmo Roper, and an academic organization, Columbia U. The public's attitudes toward both radio and television will be studied (CLOSED CIRCUIT, March 30).

When will results be known? CBS expects some of them will be compiled by next fall, but the complete findings may not be finished for a year.

As the results are tabulated and interpreted, they will be made available to whatever television information organization emerges from the present planning, in accord with an offer made by CBS to the NAB during the Chicago NAB convention last March.

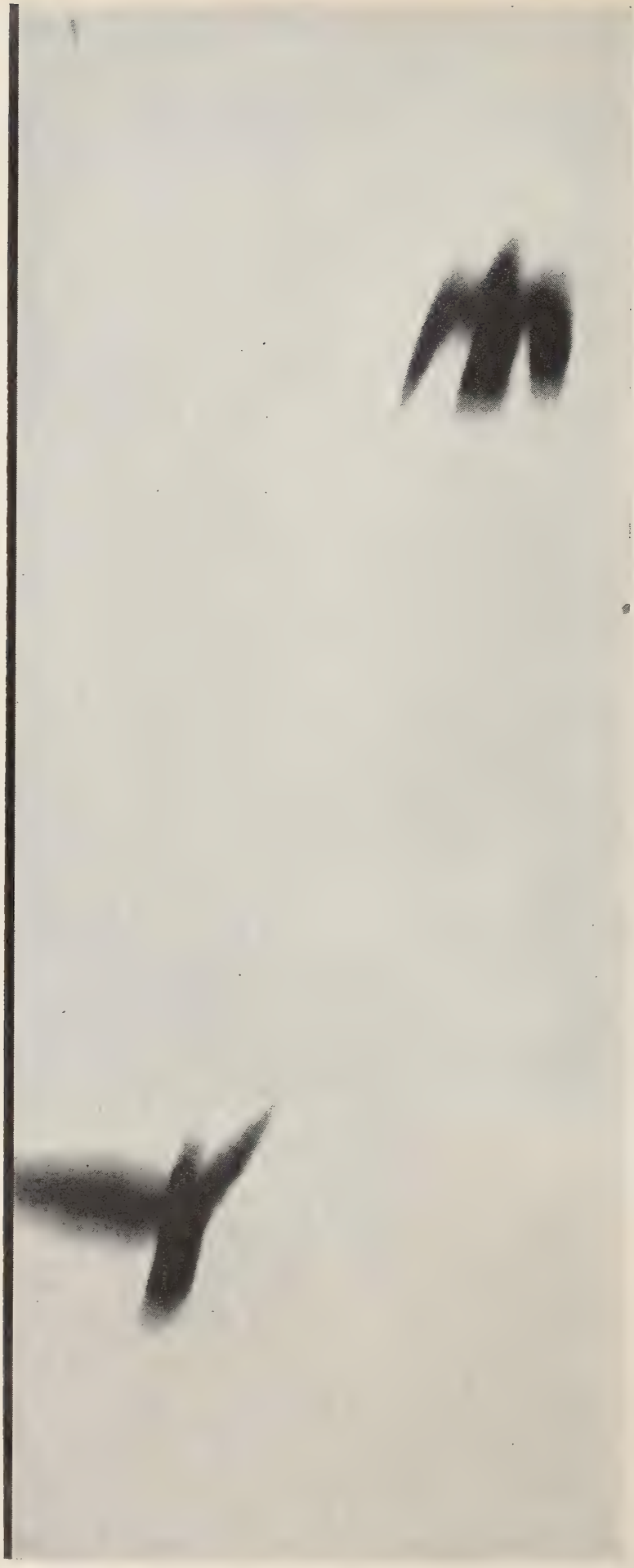


Hands that are gnarled, calloused, grease-stained....yet there is a touch so highly sensitive, a mind so keenly trained that the entire key to the machine's effectiveness lies here.

He truly has the "quality touch", just as the behind-the-scenes hands and minds and hearts guide the quality touch of great radio and television stations of today!

WFAA
radio & television
dallas

BROADCAST SERVICES OF THE DALLAS MORNING NEWS • EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES



The shape of flight

The shapes of things that fly have always been determined by the materials they are made of. Feathers form wings that are basically alike for all birds—and membrane forms an entirely different wing for insects. It takes thousands of years, but nature improves its materials and shapes, just as technology improves the materials and shapes of aircraft. But here, the improvements in materials are so rapid that designs become obsolete almost as soon as they are functional.

Today, our aeronautical designers and missile experts work with types of materials that didn't exist just a few short years ago. Steels are probably the most important examples: United States Steel has just developed *five* new types of steel for the missile program. They are called "exotic" steels because they have the almost unbelievable qualities necessary for unearthly flights.

The shape and the success of our space birds depend on steel.

USS is a registered trademark

USS **United States Steel**

REVLON SWINGS TO 'QUALITY' BUYS

Heavy tv-spender plans series of 90-minute and one-hour programs

Is Revlon Inc., New York, the multi-million dollar cosmetic advertiser, scenting a sizable swingabout in viewer preference in home-screen entertainment?

It was Revlon that made dramatic contact in 1955 with the tv audience by sponsoring the granddaddy of the giveaways—*The $64,000 Question* on CBS-TV—which before it met a natural death this past season spawned a host of quiz program imitators on the networks. *Question,* during its long stay on tv, led viewers to Revlon's commercials and to cosmetic counters everywhere, unquestionably spurring the sales volume of Revlon products to unprecedented levels.

Now Revlon is off on an entirely different tack: From the giveaway it is graduating to the high-quality, high-budgeted 90-minute variety show that the company hopes will appeal to what it believes is really the common denominator of the tv audience.

The Revlon project—a series of 15 90-minute specials will alternate with *Playhouse 90* in CBS-TV's prestige 9:30-11 p.m. period and five one-hour specials, presumably to be placed elsewhere during next season on the same network.

Wants Quality • The direction, according to Mort Green, who on June 1 becomes Revlon's director of television and radio, is to a concept of coupling "a quality cosmetic product with quality television entertainment."

He says it is fallacious to believe that tv entertainment must be aimed at the lowest segment of the audience—because "there is no such segment." The "audience is you and me," he said, and the public is receptive to tv programming that basically is good entertainment whether it be an appeal to sophistication or keyed to low comedy."

A mass medium, Mr. Green stated, always must have its share of "low-grade" comedy but the medium "grows and flourishes" with good entertainment, one that "sells with high-grade, wide-screen tv in its fullest intellectual sense."

Revlon will supervise its own show in the broad selection of material and name stars. Control generally will be invested in a triumvirate made up of company President Charles Revson, Advertising Vice President F. Kenneth Beirn, who moved to Revlon earlier this year from the presidency of agency C.J. LaRoche, New York, and Mr. Green, who currently is winding up affairs as writer on the *Perry Como Show* (NBC-TV).

Heavy Network Spender • In television, Revlon is basically network. Last year, the company invested more than $7.1 million at gross rates (time costs only) in the medium, and of this total more than $6.3 million was in network.

Tentative title of the 20-show series is *The Revlon Party*. The dramatic showcase, *Playhouse 90,* will total a series of 32 productions through the season, while *Revlon Party* will slot its 15 90-minute series in that Thursday period. The positioning of the other five hour-long specials is not set.

The cosmetics firm hopes to emphasize a well-written show and toward that end has hired Easy Aces Inc. (writer Goodman Ace's organization), which has been associated with Mr. Como's program. Messrs. Beirn and Green said program development will be "unhurried," permitting the performer to work out on the show "what he can do best."

Trend Cited • The trend in television among large corporations is toward quality programming, Revlon executives stated in citing duPont with its *Show of the Month* and Chevrolet with the *Dinah Shore Show*.

Revlon is keeping its plans close to the chest. "This is a quality story," said one executive, and "we don't want a money label." (There have been reports of a minimum $6 million time and talent tab for the project but the cosmetics firm will not discuss budgets.)

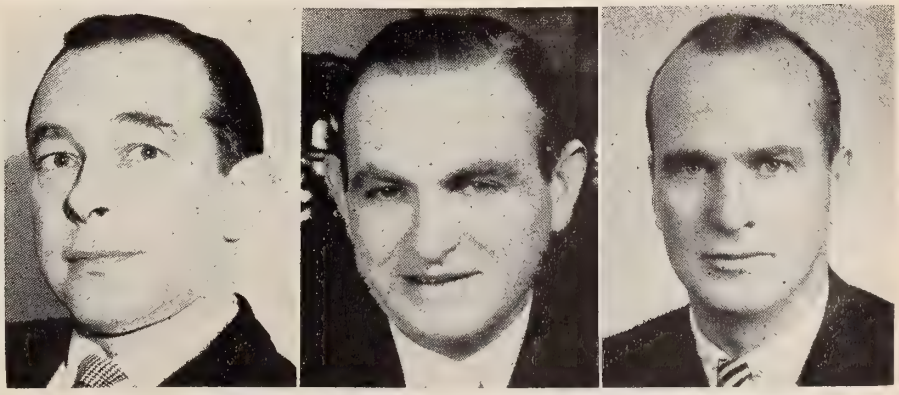
Programming in *Revlon Party* will cover the course, drawing material from comedy, variety, musical and dramatic formats. Dramatic vignettes will be used but one whole program will not be devoted solely to a dramatic production.

Revlon also plans specially-prepared commercials, which will be handled by the company-organized unit. This includes spot commercials as well as those prepared for the network show. Warwick & Legler will be agency of record on the show but "centralization of responsibility," as expressed by Mr. Beirn, will rest with Revlon.

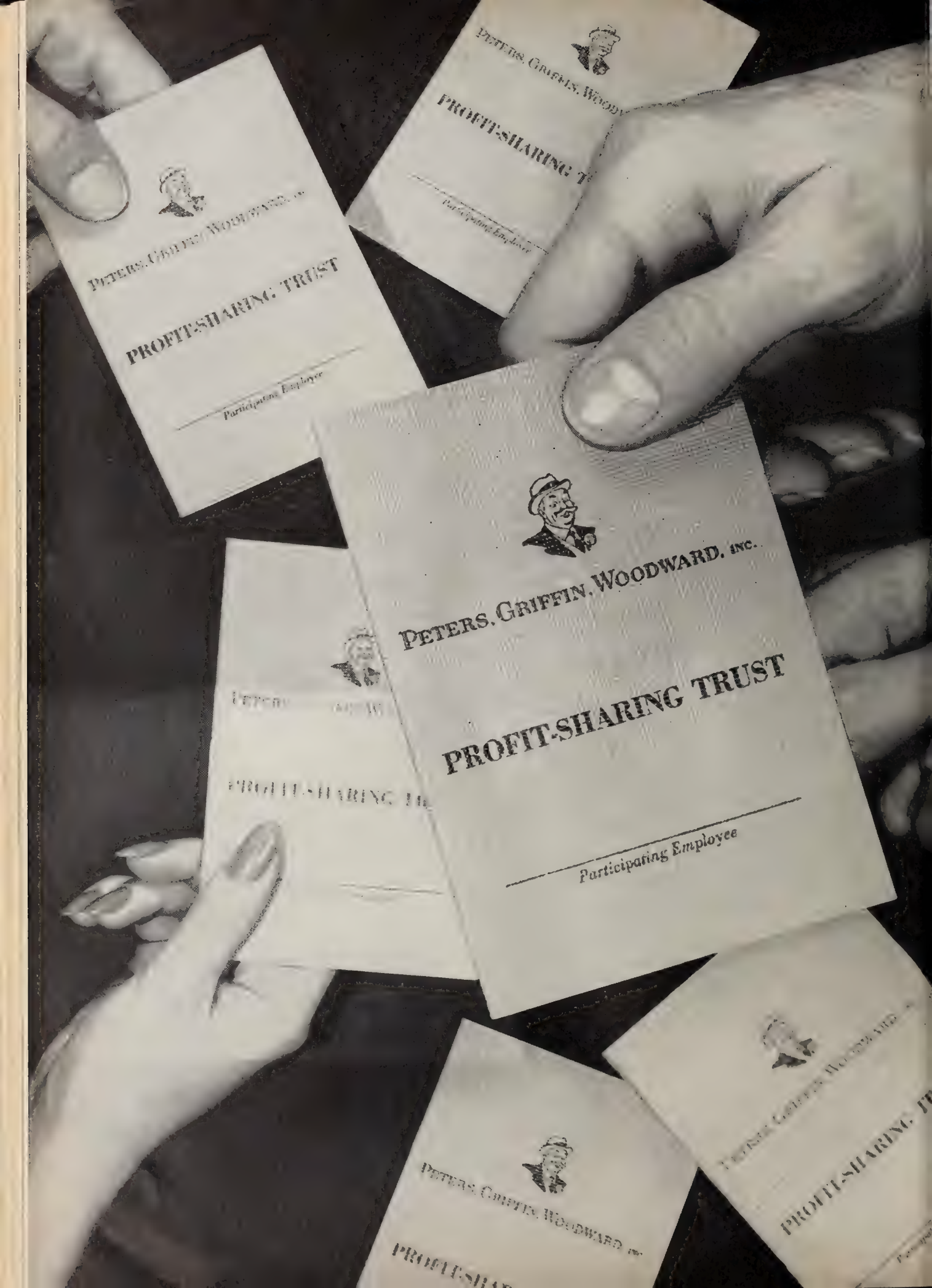
The sponsor has committed itself to the series and to its "concept." Put another way by Mr. Green: "We are committed to the truth that we are not a nation of idiots and that television need not be the triumph of mediocrity."

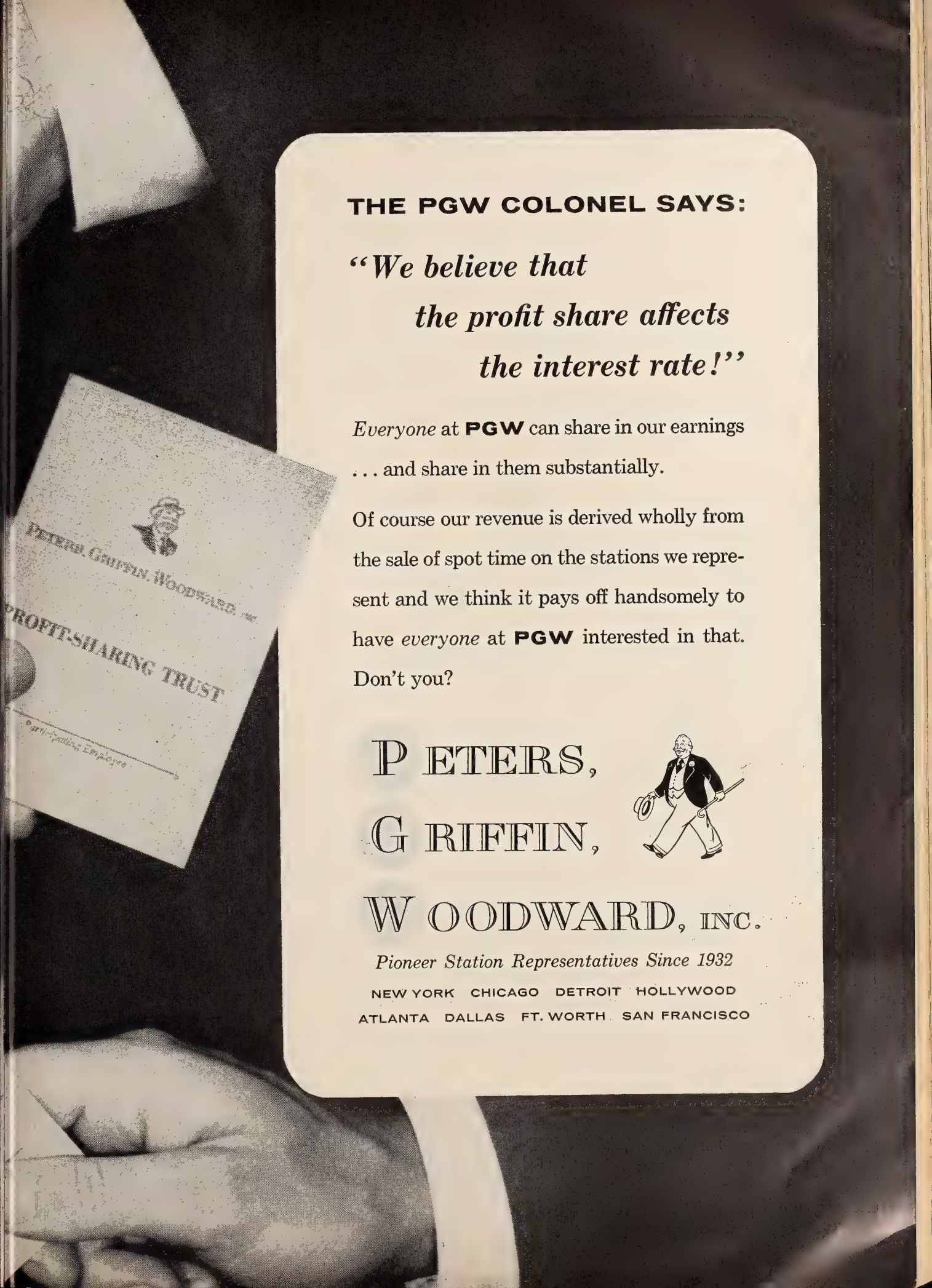
Rich colors

A one-minute, color commercial for Revlon International, said to cost $15,000 to produce, was completed last week by Robert Lawrence Productions, New York. The color "spectacular" will be distributed in 62 countries, excluding the U.S., starting the beginning of June. It will be dubbed in 14 languages. Thirteen new shades of lipstick are presented in the commercial, according to Warren E. Adams, advertising manager of Revlon International. The company placed the order for the commercial with Lawrence Productions.



REVLON TRIUMVIRATE—MESSRS. GREEN, REVSON AND BEIRN
'Centralization of authority' assures program control


PETERS, GRIFFIN, WOODWARD, INC.
PROFIT-SHARING TRUST
Participating Employee



THE PGW COLONEL SAYS:

"We believe that the profit share affects the interest rate!"

Everyone at **PGW** can share in our earnings . . . and share in them substantially.

Of course our revenue is derived wholly from the sale of spot time on the stations we represent and we think it pays off handsomely to have *everyone* at **PGW** interested in that. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

SRA, H-R to boost sagging spot radio

Radio, faced with a depression in the flow of national spot business, is fighting back.

Station Representatives Assn., will soon be attacking on the agency-advertiser front with a new presentation that promotes radio as a national spot carrier. SRA is also expected to supplement this barrage on the agency level with a suggested call on stations to man the battlements, asking that they beef up the radio sales image.

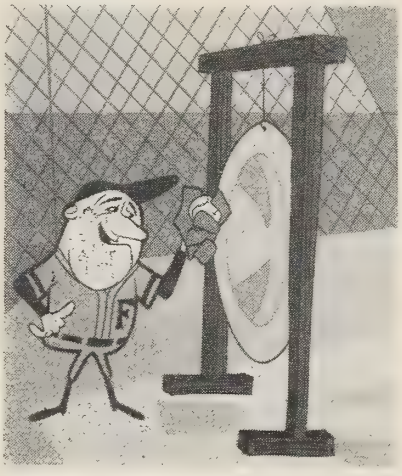
Already underway by one station representative — H-R Representatives Inc.—is a project called "Operation Groundswell" that is independent of SRA. As explained by H-R Vice President James M. Alspaugh, the project's objective is to "put the romance back into radio."

As conceived by H-R, "Operation Groundswell's" drive is in two parts: one on the national level and the other by the stations in local markets.

To Survey Audience • At the national level H-R has retained Marketing Planning Corp., a subsidiary of McCann-Erickson, New York, to conduct a new radio audience survey. This research, for which H-R reportedly is investing a few thousand dollars, will form the basis for a specially-prepared brochure to be used for "missionary" work or hard sell to agency management, particularly on the plans board or policy level. The firm will also concentrate on direct calls on the advertiser and has launched a campaign that will sell spot as an advertising medium.

At the local level, "Operation Groundswell" presents a grass roots appeal to stations. The latter are asked to make calls during May (which is National Radio Month) on representatives of "important national advertisers . . . brokers, distributors, regional sales managers." The recommendation is for stations to sell the "power of radio, not the relative competitive advantages" of the outlets.

The idea would be for stations to ask these people to write their home offices to "express amazement" over the fact that radio, the most potent medium of all, is being short-shrifted in favor of less cost-efficient and effective media."





Curve ball • Spring means baseball. Baseball means broadcasts. This, to many viewers, means watching Saturday and Sunday games on CBS-TV. That means watching commercials for Falstaff beer pitched by the Old Pro, now starting his fourth year for Falstaff (and he works the fall football season for this sponsor as well as summertime baseball). And that fact leads to a conclusion that a lot of fans are drinking Falstaff as they watch the games.

Voiced by Eddie Mayehoff, the Old Pro is a hapless cartoon character whose 55-second misadventures are produced by Playhouse Pictures of Hollywood, with Bill Melendez as director, Sterling Sturtevant as designer and Bill Littlejohn as animator. Plots of the commecials are largely provided by the Falstaff agency, Dancer-Fitzgerald-Sample, which also supervises their production.

Reproduced here are two stills from "Gong," one of six new Old Pro spots, which brings the four-year total to 60. "Gong" begins with the Old Pro tapping a large gong hanging above home plate and saying:

"My latest discovery, Elwood, is scientific sound wave method for gauging the speed of a fast ball. See that gong? The harder you fling, the louder its ring. Thusly . . . Simple, eh Strongarm? Now, when I say go, ring that bell! I'll be listening.

"Meanwhile, fans, be a bellringer yourself. Chime in and go, go, go for Falstaff."

The ball strikes the gong with a terrific sound, bowling over the Old Pro, who returns in the final scene, ears stuffed with cotton, holding a stick and a triangle as he says: "At the tone, the time will be Falstaff time! That's my beer."

Drop nighttime network radio: Mogul

Nighttime network radio as it exists today should be abandoned, Emil Mogul, president of Mogul, Lewin, Williams & Saylor Inc., New York, told the Pittsburgh Radio and Television Club last Wednesday (April 28).

Mr. Mogul claimed the "deficits" created by nighttime network radio are "contributing to the inflated costs of network television." He added: "Of course a skeleton operation should be maintained for public service programming, civil defense and possibly an accelerated national news schedule. With the money thus saved, the networks would be in a better position to upgrade the creative side of television with new talent searches, more subsidies for potentially productive writers and the like."

Mr. Mogul also recommended that a medium making a presentation to advertisers and agencies refrain from "attacking" competitive media but concentrate on the advantages of the particular medium for the client.

'Some like it hot,' in tv spot, Katz says

Forty-one name advertisers last year used more spot tv in the summer than during other seasons of the year, the Katz Agency announced in opening a summer sales drive.

The station representative is holding a series of meetings with agencies and advertisers to get its message across. Katz notes that more than 25% of all retail sales in the U.S. are made during June, July and August.

Halsey V. Barrett, manager of tv new business development at Katz, offers a breakdown of products in categories showing a high percentage of the sales coming during the summer months and comments that many agencies and their clients "over-discount" the nation's summer viewing habits. He cites Nielsen figures showing 91% of all tv homes watching tv each week during the summer, or only 3% less than during a peak period of the year.



...of the two top radio personalities in Chicago

During March, both Howard Miller and John Doremus joined the line-up of star personalities on WMAQ Radio. Miller's selections of popular music and informal comment have made him the Number One radio personality in Chicago, without interruption, since January 1956. ■ Doremus, in Chicago for less than two years, quickly became the city's Number Two radio-audience attraction, by featuring the best sort of popular music. ■ So the Q for QUALITY RADIO IN CHICAGO is now bigger than ever! The two biggest radio personalities in the city are *now* at 670 on Chicago's radio dial. ■ HOWARD MILLER, 9:05 to 11:00 a.m., Monday through Friday. JOHN DOREMUS, 4:05 to 5:30 p.m., Monday through Friday and 9:05 to 10:30 p.m., week nights.

NBC RADIO IN CHICAGO
SOLD BY NBC SPOT SALES **WMAQ • 670**

Source: Pulse, Nov.-Dec. '58

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week April 23-29 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., April 23	Ratings not available due to technical difficulties		
Fri., April 24	77 Sunset Strip (9:30 p.m.)	ABC-TV	19.6
Sat., April 25	Gunsmoke (10 p.m.)	CBS-TV	26.3
Sun., April 26	Meet Me in St. Louis (9 p.m.)	CBS-TV	27.7
Mon., April 27	Desilu Playhouse (10 p.m.)	CBS-TV	41.1
Tue., April 28	Rifleman (9 p.m.)	ABC-TV	23 8
Wed , April 29	Wagon Train (7:30 p.m.)	NBC-TV	27.0

Copyright 1959 American Research Bureau

ARB's expanded tally: all homes for all tv's

American Research Bureau is announcing today (May 4) that starting next fall it will supply total homes figures for every tv station in the U.S.

ARB said it will sample all 3,072 continental U. S. counties plus Alaska and Hawaii and will provide total area reports by quarter-hour periods for all tv markets as well as for all stations to be released at least semi-annually.

In the ARB plan, as detailed by James W. Seiler, the bureau's director, the new coverage study to be extracted from the data will report all homes able to receive any tv station, and the daily and weekly viewing by stations or clusters of counties. The bureau expects its metropolitan market reports will be well over the guaranteed 150 before the year's end.

Features of ARB reports: data on homes reached by stations outside of a particular market surveyed; rating and reporting of stations having more than a limited number of homes outside of their prime-interest market; tabulation of homes in a "different market" receiving outside tv stations, of a station's net daily and net weekly audience and of newspaper home circulation both daily and weekly.

By mid-August, a new Univac automatic computer will be installed at ARB's Beltsville, Md., headquarters to speed up market survey computing to 12-15 markets per day.

Sales inspiration at initial RAB clinic

Radio has something to offer even the most antagonistic advertiser.

Radio Advertising Bureau, New York, last week told about a salesman who talked to an auto dealer who had unkind things to say about everything on radio. In desperation the salesman asked, "Isn't there anything on radio you like?" He replied: "Sure, Bing Crosby records, but they hardly ever play them any more." Result: The salesman promptly sold the dealer a six-days-a-week Bing Crosby record show.

This case history was reported by one of 1,287 station executives attending the first week of RAB's sales clinics in seven cities. In all, 45 clinics in principal U.S. cities are scheduled during the next few weeks.

Doubling of radio's anticipated 10% gain in revenue—if the perspective of National Radio Month is extended through the year—is predicted by Kevin B. Sweeney, RAB president, in talks at the sales clinics. Mr. Sweeney suggests that a year-long unified promotion front would "quadruple the regard of advertisers for the medium."

In Omaha and Seattle, the RAB president said that the principal barrier to radio's rapid progress is "our great delight in fighting one another as if the only competitors for the advertising dollar were other radio stations." Calling upon his audience to abandon this "senseless civil war," Mr. Sweeney said that "radio is doing more creatively for the advertiser—more to make his advertising dollar more effective—than any other medium."

Also participating in the "unity" theme are Miles David, RAB promotion director, and Warren Boorom, RAB director of member service, who supervised clinics in Portland, Me., Boston, Albany and Rochester, both N.Y.

Anybody for craps?

Patrons of the art of galloping dominoes who lean too heavily on the use of lead weights and bevelled edges are the targets of the newest "per inquiry" offer to stations. It's a booklet on how to detect crooked dice and, co-incidentally, the publisher bases in Las Vegas.

With nary a mention of the station's established rate card, the solicitation describes the booklet as a "fascinating item," and asks, "What man who loves to 'roll the bones' once in a while could resist the temptation to buy such valuable information for only $1?"

There is much to be said for every dice player knowing all he can about protecting himself, for, as the PI man sadly admits, "Avarice is part of man's makeup."

IS THIS CRICKET? Media wonder as GOP plans newscast pitch

A new tie-up between politics and advertising, with radio and television as the connecting links, has been born in Southern California. Creator of the plan is Howard Jarvis, vice president, Los Angeles County Republican Assembly. He has appealed to Republicans to help their party get statewide radio and tv coverage 15 minutes daily for the next two years by getting friends and neighbors to sign cards pledging to buy the products of companies sponsoring the broadcasts.

"Our crying need is to get our side on tv and radio," Mr. Jarvis states. "We need this every day for the next two years. A 15-minute statewide tv and radio broadcast each day for these two years costs over $1 million.

"We don't have this money, but we have found sponsors that will spend it and buy the time for us, if we will get 50,000 of our people to sign a pledge that they will buy products our sponsors will advertise. Of course, the signers are not obligated to buy anything at all, but if the products are right and the broadcasts are right, our signers should be glad to buy these products as they need them to get our side effectively on the air."

Goal 50,000 • Noting that the broadcasts will reach 400,000 people every day, the letter says: "We need 2,000 of our people to get 25 signers each. When this is done we are on the air."

Mr. Jarvis said that the proposed programs will be newscasts, which he will prepare and deliver. Asked if the political label would not make them unacceptable to stations, he replied that there will be no political label. "They will not be sponsored by the Republican Party," he said, "but by commercial companies, like any other newscasts."

Asked in that case how these broadcasts would aid the Republican Party, Mr. Jarvis said they will "aid the party by presenting both sides of the news and not leaving out the conservative side.

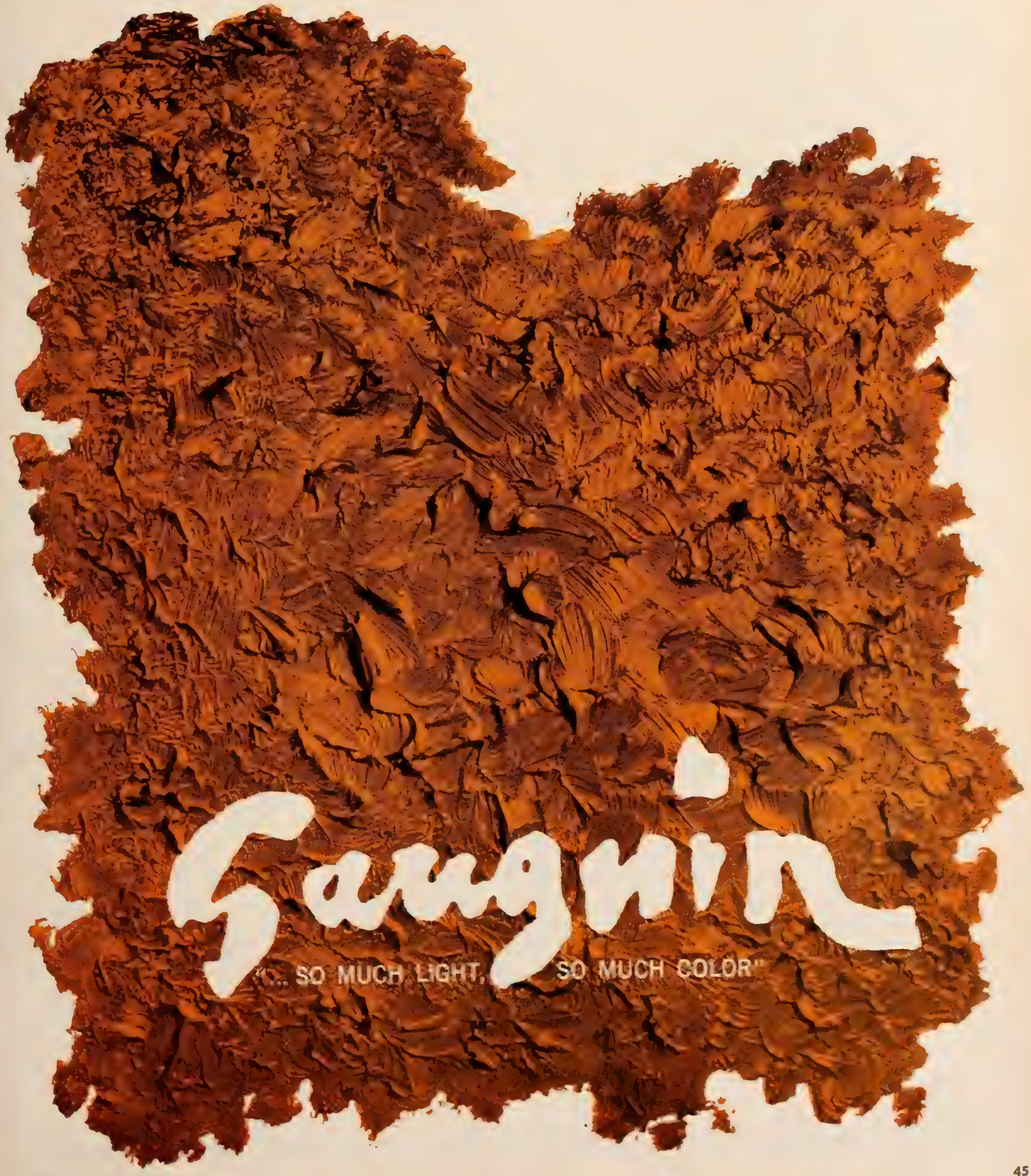
"The idea has been cleared with the FCC and is perfectly legal," he stated. However, the FCC stated last Thursday (April 30) that it had received no such request.

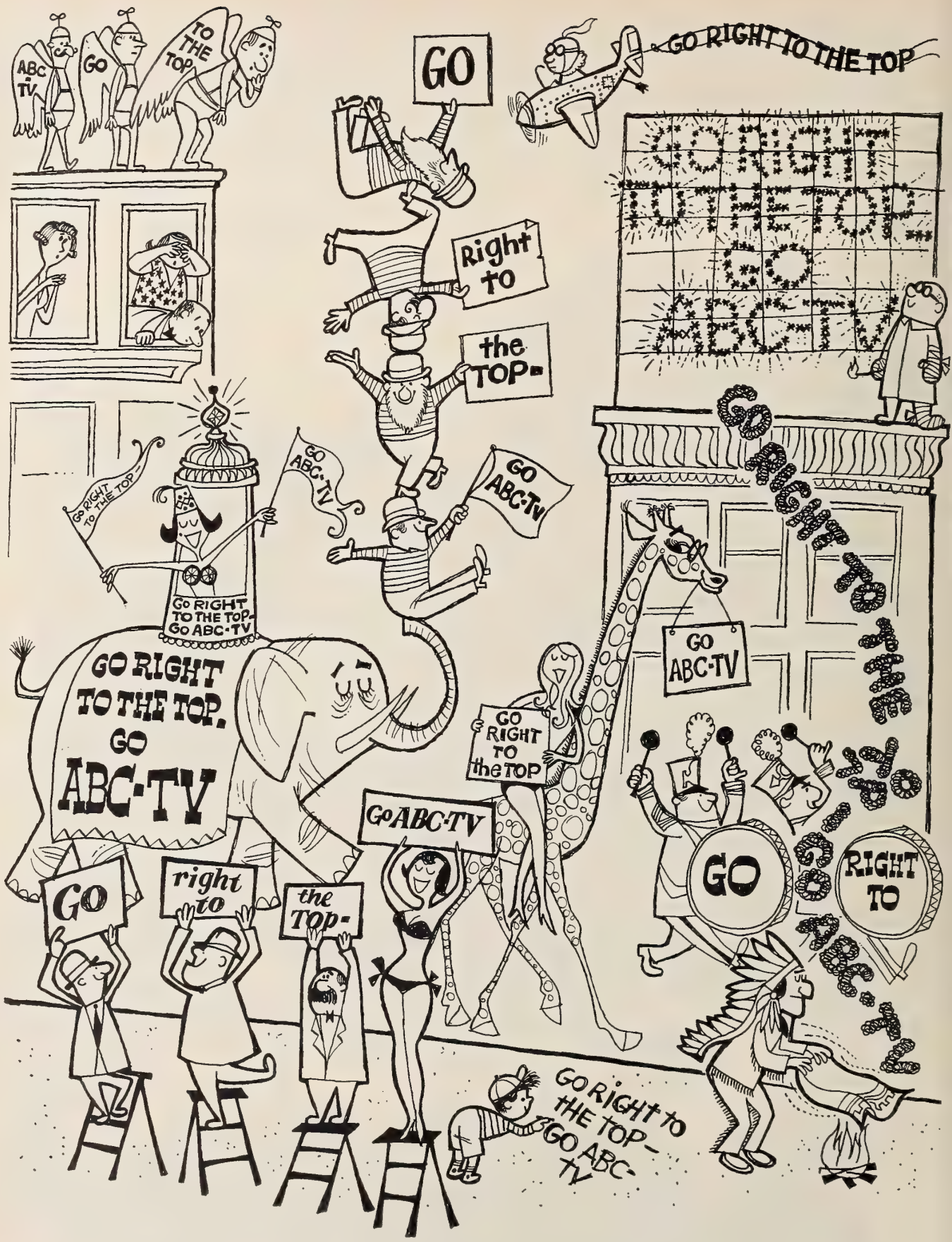
California broadcasters said they were unfamiliar with Mr. Jarvis' plan, but all expressed the view that they probably would not accept any series designed to get the side of one political party on the air. Without knowing the full details, none was willing to reject it either.

On February 8, WNBQ presented a special preview, in color, of the Art Institute of Chicago's historic Paul Gauguin exhibition. Because of its unusual interest the program was colorcast on the NBC Television Network. Critical response was warm and wide-spread. The Chicago Sun Times called it an "artistic coup." The Chicago Tribune said it was "superb." And from the nation's Capital: "a work of art as a TV show." From New York: "a masterly achievement." "So Much Light, So Much Color" was one in WNBQ's monthly series, "Chicago Showcase," exploring the cultural range for Chicago viewers. It is an important phase of the balanced schedule which provides rewarding television for every taste . . . and which marks WNBQ as the quality television station in Chicago.

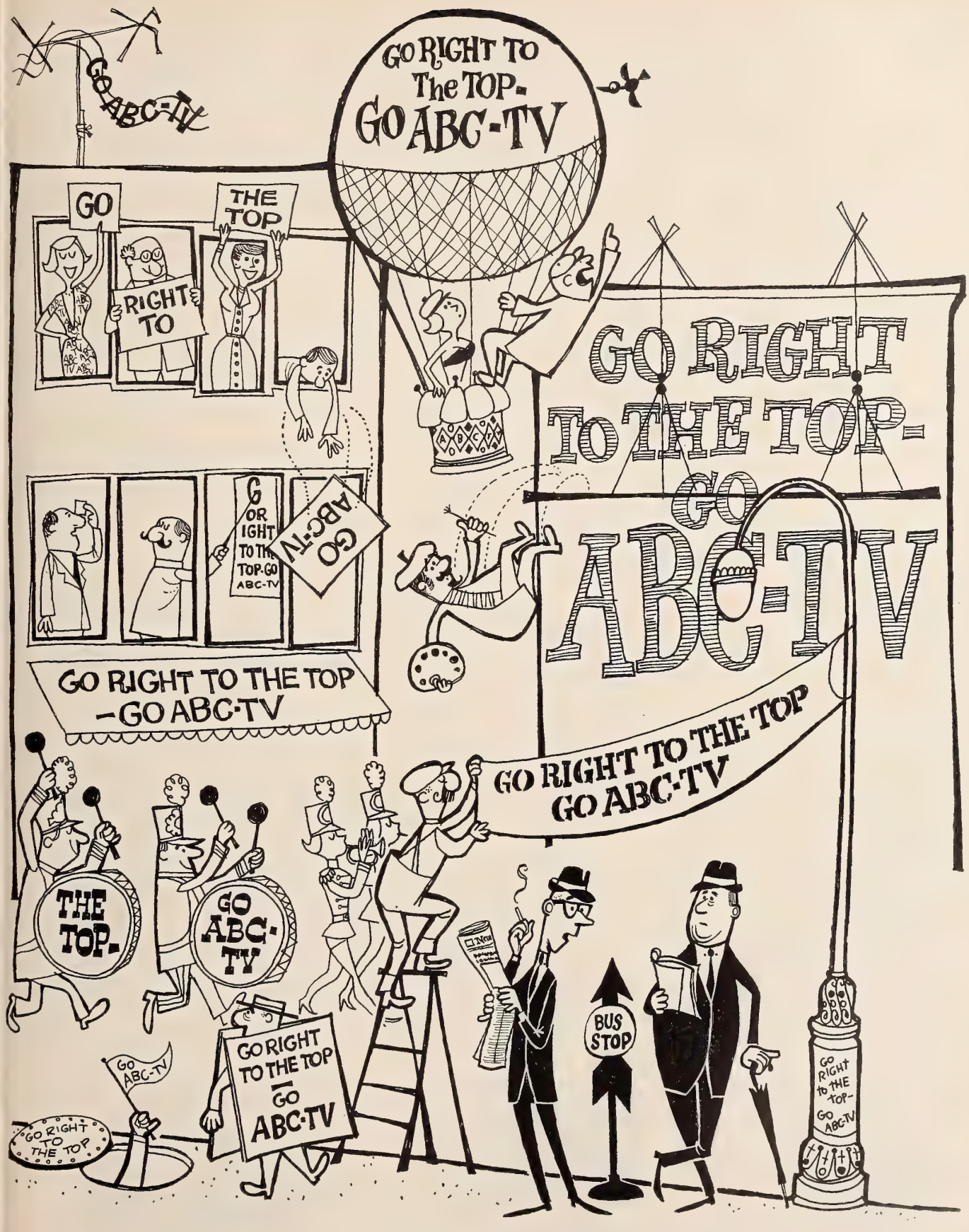
WNBQ

NBC TELEVISION IN CHICAGO





It's this. Measured in terms of ratings, efficiency, programming, audience composition



"I think they're trying to tell us something."

or sales successes, the top network buy is now **ABC TELEVISION**

Research radio, Californians advised

Lack of qualitative research on the composition and behavior of listeners is a major cause of loss of business by radio stations, a panel of media executives from Stromberger, La Vene, McKenzie, Los Angeles agency, told Thursday's (April 30) luncheon meeting of Southern California Broadcasters Assn. The agency group, chairmaned by Harmon O. Nelson, vice president and radio-tv director, pulled no punches in criticizing local broadcasters for not providing better information for the agency to use in selling radio to clients. Radio accounts for 12% of the agency's billings.

"Outdoor and radio are the two most poorly researched media," Earl Timmons, the agency's media and research director, asserted. "Research may be costly," he commented, "but it may prove more costly not to do it." He suggested that a joint effort by SCBA might provide valuable information about who listens to radio in the area, when they listen and how they listen. Mr. Timmons pointed out one common criticism which needs answering: that much of today's radio programming is tuned in purely as background music and no attention is paid to either programs or commercials. He offered to get a group of agency research directors to act as an advisory committee in setting up such a joint research project should the broadcasters desire such help.

• Business briefly

Time sales

• Renault Inc. of France will sponsor a one-hour special, produced, written by and starring Ernie Kovacs on NBC-TV Fri. May 22, 8-9 p.m. Barry Shear will direct. Renault earlier signed for alternate week sponsorship of *Playhouse 90* on CBS-TV (AT DEADLINE, April 27). Agency: Needham, Louis & Brorby, N.Y.

• *General Electric Theatre* (CBS-TV Sun. 9-9:30 p.m.) has been renewed and begins its sixth season Sept. 20. The new format will include 10 live or tape shows produced by the network in addition to the filmed programs from Revue Productions, Hollywood. Agency: BBDO, N.Y.

• CBS Radio reports new orders from Longines-Wittnauer Watch Co., N.Y., through Victor A. Bennett Co. there; Renuzit Home Products Co., Philadelphia, through Arndt, Preston, Chapin, Lamb & Keen there, and Savings & Loan Foundation, Washington, and Cowles Magazine Inc., N.Y., both through McCann-Erickson, N.Y.

• Sealtest Foods Div., National Dairy Products Corp., N.Y., will be sole sponsor of *Bat Masterson* for 52 weeks beginning Oct. 1. The NBC-TV western, currently sponsored by Sealtest and Kraft Foods (Wed. 9:30-10 p.m.) moves to Thurs. 8-8:30 p.m. next season. The show is to be seen on 116 stations serving Sealtest markets. Agency: N.W. Ayer & Son, N.Y.

• Jos. Schlitz Brewing Co., Milwaukee, has expanded its radio spot schedule to

PREVIEW: The Rambler tv roadmap

American Motors' Rambler car likes the look of the Friday-night spot tv road as the shortest route to spring sales success. Starting April 24, and continuing every Friday through June 12, the Rambler's saturation drive is expected to reach 96.4% of the nation's tv homes.

Chauffeuring Rambler is Geyer, Morey, Madden & Ballard Inc., New York, which has prepared eight-second IDs and minute commercials. They will be seen each week on some 170 stations in 76 key markets, the agency reports. The schedule calls for an average of five eight-second IDs to hit in prime time and two 60-second commercials to follow up later in the evening.

The interest in Friday night saturation was explained by E.B. Brogan, Rambler advertising manager at GMM&B's Detroit office, who said research done by the agency and the company indicated that this new tv campaign should produce immediate traffic on the day most families shop for cars—Saturday. "This campaign," he said, "gives seven opportunities each Friday night in major dealer markets to reach an estimated 65% of the potential tv audience, representing 96.4% of the nation's tv homes."

The Rambler IDs utilize the "visual squeeze" technique of Transfilm Inc., New York, which condenses a lengthy pictorial message into telescoped time. Each ID message singles out a particular Rambler feature plus a view of the car. Three live action 60-second commercials have been prepared for the campaign. In these, humorous characters emphasize sales features. Rambler's single unit construction is characterized by a "squeak man" whose job in a car service shop is threatened by this innovation. Another uses a hat blocker who is unhappy because "the good headroom in Ramblers eliminates the crushed hats that he repairs."

Rambler's former tv activity has included campaigns to introduce new models and early network sponsorship of *Disneyland*. Rambler's radio activity is not being slowed down by the tv barrage. Advertising on NBC and CBS will be continued, it was reported.



HE'S TALL, SHE'S SMALL . . .



RAMBLER FITS BOTH



FINAL SHOT

Friday night IDs (above) and animated 60-second spots are aimed at weekend shopping traffic



"Roanoke bigger than London, England?"

Sure it is. There are more U. S. citizens in Roanoke, Va., than in London, England. Furthermore, more of them watch WSLS-TV.

We don't really *need* wild comparisons to sell the Roanoke market, but they help to gain your interest.

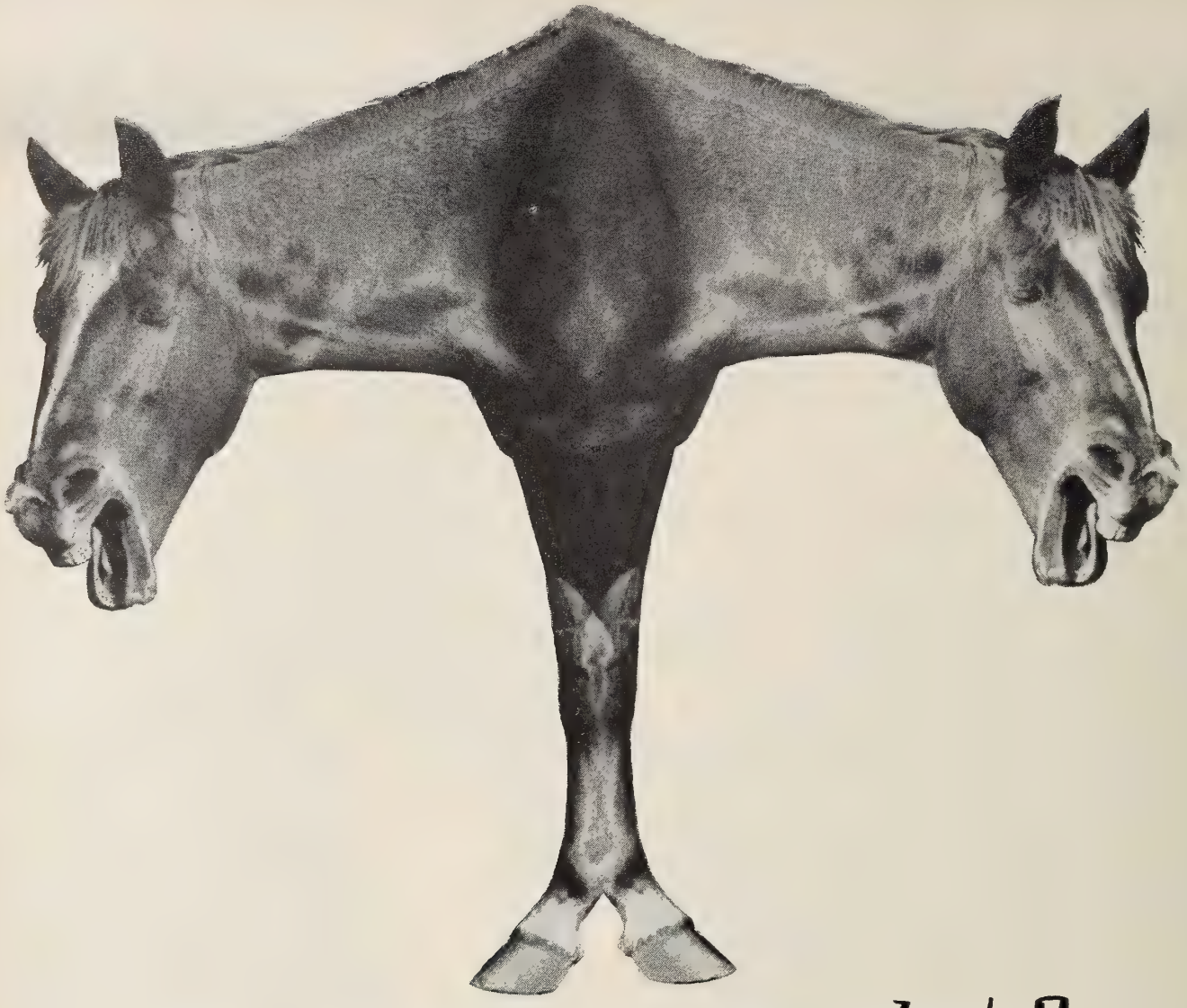
Now that we have it (we hope) we won't keep you long. All along the line NCS No. 3 shows us No. 1 Daily *and* Weekly, Daytime *and* Nighttime in Roanoke. WSLS-TV reaches more homes than any other station in the greater Roanoke market of 420,000 tv families. Blair Television Associates will take it from there.

WSLS-TV

Channel 10 • NBC Television

Mail Address: Roanoke, Va.

A broadcast service (with WSLS Radio)
of Shenandoah Life Insurance Company



Are we ca-razy, or what?

No, two heads are *not* better than one—unless both agree on WAVE-TV!

By any yardstick you choose—audience ratings, coverage, costs per thousand, programming, or trustworthy operation—the more you compare, the more you'll prefer WAVE-TV.

WAVE-TV

CHANNEL 3 • Maximum Power

LOUISVILLE

NBC SPOT SALES, Exclusive National Representatives

some 250 stations in 100 markets. (An estimated 16,000 spots will be broadcast in New York in a 39-week period. About 12,000 spots will be placed in Chicago in 39 weeks.) The stepped-up schedule will run through August.

• Wilson & Co. (Ideal Dog Food), Chicago, buys spot radio schedule in 23 markets to supplement Mark Stevens' *Take Five* tv series in 17 other markets in forthcoming summer drive promoting "7-Course Meal" for pets. Agency: Kenyon & Eckhardt, Chicago.

• Bankers Life & Casualty Co. (White Cross Insurance Plan), Chicago, renews *Paul Harvey News* on ABC Radio for 52 weeks effective immediately. Agency: Phillips & Cherbo Inc.

• Eastman Chemical Products Inc. (subsidiary of Eastman Kodak), Kingsport, Tenn., will sponsor the NBC-TV telecast of the National Open Golf Championship's final three holes (Sat., June 13, 4:30-6 p.m.). Perry Smith will produce the telecast, sixth consecutive rendition of the classic by NBC, which is to take place at the Winged Foot Golf Club, Mamaroneck, N.Y. Agency: Doherty, Clifford, Steers & Shenfield, N.Y.

• Borden Foods Co., N.Y., May through August is expanding spot tv coverage on its instant whipped potatoes. The number of markets will be upped by one-third to 107 with frequency of spots-per-week to vary from 5 to 15. An equal number of 20-second and 1-minute spots will be used. Agency: Lennen & Newell, N.Y.

• Radio figures heavily in the warm-weather advertising plans of Shulton Inc., N.Y. For Bronztan suntan lotion there is to be a seven week-end spot campaign in 26 markets beginning June 5 and in 22 other markets, week-end spots will run for three weeks beginning June 25. Spots are one-minute with frequency varying from 10 to 20 per week-end. Further Bronztan promotion is scheduled for CBS Radio's Robert Q. Lewis daytime show (substituting for Authur Godfrey) July 2-31. Plans call for Thursday and Friday exposure alternating with one 10-minute segment one week, two 10-minute segments the next. In addition, Shulton has mapped out a two-week Father's Day spot radio campaign for Old Spice products starting June 8: daily spots in 25 markets, ranging from 5 to 10 per week, and 10 to 20 spots over the week-end of June 12 in 22 markets. Agency: Wesley Assoc., N.Y.

• American Dairy Assn., Chicago, buys alternate week half-hours of Lawrence Welk's *Top Tunes and New Talent* on ABC-TV this fall (Thurs., 10-11 p.m. EST). Agency: Campbell-Mithun.

• Eastman Kodak Co., Rochester, N.Y., will sponsor a 90-minute television tour of Disneyland Park, Calif., on ABC-TV (Mon., June 15, 7:30-9 p.m.). Hosts for the special will be Walt Disney and Art Linkletter. Agency: J. Walter Thompson, N.Y.

• Bell & Howell (photographic equipment), Chicago, buys special one-hour documentary, *Why Berlin?* on NBC-TV Friday (May 8, 8-9 p.m. EDT). The company is "testing commercial feasibility of special programs keyed to important world happenings and made available in prime, week-night time." The Friday program will feature filmed segments and commentary by news analyst Chet Huntley.

• S.C. Johnson & Son, through Foote, Cone & Belding, and Pet Milk Co., through Gardner agency, have renewed *The Red Skelton Show* on CBS-TV Tuesdays 9:30-10 p.m. They have shared sponsorship of show since January 1955.

• R.J. Reynolds Tobacco Co. through William Esty Co. will be participating sponsor of *77 Sunset Strip* (ABC-TV Fri.) next fall when hour-long show is to be seen half-hour earlier than its present 9:30 p.m. starting time. Renewing sponsors: American Chicle Co. and Whitehall Labs Div. of American Home Products Corp. through Ted Bates, and Harold F. Ritchie Inc. through Kenyon & Eckhardt.

• Slenderella International, Stamford, Conn., which launched a spot tv campaign in 12 markets last January, is extending this effort to 28 markets throughout the country at a cost of $120,000 per month. Using minute announcements before 6 p.m. and from 9-12 p.m., extension of the tv campaign was said to be prompted by a 65% increase in business since January. Agency: Products Services, Inc., N.Y.

• Gillette Safety Razor Co., through Maxon Inc., has renewed sponsorship of *Cavalcade of Sports* fights (NBC-TV Fri. 10 p.m. to conclusion). Order is for 52 weeks beginning July 3. Gillette, credited with being first sponsor of televised bouts (WNBT [TV] New York [now WRCA-TV], Sept. 29, 1944) has presented regular Friday night fights on NBC-TV since Nov. 8, 1954.

• General Mills, Minneapolis, and General Time Corp. (Westclox), LaSalle, Ill., have signed for series of 10 tv specials to be taped by Talent Assoc. in pact with Metro-Goldwyn-Mayer (BROADCASTING, April 6). But thus far, no one network has edge for business (most of it to be slotted in next fall season). Series represents outlay of some $2,250,000 in talent costs. First of series, "Meet Me in St. Louis," was on CBS-TV on April 26 (with Philco sharing part of sponsorship tab). BBDO, N.Y., is agency for both advertisers.

• NBC Radio estimates net revenue for orders during the three-week period ending April 15 at nearly $1 million. Big spender is the Greyhound Corp., entering network radio for the first time, which launches a 12-week summer campaign on *Monitor* June 20. Greyhound's agency: Grey Adv., N.Y. Among other advertisers: Longines-Wittnauer Watch Co., N.Y., through Victor A. Bennett Co. there; B.T. Babbitt Inc. (Savoy car polish) N.Y., through Brown & Butcher there; United Fruit Co., N.Y., through BBDO; Socony Mobil Oil Co., N.Y., through Compton; American Motors Corp., Detroit, through Geyer, Morey, Madden & Ballard.

Final sales

Philadelphians are hearing a soft-sell on where to go to get buried. They are getting the last word in commercials in three WFLN stereophonic music programs for Kirk & Nice, a local funeral home.

K&N (founded 1761) incorporates historical vignettes of Philadelphia in its commercials. The spots tell of a person, building or occurrence from the city's past. Then the announcer tells how the sponsor, too, is a part of Philadelphia's history.

Kirk & Nice's agency, Ball & Assoc., sends releases to the neighborhood weeklies to announce the landmarks to be featured in the commercials. K&N has decided to keep the programs on a year-round basis.

Agency appointments

• Norwich Pharmacal Co., Norwich, N.Y., has named Cohen & Aleshire, N.Y., as agency for its $1 million Nebs pain reliever account. Nebs had been destined for Fletcher Richards, Calkins & Holden which was to have included C&A until merger talks died (AT DEADLINE, April 20). Last year Nebs entered the national market on all-print basis, switching almost entirely to spot tv at mid year. Previous agency: Foote, Cone & Belding.

• Mytinger & Casselberry (distributor



Spring fashion along Bool Mich • Chicago's ad fraternity discarded traditional gray flannel for these costumes and proceeded to lampoon themselves at a fund-raising gridiron dinner conducted by the Chicago Federated Adv. Club and Chicago Unlimited in the Morrison Hotel Monday evening (April 27).

A performers' eye view of Michigan Avenue was presented in a musical revue, "Mr. Billings' Dream Account," built around the misadventures of Frisbie Billings, account executive at Bushwa, Billings & Whoopero, mythical Chicago agency, and a prospective client, Harry Big, president of True Blue Glue Co. Alan M. Fishburn, head of his own production firm, was executive producer.

Proceeds of the $25-per-plate dinner were divided between the two organizations, with CFAC monies to be applied toward its new headquarters. Frank M. Baker, Grant, Schwenck & Baker, is president of CFAC and Henry Ushijima of Colburn Film Studios is president of CU, an organization devoted to furthering the interests of local talent, services and facilities.

Among the skits presented: "The Thinking Men," "Sales and Dolls," "Name-Dropping Time," "Compulsion—Urge or Purge" and "Dream Campaign" built around *Playboy* magazine "playmates."

of Nutrilite food supplement, Magi-Care cosmetics), appoints Donahue & Coe, L.A. Accounts previously were with J. Walter Thompson.

• Polo Grounds Speedway Inc., N.Y., names William Warren Jackson & Delaney there. Roughly 40% of the budget will go to local broadcast media, mainly radio, in promoting auto-racing season April 25-Sept. 6.

• Armour & Co (meat packer), Chicago, appoints Foote, Cone & Belding, same city, to handle several canned meats and Dash dog food accounts (representing an estimated $2.7 million), effective July. Accounts (both using radio-tv) transferred from N. W. Ayer & Son, which continues to handle other Armour products outside grocery products division.

• Colgate-Palmolive Co., N.Y., awards $3 million Wildroot hair preparations account to Ted Bates Inc., N.Y. Bates, one of several Colgate agencies, already handles about $27.5 million worth of C-P business. Wildroot was pulled out of BBDO after 30-year relationship soon after C-P purchased Wildroot (BROADCASTING, March 30). Since BBDO handles some Lever business, C-P apparently suspected there would be conflict.

• Also in Advertising

• The term "king-sized," usually reserved for cigarettes, was applied last week by WRCA-TV New York to station breaks. The advertiser: Tidewater Oil Co., which via Foote, Cone & Belding, has purchased 30-second station breaks in prime time at a cost of $4,000 per break. Tidewater combined the 10- and 20-second spots into a single break and was placed on WRCA-TV between NBC-TV's *Restless Gun* and *Tales of Wells Fargo* on Monday, 8:30 p.m. The schedule runs 12 weeks.

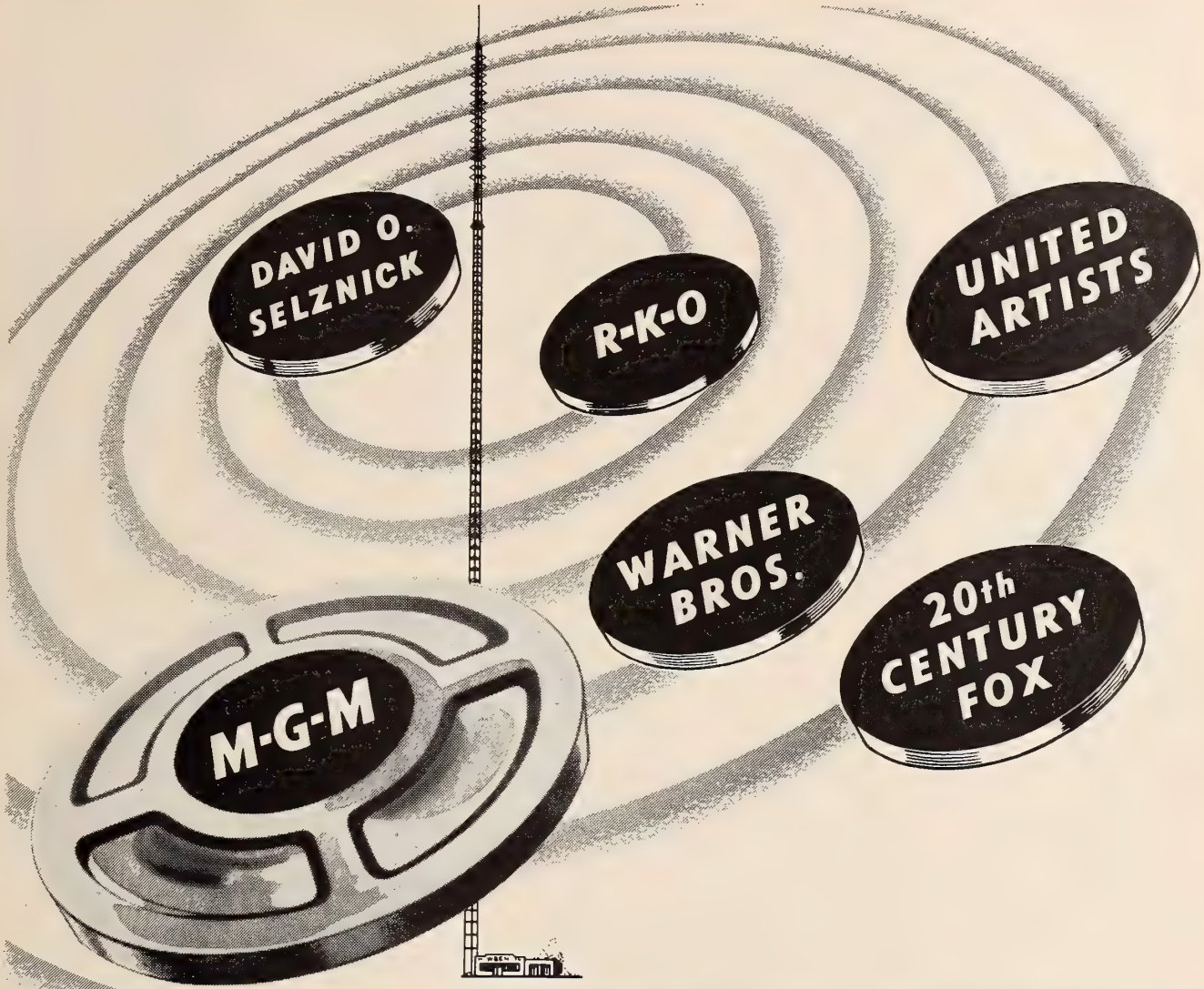
• Colgate-Palmolive Co., N.Y., reported last week that the company plans to enter the pharmaceutical business but has not set a timetable for the expansion. Edward H. Little, chairman and president, said Colgate will manufacture both proprietary (no doctor's prescription needed) and ethical (prescription) drugs.

• Max Factor & Co. has acquired tv rights to the Miss Universe contest for the fourth consecutive year, but has yet to decide which Los Angeles tv station will telecast the highlights of the contest ceremonies in neighboring Long Beach. As in previous years, the cosmetics firm will be co-sponsor of the competition itself, with the City of Long Beach and Catalina Inc., swim suit maker, also sharing in financing the contest. For the past two years KTTV (TV) L.A. has broadcast some 15 hours of contest proceedings.

• Young & Rubicam Inc., New York, has opened a new International Div. Branch office in Geneva, Switzerland, it was announced today (April 27) by George H. Gribbin, president of Y&R. The agency's London office will supervise the new branch, which will be managed by Colin McIver, who has been director in charge of marketing, media and research and chairman of the plans board in the London office.

• The Detroit Copy Club and the Art Directors Club of Detroit gave 66 awards April 15 for excellence in advertising. Campbell-Ewald Co. is the highest overall winner with 17 awards; McCann-Erickson Inc. next with nine; Kenyon & Eckhardt Inc., seven; McManus, John & Adams Inc., six, and W. B. Doner & Co. won five awards.

• New radio-tv market survey subscribers of the Pulse Inc., New York, announced last week were: Dancer-Fitzgerald-Sample Inc., and the Getschal Co., both of New York; Eisaman-Johns Advertising of Hollywood, and radio recorders and McNeill & McCleery Advertising, both of Los Angeles.



Recently launched on our 11:30 p.m. Theatre, the M-G-M Golden Treasury of Films joins the star-studded firmament of top film entertainment seen only in WBEN-TV land.

WBEN-TV

puts another great film package into orbit

To the Western New York star-watchers this adds another good reason why "there's more on Channel 4". WBEN-TV Late Night Movies offer the most and best in film entertainment. The best product from the best studios, all intended to build the best late night audience.

And it's doing the job — as every rating service shows. Our national representatives, Harrington, Righter and Parsons, have all the facts and figures and will be happy to show you how your product and promotion can get top billing in the rich Western New York market when you put it up there with the stars on WBEN-TV 11:30 p.m. Theatre.

CH. 4

WBEN-TV

CBS in Buffalo

THE BUFFALO EVENING NEWS STATION

1959 INCOME ESTIMATES UP

Tv stations look for 7.2% boost, radio median 2.5%

Five out of every six tv stations expect a substantial increase in revenues this year over 1958.

Four out of every seven radio stations expect revenues to rise.

These forecasts are based on a survey conducted by Charles H. Tower, NAB broadcast personnel-economics manager.

The study shows the median increase expected by tv stations is 7.2% whereas radio stations look for a 2.5% increase.

Mr. Tower surveyed 195 tv and 733 radio stations. Networks were not surveyed.

All of the nine market-size classes of radio and tv stations predict 1959 revenues will run ahead of 1958, according to the study. Most optimistic of radio stations were those in markets of 1-2½ million population where the increase is figured at 6.9% over 1958. Second largest radio rise is in the 500,000-1 million class where the figure is 6.5% higher.

A big increase of 10.1% is anticipated for tv stations in markets under 25,000 population. Next is the 1 million-up class where the rise is expected to be 9.7%.

The analysis of radio stations shows 57.6% expect an increase over 1958, 12.4% a decrease and 30% no change. Of tv stations, 84% expect an increase, 4.4% a decrease and 11.6% no change.

NAB's breakdown by radio and tv stations, showing comparative results of 1959, 1958 and 1957 forecasts, follows:

RADIO
ESTIMATED PERCENTAGE INCREASES IN TOTAL REVENUE

Market Size	Median % Increase '59 over '58	Median % Increase '58 over '57	Median % Increase '57 over '56
(2½ million pop. or more)	4.4	5.1	6.3
(1-2½ million pop.)	6.9	2.4	3.9
(500,000-1 million)	6.5	1.7	6.3
(250,000-500,000)	2.4	3.4	6.0
(100,000-(250,000	2.5	1.9	4.8
(50,000-100,000)	3.7	3.5	3.4
(25,000-50,000)	3.7	2.4	4.0
(10,000-25,000)	2.6	1.7	2.4
(under 10,000	2.5	2.1	2.8
Nationwide	2.5	2.0	3.0

TELEVISION
ESTIMATED PERCENTAGE INCREASES IN TOTAL REVENUE

Market Size	Median % Increase '59 over '58	Median % Increase '58 over '57	Median % Increase '57 over '56
(1 million pop. & over)	9.7	1.5	4.3
(500,000-1 million pop.)	4.9	4.0	3.7
(250,000-500,000 pop.)	8.3	5.9	3.7
(100,000-250,000 pop.)	6.0	2.7	5.1
(25,000-100,000 pop.)	8.6	4.5	6.3
(under 25,000 population	10.1	8.5	19.8
Nationwide	7.2	3.5	4.5

Daylight time vs. theatre owners

A little game of clock roulette, instigated by Minnesota theatre owners on the eve of Daylight Savings Time, almost drove the state's businesses, churches and private homes back to the sun dial. But a last minute rescue effort, spurred by broadcasters, calmed the confusion and made the morning of April 26 just another peaceful Sunday morning.

A report last week from WCCO Minneapolis-St. Paul, which credited all broadcasters with a part in righting the mixup, gave this account of the incident:

Minnesota metropolitan areas were preparing to turn their clocks ahead 2 a.m. Sunday, April 26, when movie theatre owners obtained a court writ at 10:30 a.m. the preceding day instructing county boards not to proceed with daylight time changes.

The owners and two unions of movie employes told the court that in recent legislative action the Minnesota assembly had repealed the local option law, albeit unintentionally. The court ordered a halt until hearings on May 18.

By Saturday noon, airlines, railroads, bus lines, major utilities, churches and schools were in a dilemma, debating whether or not to halt machinery for changing to daylight time.

One of the spearheading moves to eliminate the confusion was made by WCCO, which like other stations, flashed the news and hurried bulletin details. WCCO said its listeners phoned in plans to boycott theatres, organize committees to move clocks ahead anyway and even to picket Chief Justice Roger Dell, who had ordered the delay.

County boards did not agree with his ruling. At 2:30 p.m., the Ramsey (St. Paul) board said that it considered the court order ineffective because the board had voted the daylight time change when local option was in effect. Radio stations bulletined this development.

WCCO then contacted commissioners in Anoka and Hennepin (Minneapolis) counties, who, in an exclusive WCCO report, said they also considered the court action too late and that their counties would go ahead with daylight time.

At 4:30 p.m. General Manager Larry Haeg of WCCO announced that his station would change to daylight as originally planned. Listeners called in their thanks for station coverage, confessing that they had been confused by newspapers carrying outdated information which had reached their homes in late afternoon.

On Monday, April 27, Minnesota Attorney General Miles Lord went before the state supreme court with a plan to end its delay order. Governor Orville Freeman also asked state employes to report for work on daylight time.

By Monday afternoon, all people in the affected counties had set their clocks ahead, waiting for the next court action and a fast accurate report of its decision by WCCO and other Minnesota stations.



there's been a

big switch

in Portland, Oregon

KPTV, Portland, has switched to the exciting ABC Network—and what a hot new circuit it is for advertisers! Now you get KPTV's top-rated *local* shows (more premium film packages than any other Portland station) combined with ABC's sensational rating story in the Oregon market*—*plus* over 60,000 bonus homes from new cable hook-ups and translators throughout Oregon and S.W. Washington. Call your Katz office today!

**Consistently has more shows in the top 15 than any other local station!*

Top Network + Top Local + Bonus Viewers = BEST BUY

KPTV *channel* **12**

Oregon's FIRST Television Station

ABC

Represented by the Katz Agency, Inc.

NAB legislative subcommittee formed

Two industrywide labor practices that often plague broadcasters—secondary boycotts and coercive picketing—received White House attention last week.

President Eisenhower at his Wednesday (April 29) news conference sharply criticized the Senate-passed labor bill (S1555) because it failed to provide protection against these practices.

The labor situation last week included these developments:

• NAB's Labor Advisory Committee took affirmative steps Wednesday to strengthen the role taken by broadcast management in the legislative field.

• NBC filed several suits against the National Assn. of Broadcast Employes & Technicians, charging violation of contract through a network work stoppage by 1,500 NABET members (story page 60).

The NAB committee, headed by Ward Quaal of WGN-AM-TV Chicago, formed a three-man legislative subcommittee to serve as a working body dealing with broadcast labor matters. Members are Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill., subcommittee chairman; William Grant, KOA-AM-TV Denver, and Mr. Quaal.

This task force will operate on a 12-month basis. It will study legislative developments and guide industry participation in Congressional hearings and other political affairs.

Developments in the field of collective bargaining were scanned by members of the NAB committee, covering both network and station problems. Sen. Barry Goldwater (R-Ariz.) addressed the committee's luncheon. Pending legislation was discussed in detail.

Ike Disappointed • President Eisenhower's strong stand was taken after Charles S. Von Fremd, CBS newsman, asked him to comment on the Senate labor bill. The President said the whole labor situation has been described as "worse than malfunctioning, even racketeering in some few labor organizations and among certain individuals" in the report by Sen. John L. McClellan (D-Ark.), head of the labor rackets committee.

The President said he was "very much disappointed" in the Senate bill, citing three points. "The secondary boycott is not dealt with properly and effectively; blackmail picketing the same way; and then the field of clarifying the relationships of states to those areas where the National Labor Relations Board has refused to assert any jurisdiction."

Secondary boycotts and coercive picketing were described as factors in recent labor situations at WKRG-AM-TV Mobile, Ala., and WCKY Cincinnati. International Brotherhood of Electrical Workers conducted a picketing and pressure campaign in Mobile after losing an NLRB-conducted election. Last Jan. 28 WKRG-AM-TV employes voted 16-1 in favor of an independent union (BROADCASTING, Feb. 16).

In Cincinnati, AFTRA put pressure on its members to refrain from transcribing commercials for use on WCKY even though the transcriptions were being made for an advertising agency or package producer. An NLRB examiner found no violation. NLRB has not yet ruled on his finding (BROADCASTING, Nov. 3, 1958).

Wometco Enterprises stock offering made

Stock of Wometco Enterprises Inc., owner of WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N.C. and 20% of WFGA-TV Jacksonville, Fla., was made available to the public Wednesday (April 29).

The offering of 290,000 shares of class A common stock was made at $10.75 a share. At the end of trading Thursday (April 30), the stock was $12.25 bid, $13.25 asked.

The stock offered represents 35% of the outstanding Class A shares of the company. Mitchell Wolfson and his family own 55% and Sidney Meyer, seller of the stock being offered to the public, now owns 10% (BROADCASTING, April 6).

The stock is being handled by a nationwide underwriting group managed by the Lee Higginson Corp.

Besides its radio-tv stations, Wometco operates 22 motion picture theatres in Florida.

KHTV (TV) schedules June debut broadcast

Target date for KHTV (TV) Portland, Ore., to commence operation is June 1.

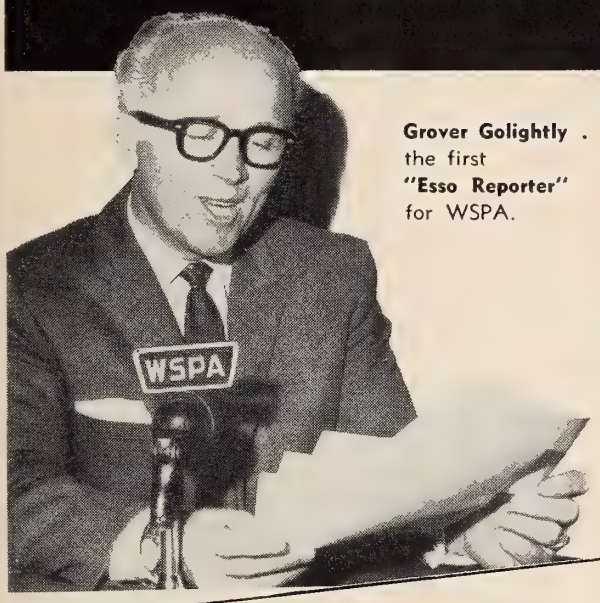
Stuart Nathanson, KHTV's sales manager, has signed Gill-Perna as national representative. Nat Jackson and Marlowe Branagan are news director and promotion manager, respectively.

WHTV has contracted for $120,000-worth of GE studio and remote equipment. It will be on ch. 27.

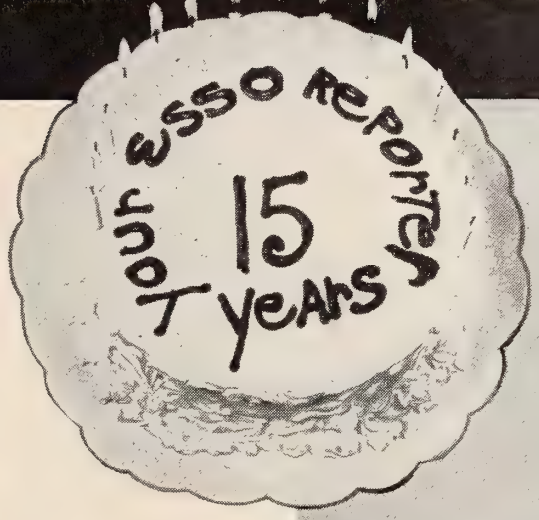


Labor issues • Members of NAB's Labor Advisory Committee went into secondary boycotts, coercive picketing and other employment issues at their April 29 meeting in Washington. Attending were (front row, l to r): Joseph Schertler, Westinghouse Broadcasting Co.; Richard M. Brown, KPOJ Portland, Ore.; Robert B. Jones Jr., WFBR Baltimore; Ward L. Quaal, WGN Chicago, chairman; Leslie C. Johnson, WHBF Rock Island, Ill.; William C. Fitts Jr., CBS; Clifford Kirtland, Transcontinent Television Corp. Standing: Harold Grams, KSD St. Louis; Joseph F. Keating, MBS; William Grant, KOA Denver; Calvin J. Smith, KFAC Los Angeles; Louis Gratz and Ole Morby, Time, Inc.; A.A. Church, Storer Broadcasting Co.; Richard L. Freund, ABC.

15 YEARS of PUBLIC SERVICE "Your Esso Reporter" on WSPA



Grover Golightly . .
the first
"Esso Reporter"
for WSPA.



Esso Standard Oil Company

(ESSO) 15 WEST FIFTY-FIRST STREET · NEW YORK 19, N. Y.

MARKETING DEPARTMENT
ADVERTISING · SALES PROMOTION DIVISION
R. M. GRAY · MANAGER

March 13, 1959

Mr. Ross Holmes
Manager
Radio Station WSPA
224 East Main Street
Spartanburg, South Carolina

Dear Mr. Holmes:

On March 27, 1959 Your Esso Reporter has a birthday on WSPA. The broadcast will be significant because it will mark the completion of 15 years of our program on your station.

In these days of constant change it is pleasant to recognize that another full year has passed during which your station and our company have worked together to provide a public service to the people of Spartanburg.

This anniversary is an ideal occasion to pause for a moment in recognition of the American Free Press in action. Your Esso Reporter is an outstanding example of service to the community with benefit to all. It's a perfect time, too, to say thank you to you and your staff for your cooperation in presenting the program in our behalf and to wish Your Esso Reporter "Happy Birthday" on WSPA.

Sincerely,

R M Gray

RMG/sh

Since its' establishment as the first radio station in South Carolina in 1929, WSPA has considered newscasting of paramount importance to its' public service program.

"Your Esso Reporter" is part of a total of 26 national and local newscasts daily over WSPA.

This vital part of WSPA programming is made possible by a six-man local news staff, the services of United Press, a special Washington correspondent and by world wide coverage from CBS.

WSPA

WSPA
AM - FM - TV
CBS
Spartanburg, S. C.

National Representatives:
George P. Hollingbery Co.

WSPA --- *Serving the Growing Population of the Prosperous Piedmont*

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KGMS Sacramento, Calif.: Sold to A.C. Morici and A.R. Ellman, owners of KIST Santa Barbara, Calif., and KRAM Las Vegas, Nev., by Irving J. Schwartz, William S. (Steve) George and Jack F. Matranga for $500,000. The sale was handled by Lincoln Dellar & Co. KGMS is on 1380 kc with 1 kw directional, and is affiliated with MBS.

• KPAM, KPFM (FM) Portland, Ore.: Sold to Gospel Broadcasting Co. (headed by KRWC Forest Grove, Ore., partner F. Demcy Mylar) by Broadcasters Oregon Ltd. for $200,000. KPAM is on 1410 kc with 5 kw, day. KPFM (FM) is on 97.1 mc with 3.3 kw.

• WILA Danville, Va.: Sold to Eastern Broadcasting Corp. (Roger Neuhoff, sales planning coordinator WRC-TV Washington, majority owner, Robert C. Walker II, general manager of WCHV Charlottesville, Va., and others) by S.L. Goodman for $45,000. Mr. Goodman retains WYSR Franklin and WYTI Rocky Mount, both Virginia. The sale was handled by Blackburn & Co. WILA is on 1580 kc with 1 kw, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 98):*

• KROW Oakland, Calif.: Sold to The McLendon Pacific Corp. by KROW Inc. (Sheldon F. Sackett) for $800,000. Comr. Robert Bartley dissented on the multiple ownership issue. Other McLendon Corp. stations include: KLIF Dallas, KILT Houston and KTSA San Antonio, all Texas, WAKY Louisville, Ky., and KEEL Shreveport, La. KROW is on 960 kc with 1 kw.

• WOLF Syracuse, N.Y.: Sold to Ivy Broadcasting Co. by T. Sherman Marshall and others for $329,000. Ellis R. Erdman, president of Ivy Broadcasting, has interests in WTKO Ithaca, N.Y., WSKI Montpelier, Vt., and WACK Newark, N.J. George Abbott, vice president of the purchasing firm, has a minority interest in WTKO. WOLF is on 1490 kc with 250 w.

• WTNJ Trenton, N.J.: Sold to Delaware Valley Broadcasting Co. (Edward L. Cossman, president) by WOAX Inc. for $200,000. WTNJ is on 1300 kc with 250 w, day.

• KLIK Jefferson City, Mo.: Sold to KLIK Broadcasting Inc. by Empire Broadcasting Co. for $183,750. Oscar K. Fine, president of KLIK Broadcasting, and others have interests in KFEQ-AM-TV St. Joseph, Mo.; T.M. Nelson, executive vice president, has an interest in WILO Frankfort, Ind., and WOHP Bellefontaine, Ohio. KLIK is on 950 kc with 5 kw, day.

How sure are you? . . . .

?

. . . . about the station purchase you are about to make. Do you have the assurance of thorough investigation by experts that it is just as represented? When your transaction is negotiated through Blackburn & Company you have the assurance that representation is accurate, investigation is complete, and full reliability is assured. Another good reason why Blackburn and Company is foremost in radio-tv transactions, nationwide.

NEGOTIATIONS • FINANCING • APPRAISALS

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333 N. Michigan Avenue
Chicago, Illinois
FInancial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

WNTA-TV, WHCT (TV) offer joint package

WNTA-TV Newark was scheduled to begin a feed of seven of its live and taped programs to ch. 18 WHCT (TV) Hartford today (May 4), with the two stations linked by a direct coaxial cable from WNTA-TV.

Ted Cott, vice president in charge of owned and operated stations for NTA, said advertisers may buy the programming on the stations as "a package." It will cost an advertiser $40 above the WNTA rate to add a one-minute spot on WHCT for an evening program and $30 for a one-minute spot on a daytime program. The advertiser, he said, will be adding a potential 364,000 homes to his coverage and his message "will be viewed in an area that contains well above-average income families." Mr. Cott reported that 20 WNTA advertisers have signed to add WHCT.

The taped programs involved are those featuring Alexander King and Henry Morgan plus *Open End, One Night Stand* (all once-a-week) and *The Mike Wallace Interview* (Monday-through-Friday). The live shows are *The Mike Wallace Newsbeat* and the *Richard Willis Show* (Monday-Friday).

ABC in the West

KGB San Diego, Calif., and KRXL Roseburg, Ore., have become ABC affiliates, the network reported last week. Advertisers, ABC noted, can now buy a total of more than 100 stations in the 12 western states, including the Arizona and Intermountain networks, or 40 stations in the three Pacific Coast states, or a California network alone, all through a single order with ABC.

With daylight time, four programs formerly on the Don Lee Broadcasting System moved to ABC: three news programs with Frank Hemingway, Cliff Engle and John Holbrook, and the quiz show *Tello Test*. These programs were offered first to ABC affiliates, then, if they did not want them, to the stations which previously carried them on Don Lee. Result, it was said, is that the programs, all with multiple sponsors, have added a few markets which have ABC stations but did not have Don Lee outlets and dropped a few where time could not be cleared since the break-up of the Don Lee network (BROADCASTING, March 30).

In Eastern Iowa most front ends look like this.

WMT-TV CBS Television for Eastern Iowa • Channel 2 • *Mail Address:* Cedar Rapids • *National Reps:* The Katz Agency



NABET PICKETS ON 49TH STREET

They hit the pavement Monday morning in protest over foreign help on tape

NBC-TV ON AIR DESPITE NABET

300 supervisors replace 1,500 strikers in vtr dispute

NBC was prepared to continue its radio and television programming schedule over the weekend with supervisory and management personnel who were replacing about 1,500 members of the National Assn. of Broadcast Employes & Technicians who walked off their jobs last Monday (April 27).

NBC re-emphasized its intention to remain on the air despite a report late Thursday evening that Local Council 16, International Brotherhood of Teamsters, had pledged support to NABET. Spokesmen for NABET said the council planned to notify its local membership in New York to "support" the work stoppage and NABET interpreted this to mean that its picket lines would be respected, starting last Friday. Teamster members truck scenery and other props to NBC.

An NBC spokesman said late Thursday that the network "expects the teamsters to continue working just as the other unions are." He added that "in any event, we fully intend to continue normal operations."

The dispute flared up over the video taping in Paris of the *Today* program, scheduled to be broadcast last Monday through Friday. When NABET personnel refused to handle the tapes on Monday, the tv network went off the air from 7 to 9 a.m. but maintained continuous broadcasting schedule thereafter. The radio network was off the air 55 minutes on Monday.

The network termed the union's move "a strike in violation of the contract." NABET countered by saying its workers were "locked out" and claimed its action resulted from "a violation" of

the pact by NBC, as well as from a failure by the network to live up to "certain reassurances."

How it Started • Genesis of the dispute was this: the *Today* program members were in Paris on April 24 and started to tape the first of five programs that would originate there for presentation in New York last week (Mon.-Fri., 7-9 a.m.). Arrangements had been made with NABET whereby nine union technicians were to participate in the taping of the shows, together with personnel engaged by Intercontinental Television Corp., an organization set up recently to produce taped programs abroad. The first tape was flown to New York, edited and was scheduled to go on *Today* last Monday. The NABET technicians there declined to handle it, saying that they had been advised that the "basic operating jobs" in producing the tapes had been handled by French technicians hired by ITC and not by union staffers. They contended that this was a violation of the NBC-NABET contract.

At this point, NBC spokesmen said, they asked the technicians to put a substitute film on the air, but NABET workers refused. NBC officials claim they told the union employes to leave the studio. NABET officials later said that the technicians were told to leave the premises.

NBC's position is that NABET violated a "no strike" clause in their contract. Company officials said there is provision for an impartial umpire or arbitrator to intervene in a dispute and pointed out that NABET acted without recourse to an umpire or arbitrator.

NABET's Position • G. Tyler Byrne, international executive vice president of NABET, outlined the union's position in this way:

"We have a contract with NBC that gives us complete jurisdiction over NBC-owned or controlled programs, of which *Today* is one. There is no limiting language on this jurisdiction; it makes no difference whether the program is taped here or abroad. The contract states that NABET personnel must perform 'the basic operation positions'. The language is unmistakably clear on this.

"Our technicians who were over in Paris telephoned us on April 24 to complain that French technicians—and not they—were performing the basic jobs. We immediately called NBC and advised some of their officials of this circumstance. We had their personal assurances that it would be rectified. It wasn't. We again brought it to the attention of the network and again received their assurances. But nothing was done."

Mr. Byrne asserted there was an aspect of the dispute that was more significant than the stoppage. He said there is "a trend" by networks toward producing more and more programs abroad and using what Mr. Byrne calls "runaway shops" (non-union organizations). NABET is determined to "put a stop to this situation," Mr. Byrne declared, because "this is a threat to the job security of our workers."

He described "basic operating positions" as: technical director, video man, audio man, cameraman, audio assistant and light direction engineer.

Nationwide Stoppage • The work stoppage was nationwide, affecting the network in New York, Philadelphia, Washington, Chicago, Hollywood and San Francisco, where NBC owns and operates stations.

NBC filed three suits against NABET and its officials during the week. On Tuesday, the network started a $500,000 damage suit in the U.S. District Court in New York and later that day filed suit in Los Angeles Superior Court seeking $200,000 in punitive damages and $100,000 a day in actual damages. A court hearing in California is scheduled for today (May 4) on a petition for an order to stop picketing there.

Last Wednesday NBC brought a suit for a total of $100,000 against four NABET officials in New York Supreme Court. Named in the suit were Mr. Byrne; Harold L. Byers, regional director; Lawrence J. Dworkin, chairman of the New York local's grievance committee, and Howard T. Atlas, president of the New York local.

NABET officials said Thursday that the union was in the process of preparing countersuits against NBC.

Sessions were held on Tuesday and



MR. GARROWAY AND MISS BARDOT IN PARIS
Her interview in the Eiffel Tower set off a strike

Wednesday with J.R. Mendelbaum of the Federal Mediation & Conciliation Service but "no progress" was reported. Both parties were on call for meetings but no session was scheduled Thursday.

The work stoppage prevented the showing of the first *Today* tape last Monday but it was carried on Tuesday with supervisory employes serving as technicians. This segment featured Brigitte Bardot, who recited Shakespeare in English during an interview with Dave Garroway. Though five taped programs were scheduled originally, only four were produced after the dispute erupted and the final program was set for last Friday.

NBC Operations Smooth • NBC said that about 300 supervisory and management workers were used during the week to replace the 1,500 NABET members participating in the walk-out. Officials said that "operations are running very smoothly." They conceded there were "a few fluffs" but claimed that on-the-air telecasts during the week were "generally very good."

The network reported that all employes participating in the work stoppage would be docked pay as of 7 a.m. last Monday. Officials estimated that the payroll for these workers averages $40,000 a day for a seven day week.

NABET officials late last week were attempting to rally support for their action from other unions in the broadcast field, but aside from the teamster council's statement, they had received no commitments. Members of other unions had crossed NABET's picket lines freely during the week.

AWRT CONVENTION
Sen. Kennedy wants tv women emancipated

Why limit women to weather reporting? Lift the discriminatory bars which block their access to electronic journalism. This admonition to broadcasters on the part of Sen. John F. Kennedy (D-Mass.) was warmly received by his audience of over 800 American Women in Radio & Television members at the banquet opening their eighth annual convention last Thursday (April 30).

Included in the activities of the four-day conclave at New York's Waldorf-Astoria was presentation of *McCall's* magazine "Golden Mike" awards for women in radio and TV.

Top winner at the Saturday night banquet (May 2) was Mildred Freed Alberg, executive producer of the *Hallmark Hall of Fame* series on NBC-TV, for her "remarkable contribution to the cultural pattern of the country."

Other McCall's selections: Patti Cavin, broadcaster, WRC Washington, and Ellen Stoutenberg, executive WIP Philadelphia, for "service to the community in general;" Susie Strother, broadcaster, WJLB Detroit and Mercer Livermor, executive, WKKO Cocoa, Fla., "service to women;" Marge Miner, broadcaster, KFEQ-TV St. Joseph, Mo., and Sophie Altman, executive, WRC-TV Washington, for "service to youth."

Over 800 delegates were on hand for the convention at the Waldorf-Astoria. The four-day event had its formal beginning with a banquet Thursday night (April 30) at which Sen. John F. Kennedy (D-Mass.) discussed "The Challenge Ahead".

Election of club officers and directors were among the many items of business (see FATES & FORTUNES, page 88).

Included in the opening-night activities was presentation by AWRT President Nena Badenoch of the fifth annual scholarship award by the organization. Gay Pauly, 19-year-old junior at Lindenwood College in St. Charles, Mo., received the $750 for continuation of her radio-tv studies.



'History making trip' • That's what NABET news release said about departure of these five union technicians for Paris on assignment by NBC-TV to video tape *Today* there. Four other NABET men flew earlier. L to r: John Evans, Fred Wagner, Clarence Westover, Stan Levin and Calvin Broadhead. Just how "history-making" remained to be seen as dispute over use of French technicians on same show erupted into nationwide strike against NBC-TV in U.S.

Radio Month underway with official salutes

National Radio Month opened last week with a series of tributes to the medium from high government and Congressional leaders.

Special network and station promotions will continue through the month, with many industry and civic groups joining broadcasters in the observance.

FCC Chairman John C. Doerfer observed in a message to NAB that the number of radio stations has practically doubled in the last decade. "This phenomenal growth, in pace with the expanding and advancing developments of our nation's economic, social, scientific and cultural life unmistakably attests to radio's high record of performance in the public interest," he said.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, added, "Taking radio for granted is a great compliment we pay unconsciously every day to a service which reaches almost every home and 38 million automobiles in our country."

Radio continues to provide "an unexcelled means of getting the news to the people immediately," said Sen. Hubert H. Humphrey (D-Minn.).

FCC Comr. Frederick W. Ford used an at-home incident to show radio's impact. "Last year my young daughter discovered radio," he said. "For the first time she began to appreciate this older medium and its advantages and convenience. So far this year she has worn out three sets of batteries in her portable. This proves to me that radio does indeed live in the minds and hearts of the oncoming generation just as it has in ours for the past 40 years."

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE®

RADIO

delivers more for the money



Riches come from the earth of Kern County all around Bakersfield, home of McClatchy's KERN. Kern County is California's leading oil producer, yielding $280,324,000 worth of crude in 1957. *(Bureau of Mines, California)* In addition, farm products sold in Kern County in 1957 totaled $237,990,000, making this vigorous county second in the United States. *(Sales Management's 1957 Copyrighted Survey)*

Make your mark in Kern County and throughout the happy-spending Beeline market by telling your story on McClatchy stations. As a unit purchase, Beeline stations give you more listeners than any combination of competitors . . . at the lowest cost per thousand . . . by far. *(Nielsen & SR&D)*



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

spot

summer radio goes where



the family goes



Vacation may mean getting away from home...but Radio goes along.

You're traveling "right" with SPOT RADIO in your summer media plans.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly, Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

MAY IS NATIONAL RADIO MONTH

BASEBALL TV
Blackout bills to kill network shows—DFS

Blackouts of major league baseball telecasts within 50 tor 75 miles of minor games could force tv networks out of baseball broadcasting, according to Dancer-Fitzgerald-Sample.

In a confidential letter to tv stations that have carried baseball telecasts, the agency showed how pending legislation could put an end to major league networking. DFS places Falstaff Brewing Co. business on the CBS-TV game-of-the-week.

DFS said a 50-mile protection around minor league cities on game days would affect 17.6 million (77%) of the 22.8 million tv homes in non-major league cities at least half of the time. Major league cities are always blacked out because of local baseball broadcasts.

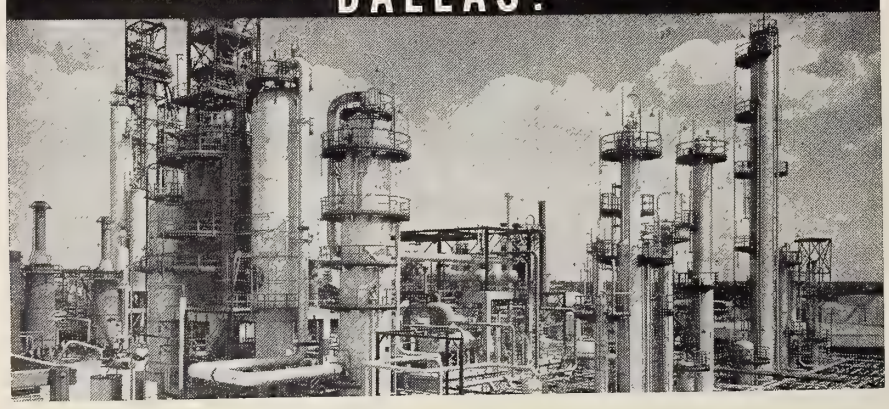
A 75-mile blackout, it added, would affect 12.8 million tv homes 100% of the time and 6.5 million half of the time. Six bills containing a 75-mile proposal are pending (HR 2370, 2371, 2372, 2373 and 2374; S 616).

DFS conceded in its letter that minor league baseball is in a serious financial shape; that attendance is down, and that franchises are dropped each year.

Change of Life • According to DFS, the minors are victims of "a growing America, an America on wheels, a to-the-beach or to-the-mountains America, an outdoor barbecue-pit America. As the culture of America changes, as people develop more sophisticated tastes in food, clothing, leisure, entertainment; as all these things change, all else changes with them. The day of the one-car garage is ending; so is the day when people depended on the local ball team in the local park for entertainment."

Of about 180 stations carrying the game-of-the-week, 137 will be affected by a 75-mile blackout, according to the agency. DFS adds, "It is obvious that the extent of these blackouts will make it impossible for any network or advertiser to justify consideration of continuation of a game of-the-week program. We are bringing this to your attention in the hope that you will convey your sentiments, and those of your viewers, to your elected representatives in Washington."

BALTIMORE? TULSA? DALLAS?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.4% SHARE OF AUDIENCE

According to December 1958 ARB we average 79.4% of audience from Sign On to Sign Off 7 days a week. During 363 weekly quarter hours it runs 80% to 98%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: "The 29,000 barrel-per-day refinery of the Lion Oil Division, Monsanto Chemical Company at El Dorado, Arkansas, where more than 90 petroleum products are made."

THE TV RATECARD
Petry price review cuts down cut-rates

A broad program aimed at reducing discounts on tv stations' package rates and gradually raising the cost of daytime and late-night minutes is in progress at Edward Petry & Co., station representative (CLOSED CIRCUIT, March 9).

The rate cards of 15 of the Petry firm's 30 client television stations were revised during the first quarter of this year as a result of detailed reviews and recommendations by the company. At this rate, all Petry stations' prices will be subject to review at least twice a year. Aside from the increases, a number of stations' rate cards were simplified in format.

Martin Nierman, Petry executive vice president, explains that increased viewing and continued growth in tv set ownership are big factors behind the card review program: "Our stations are delivering more for the advertiser, so they are entitled to make rate card adjustments accordingly."

The changes are recommended on a market by market rather than general basis. Each evaluation—which may take several weeks—goes into a number of factors, such as set ownership changes, audience patterns, and the client station's competitive position on rates and audiences in relationship to other stations in the market.

Sets and Prices • Petry officials feel that as tv saturation gets greater and greater, rate increases must be scrutinized more carefully. The time has past, says Mr. Nierman, when blanket increases can be justified on the basis of increasing set ownership. But they also feel that in established tv markets where all allocated channels have been in operation for more than a year there will still be a need to re-examine rates and make adjustments which are equitable to advertisers and yet assure the stations enough income to meet rising operating cost. They do not feel that even established markets have reached their maximum rates: "As long as there are programming changes there will always be a need for re-examination of rates."

The policy of reducing package discounts stems from audience gains in all hours. Originally, Mr. Nierman points out, packages were set up as inducements for the sale of marginal time—"which tv no longer has."

The Petry company also wants to widen the differential between the minute rate and the station-break rate on the theory that a full minute offers vastly more opportunity for hard sell.

Ohio station rep adds out-of-state stations

Ohio Stations Representatives, Cleveland, is expanding two ways—it's adding Ohio representation of stations located outside of Ohio, and it's working up programming for client stations.

The company was founded by owner-manager Leonard F. Auerbach in July 1956 to represent Ohio radio stations throughout the state except in their own markets. Mr. Auerbach currently has 24 Ohio stations on the list. The first "outside" station signed for representation within Ohio was WITH Baltimore, Md.

R.C. Embry, WITH vice president, is quoted by Mr. Auerbach as explaining his signing with the Ohio regional firm thus: "Due to the growing importance of agencies in the state of Ohio—cities such as Cleveland, Cincinnati and others—we felt that it would be far better for us to have a representative in this area who makes constant calls on those agencies, who lives with them from day to day, rather than depend on representation by a firm which normally would send a man into the state only three or four times a year. I am happy to say that our theory has been working very well."

At least two special programs—which would be fed to a "network" of OSR station clients via fm relay—currently are being planned. One is a daily farm program, the other an hour-long variety-interview show, probably originating in Cleveland but giving the stations five minutes for local news, plus news headlines and weather, to retain the local touch. The idea is to provide the stations with special programming that not only is commercial but also will build audiences.



Expansion • Len Auerbach (r) of Ohio Stations Representatives discusses two new station clients with Garry McKelvey (l), head of timebuying for the Carling beer account at Lang, Fisher & Stashower, Cleveland, and Peter Turk, Mr. McKelvey's assistant.

Mr. Auerbach, who was sales manager of WDOK Cleveland immediately before starting the rep firm, says Ohio Stations will open offices in Columbus and Cincinnati "as soon as we get ourselves in a position where we can increase our service to our customers by offering them markets outside of Ohio."

Tv breaks liberalized in network hour shows

The tv networks are taking steps to assure their affiliates of protection spot revenue in hour-long shows scheduled in prime time.

The actions apparently have been precipitated by a discernible network trend to slate more hour-long shows in nighttime periods for the next season.

Robert E. Kintner, NBC's president, in a letter to affiliates outlining the status of the fall program schedule, reported that his network decided to simplify and liberalize policy on station breaks in hour programs.

NBC in the fall will include a station break in all hour programs except those



The face that launched a million sales: GLENCANNON

From Beer (Olympia) to Bakery Products (Holsum), the pre-accepted "Oscar"-"Tony"-"Emmy" Award Winning face, name and talent of Mr. Thomas Mitchell is launching sales—big sales for advertisers all over the country. As Glencannon, in the hilarious half-hour series of high comedy on the high seas, this beloved character stands ready to steer sales your way, too. What's more, Thomas Mitchell will sell for you personally, at the all-important point of sale.

NTA Program Sales

A Division of National Telefilm Associates, Inc., Coliseum Tower, 10 Columbus Circle, New York 19, JU 2-7300

sold to a single sponsor. Another exception is *Wagon Train* that was sold without a break under the network's former policy and renewed on that basis.

ABC-TV reportedly has adopted a similar policy with one essential difference: where it is not possible to insert a station break in an hour-long program, the network has the objective of providing stations with 10 seconds at the end of the show. CBS-TV has a station-break policy similar to NBC-TV's.

No Sales Trouble • Mr. Kintner said NBC expected to have its nighttime sales quite firm "in the next several weeks," but he carefully explained that there has been no sales trouble. "If we had elected to accept every order submitted to us, regardless of program or time period involved, our nighttime schedule could have been fully sold out several weeks ago."

NBC-TV, he said, has been concerned more with getting the "best possible shows in the best possible competitive time periods than it has with announcing new records in springtime sellouts."

Mr. Kintner emphasized that the bulk of the fall nighttime schedule had been sold as of April 24 and certainly would be completely sold "well in advance of the fall." He said it was more important to obtain a balanced schedule for "audience and prestige leadership" than early sellout. Other points:

• NBC-TV will program past 10:30 p.m. to 11 p.m. on five of the seven nights of the week, to add strength to the schedule and to meet competition. Mr. Kintner noted that CBS-TV is programming all of the 10:30 periods, all of the 7:30 positions and from 6-7:30 on Sundays while ABC-TV is programming to 11 p.m. five out of seven evenings.

• Emphasis on the need for station clearance "for the success of our schedule and for the welfare of NBC and its affiliates in this era of the most intense competition for audience and sales."

Mr. Kintner enclosed a planned fall schedule, which he cautioned may still be subject to some change. It corresponds quite closely to the nighttime schedule for NBC-TV (as well as the other networks) printed in BROADCASTING April 20.

Briefly the shows are: Sunday, starting at 7, three hour-long stanzas, *Riverboat,* a comedy-variety show, and the *Chevy Show* in that order followed by the 10-10:30 *Loretta Young Show;* Monday, starting at 7:30, *Whispering Smith, Love and Marriage, Wells Fargo, Peter Gunn* and *Alcoa-Goodyear,* all half hours and ending with the 10-11 *Steve Allen Show.*

On Tuesday, *Laramie* to 8:30, *Challenge* and *Arthur Murray,* each a half-hour and concluding with Ford Motor's projected specials starting at 9:30; Wednesday, hour-long *Wagon Train,* 8:30 *Price Is Right,* the hour-long *Perry Como-Kraft* show at 9 and the half-hour *This Is Your Life* and *Wichita Town* programs; Thursday, all half-hour shows, *Johnny Ringo, Bat Masterson,* an adventure program, *Bachelor Father, Tennessee Ernie, Groucho Marx* and *Troubleshooters;* Friday, *People Are Funny,* the 8 o'clock *Fibber McGee,* hour-long specials, half-hour *M-Squad* and *Cavalcade of Sports* at 10 p.m.; Saturday, *Bonanza* at 7:30-8:30, the half-hour *Johnny Staccato* and a western, *Five Fingers* (hour-long) and *Black Cat* at 10:30.

ABC-TV studio plant grows east & west

ABC-TV this summer will spend approximately $3 million in new building and engineering facilities for its New York and Hollywood live programming operations, the network announced Tuesday (April 28). The expenditures are expected to be split equally between the two tv centers, it was disclosed.

In New York, the expansion and improvement plans include a new "push button" theatre-studio, transistorized lighting control units, new audio control consoles, a special effects amplifier with more than 100 electronic effects, newly-designed transistor video switcher and improved separate control booths for audio and video engineers and directors. The theatre-studio, reportedly the largest in Manhattan, will have completely mechanized walls, ceiling and seating for rapid removal when the entire 9,500 square feet of space is needed as a studio.

At ABC Television Center in Hollywood, construction is starting on a new service building, the second major building in the network's long range Hollywood development plan, and a studio for KABC-TV Los Angeles whose present theatre-studio in the center will be remodeled and expanded. This will increase to four the number of studios available in the center. Additional dressing rooms will be built for all four studios.

The service building, which will be completed in about six months, will include space for set manufacture, a paint shop and scenery storage. Audio control consoles providing facilities for 42 microphones and adapted for two- or three-track stereo sound will be installed in both the New York and Hollywood studios. The present theatre-studio in Hollywood will be remodeled into a permanent theatre with a 65 by 90-foot stage and seating for 450 persons.

Radio-tv revenue pushes AB-PT net up

The improvement in billing by the ABC broadcasting division was responsible for a 25% increase in the estimated net profit of American Broadcasting-Paramount Theatres Inc., New York, for the first quarter of 1959 over the comparable period of 1958.

This development was a highlight of the first quarterly report of AB-PT mailed to company stockholders last week. Leonard H. Goldenson, president, reported that net operating profit for the first quarter amounted to $2,313,000 or 54 cents a share, as against $1,854,000 or 43 cents a share, in the 1958 quarter.

"The television and radio operations of our ABC broadcasting division showed improvements over the comparable quarter of the preceding year," Mr. Goldenson stated. "The ABC television network's programming for the 1958-59 season, which started this past fall, continued to reflect increased billings and audience gains."

AB-PT's theatre business, Mr. Goldenson said, was not equal to the same quarter of last year, due to the substantial business which was included in the 53-week, 1958 fiscal year. A company spokesman later said that theatre business showed a profit but was not so high as in the 1958 period.

• Media report

• WEJL Scranton and WILK Wilkes-Barre, both Pennsylvania, have entered into a "competitive but cooperative" news exchange agreement. As news stories break in the stations' respective areas, they beeper phone reports to each other.

• Rep appointments

• KONO-AM-TV San Antonio and KNUZ Houston, both Texas, have appointed The Katz Agency as their national representative. The Mission Broadcasting Co., James Brown, general manager, owns and operates the San Antonio stations. KNUZ is owned and operated by the Veterans Broadcasting Co., Dave Morris, general manager.

• KSAY San Francisco and KLIQ Portland, Ore., name Paul H. Raymer Co.

• WSBA York, Pa., appoints Robert Eastman & Co., N.Y.

• KEZY Anaheim, Calif., names Bob Allen for San Francisco, Jack Masla, N.Y., for eastern sales.

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One of a series of messages appearing monthly in newspapers from Maine to Louisiana—the area served by Esso Standard Oil Company. Other Jersey Standard affiliates and their distributors market elsewhere in the United States and 134 other countries and dependencies.

CBS, NBC CHALLENGE REPPING BAN

Networks, some of spot clients buck proposal by FCC to prohibit national representation by networks. Only SRA, Petry want rule change

Vigorous opposition to the FCC's proposal to ban networks from the station representation field was voiced last week by both CBS and NBC—and some of their spot sales clients.

The objections were made in comments filed on an FCC proposal to force CBS and NBC to divest themselves of their spot sales organizations. ABC does not have a spot sales subsidiary.

The Commission's proposal was issued last January and followed recommendations by the Network Study Staff (BROADCASTING, Feb. 2).

Only two comments favoring the proposal were filed—by the Station Representatives Assn. and by Edward Petry & Co., station representative firm.

Question FCC's Right • Both CBS and NBC—and stations represented by these networks—challenged the FCC's authority to forbid the stations from being represented by the networks.

A group of CBS television stations added, however, that if the Commission were to enact this regulation, it should "grandfather in" the existing number of stations represented by the networks.

Both networks and the stations they represent claimed that there is no need for such a regulation in radio.

Extracts of the comments follow:

CBS Television Stations, a division of CBS Inc., made these points:

• CBS and NBC Spot Sales have not played a dominant role in national spot representation in the tv field.

• The decisions of the stations to be represented by CBS or NBC Spot Sales are business judgments by the stations, and they have suffered no adverse effects because of this.

• Both CBS and NBC Spot Sales limit their representations to affiliated stations and also limit the number of stations represented.

• Other representative firms have not suffered competitively because of the networks' participation in this business.

• CBS Spot Sales has not pressured its station list to take any action to equalize station spot rates and network rates.

• Activities of both CBS and NBC Spot Sales have promoted national spot advertising.

• There is no public interest reason to divorce the networks' spot representation activities from network operations. No proof has been submitted that a reason exists for such divestiture.

• The FCC has no authority to issue such a rule.

On this last point, the CBS presentation stated:

"Thus, the legal issue confronting the Commission is whether the record will permit a finding that by reason of the operation by CBS and NBC of spot sales units, or by their conduct in operating the same, the scope, character or quality of service to the listening public has been or may be adversely affected. . . .

"On this, the [Barrow] Report and those who testified in support of the proposed rule have made no showing."

The CBS comment contained also an affadavit by Bruce R. Bryant, general manager of CBS Television Spot Sales, who maintained that the alleged conflict of interest between his organization and networking is more apparent than real. "There is the strongest and most effective competition between CBS Spot Sales and the Network Division," he stated.

Who Decides • "It is the station's—not our—decision as to which program it will accept," he said.

He then made this point:

"By and large, however, the success of national spot advertising is largely dependent upon successful network programming and far from being competitive, the two services are basically complementary. . . . The greater the popularity of the network program, the greater the demand by advertisers for a spot adjacency."

He also denied the allegation that networks attempted through their spot sales units to force stations to equalize spot and network rates.

Clients Protest • Seven independently owned stations represented by CBS Television Spot Sales told the Commission that (1) it didn't have the power to impose a divestiture rule regarding spot representation by networks, and (2) there is no need for such a divorcement.

But, they added, if any type of rule is promulgated, it should be one limiting the networks to the number of stations they now represent in the spot field.

The stations — KGUL-TV Houston-Galveston, Tex.; KOIN-TV Portland, Ore.; KSL-TV Salt Lake City, Utah; WBTV (TV) Charlotte, N.C.; WBTW-(TV) Florence, S.C.; WJXT (TV) Jacksonville, Fla., and WTOP-TV Washington, D.C.—held to these points:

• The Commission should not forbid networks from representing independent stations without a "compelling" public interest reason.

• There is no such public interest reason — the stations represented by CBS and NBC Spot Sales constitute a small group among all stations.

Charges that network representation handicaps other station representatives in adding network affiliates to their client lists and restrains competition between network advertising and national spot advertising to the latter's detriment is false, the CBS represented stations declared.

Both CBS and NBC are committed not to increase appreciably the number of represented stations, the statement said. And, it added, there is active and vigorous competition between the spot sales divisions and the network divisions of both CBS and NBC.

The seven CBS-TV affiliates represented by CBS Spot Sales account for only 3.6% of all CBS affiliates and 1.4% of all operating tv stations, the document related.

The six NBC-TV affiliates represented by NBC Spot Sales account for only 3.2% of all NBC television affiliates and only 1.2% of all operating stations, it stated.

Thus, it pointed out, the 13 CBS and

Beat the heat

The FCC has announced its usual August recess, during which there will be no hearings or oral arguments. The Commission will hold one meeting during the month, Saturday, Aug. 1, and then will not convene again until Sept. 2. Different commissioners will be on hand during the month, however, to handle motions, emergency matters and expedite routine business. The FCC notes that its annual summer recess "is a convenience" to those who deal with the agency.

NBC affiliates represented by the networks' spot sales divisions account for only 3.4% of all CBS and NBC affiliates, and only 2.6% of all operating tv stations.

Down the Line • CBS and NBC Spot Sales rank 19th and 21st respectively in the number of stations represented, the statement noted. The largest representative, Blair-Tv and Blair Television Assoc., has 51 clients, the CBS represented stations said. This is 10% of all tv operating stations, it pointed out.

The document urged that no rule be adopted, saying "The Commission was not created to control the internal management of stations or the normal business operations of licensees."

The seven CBS affiliates which chose to be represented by CBS did so on their own initiative, voluntarily and of their own free will . . . for hardheaded business reasons."

In order to allay fears that CBS or NBC might some day expand their spot sales lists, the CBS affiliates suggested a rule which would limit CBS and NBC to approximately the present number of stations.

Such a rule containing a "grandfather" clause, the affiliates said, would not only take care of this fear of expansion, but also would not disrupt existing business relationships.

NBC's Charge • NBC contended that the FCC proposal is not only illegal but violates the right of stations to make their own business judgments.

In its statement, NBC makes five points:

• NBC has not restrained competition among national spot sales representatives for clients, nor has it the "potential" to do so.

• NBC has not restrained competition between national spot and network business, nor can it be assumed that such restraint will occur.

• The proposed rule would restrain stations in making a "free" choice of national spot representation, would force them to discharge their present national spot representatives, and would reduce by two the number of spot representatives in the business of representing stations.

• The "drastic" remedy of divestiture is not appropriate where there has been no finding of domination or monopoly, nor can it be utilized on mere "potential" restraint.

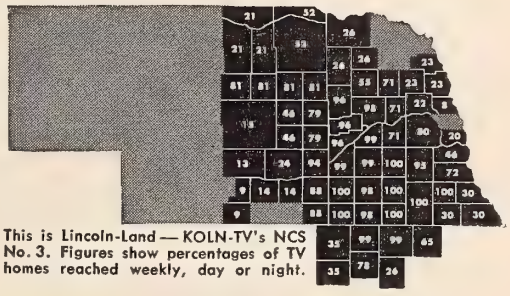
• The FCC has no legal authority to promulgate this rule.

In its discussion of these points, NBC noted that only one of the six tv stations it represents is in a market that has more than three comparably competitive tv stations on the air—and this is in Denver (where NBC Spot Sales represents KOA-TV). In the five other

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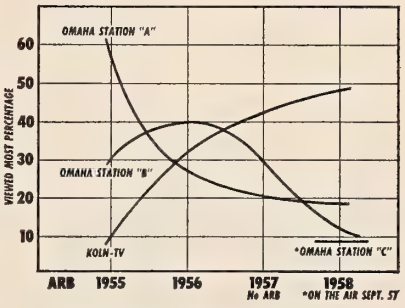


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cities, the networks are at the mercy of the stations, it noted.

Other NBC represented stations are KSD-TV St. Louis, WCKT(TV) Miami, WAVE-TV Louisville, WRGB (TV) Schenectady, and KONA(TV) Honolulu.

Actually, the network stated, the stations represented by NBC Spot Sales represent only a "minute" segment of the national tv spot sales medium.

Supposition • The charge that NBC Spot Sales has the potential to affect the competition between national spot and network advertising is theoretical, NBC said.

It continued:

"The basic error of the [Barrow] Report is in failing to see that it is not the *individual* stations which compete with the networks for the business of national advertisers, but rather it is the stations *collectively* in all the markets of the United States which constitute the national spot advertising medium. The networks do not compete for advertising revenue with any of the individual stations represented by their national spot representatives, so therefore, competition between them cannot be restrained."

The proposed rule would "for the first time" artificially restrict licensees in their choice of a national spot sales agent, NBC said. It continued:

"We thus have a situation where it is proposed to impose a present and actual restraint on the freedom of choice of a licensee in order to save him from the hypothetical possibility that at some future date his freedom of choice may be restrained."

Competitive Disadvantage • The proposal would force stations to hire what they consider less capable sales representatives, NBC said, and thus render themselves less able to compete with other tv stations and other media in their markets.

In another reference to the Barrow Report, NBC declared that "since it [the Report] could find no facts indicating restraints by NBC, what the Report has done is to conjure up these assumptions in order to shift to NBC the burden of proving that its operation of a national spot sales representative is not actually or theoretically wrongful."

This is neither fair nor due process, NBC said.

Essentially, NBC charged that the proposed regulation would impose the 'harsh' remedy of divestiture without finding the present system has produced ill effects or attempting to determine if some other remedy might be used as a preventative.

In attacking the FCC's legal authority to act in this area, NBC made this observation:

"Merely because the Commission has jurisdiction to make special regulations applicable to 'stations engaged in chain broadcasting' does not mean that once a station engages in chain broadcasting, *all* its activities become subject to regulation under Sec. 303(i), including activities not involved in chain broadcasting."

The Represented • In two similar comments—by KSD-TV St. Louis and WAVE-TV Louisville, both represented by NBC Spot Sales—the charge was made that the Commission is attempting to expand its authority to regulate the internal business practices of licensees.

This, the documents stated, is contrary to the intention of the Commission itself "as expressed over many years." The two stations made these points:

• Unless the Commission is prepared to take over direct regulation of networks, "it would be a matter of gross insufficiency if the Commission, part by part, were to intrude itself into this field."

• Neither the Communications Act nor the FCC's chain broadcast regulations are in any way devoted to the control of the business practices of stations.

• By forbidding a station to engage a network to act as national spot representatives the Commission in actuality is telling a station who may be employed as a station representative. If this is correct, the FCC must go one step further and prescribe standards and character of all representative organizations, their methods of competition with each other and the terms of their contracts with FCC licensees. This might very well involve the Commission in amounts of payments, commissions and rebates.

Both stations maintained that their choice of NBC Spot Sales as national representative was conditioned solely on their belief that it was the best type of representation they could get ". . . and experience has justified this decision," the documents stated.

KOA-TV Denver, represented by NBC Spot Sales, said it is in a four-station market where the network is "relatively free to 'ditch' an uncooperative affiliate.

KOA-TV noted its present owners bought KOA from NBC in 1952 and were solicited for representation by NBC Spot Sales, but at that time decided to use another organization. NBC Spot Sales acquiesced and didn't attempt any pressures, though KOA sought affiliation with NBC-TV if it won in the contest for ch. 4, the station said.

No Pressure in Denver • After KOA-TV won ch. 4 in the summer of 1953 it decided not to use NBC Spot Sales, but still it acquired NBC-TV affiliation. NBC-TV used no pressure, though it could have threatened to affiliate with another Denver station, KOA-TV said.

But by the fall of 1955 KOA-TV felt it wasn't getting as much national spot business as it should and invited presentations from six representative firms, analyzing them several months and finally deciding to go with NBC Spot Sales, both am and tv. The station said that this judgment was not misplaced as indicated by the fact its spot business was up in 1958 by 34.2% over 1955. KOA Radio decided to join another representative in 1957 and the network "gracefully accepted" the decision, the station said.

The station held there is no illegality in a network representing a non-owned station and that a rule against this would needlessly restrict the station's choice.

Rest of the Reps • Station Representatives Assn. plumped for the divorce of both tv and radio networks from representing independent stations in the spot field.

The strength of the network bargaining position due to affiliation makes it difficult for independent station representatives to solicit national sales representation contracts from licensees where the network also is in the same business, it said.

SRA stressed what it called the inherent conflict of interest involved when a network acts as a station representative for an affiliated outlet. On the one hand it is selling network time; on the other, spot sales. Each is competitive with the other, with the net-

No second helping

If a political candidate declines a broadcaster's offer of free time to participate in a conference-type program with his opponents, he can't force the broadcaster to give him free time for a monologue later, the FCC ruled last week.

The Commission ruled to this effect at the request of Alvis H. Temple, WKCT Bowling Green, Ky., president of the Kentucky Broadcasters Assn. Mr. Temple told the FCC a group of Kentucky radio stations had invited all Democratic and Republican candidates for nomination for governor and lieutenant governor to participate in the discussion hookup, but only about half had accepted. He asked if the broadcasters, under Sec. 315, would be required to offer equal time to those who declined the offer or didn't show up for the hour-long broadcast.

The stations involved were not indicated in the correspondence.

work aspect by far the most important to the firm, SRA said.

This gives the network the incentive to see that its represented stations maintain a close relationship between national spot rates and network rates "so as not to encourage the diversion of advertising revenues from network business to spot business," it charged.

Relative Emphasis • In addition, SRA stated, since both the network division and the network's spot sales division are working for the same owner, "an accommodation must be made between network sales effort and national spot sales efforts. National spot sales cannot be pushed so vigorously as to cause a dip in network revenue—the principal business interest of the company."

In its proposed rule language, SRA emphasized that the bar against networks acting as spot sales representatives would apply not only to networks as such but also firms or persons who are under common control with a network organization. It suggested that the rule become effective in 30 days, except where a station is now being represented by a network, where the prohibition becomes effective in two years.

Petry Text • Edward Petry & Co., supporting the proposed rule, said it also should be applied to radio. Petry said that when network tv and national spot sales are under the same ownership, one of them inevitably must suffer because "these two time products are competitive." Petry said it doesn't believe the networks have used pressure to establish artificial spot rates, but that networks have special advantages because of their ownership of stations in the biggest markets. National sales representation is not the function of a network, as ABC's position proves, Petry said. The representative added that though a network may not have consciously used affiliation as a pressure on stations, that power, nevertheless, puts it in an "unmatchable position."

Petry said that if the proposed rule is adopted, a two-year "grace" period for stations to move to another representation firm is not "reasonable, practical or necessary." Six months is enough, Petry said.

The Radio Side • CBS Radio—in a separate filing in reference to the Commission's request that comments on the television representation question also relate it to radio—declared that "there is such an obvious lack of need for a [divestiture] rule in radio that the inquiry should be dismissed.

The point made by CBS Radio was that in 1948 at a hearing before the FCC on the question of network representation of radio stations, the fear was expressed by the then National Assn. of Radio Station Representatives that networks might in the future subordinate spot sales to network sales.

This has not proved out, CBS Radio said since (1) radio national spot sales have increased (from $104,759,761 in 1948 to $169,511,000 in 1957); (2) the number of standard broadcast stations have increased from 1,824 in 1948 to 3,097 in 1957; (3) the number of independent national spot representatives has increased from 55 (representing 1,135 stations) in 1948 to 110 (representing 1,910 stations) in 1958.

CBS Radio also cited decreased advertising expenditures for national radio networks (from $137,618,799 in 1948 to $47,951,000 in 1957), and the lessened percentage of total radio advertising expenditures attributed to network (from 37.5% in 1948 to 10.5% in 1957), with the concurrent percentage increase in national spot expenditures for the same period (21.5% in 1948 to 30.2% in 1957).

Opposition to the inclusion of radio in any rule prohibiting networks from representing non-network owned stations in the spot sales field was expressed by five stations represented by CBS Radio Spot Sales.

The stations—KOIN Portland, Ore.;

WILLIAM TELL

WILLIAM TELL PACKS THE BIG SELLING PUNCH! And whatta punch! Socko in Cleveland with audience research comments like this: "well acted," "wholesome," "fast-moving," "suspenseful.*" Socko in Pittsburgh, Houston, and all around the country for such advertisers as Meadow Gold Dairy, Fisher Foods, and Lucky 7 Stores. And soon William Tell comes out swinging in 5 new markets via the Triangle stations who've just bought into the big excitement. What's more, William Tell keeps punching for advertisers with unprecedented merchandising, on-the-air, at-point-of-sale, everywhere! And it's all part of the buy...when the buy is "THE ADVENTURES OF WILLIAM TELL."

*For the full report, contact NTA Research Department.



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KSL Salt Lake City, Utah; WBT Charlotte, N. C.; WCCO Minneapolis, Minn., and WTOP Washington, D.C. —maintained that this business accounts for only a small segment of the industry.

Five CBS affiliates and three NBC-represented affiliates make up only 2% of all CBS and NBC radio affiliates, less than .3% of all radio stations.

Past 11 Years • Predictions of dire consequences made at the 1948 FCC hearing on station representation by networks have failed to materialize, the group noted. The data presented was much the same as those submitted by CBS Radio (see above).

The group stated:

"The Commission should not institute any proceeding looking toward adoption of any rule prohibiting independently owned stations from being represented by CBS Radio Spot Sales. It does not have legal power . . . there is no affirmative public interest reason which would justify the Commission's interference with the business relationship between stations and their sales agents."

Regional Aspect • Intermountain (regional radio) Network said consequences of extending to radio a similar rule as that proposed for tv would be unfortunate for regional operations. Since such a rule for radio would follow that proposed for tv, the proposed rule for tv should be "carefully phrased" to limit its applicability to national tv networks in the business of national spot sales, Intermountain said. Intermountain said there apparently is no problem in radio similar to that in tv and that it would be "most unfortunate" if the FCC foreclosed with such a rule the type of business now carried on by regional radio networks.

AT&T toll protested

The FCC was asked last week by WSAZ-TV Huntington, W.Va., to order American Telephone & Telegraph Co. to refund $5,436 in charges passed on to the station by NBC-TV for "certain extra interexchange and/or interconnection charges" made from April 29 to Sept. 28, 1958.

WSAZ-TV said it "believes" the charges were made to NBC by AT&T's Long Lines Dept. for tv transmission channels between Columbus, Ohio, and Huntington. WSAZ-TV said Long Lines previously had "agreed" no such extra charges, besides the NBC monthly charges, would be made, but that at the beginning of the period in question AT&T "started a new form of billing to NBC," requiring the network to pass on the extra charges to the station.

WSAZ-TV asked the FCC to issue a cease and desist order and require a refund plus "reasonable" attorney's fee.

A SWAP TO GET MORE VHFS?

FCC, OCDM in long-range allocations talks

The FCC announced last week that it is conducting joint long-range planning with the Office of Civilian & Defense Mobilization on overall civilian and government frequency allocations.

This is the first official word that the FCC and the executive department are exploring the possibility of swapping frequencies in order to add more vhf channels to the television allocations.

Informally, the news has been known for some weeks.

The statement stressed one significant factor—time. It said that the consultations are for the purpose of producing "an improved pattern of frequency allocations which could be implemented within the next 10 or 15 years."

The program, the Commission said, will be on a continuing basis. One of its aims will be to "simplify" allocations for radio "including television."

The technical studies are being made jointly by the Interdepartment Radio Advisory Committee (IRAC) and the Commission staff.

It also stated that the industry would be called on for information on the anticipated state of the radio art.

What's the Timetable? The long range program, the announcement said, is planned for the future—well beyond the studies already completed for the 1959 Radio Conference (scheduled to be held in Geneva this summer).

The statement said that this is a new approach in government planning for the long-term future in the field of frequency allocations. Before this, it was explained, conclusions were coordinated after individual plans had been made by the FCC and the government.

Although the announcement referred broadly to the entire field of radio communications, it was understood that the initial objective was the tv allocations situation.

This involves the possibility of the exchange of the present uhf tv frequencies for additional vhf bands, now used by the government services, primarily the military services.

The announcement of the FCC-OCDM consultations came a week after the FCC's approach to the tv allocations problem was released (BROADCASTING, April 27).

Shoehorning Assailed • Only one reaction to the Commission's statement on tv allocations was announced. This was by the Assn. of Maximum Service Telecasters, the organization which represents major tv stations in most of the big markets.

AMST warned that plans for an interim solution—drop-ins of additional vhf channels in "critical" markets by cracking the mileage separation standards—would be fought.

The association said it would "vigorously" support the FCC in its efforts to secure more vhf frequencies from the military.

Its objections to the drop-in plan stems from its feeling that such a move would place the FCC in an inferior bargaining position with government agencies. The interim action, AMST said, is premature.

The group's board met in Washington April 25 and 26, the weekend following the release of the FCC's tv allocations plan.

AMST said that if the FCC did move forward to add more vhf channels in "critical" areas waiving existing mileage separations between stations, it should adopt a policy of "careful preplanning."

This policy should have two aspects, AMST said:

• Proper standards of selection should be established to govern any departure from present minimum spacing requirements and to circumscribe them to instances where they are in fact "most critical shortages."

• Firm engineering standards should be established fixing limitations beyond which no impairment would be permitted of the service provided by existing stations to the public.

The organization opposed the FCC's avowed intent to follow a case-by-case policy on drop-ins.

Lester W. Lindow, executive director of AMST, explained:

"The members of this group are operating television broadcasting facilities at the maximum service permissible by Commission regulations. The Commission wisely has rejected, to this time, many proposals for reduction of co-channel and adjacent-channel mileage separation, thus insuring the fullest possible service of this medium to the American public.

"Any reduction in mileage separation in our present system of television can lead to interference which would particularly damage reception now enjoyed by rural-small town America."

High Saturation Statistics • Mr. Lindow said 99% of the American homes are within the service area of at least one tv station. He also called attention to a recent A. C. Nielsen Co. report which indicated that 98% of U.S. tv homes receive at least two signals, 94% at least three, and 81% at least four. Mr. Lindow stated that the average American home receives five different tv signals.

Television service should not be re-

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You really feel inflation when you get to the check-out counter. That is when the dollars you have in your pocket seem to vanish fast.

Some people *think* they benefit from a little inflation — for a while.

The awakening comes when they find they are *paying* more and more for less and less — that more dollars are needed for the things that cost fewer dollars a while back.

That's inflation.

Inflation is caused by a lot of things. But one of the most important is rising labor costs without a substantial increase in the nation's productive efficiency. The reason: 75 percent or more of the final cost of what you buy goes for labor.

It's kind of a chain reaction. With each round of wage and price increases, your dollars lose another chunk of purchasing power.

If things keep on this way another twenty years — or ten — or five, what will you get for your dollar? What will happen to your savings, your insurance, your pension plans ... your children's education?

Isn't it time to stop this spiral that eventually robs you of your future security?

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duced, whatever plans are adopted, Mr. Lindow said. He added:

"It would be paradoxical if any plans designed to improve the public's television service resulted in degraded or impaired service."

The AMST board also supported the suggestion of the Commission that legislation be passed by Congress requiring all tv receivers in interstate commerce to be equipped to receive all tv channels.

It also urged the maintenance of all of the existing 12 vhf tv channels. In the FCC's discussion of alternative plans, there are two instances where it foresaw the possibility of an expanded vhf service beginning with the present ch. 7 (174-180 mc).

In the resolution passed unanimously by the board, AMST stated:

"That wide area television service should be maintained on the existing 12 vhf channels in order to provide maximum television service for the American people, including rural and small town America, and that the FCC minimum spacing requirements are the only existing FCC standards which assure such service and should continue to be the basic standards to assure such service."

ABA ethics bill offered in House

Proposals by the American Bar Assn. to establish standards of conduct for FCC and other agency hearing proceedings of record were introduced last week by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

The ABA bill would add a new section to the Communications Act reading: "In agency hearing proceedings which are subject to notice and opportunity for hearing and required by law to be based upon a hearing record, the agency's determination and decision shall be based solely and exclusively upon the issues, pleadings, evidence and contentions of record in the proceedings." The provision would not apply to administrative actions and rulemaking proceedings.

Commissioners and staff personnel would be prohibited from taking part in ex parte contacts and all communications would be made a part of the public record. Those making off-the-record presentations or commissioners failing to report same would be subject to a $10,000 fine and/or one year in jail.

In introducing the ABA bill, HR 6774, Rep. Harris told the House that it covers some of the same problems as HR 4800, which he also introduced, The two bills also differ in some respects, he said.

Rep. Harris said that both bills will be the subject of future hearings by the House Commerce Committee, of which he is chairman. "It is my hope that by introducing this bill witnesses interested in this subject will take occasion to study and compare the two bills," he said.

HR 6774 also has sections dealing with five other independent agencies, as does HR 4800.

Drawn-out Mack trial may go another month

The Miami ch. 10 conspiracy trial of former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside ground through its fourth week last Thursday amid indications from counsel it may last into June.

Witnesses were Myrtle Adams (April 27), head of FCC's auditing section, who concluded testimony begun the week before on Mack-to-Whiteside long distance phone calls; FCC Chairman John C. Doerfer (April 28), who testified on voting practices at the time the FCC made the March 1957 award of ch. 10 to Public Service Tv Inc., subsidiary of National Airlines; and William Y. Stembler (April 28-30), president of the Whiteside-controlled Stembler-Shelden Insurance Agency, on payments made by the agency from 1955 to 1957 to Mr. Mack or to Andar Inc., a firm given to Mr. Mack by Mr. Whiteside.

Federal District Judge Burnita S. Matthews denied requests by defense counsel Nicholas J. Chase (Mack) and Arthur J. Hilland (Whiteside) that she disqualify herself in the case. They charged her with bias and with influencing the jury against the defendants. She denied this.

Why the Delay • Chairman Doerfer said the FCC grant was held up a month to answer inquiries made by three senators, A.S. Mike Monroney (D-Okla.), former Sen. Frederick G. Payne (R-Me.) and Alan Bible (D-Nev.). He didn't say what the senators had asked.

The FCC chairman, who appeared under subpoena before his departure for Tokyo (Pacific cable talks) last week, said there were differing views as to how many votes at the time were needed to make a valid grant. He said he himself felt that if a quorum were present a majority vote would determine the award—or a plurality where there were three applicants. (The FCC vote was 4-2 for PST, Comr. T.A.M. Craven abstaining; defense lawyers have held that the award could have been made with a 3-2 vote and that Mr. Mack's vote was not needed in the grant.)

Questioning on Chairman Doerfer's views on this was dropped after Mr. Chase objected.

Mr. Stembler, testifying on Stembler-Shelden payments to Mr. Mack, said Mr. Mack's account with the firm was continuously overdrawn while he was on the FCC. He added that so was his own and Charles F. Shelden's. The witness pleaded poor memory of many of the transactions listed on the company's subpoenaed records and said the information would have to come from Mrs. Elaine Wood, the company bookkeeper, who presumably will be called in to testify.

In one joust between defense lawyers and Justice prosecutor J. Frank Cunningham, Mr. Chase charged Mr. Cunningham with asking Mr. Shelden an unfair and leading question. He asked that the trial be stopped and that the record be forwarded to Mr. Cunningham's boss, Attorney General William P. Rogers, for study. Both requests were denied.

New Witness • Defense counsel said Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee has agreed to testify without subpoena on the committee's 1955 hearing of Mr. Mack's nomination to the FCC. Mr. Chase said testimony will be designed to indicate Mr. Mack's "state of mind" during the adjudication period of the ch. 10 case. This has to do, he said, with senators exhorting Mr. Mack to help overcome the "regulatory lag" by speeding up proceedings in tv contests and thus bringing early tv service to U.S. cities.

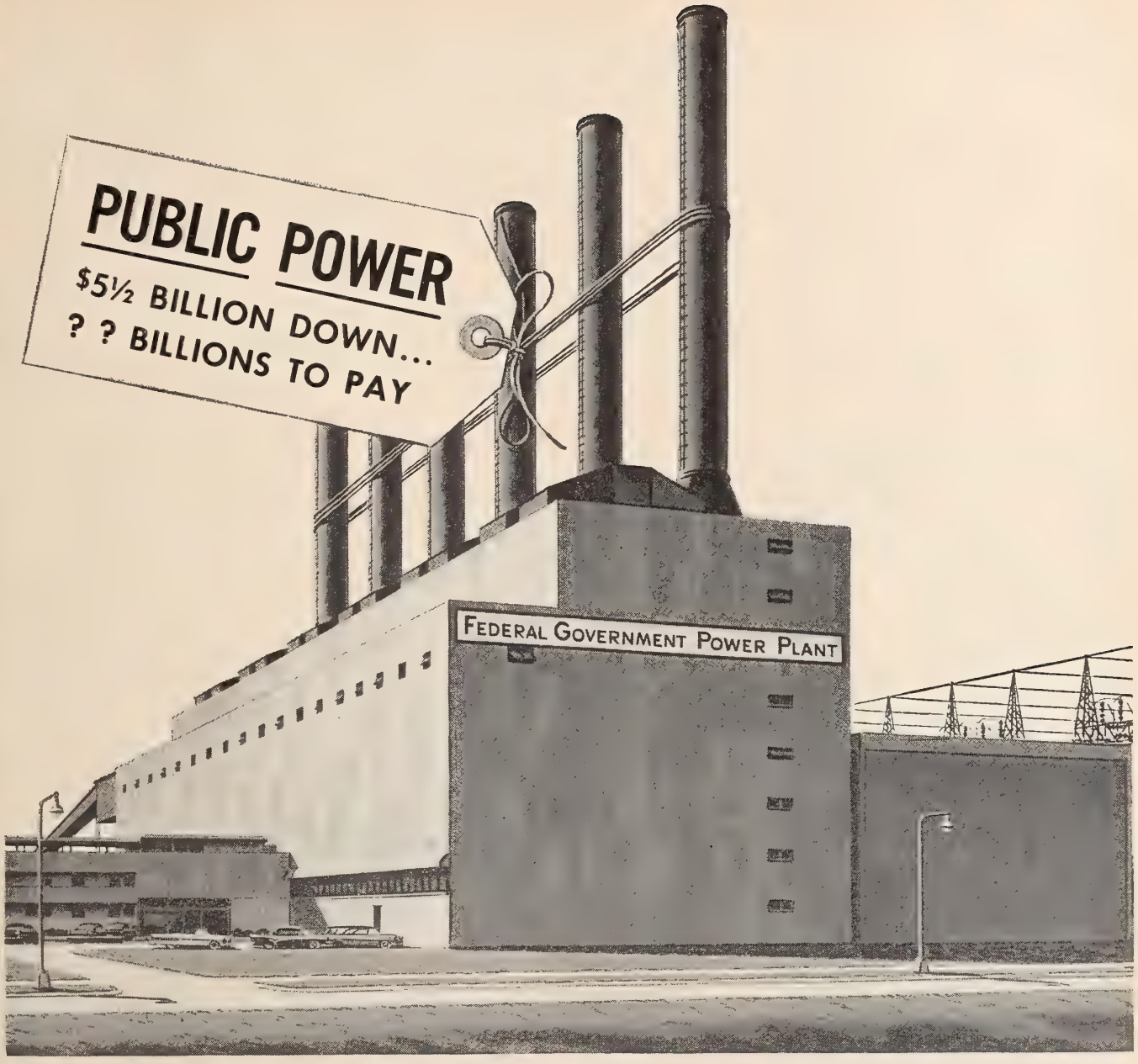
Harris plans hearings on eight etv bills

Rep. Oren Harris (D-Ark.) last week announced that his Communications Subcommittee of the House Commerce Committee will hold public hearings May 12-13 on eight bills designed to grant federal aid for educational tv.

Among the bills slated for consideration is S 12. co-sponsored by Sens. Warren Magnsuon (D-Wash.) and Andrew Schoeppel (R-Kan.), which already has passed the Senate this session over White House objections. The Senate bill would grant each state and the District of Columbia up to $1 million for the establishment and improvement of etv facilities.

Also to be considered are HR 32 by Rep. Hale Boggs (D-La.), HR 1981 by Rep. Stewart Udall (D-Ariz.), HR 2926 by Rep. Kenneth Roberts (D-Ala.), HR 3043 by Rep. Morgan Moulder (D-Mo.), HR 3732 by Rep. John Foley (D-Md.), HR 4284 by Rep. Harris McDowell (D-Del.) and HR 4572 by Rep. Alvin Bentley (R-Mich.). All except the Roberts bill are very similar to S 12.

Rep. Roberts' proposal would allocate up to $1 million to each state for etv, provided that the federal ap-



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propriation is matched dollar-for-dollar by the state receiving funds. In addition, $10,000 in federal monies would be granted each state to survey its need for etv.

The Alabama Democrat, a member of the parent committee, said that he would urge the subcommittee to adopt his bill over the Senate-passed measure. He said the matching-funds grant is preferred because of the current federal budget situation and it would be fairer to states which already have established etv stations. Rep. Roberts plans to amend HR 2926 to specify that states which already have invested in etv may get matching federal funds based on current value of existing facilities.

Sen. Magnuson said last week that he would be willing to discuss with the House proposed amendments to his bill. He did not, however, state whether he would accept the matching-funds provision of the Roberts bill.

During the 85th Congress, the Senate passed an identical etv bill authored by Sen. Magnuson. Just prior to adjournment last summer, the House Commerce Committee approved the measure but it never reached the House floor. The Dept. of Health, Education & Welfare, which would administer the etv funds under provisions of all the bills, has objected to the proposals on the grounds federal aid to etv is not needed. The Budget Bureau also is opposed.

Subpoena delayed

Subpoena of correspondence by WSPA-TV Spartanburg, S.C., with Sen. Strom Thurmond (D-S.C.), former state Gov. and former U.S. Secretary of State James F. Byrnes and the FCC was withheld last week in the court-remanded rehearing in the Spartanburg ch. 7 case. FCC Chief Hearing Examiner James D. Cunningham said he will rule on the subpoena requested by uhf WAIM-TV Anderson, S.C., sometime this month after counsel for WSPA-TV and WAIM-TV have submitted briefs on WSPA-TV's move to quash the subpoena.

WAIM-TV, in whose favor the U.S. Court of Appeals in Washington ruled last May in remanding the FCC's grant to WSPA-TV to move its transmitter to Paris Mt., asked that such correspondence from 1954 to the time the appeals court issued its 1958 ruling, be subpoenaed. Joining in WAIM-TV's appeal was WGVL (TV) Greenville, S.C., a uhf outlet now off the air.

The court decision remanded the FCC's decision of July 1957 (reaffirming a 1954 grant to WSPA-TV), saying the FCC failed to justify the service curtailment resulting from the grant to WSPA-TV to move its transmitter site from Hogback Mt., outside Spartanburg, to Paris Mt., nearer Greenville, S.C. The court also refused to accept the FCC's ruling of "excusability" for a misrepresentation issue raised by the two uhf outlets.

Property rights test filed in Idaho court

Suits to determine whether a television station has a property right in the signal it disseminates and the programs the signal carries were filed Wednesday (April 29) in an Idaho federal district court by three Salt Lake City tv stations.

The suits—by KUTV (TV), KTVT (TV) and KSL-TV—were filed against Cable Vision, a community antenna operation in Twin Falls, Idaho, and Idaho Microwave Inc., common carrier which plans to relay programs of the three stations to the Twin Falls catv system by microwave. Both are controlled by W.L. Reiher. The stations asked a permanent injunction to halt the catv system's planned expansion in Twin Falls by microwave pickup and relay.

NAB Chief Counsel Douglas A. Anello said last week his organization hopes the suit will determine "once and for all" the question of the rights a broadcast station has in its signal, particularly use of the signal for commercial purposes without its consent. He said he understood the National Community Tv Assn. also is anxious to have this question resolved.

KUTV, an ABC-TV affiliate, said it sells KLIX-TV Twin Falls the right to pick up and rebroadcast its signal, KLIX-TV having an agreement with ABC-TV to use network programs. The proposed catv operation would cause KUTV to lose its fee for KLIX-TV's right to rebroadcast, the station said in its suit.

The Salt Lake City outlet also said the community antenna would deprive KUTV of the fruits of its efforts with no compensation; interfere with property and contractual rights; possibly degrade the KUTV signal and thus cause a loss of goodwill; and cause KUTV to have to pay more for talent, performers and program product to the extent that these are deprived of a market in Twin Falls where they can sell their talent, performances and products.

KTVT and KSL-TV joined the action on similar grounds but are not involved in the sale of any rebroadcast rights.

Cable Vision began operation in May 1955 and carries the signals of KBOI-TV and KTVB (TV) Boise, KID-TV Idaho Falls and KLIX-TV.

Rep. Shipley pushes am daytimers' fight

Daytime am stations' continuing fight for longer wintertime hours again was put before Congress last week. Rep. George E. Shipley (D-Ill.) introduced a bill, HR 6676, authorizing daytime stations to operate "at least from 6 a.m. to 6 p.m."

The question of extending operating hours of daytimers long has been before the FCC and the Senate held hearings on the subject two years ago. Comments are due Wednesday (April 8) on Commission rulemaking to permit daytime-only stations to operate from 6-to-6 or from local sunrise to local sunset, whichever is longer.

Under current requirements, daytimers cannot sign on before local sunrise and must sign off at local sunset.

Rep. Shipley pointed out that of 1,700 daytime stations, over 1,000 are in cities not served by a fulltime outlet. "Through federal government regulation, we are making them second-class citizens," he charged, "actually discriminating against them." He said the small local community station is more vital today than ever before.

"Revisions are long overdue to keep in step with the listening habits of our people," Rep. Shipley maintained. "Today, man lives by the clock, not by the sun. Engineers may try to confuse the issue with technical details, but this goes much deeper. It is a moral and social issue that will grow in magnitude unless something constructive is done immediately by the U.S. Congress."

In the spring of 1957, a special subcommittee of the Senate Small Business Committee under Sen. Wayne Morse (D-Ore.) held lengthy hearings on the subject. The following September, the subcommittee issued a report charging the FCC with "inaction" and "discrimination" against daytime broadcasters (GOVERNMENT, Sept. 16, 1957).

Beaumont reopened

The Beaumont, Tex., ch. 6 case was reopened and designated for further hearing by the FCC last week in the wake of a ruling by the U.S. Court of Appeals for D.C. At the same time, the Commission instructed its staff to prepare an order for the Biloxi, Miss., ch. 13 case, opening it for further hearing.

The Appeals Court had remanded the Beaumont proceeding to the Commission (BROADCASTING, Feb. 2) on the issue of the nature of $55,000 expense money paid KTRM Beaumont for its withdrawal from the case. Ch. 6 Beaumont was originally awarded to Beaumont Broadcasting Corp. (KFDM) in

1954 and is currently operated as KFDM-TV. The *Beaumont Enterprise* (KRIC) was the other unsuccessful applicant in the case and appealed the FCC decision to the Court.

The Court had remanded the Biloxi case to the Commission (BROADCASTING, Sept. 22, 1958) on the question of control and financial qualifications of the winning applicant, Radio Associates Inc. Radio Associates operates KVMI Biloxi. WLOX Biloxi, losing applicant, had taken the case to court.

Electronics Capital registers with SEC

Electronics Capital Corp., San Diego, Calif., which plans to provide capital to selected small electronics companies with growth potential—primarily through the purchase of convertible debentures—last week filed a registration statement with the Securities & Exchange Commission. Under provisions of the Small Business Investment Act of 1958, (which encourages investment of venture capital in small business) the corporation, headed by Charles E. Salik, former owner of KCBQ San Diego, will obtain tax benefits for shareholders.

The corporation will offer 1,200,000 shares to the public at $10 a share through an underwriting group headed by Hayden, Stone & Co.

Prior to the public stock offering, Charles E. Salik and David Salik, San Antonio, Tex., manufacturer, will each purchase 46% of the corporation's capital stock (15,556 shares each) for $305,001 ($9 a share).

Richard T. Silberman, executive vice president and treasurer, will own the remaining 8% of the capital stock. Mr. Silberman is a director of Cohu Electronics, San Diego.

After the public stock sale, control will shift from the Messrs. Salik into the hands of public owners.

Electronics Investment Management Corp., San Diego, will act as economic, technical and statistical consultant to Electronics Capital Corp. Executive offices are in the Bank of America Building, San Diego. Charles Salik is president. Bernard Koteen, Washington attorney, is listed as secretary and legal counsel of ECC.

ABC-TV in Tijuana

A Mexican tv outlet will continue to receive ABC-TV programming according to an FCC decision last week, despite an across-the-border dispute with KFMB-TV San Diego.

The Commission granted a one year renewal of ABC-TV's permit to transmit programs to XETV (TV) Tijuana and denied a request by KFMB-TV to revoke the permit. KFMB-TV has moved against the Mexican outlet on a number of fronts in recent weeks (BROADCASTING, April 6), declaring that XETV has misrepresented itself as an American station.

• Government notes

• The FCC budget in 1968 will be about $15 million, a report by Dr. Otto Eckstein, Harvard U., for the Committee for Economic Development indicates. The report projects trends in public expenditures over the next decade. According to Dr. Eckstein, the FCC budget will increase from the $8 million spent in 1958 to: $10 million, 1959; $11 million, 1960 and '61; $12 million, 1962 and '63; $13 million in 1964, and $15 million in 1968. The FCC budget for fiscal year 1959 exceeds $9 million.

• KGAK Gallup, N.M., which programs Indian language shows, has filed with the FCC for location of a studio at Window Rock, Ariz., headquarters of the Navajo people. The station wishes to originate all Navajo broadcasts from Window Rock, with 4½ hours per day directed to the Indians.

• KRON-TV and KGO-TV, both San Francisco, were designated by the FCC last week for a consolidated hearing on applications for antenna changes. KRON-TV (Chronicle Publishing Co.) wants to increase its antenna height

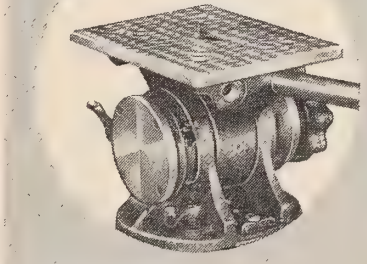
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CECO* Vidicon
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gives top performance—Indoors or Outdoors

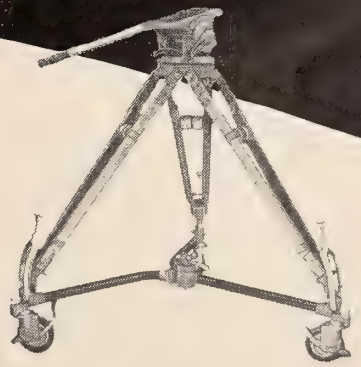
Expressly designed for the ever increasing TV field, this equipment consists of a pan and tilt Tripod Head with internal Balancing spring. Vidicon Cameras with electronic viewfinder can be easily mounted and operated. The head mounts on the CECO Professional Tripod (or any other standard mounting flange) and the CECO Pro Senior Collapsible Three Wheel Dolly makes this a complete versatile package.



Specifications:
CECO Vidicon Head designed for use with a variety of Vidicon cameras, weighing from 45 pounds up. Vertical and horizontal movement of tilt head controlled by independent friction locking devices. Super-smooth action.
Tripod folds quickly and compactly. Offers a height range from 36 to over 53 inches. Double leg locks.
Pro Senior Collapsible Dolly is lightweight and compact. Rubber-tired wheels may be locked or set in a straight line position.



Professional Jr. Spring Head
Ideal for Viewfinder Vidicon Cameras weighing up to 35 lbs. Internal balancing spring. Built-in spirit level. Fits standard Pro Jr. Tripod, Baby and Hi-Hat (low mount).



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from 1480 ft. to 2049 ft. and makes changes in its antenna system. KGO-TV (American Broadcasting-Paramount Theatres) has applied to increase antenna height from 1,348 ft. to 1,811 ft. and change its transmission line. A petition for a consolidated hearing was brought by KGO-TV. The Commission, in granting it, denied a petition by KRON-TV for an immediate grant and made the Dept. of Defense and the Federal Aviation Agency parties to the proceeding.

• KJCF Festus, Mo., was granted a power increase by the FCC on April 29, to operate on 50 kw, day, directional. The station, which is on 1010 kc, and had a power of 250w, was also granted the right to identify itself with St. Louis as well as Festus. The Commission at the same time granted the sale of KJCF from Donald M. Donze to Garrett Broadcasting Inc. (Cora Lee Garrett) for $51,500 plus an employment agreement with Mr. Donze and KJCF Chief Engineer Russell Seals Jr.

• Two tv outlets were granted waiver of FCC rules by the Commission April 29 to enable them to use dual identifications. Ch. 11 KTNT-TV is permitted to identify itself as a Seattle station as well as Tacoma. Ch. 15 WTAP-TV Parkersburg, W. Va., is allowed to identify itself also as Marietta, Ohio.

• The Federal Communications Bar Assn. will hold a luncheon meeting with FCC officials this Friday (May 8) in Washington's Willard Hotel, it has been announced, to discuss the new Commission cutoff policy on am application processing (BROADCASTING, April 13). On April 29, the FCC denied an FCBA petition to postpone from May 16 to June 15 the effective date of the new procedure. Among the issues involved, according to the FCBA, were ones on possible violation of "McFarland rights" as well as Sec. 4 of the Administrative Procedure Act.

• The chairmen of both the Senate and House Commerce Committees last week introduced bills carrying out recommendations made by the FCC placing certain restrictions on community antenna operations (BROADCASTING, April 27). Under both measures, CATV systems would be required to receive permission from any tv station before rebroadcasting its signal and to offer the programs of a local station. The bills were introduced by Sen. Warren Magnuson (D-Wash.), S 1801, and Rep. Oren Harris (D-Ark.), HR 6748.

PROGRAMMING

GUILD KEEPS SEC WAITING

U. S. in court to get financial reports

Guild Films, its officers and directors and its subsidiary Interworld Tv Films Inc. ran afoul of the Securities & Exchange Commission last week for failure to file a number of reports. The SEC went into U.S. district court in New York to seek mandatory and permanent injunctions which would (1) see that the overdue papers are filed and (2) that the companies keep up to date in the future.

The SEC's complaints, one naming Guild and its officers as defendants, the other naming Interworld and Guild and the same roster of officers, dealt with failure to file annual reports, semi-annual reports and current reports. The actions were taken after Guild missed both its filing deadline for the annual report, due March 31, and a 20-day extension it had asked and received. A second extension was refused by the SEC, and the court action instituted.

Current reports are required on the 10th of the month following transactions which significantly affect ownership or operation. In the case of the Guild complaint, the SEC charged the company did not report: (1) a deal to sell $3.6 million in tv time to Bon Ami Co. in August 1957; (2) the sale of $8 million in tv time to Nestle Lemur and Glamorene; (3) an agreement in October 1957 to purchase 173,000 Guild shares from Robin International Corp. for $519,000; (4) the transfer to Standard Sulphur (the old name for Interworld Tv) of foreign residual property and distribution rights to the Guild Films library in exchange for stock of Standard Sulphur; (5) reports on the annual meetings of May 1957 and July 1958; (6) sale to Chatham Corp. of $1.25 million in tv time, and (7) acquisition of the *Minutes of Prayer* series from Reynard International.

(The name of Chatham Corp. cropped up during the SEC's actions against Alexander L. Guterma, ex-head of the Mutual Broadcasting System and Hal Roach Studios, as did that of Bon Ami, which Mr. Guterma also once headed. Guild itself was mentioned frequently in papers on that case in regard to tv time transactions.)

Other Omissions • The SEC also said Guild failed to file corrected annual reports for 1955 and 1957, its 1958 annual report, and the semi-annual report for May 1958.

In the complaint against Interworld and Guild the SEC said annual reports were missing for 1957 and 1958, semi-annual reports for the same years, and current reports on actions relating to bankruptcy proceedings against Standard Sulphur, as well as a report on the 1958 annual meeting.

Defendants in the complaints, besides the two companies, are John J. Cole, president and director; George J. De Martini, vice president, secretary and director; Irving Feld, vice president and director; Arthur R. Lerner, treasurer and director, and directors Irwin Margulies, Harry McDonald, Kenyon Brown, C.W. Alden Jr. and Gerald Dickler.

Guild and Interworld have 20 days to file answers to the SEC complaints. Mr. Lerner, speaking for the companies, indicated the reports were held up by a change in outside auditors, and that the companies planned to submit the reports to the SEC last Friday.

Other Headlines • Guild also came in for public mention last week in the annual report of Bon Ami Co. President R. Paul Weesner said the company is filing a claim against Guild for "substantially overcharging" for tv spots last year.

The Bon Ami-Guild deal, he said, called for delivery of $1,250,000 of tv time at end card rates for which Bon Ami paid $830,000. As of Dec 31 Guild had delivered $882,085 of the time at "alleged end card rate value" (which the company said represented $585,347 of its investment), leaving undelivered $244,653 of the company's investment, which presumably would be worth $367,915 at end rates. Mr. Weesner did not say how much he thought Bon Ami had been overcharged.

5-year 'Rinty' sale

General Mills Inc., Minneapolis, has bought multiple-use re-run rights to 195 programs in *The Adventures of Rin Tin Tin* series for a period of five years, it was announced last week by John H. Mitchell, vice president in charge of sales for Screen Gems Inc., New York, producer-distributor of the series. The purchase price was not disclosed.

General Mills plans to use Rin Tin Tin on ABC-TV during 1959-60 on Monday and Friday (5:30-6 p.m.). The program has been sponsored continuously for five years by the National Biscuit Co., New York, through Kenyon & Eckhardt, New York (ABC-TV, Fri., 7:30-8 p.m.). The agency for General Mills is Dancer-Fitzgerald-Sample.

Fox and Webb & Knapp make $56 million deal

Twentieth Century-Fox Corp., New York, revealed last week that the company has entered into an agreement with a subsidiary of Webb & Knapp Inc., New York, to sell its film studio property in Los Angeles for an amount that eventually would reach $56.1 million (CLOSED CIRCUIT, Jan. 19).

Details of the agreement to sell the 260-acre property to a wholly-owned subsidiary of Webb & Knapp, known as 91091 Corp., were contained in a proxy statement sent to Fox stockholders. The transaction is subject to the approval of a majority of Fox stockholders at the company's annual meeting in New York on May 19.

Under the proposal, Fox would retain the right to rent back part of the property to continue producing motion pictures and tv films for a period of 25 years. The agreement does not include Fox's oil and mineral rights on the studio property.

Webb & Knapp is expected to construct a huge development, containing apartment houses, office buildings and shopping centers on the property. William Zeckendorf, president of the real estate company, said he would outline company plans at a later date.

The proxy statement said that funds from sale of the property would be used by the company for working capital, purchase of other assets, retirement of debt and possibly for purchase and retirement of outstanding common stock of the company. Fox's common stock closed at 42 last Monday (April 27) on the New York stock exchange. Stock has hovered between 37 and 42⅝ since January of this year.

Tv on the Fox ledger

The annual report of the 20th Century-Fox Corp., New York, mailed to stockholders last week with a proxy statement (see story above) pointed up the growing importance of Fox's television activities and the company's plans to expand this phase of the business.

The report noted that for the past three years, Fox received a total of $18,990,000 in rentals from National Television Assoc., New York, for 263 features from its pre-1948 library. There remain more than 450 pre-1948 features, of which 52 have been committed to NTA for 1959, the report stated.

In the past four years, Fox produced five tv film series—*The 20th Century-Fox Hour, My Friend Flicka, Broken Arrow, How to Marry a Millionaire* and *Man Without a Gun*. This "limited" production output is being expanded, the report said, with "many television properties in production and in preparation." As previously announced, four dramatic series already have been sold for network showing this fall. They are: *Adventures in Paradise, The Last Frontier, Five Fingers* and *The Many Loves of Dobie Gillis*. The report remarked significantly:

"We hope in time that our television film activity will equal that of our theatre film production."



Token from Tibet • Church World Service for Tibetan refugee relief honored the CBS-TV Public Affairs Dept. for its "contribution in aiding world understanding of recent events in Tibet." Presenting an ancient Tibetan bowl to CBS Newsman Howard K. Smith (r) is the Dalai Lama's brother, Thubten Norbu, who represented the church organization. Mr. Smith has focused on Tibet on his Sunday program, *Behind the News With Howard K. Smith*.

Lasker awards to two

Two network shows won Albert Lasker Medical Journalism Awards announced Thursday (April 30) at an awards luncheon at the Waldorf-Astoria in New York. Winners of the $2,500 cash prize, engraved scroll and a silver statuette were Al Wasserman, producer, writer and director of "The Addicted: Criminal or Patient," a two-part series telecast on CBS-TV's *The Twentieth Century*, and Dave Garroway for his *Today* show on NBC-TV. *Today* was honored for its "overall excellence of day-to-day coverage of significant events in public health programs and medical research in 1958." The Albert Lasker Awards, established in 1949 by the will of the late advertising executive, are made annually to encourage the writing and publication of outstanding articles on public health and medical research. In 1955 the awards were extended to include radio and tv. Mr. Wasserman was honored by the foundation previously for his 1956 CBS-TV show on mental health, *Out of Darkness*.

Radio Press expands quarters and service

Radio Press Inc., New York, radio news agency, last week demonstrated its growth since starting business last November by announcing new and larger headquarters, expansion of service and five executive promotions. (See FATES & FORTUNES, page 88).

George Hamilton Combs, president of Radio Press, reports the company is making "substantial capital investments for the most modern communication center in New York." Although remaining at 18 E. 50th St., the agency has leased the 10th floor which will permit "indefinite expansion," Mr. Combs said.

Radio Press serves its nearly 70 station subscribers with two quarter-hour transmissions daily with from 8 to 15 stories per feed. Set up on a 24-hour basis the agency also can provide feeds to handle emergency situations.

An additional service slated to start this month is a weekly Washington political forum program. It will be a regular Sunday, half-hour feature with guest panelists interviewing government and political leaders, Mr. Combs said.

CBS-TV displays new production method

CBS-TV is staging a network production exhibit in New York to acquaint agencies, advertisers and producers with the latest techniques, devices and materials developed by the network to upgrade live and tape production.

The display includes examples of new plastic forms for scenic architecture, abstract decoration and realistic representation. A full plastic house exterior and an all plastic kitchen have been assembled for visitors.

New optical and projection devices are illustrated by working models. A film explains the importance of Video-Scene in tv production of the future.

CBS officials said that top officials of many of the New York advertising agencies have seen the exhibit over the past few weeks. They declined to pinpoint the economies that can be effected through the use of the new techniques, devices and materials, as these can vary depending on the requirements of the client.

Virginia AP men present news awards

Virginia AP Broadcasters' awards for "outstanding preparation and broadcast of news" were presented Saturday (May 2) at the National Press Club in Washington.

The contests are divided into two major divisions, metropolitan for stations in multi-station cities, and non-metropolitan for others. These are the winners:

Comprehensive newscast (metropolitan) Frank Wilson, WRVA Richmond; Frank Messer, WRNL Richmond; Harry Kevian, WDBJ Roanoke. (Non-metropolitan) James MacNeil, WSVA Harrisonburg; Don Greene, WJWS South Hill; Bob Fulcher, WPUV Pulaski.

State and local (metropolitan) Jack Clements, WRVA; Mr. Messer; Joe Moffatt, WSLS Roanoke. (Non-metropolitan) Dave Taylor, WBBI Abingdon; Vic Avers, WRAD Radford; Wip Robinson, WSVA Harrisonburg.

Commentary, (metropolitan) Bob Story, William D. Montgomery, Jerry Joiner and Paul Hennings, WNOR Norfolk; Harry Monroe, WRVA; Guy Friddell, WRNL. (Non-metropolitan) H. Harry Fuller, WRAD; Tom Carlin, WBOF Virginia Beach; Mr. Taylor.

Sports (metropolitan) Blair Eubanks, WTAR Norfolk; Bob Smith, WRVA; Mr. Messer. (Non-metropolitan) Tubby Walthall, WJWS; Fred Isaacs, WBOF; Wayne Farrar, WTON Staunton.

Farm (metropolitan) Doug Ford, WCYB Bristol; John Jennings and Art Glover, WDBJ; Ray Schreiner, WRNL. (Non-metropolitan) H. B. Eller and Dick Wagoner, WMEV Marion; Lindy Seamon, WBBI; Fred Williams, WYTI Rocky Mount.

Special events (metropolitan) Jack Hurst, WLEE Richmond; William D. Montgomery, WNOR; Larry Saunders, WTAR. (Non-metropolitan) Leo Hoarty and Mr. Carlin, WBOF; Joe Gollehon and Bob Wolfenden, WMEV; Phil Doran, WBBI.

Women's news (metropolitan) Alice Friberg, WCYB; Mildred Alexander, WTAR; Barbara Zimmerman, WMVA Martinsville. (Non-metropolitan) Maxine Hilton, WBBI; Virginia Lindamood, WSVA; R.H. Honaker Jr., WTON.

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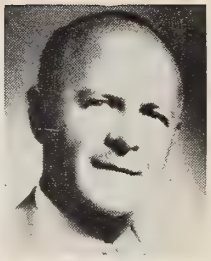
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New tv-tape firm

A new organization, Mobile Video Tapes Inc. is offering to record tv programs and commercials on tape either in a studio or by using its mobile unit, equipped with RCA cameras, an Ampex tape recorder and its own power supply, enabling the unit to record while in motion. President of the new firm is Lester E. Hutson, builder and construction company executive. Other principals are Jack Meyer, Clair Higgins and John T. Allen Jr., former ABC-TV employes. Headquarters are at 1607 N. El Centro, Hollywood, Calif. Telephone: Hollywood 4-7188.

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WTHI-TV CHANNEL 10 CBS ABC
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Virginia AP men present news awards

Virginia AP Broadcasters' awards for "outstanding preparation and broadcast of news" were presented Saturday (May 2) at the National Press Club in Washington.

The contests are divided into two major divisions, metropolitan for stations in multi-station cities, and non-metropolitan for others. These are the winners:

Comprehensive newscast (metropolitan) Frank Wilson, WRVA Richmond; Frank Messer, WRNL Richmond; Harry Kevian, WDBJ Roanoke. (Non-metropolitan) James MacNeil, WSVA Harrisonburg; Don Greene, WJWS South Hill; Bob Fulcher, WPUV Pulaski.

State and local (metropolitan) Jack Clements, WRVA; Mr. Messer; Joe Moffatt, WSLS Roanoke. (Non-metropolitan) Dave Taylor, WBBI Abingdon; Vic Avers, WRAD Radford; Wip Robinson, WSVA Harrisonburg.

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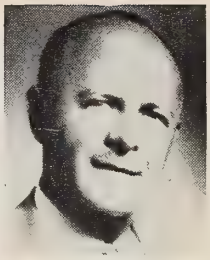
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IMN-PACT WITH THE INTER MOUNTAIN NETWORK
THE BIGGEST MOST COMPREHENSIVE PULSE STUDY ever made* PROVES
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SMOTHERS ALL OPPOSITION In The Rich 9 County Southern Montana Area With 37% Share of Audience
*Jan. '59—45 Mkts—7 States
ASK FOR YOUR COPY
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

One hundred eleven* national and regional spot advertisers know Terre Haute is not covered effectively by outside TV
*Basis: 1958
WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

Godfrey 'excellent' after cancer surgery

A "cancerous growth" was found in the left lung of CBS personality Arthur Godfrey by surgeons who performed a chest operation on the entertainer Thursday (April 30). Surgeons who removed the "malignant tumor," later said his condition was "excellent," but declined to speculate on the outlook for the future.

The operation was treated as a highly significant news event by many New York newspapers and radio and tv stations. Starting several days before the operation, newspapers often devoted front-page attention or other prominent display to Mr. Godfrey's hospital schedule. Radio-tv stations mentioned the Godfrey story frequently in newscasts.

RTNDA board hits newscast 'gimmickery'

"Gimmickery" in newscasts, attempts at sensationalism which "serve only to create possible hysteria," have been soundly scored by the board of the Radio Television News Directors Assn. It also had something to say about unqualified editorializing.

Directors meeting in New Orleans April 25 adopted a strong resolution attacking news techniques which tend to distort the news and deceive audiences. It will be presented to the RTNDA membership at its annual convention in that city Oct. 14-17.

The use of filter mikes, sirens and whistles, designed to simulate on-the-scene news reports, was cited as part of the gimmickery practiced by some stations. "News is not vaudeville," it was pointed out in the resolution, released by Ralph Renick, WTVJ (TV) Miami, Fla., and RTNDA president.

Among other practices deplored by the RTNDA board: false claims on exclusivity, of wire service byliners, "of men on the street." It also commended stations for high quality journalism. The resolution touched on editorializing:

". . . The RTNDA board feels every editorial should represent an official expression of station opinion, and should, accordingly, be researched and prepared by the station broadcasting it. No material should be presented as a station editorial unless it has been initiated, as to the planning and writing of it, by the station."

• Program notes

• Goodson-Todman Productions, New York, in conjunction with the Western Writers of America Assn., will produce a western film anthology for the next tv season. Work begins in Hollywood within a month. WWA members must have three published novels, 30 tv shows or 200 published magazine stories to their credit. Contributors to the G-T series include Tom Blackburn, W.R. Burnett, Borden Chase, T.T. Flynn, Frank Gruber, A.B. Guthrie Jr. and Louis L'Amour.

• National Telefilm Assoc. International Inc., New York, is making available to tv stations throughout the world *The Twentieth Century-Fox Hour,* a series of 37 feature films, it was announced last week by Harold Goldman, president. The TCF package and other NTA properties for television and theatrical distribution will be introduced this month to industry executives attending the Cannes Film Festival. NTA also announced it will produce a half-hour film of special festival highlights which will be offered free of charge to U.S. television stations as a good will service from NTA.

• WCAU-TV Philadelphia will demonstrate scientific and medical advancements in *Research* (Sunday 11-11:30 a.m.), starting May 10 for 13 weeks. The premiere is about cancer.

• SRT Television Studios (The School of Radio Technique Inc.), New York, has been purchased by members of its faculty and staff, following death of the founder, John F. Gilbert. Former Dean Robert C. Stebbins is now president and director. He announced last week the addition of a course in acting for radio and television with William Hodapp, former Columbia U. dramatics teacher, as director. Training is to take place before live cameras in the school's two tv studios.

• ABC-TV has pegged the *Man From Black Hawk* to fill its 8:30-9 p.m. Friday segment starting Oct. 9. The new action-adventure series, based on exploits of an insurance company investigator in the late 1800's, will be sponsored by Miles Labs Inc. through Geoffrey Wade Co. and R.J. Reynolds Tobacco Co. via William Esty Co. Robert Rockwell will star in the series to be produced by Screen Gems.

• California National Productions (NBC subsidiary) has set two new series (39 episodes of half-hour films), titled, *Pony Express* and *Provost Sergeant,* for production. They will be placed in syndication. CNP's latest network sales: *Philip Marlowe* (to go on ABC-TV) and *Lawless Years* (now on NBC-TV).

• The need of a strong Navy as a means of keeping world peace and insuring national security is stressed in a series of tv commercials now being distributed by the Navy's operations department in the Pentagon to some 500 tv stations for use starting early in May. Production is by Sande & Greene & Assoc., Hollywood. Sponsored by the U.S. Navy League, the four one-minute public service spots (also available in 20-second versions) have been printed in color and in black-and-white. The project was coordinated by Capt. W.L. Guest and Comdr. Robert Murphy of the Navy Dept., Washington, and Comdr. Howard Sturm of Navy office, Hollywood.

• Community Television Systems of Colorado and Salida Community Antenna Co., CATV operators in five towns in Colorado, have been sold by the wife of the late Larry Peay to Winston Cox of Billings, Mont., who has other CATV interests. The sale was handled by Daniels & Assoc. of Denver for an undisclosed price. The two systems have an aggregate of over 3,300 subscribers and will be operated by Mr. Cox from June 1, it was announced.

• In response to a request by the U.S. State Dept., Ed Sullivan and director Robert Precht this summer will put on 24 stage shows at the Moscow Trades Fair and tape a 90-minute program for Russian tv. This contribution to the cultural exchange program, scheduled for a three-week period beginning Aug. 3, will include both American and Russian acts. The 90-minute tape show

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT):

NBC-TV

May 4-8, 11-13 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

May 4-8, 11-13 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

May 4, 11 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

May 5, 12 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

May 6, 13 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

May 6, 13 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson.

May 7 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

May 7 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

May 8 (7:30-8 p.m.) **Northwest Passage**, sustaining.

May 8 (8-9 p.m.) **Why Berlin?** (NBC News special), Bell & Howell through McCann Erickson.

May 9 (8-9 p.m.) Perry Como Show, participating sponsors.

May 10 (7:30-8:30 p.m.) **Steve Allen Show**, RCA through Kenyon & Eckhardt.

May 10 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

is to be presented as a CBS-TV special next season.

• Screen Gems Inc., N.Y., and David L. Wolper, tv film producer, have entered into an agreement under which Mr. Wolper will function as an independent production unit, fully financed by SG.

• Marlin Productions is producing *Stand By!*, a pilot film for a tv series, in association with Paramount Pictures. The series, starring Alan Hale and Robert Brubaker as Coast Guard officers, is being produced by Marlin head, Thomas M. Dykers. Agency: William Morris.

• This week (May 4-8) KPHO-TV Phoenix, Ariz., is conducting an experiment in educational tv, broadcasting four daily physics classes from North Phoenix High School to West Phoenix High, with special quizzes to be given Friday to evaluate effectiveness of the tv instruction.

• Ben Hecht is to write the script of "Charlie," a television play for *Alcoa-Goodyear Theatre* (NBC-TV). The play will be about the late Charles MacArthur, co-playwright of Mr. Hecht's.

• National Telefilm Assoc. Inc. has moved to 250 N. Canon Dr., Beverly Hills, Calif. Telephone: Crestview 4-8781.

• KFWB Los Angeles Wednesday (April 29) aired an exclusive interview with Sen. Wayne Morse, taped from a telephone call to the chairman of the Senate Foreign Affairs subcommittee on Latin America by Bill Crago, KFWB news chief. In the interview Sen. Morse labeled Mrs. Clare Booth Luce as "completely unqualified to serve as Ambassador to Brazil."

• Goodson-Todman Productions, N.Y., is showing advertising agencies the pilot film of a new half-hour tv film series, *Rebel*, dealing with adventures of a Civil War veteran who heads for the west. G-T is offering the series for network presentation this fall.

INTERNATIONAL

GLOBAL AND PLANETARY TV

CCIR ready with recommendations for Geneva

Approaches to standardizing the techniques of tv picture presentation and establishing standards for the new fields of space communications and radio astronomy were probably the major achievements of the Ninth Plenary Assembly of the International Radio Consultative Committee (CCIR), Dr. Arthur L. Lebel, chairman of the assembly, said Wednesday (April 29), final day of the meeting which opened April 2 in Los Angeles.

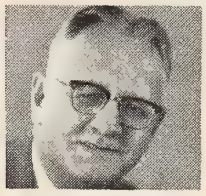
Dr. Lebel, assistant chief, Telecommunications Div., U.S. State Dept., and chairman of the U.S. delegation to the assembly as well as of the assembly itself, told a news conference that CCIR is the recognized international unit on agreed international standards for radio engineering and science, to which all governments, manufacturers and international organizations refer, as well as broadcasters and other users of radio communications. CCIR, he explained, is a branch of the International Telecommunications Union, responsible for establishing world-wide allocations of the various parts of the radio spectrum from 10 kc to 40,000 mc.

During its month in Los Angeles, CCIR has examined some 700 documents on various phases of international radio and adopted about 150 reports and recommendations on radio engineering standards made by its 14 study groups. These CCIR-approved documents will be compiled into a volume for use by ITU during its Radio Conference, to be held in Geneva, Switzerland, starting in August to review the status and functions of the International Frequency Registration Board. IFRB is another ITU agency whose function is to help the governments of the world to manage and control the use of frequencies throughout the radio spectrum.

Trans-Curtain Group • Of the 97 nations who are members of ITU, 45 were represented at the CCIR assembly, including the USSR and a number of other Iron Curtain countries, Dr. Lebel reported. Outside of a cursory regret that the Chinese Communist state, which is not an ITU member, was not represented at the assembly, the communist representatives did not inject any political matters into the engineering considerations of the assembly, he said.

Television recommendations dealt chiefly with standardizing picture techniques, Dr. Lebel said. He expressed the view that U.S. television is the best

REORDERED



says Gunnar O. Wiig, Station Manager

WROC-TV

ROCHESTER, N. Y.

Warner Bros. features really rack up the ratings in any time slot, day or night. According to Mr. Wiig of WROC-TV they're ordered and reordered by stations . . . and by sponsors.

"We first bought one group of 58 Warner Bros. features last October. The reaction, both by audiences and by sponsors, was so good that we have now bought the entire remaining portion of the Warner Bros. library—over 600 films. They're great!"

Warner Bros. features have what it takes to make a station manager happy—big Hollywood stars—great track records—real sponsor appeal.

Fatten up those lean periods in your programming with profitable Warner Bros. features.

U.A.A.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

in the world, picturewise, attributing the superiority to more money which enables American tv broadcasters to have better studio equipment and to man the studios and transmitters with an adequate supply of well-trained personnel, a glowing if perhaps unintended tribute to the commercial broadcasting system of the U.S. in comparison to the state-controlled tv systems of other nations.

The television study group reported "considerable progress towards the realization of a common channel spacing of 8 mc in Europe in bands IV and V and some progress towards the adoption of a common definition standard of 625 lines, using either a 7 mc channel with 5.5 mc separation between vision and sound carriers or an 8 mc channel with 6.5 mc separation. Many administrations have indicated that they would be prepared to adopt a color sub-carrier of the order of 4.43 mc for a 625-line color tv system."

Another CCIR recommendation on tv, drafted by the study group on broadcasting, sets standards for the international exchange of film, including a coding system for the film leaders to show at a glance the gauge of the film, whether sound and picture is magnetic or optical.

This study group, whose chairman was A. Prose Walker, NAB manager of engineering, also obtained CCIR approval for a study program of the simultaneous use of two sound channels with a tv picture for international broadcasting to various language groups in stereophonic sound. The study would cover systems of dual-sound broadcasting which would not increase the bandwidth of the tv channel nor diminish the quality of the picture and what modifications would have to be made to existing receivers. Also authorized were studies of compatible stereo systems for both radio and tv broadcasting and of stereo recordings for broadcasting.

Tape Standards • Standards of sound recording on magnetic tape for international program exchange were set at primary speeds of 15 inches or 7½ inches per second and secondary speed of 30 inches per second on tape 0.246 inches wide.

The Walker study group will also study compatible single sideband transmission for am stations to determine what methods can accomplish CSSB and what significant factors should be standardized to derive the maximum possible advantages from such transmissions, as well as its effects on transmitter coverage, audio fidelity and reduced interference.

A new study group was established to study space communications. It will study all aspects of radio communications between space satellites and between them and the earth, as well as the use of such satellites as relay stations for long distance transmission (of tv signals, for instance) from one part of the world to another.

In the new field of radio astronomy, Dr. Lebel said, studies will be aimed at protecting the faint electromagnetic radiations of the stars from earth-originated interference. Unlike other forms of radio communication, he noted, these signals are one-way and they are beyond the control of man. They appear to occur in five bands distributed throughout the whole range of the radio spectrum, he said.

Pressed by newsmen for something sensational in the way of achievements at the month-long meeting, Dr. Lebel emphasized that the CCIR is a scientific body and that its function is not research and development but the examination of the findings of researchers the world round as an aid to efficient use of the radio spectrum. "Nothing surprising developed," he said, "and it would have been most surprising if it had." CCIR's next assembly will meet in 1962 in India.

Welsh mist

Radio Wales, a pirate radio station, is baffling the BBC.

Claiming to be the voice of Welsh nationalists, the station demands self-rule for Wales. The broadcasts, originating from a mobile transmitter using the BBC's television wavelength, start nightly as BBC-TV closes down. Radio Wales announces it is bringing four more transmitters into use, making it even more difficult for authorities to locate the operation.

CBC expands up north to compete with Russia

Canadian Broadcasting Corp. is expanding in northern Canada to combat reception of Russian stations with programs beamed at the Canadian northern settlements (few Canadian broadcast stations can be heard in the far north). CFWH White Horse, Yukon, has been added to the CBC Trans-Canada radio network; CFYK Yellowknife, Northwest Territories, now has equipment for picking up the nearest CBC transmitter (CBX Edmonton, Alta., almost 800 airmiles to the south) and relaying programs; new transmitters are ordered for CFYT Dawson, Yukon, and CFGB Goose Bay, Labrador.

CHAK Aklavik, N.T., will have a transmitter at Inuvik, under construction by the Canadian government some 20 miles from Aklavik. Low power repeater stations will be installed at Fort Smith, N.T., Fort Nelson, B.C., and Watson Lake, Yukon. CFHR Hay River, N.T., operated by the local community, is to be taken over by the CBC.

BBG'S NEW RULES Change in hourly ad content proposed

New advertising content regulations, proposed by the Canadian Board of Broadcast Governors on April 16, will allow Canadian stations to use five announcements totalling four minutes in a 15-minute time segment.

Stations will be allowed to use a greater number of such announcements and use more time in a quarter-hour period, provided the total advertising time and number of announcements is averaged out in the remaining 45 minutes of the hour. This is a change from previous regulations under the Canadian Broadcasting Corp., by which such additional announcements could be averaged out in other periods of the day. Now the total in any one hour may not be exceeded.

The BBG has announced no major change in news sponsorship regulations, which forbid use of commercials in the middle of newscasts. The BBG has tightened up the regulation by stating that no advertising message may be inserted between a news summary and the main newscast. "A summary is deemed part of the body of the broadcast," BBG's regulations stipulate.

BBG has dropped a CBC regulation which interpreted as political broadcasts programs dealing with "any by-law which is the subject of municipal balloting or any plebiscite or referendum which is the subject of national, provincial or municipal balloting." BBG does not feel it should define what Canada's Parliament means by political broadcasts.

To make sure that top management of Canadian stations will be aware of any infractions of regulations that show up in station logs, BBG rules propose that top management will have to sign up the station's logs daily.

BBG is expected to discuss the new regulations with broadcasting stations May 12-14, at Ottawa.

2nd French tv network

France will have its second noncommercial television network next year, informed observers there say. The network is expected to operate under government - controlled Radio - Television-Francaise in the Paris area. It will later expand to northern France.

well-balanced nutrients in moderate low-fat cereal and milk serving



Medical and nutrition authorities now include the cereal and milk serving when a moderate reduction of dietary fat is indicated. This dish is recommended because it is *moderately low in dietary fat*. Few foods can better its *well-balanced nutritional contribution* as shown in the table below. It furnishes approximately 10 per cent of the recommended daily allowances of protein, important B vitamins, essential minerals; and it also provides quick and lasting energy. Served with nonfat milk, the fat content is very low.*

nutritive composition of average cereal serving

	Cereal, 1 oz. Whole Milk, 4 oz. Sugar, 1 teaspoon	Cereal** 1 oz.	Whole Milk 4 oz.	Sugar 1 teaspoon
CALORIES	203	104	83	16
PROTEIN	7.3 gm.	3.1 gm.	4.2 gm.	
FAT	5.3 gm.	0.6 gm.	4.7 gm.*	
CARBOHYDRATE	32.2 gm.	22 gm.	6.0 gm.	4.2 gm.
CALCIUM	0.169 gm.	0.025 gm.	0.144 gm.	
IRON	1.5 mg.	1.4 mg.	0.1 mg.	
VITAMIN A	195 I. U.	—	195 I. U.	
THIAMINE	0.16 mg.	0.12 mg.	0.04 mg.	
RIBOFLAVIN	0.25 mg.	0.04 mg.	0.21 mg.	
NIACIN	1.4 mg.	1.3 mg.	0.1 mg.	
ASCORBIC ACID	1.5 mg.	—	1.5 mg.	
CHOLESTEROL	16.4 mg.	0	16.4 mg.*	

*Nonfat (skim) milk, 4 oz., reduces the Fat value to 0.1 gm. and the Cholesterol value to 0.35 mg.
**Based on composite average of breakfast cereals on dry weight basis.

Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1958.

Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.

Watt, B. K., and Merrill, A. L.: Composition of Foods-Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

FATES & FORTUNES

Advertisers

• ROBERT N. BAGGS, vp, sales, RCA Service Co., N.Y., elected vp, special sales accounts, RCA Sales Corp., same location.

• RICHARD C. LARKO, formerly merchandising manager, appliance division of Royal McBee Corp., Port Chester, N.Y., appointed national advertising manager of Norge (home appliances) Div. of Borg-Warner Corp., Chicago.

• JOHN L. LOWDEN, formerly account executive of Erwin Wasey, Ruthrauff & Ryan, N.Y., to General Dynamics Corp., that city, as advertising manager.

• VERNON S. MULLEN, formerly of Leo Burnett, Chicago, named advertising director of E&J Gallo Winery, Modesto, Calif.

• ALLEN SMITH, art supervisor of Bulova Watch Co., N.Y., named special products advertising manager.

• G.F. KENT, manager of market research, Armour & Co's Dial soap division, N.Y., to similar post in Armour's newly-consolidated grocery products division in New York.

• J. BATTISTA CELLA, 78, president of Cella Vineyards (Napa wines), and father-in-law of Lloyd E. Yoder, NBC vp and general manager of WNBQ (TV) and WMAQ, Chicago, died after extended illness April 19.

Agencies


MR. SCHMELZER

• ROBERT H. SCHMELZER, vp and account supervisor of BBDO, N.Y., will join Benton & Bowles, that city, as vp and management supervisor, effective June 15.

• ARTHUR A. BAILEY, senior vp in charge of western offices of Foote, Cone & Belding, has resigned and will be succeeded by RICHARD W. TULLY, now senior vp in charge of operations of FC&B, N.Y.

• LOUIS REDMOND, copy supervisor of Ogilvy, Benson & Mather, N.Y., elected vp.

• VICTOR G. BLOEDE, vp and creative director, Benton & Bowles, N.Y., elected member of board.

• GEORGE BURTT is closing his own Los Angeles advertising agency to join Enyart & Rose Adv., also Los Angeles, as vp.

• BILL TREADWELL, formerly vp and manager of public relations department, Leo Burnett Co., N.Y., joins Grey Adv., that city, as vp in charge of special assignments, effective June 1.

• CLEMENS F. HATHAWAY, formerly director, new products department, General Foods Corp., N.Y., to Sullivan, Stauffer, Colwell & Bayles, that city, as vp and management supervisor.


MR. FINCH

• ROBERT L. FINCH, formerly of Grant, Schwenck & Baker, Chicago, to Phillips & Cherbo, that city, as vp radio-tv director and account executive. HUGH G. PATERSON, formerly head of own art studio, named art director of Phillips & Cherbo, which has inherited Bankers Life & Casualty Co. account from GS&B.

• WILLIAM T. KALEB, 48, production manager of Marschalk & Pratt, Miami subsidiary of McCann-Erickson, died April 26 following heart attack in his North Miami home. Mr. Kaleb, who was in advertising for past 31 years, moved to Miami in 1957 after working with Erwin Wasey (now Erwin Wasey, Ruthrauff & Ryan), International Latex Corp. and M.H. Hackett Co.

• WILLIAM S. DODSON, formerly radio-tv director of Allan Jack Lewis, Washington, D.C., to Robert M. Gamble Jr., that city, in similar capacity.

• JOHN S. BOWEN, formerly account executive, McCann-Erickson, N.Y., to Benton & Bowles, that city, in similar capacity.

• JOHN W. HEANEY JR., formerly account executive of Ralf Shockey & Assoc., N.Y., to Grant Adv. as public relations director in New York office.

• ERNEST DONOHUE, 61, head of production of BBDO, N.Y., died following apparent heart attack April 24 in his New York office.

• HENRY B. KING, formerly managing director, Super Market Institute, N.Y., to J. Walter Thompson, that city, as marketing executive.

• MIKE FABIAN, formerly assistant sales promotion manager, Hudson Pulp & Paper Co., N.Y., to Zakin Co., that city, as account executive.

• PERRY E. PASMEZEGLU, formerly of The Goodman Organization, L.A., to new business department of Cole, Fischer & Rogow, Beverly Hills, Calif.

• MIKE MILLER, formerly copy chief of Richard K. Manoff, N.Y., to Friend-Reiss Adv., that city, as creative director.

• STEPHEN BAUR, formerly director of publicity, Harris D. McKinney, Philadelphia, joins Erwin Wasey, Ruthrauff & Ryan, that city, in similar capacity.

• DORIS GREGG, assistant art director of Waldie & Briggs, Chicago, to Clinton E. Frank, that city, as art director.

• MRS. RUTH B. LEMBACK, formerly copywriter, Grey Adv., N.Y., to Mogul Lewin Williams & Saylor, that city, as copy group head.

• FLORINE R. ROBINSON, formerly copywriter, Reach, McClinton & Co., N.Y., to Parkson Adv., that city, as copy supervisor.

• BARBARA HOLBROOK, formerly copywriter of Ogilvy, Benson & Mather, N.Y., and WILLIAM MALONEY, copywriter of McCann-Erickson, N.Y., to Benton & Bowles, that city, in similar capacities.

• THOMAS M. DUKES, previously writer and editor, Paul-Marsh Co., Detroit, appointed copywriter, Detroit office of Kenyon & Eckhardt.

• PETER R. NORD, formerly copywriter of Shell Chemical Corp., N.Y., to Hicks & Greist, that city, in similar capacity.

• MRS. HENNA AROND ZACKS, formerly senior fashion writer of Kresge-Newark department stores, N.J., to Rockmore Co., N.Y., as copywriter.

• CHARLES POLIS, formerly assistant art director of Lewin, Williams & Saylor, N.Y., to Shaller-Rubin, that city, as associate art director.

• DAVE HAMER, formerly newsfilm director of KETV (TV) Omaha, to Lindheimer & Assoc., Arlington Hts., Ill. in public relations department.

• DON DOYER, formerly art director of Robinson, Jensen, Fenwick & Haynes, L.A., to art department of BBDO, that city.

Networks


MR. MINAHAN

• MICHAEL J. MINAHAN, ABC-TV administrative officer, appointed director of tv production operations, N.Y.

• THOMAS O'BRIEN, director of business affairs, NBC owned stations, named director of Far Eastern operations, NBC In-

ternational Ltd., with headquarters in Sydney, Australia. In addition he will be managing director of NBC International of Australia Pty. Ltd., to be formed shortly.

• EDWIN C. WILBUR, supervisor of network liaison, NBC-TV, retires, effective May 31, after 30 years' service with NBC.

• SHERMAN ADLER, midwest director of client relations for CBS spot sales, joins CBS Radio as account executive, effective May 11.

• ROBERT STEVENS, director of such tv series as *Studio One, Suspense, Climax, U.S. Steel Hour* and *Alfred Hitchcock Presents*, signed to three-year nonexclusive contract at CBS-TV.

• ARTHUR HARVEY, ABC labor relations assistant in New York, promoted to network's director of labor relations for western division, headquartering in Los Angeles.

• ED HERLIHY terminates status as staff employe, NBC, in order to accept freelance assignments, including sales promotion with his clients. He will continue NBC assignments, which include hosting *My True Story, Monitor* and *Guest of Honor*.

Stations



MR. LEWIS

• MITCHELL I. LEWIS, formerly account executive and media director of Couchman Adv., Dallas, named national director of advertising - publicity of McLendon Corp., that city. McLendon stations are KLIF Dallas, KILT Houston, KTSA San Antonio, all Texas; KEEL Shreveport, La., and WAKY Louisville, Ky. McLendon has also bought KROW Oakland, Calif.



MR. ODOM



MR. REITZEL

• HOMER H. ODOM and BOK REITZEL named general manager and general sales manager, respectively, of KROW Oakland-San Francisco, newest station of McLendon Corp., Dallas. Mr. Odom was formerly sales manager of WAKY Louisville, Ky., another McLendon station. Mr. Reitzel resigned as account executive in San Francisco office of Lennen & Newell to assume duties at KROW.

• FRANK WARREN, formerly general manager of WSMB New Orleans, to KPOA Honolulu, Hawaii, as vp and general manager.

• READ H. WIGHT, formerly vp in charge of radio-tv of J.M. Mathes, N.Y., to WPAT-AM-FM New York as director of client relations.

• HENRY R. FLYNN, assistant manager of KCOP (TV) Los Angeles, has been appointed general manager of station's new syndication division to handle national distribution of KCOP programs on film and television tape.



MR. KLEIN

• MILTON H. KLEIN, sales manager of KFWB Los Angeles, appointed general manager of KLX Oakland, Calif., when acquisition of KLX by Crowell-Collier Publishing Co., owner of KFWB, has been approved by FCC.

• GEORGE H. ALLEN JR., account executive of WTAC Flint, Mich., promoted to station manager, replacing A.C. EDGERTON, who moves to WMNI Columbus, Ohio, as general manager.

• MAURY FARRELL, air personality of WBRC Birmingham, Ala., adds duties as local sales manager.



MR. GENNARO

• JACK R. GENNARO promoted from sales manager to station manager of WFRV-TV Green Bay, Wis.

• ROBERT E. NEWSHAM, assistant sales manager of KYW-TV Cleveland, appointed sales manager of WJZ-TV Baltimore, replacing JOSEPH P. DOUGHERTY, who moves to WPRO-AM-FM Providence, R.I., as general manager.

• CECIL D. MASTIN, 73, formerly vp and general manager of WNBF-AM-TV Binghamton, N.Y., died April 27 in Sarasota, Fla., after suffering stroke two weeks before. Mr. Mastin, who retired from WNBF in 1955 after 25 years' service, was also active in NAB. He is survived by his wife, Letty.

• DAVID KIERNAN, news director of WNHC-TV New Haven, Conn., elected president of United Press International Broadcasters Assn. of Connecticut, succeeding BARRY BARENTS, WNBC (TV)-WKNB West Hartford. Other officers: EDWARD LEONARD, WICH Norwich, vp; LESTER FOX, WMMW-AM-FM Meriden, secretary-treasurer; JOE GIRAND, WINF Manchester, JAMES ELLIOTT, WNAB Bridgeport, WILLIAM GLYNN,



Only PRESTO makes the famous PRESTO MASTER, the ultimate in disc-recording surfaces. Only PRESTO, alone among manufacturers, handles every intricate step in the production of its discs. Those flaws and flecks that are waiting to hex your recording sessions can't get past the skilled eyes of PRESTO's inspectors. Why settle for discs that aren't PRESTO-perfect?

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

Since 1934 the world's most carefully made recording discs and equipment.

WCNX Middletown and Mr. Barents, all directors.

• ROBERT E. PANTELL, formerly business representative, International Brotherhood of Electrical Workers, Local 1212 (radio-tv engineers), N.Y., to Metropolitan Broadcasting Corp. (WNEW-AM-FM-TV New York; WTTG [TV] Washington; WHK Cleveland) as director of personnel.

• ARTHUR M. TOLCHIN, director of WMGM New York, appointed executive vp of Loew's Theatres Broadcasting Corp., new name given station operating firm by parent Loew's Theatres Inc. (Station formerly was WMGM Broadcasting Corp.) Other officers of Loew's Theatres Broadcasting: EUGENE PICKER, president; JOHN M. MURPHY, vp; ARCHIE WELTMAN, secretary; JACOB STILLMAN, treasurer; MATT J. MADDEN and LEONARD POLLACK, assistant treasurers, and JOHN C. PODESTA, assistant secretary.

• MRS. ESTHER VAN WAGONER TUFTY, owner and bureau chief of Tufty News Bureau, Washington, D.C., named American Women in Radio & Television president-elect. Newly elected directors-at-large, who will serve two-year terms: MARION ANNENBERG, promotion director, WDSU-AM-TV New Orleans; LUCILLE BUSH, consumer education director of S. C. Johnson Co., Racine, Wis.; MURIEL FOX, vp in charge of radio-tv, Carl Byoir & Assoc., N.Y.; HELEN JENSEN, consumer service director of Western Beet Sugar Producers, S.F. and MARY PEARL, director of home economics department, food division, Heublein Inc., Burlington, Vt., and broadcaster on several stations.

• DONALD D. SULLIVAN, vp-general manager of WNAX Yankton, S.D., elected president of South Dakota Broadcasters Assn. Other new officers are BILL JOHNSON, KYNT Yankton, vp, and JIM SLACK, KUSD Vermillion, noncommercial station, secretary-treasurer. Mr. Sullivan succeeds ROSS CASE, KWAT Watertown.

• THOMAS ROGERS, WCLT Newark, Ohio, elected president of Ohio Assn. of Broadcasters. He succeeded JAY WAGNER, WLEC Sandusky. Other new officers are GORDON DAVIS, KYW Cleveland, vp (radio); ROBERT MACK, WIMA-TV Lima, vp (tv); MARIANNE CAMPBELL, WJEH Gallipolis, director, and JAMES LEONARD, WLWC Columbus, director (both directors for three-year terms).

• HOWARD GRAY, general manager, KGIL San Fernando, nominated without opposition as chairman of Southern California Broadcasters Assn. Other unopposed nominees for 1959-60 are vice chairman: HERBERT COMSTOCK, general manager, KAVL Lancaster; treasurer: NORMAN BOGGS, vp, KHJ Los Angeles; secretary: CLIFF GILL, president, KEZY Anaheim.



Duke For Sesac • "Ellington Moods" is the title of the new Duke Ellington Orchestra 12-inch LP album to be released June 1 by Sesac Inc., New York. During a recent all-night recording session the veteran bandsman was photographed while discussing a take with Red Clyde (l), Sesac A & R man, and Bud Prager (r), Sesac executive.

• BOB ZELLMER, formerly chief engineer and program director of KBUN Bimidji, to KBMO Benson, both Minnesota, as general manager.

• MEL LEVINE, formerly administrative assistant to general manager of WCAU-TV Philadelphia, to WROV Roanoke, Va., as assistant manager.

• TOM T. PRIMAVERA, formerly account executive of Mail-Vertising Inc., Phila., to WCAU-AM-FM, that city, in similar capacity.

• ERWIN J. (TINY) MARKLE, program director of WAVZ New Haven, Conn., to KFSD San Diego, Calif., in similar capacity.

• BOB LYTE, formerly promotion manager of Tribune Publishing Co. (KTNT-AM-FM-TV Tacoma, Wash., and *Tacoma News Tribune*), to WAGA-TV Atlanta in similar capacity.

• HENRY F. HINES appointed director of advertising-promotion of WBAL-AM-TV Baltimore.

• JERRY HIGLEY, with KGBX Springfield, Mo., since 1956, named program director.

• SHELDON P. SIEGEL appointed tv production manager of Arizona State U.'s radio-tv bureau, Tempe, Ariz. CHARLES R. ALLEN named operations manager of 33-station Arizona state radio network served by university.

• BILL HOBBS, salesman of WFAA-TV Dallas, named local sales manager.

• ALTON S. HOTALING JR., formerly producer-director of KUON-TV Lincoln, Neb., to WENH (TV) Durham, N.H., as production manager.

• NICHOLAS ROBINSON, formerly of WREB Holyoke, to WARE Ware, both Massachusetts, as operations manager.

• EDWARD HYMOFF, formerly editor-writer of NBC News to WMGM New York as director of news and special events.

• JIM ATKINS, news director of WBRC-TV Birmingham, Ala., named tv newsreel chairman of National Press Photographers Assn. for Southeast.

• RICHARD C. THRALL, producer-director of KDKA-TV Pittsburgh, named director of public service programming.

• ROBERT F. GAMBLE, news director of WKY-AM-TV Oklahoma City, to WFBM-AM-TV Indianapolis as news manager effective May 11. GILBERT FORBES continues as news director of WFBM, and HOWARD CALDWELL becomes news director of WFBM-TV.

• JACK LAUNER, formerly of WLWC (TV) Columbus, Ohio, to KNTV (TV) San Jose, Calif., as staff director.

• RALPH VOGEL, formerly farm director of KXEL Waterloo, to KIOA Des Moines, both Iowa, in similar capacity, effective May 11.

• MARIE MCGRAIN retires as chief operator of WTOP-AM-FM-TV Washington. Last year Miss McGrain completed her 25th year of continuous service with WTOP and its predecessor, WJSV.

• MICHAEL DEE, formerly news director of KOIL Omaha, Neb., to KRIZ Phoenix, Ariz., as production manager and air personality.

• CHARLES V. BURGE, formerly account executive of KWK St. Louis, to KPLR-TV, that city, in similar capacity. AL JOHNSTON, formerly producer-director of DuMont network, to KPLR-TV in similar capacity.

• JACK HENNESY, formerly of KDON Monterey, Calif., to sales staff of KBIQ (FM) Los Angeles.

• CHARLES F. FARRELL, formerly news editor of WBVP Beaver Falls, Pa., to WCAE Pittsburgh as assistant news editor.

• DON RUFFIN, art director of KPHO Phoenix, Ariz., elected president of Arizona Artists Guild.

• VERN JONES, formerly news director of WHYN-AM-FM-TV Springfield, Mass., to WAVY-AM-TV Norfolk-

Portsmouth, Va., as newsman. FRED D. KNIGHT, formerly news director of WIST Charlotte, N.C., to WAVY as announcer.

• DICK CHARLES joins news staff of KVOO-TV Tulsa.

• SID MCCOY, m.c. of syndicated *Sunday Morning* radio series on 66 stations in 40 states and air personality of WGES Chicago, signed as staff announcer by WBKB (TV), that city.

• JOHN ROVICK, "Sheriff John" of children's daily *Lunch Brigade on* KTTV (TV) Los Angeles, signed to three-year exclusive contract with station.

• JIM BLACK, national sales manager of KTUL-TV Tulsa, adds duties as national sales manager of KATV (TV) Little Rock, Ark., both Griffin stations. Mr. Black will not handle national sales of KWTV (TV) Oklahoma City as reported in BROADCASTING last week.

• LEN CURLEY joins KCBS-AM-FM San Francisco as host of weekly *Mark Time* interview program. FRED GOERNER, formerly of KSL-AM-FM-TV Salt Lake City, Utah, to KCBS as air personality.

• DICK BROWN, air personality, of WWOK Charlotte, N.C., to WJBW New Orleans in similar capacity, effective May 11. Both are Tarlow Assoc. stations.

Representatives



MR. SCHUTTE

• RICHARD H. SCHUTTE, west coast manager of Robert E. Eastman & Co., radio rep, named vp, same location.

• WALTER SCHWARTZ, formerly sales manager, WWJ Detroit, to Am Radio Sales Co. there as sales manager.

• CATHERINE (KAY) CHILLE, vp of Nona Kirby Co., Boston, elected president of Broadcasting Executives Club of New England. Miss Chille becomes first "madame president" in club's 12-year history.

• JOHN W. BROOKE, formerly eastern sales manager, Peters, Griffin, Woodward, N.Y., joins sales force, CBS Radio Spot Sales, that city. FREDERICK E. BAUMAN, formerly district manager of McGraw Hill Publications, Chicago, to CBS Radio Spot Sales, that city, in client relations department.

• ED ARGOW, formerly assistant sales manager and manager of Canadian listings, Forjoe & Co., to New York sales staff of Daren F. McGavren Co.

• ROBERT MAGGIORE transferred from Chicago office of Branham Co. to firm's Los Angeles office as sales representative.

• THOMAS J. TILSON, tv account executive of Peters, Griffin, Woodward, N.Y., since 1956, to similar position with Television Advertising Representatives, N.Y.

Programming



MR. GRIEVE

• MARVIN M. GRIEVE, sales executive of Guild Films Co. N.Y., named vp of sales. He succeeds IRVING FELD, appointed president of Guild's foreign distributor, Inter-World Tv Inc.

• STAN SMITH, resigns as vp of sales of Official Films, N.Y.

• S.L. (STRETCH) ADLER, formerly national sales manager, Guild Films, N.Y., to Official Films, that city, as director of sales.

• HOWARD CHRISTENSEN, formerly head of his own tv production firm, named United Artists Television's central regional sales manager, headquartering in Chicago.

• JOSEPH F. GREENE, assistant to vp of sales for ABC Films Syndication, has been appointed eastern sales manager of Roy Rogers Syndication.

• ART GROSS resigns from Guild Films, N.Y., where he held position of assistant to president and headed foreign and domestic sales.

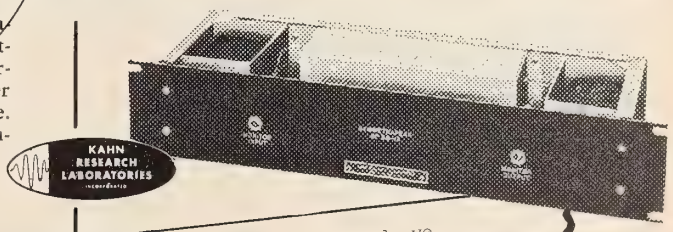
• LOU BOUTIN, formerly special division head of western sales, Independent Television Corp., to AD-STAFF, Hollywood, Calif., producer of radio-tv commercials, as vp in charge of sales.

• HARRY WISMER, veteran network sportscaster, joins Bert L. Coleman Assoc., N.Y., tv commercials producer, as vp in charge of sports and special events.

• GEORGE W. CYR, formerly program

THESE STATIONS INCREASED COVERAGE WITH Symmetra-peak

A.M., F.M. and T.V. stations everywhere are getting greater voice coverage and improved limiter and AGC performance. Here's what some enthusiastic users say . . .



"after seeing and hearing this unit at WERE, Cleveland, we would like one as soon as possible" - WADC, Akron.

"We have recommended its (Symmetra-peak) use at all Westinghouse stations" - WIND, Chicago.

"With the use of Symmetra-peak, we find constant modulation regardless whether it is speech or music. We are very pleased" - WCLS, Columbus, Ga.

"We have completed our series of tests on your Model SP58-1A Symmetra-peak. . . we wish to thank you for making available a device of merit to AM broadcasting stations" - KVOO, Tulsa.

Others using Symmetra-peak include: WCBS, WOR, WINS, WMGM, Press Wireless, CFPA, KWJJ and RCA Communications (a list of approximately 200 Symmetra-peak equipped stations is available for your inspection).

For full information write or call Dept. B

PRICE—$265.00 F.O.B., Freeport, N. Y.

KAHN RESEARCH LABORATORIES, Inc.
22 Pine Street, Freeport, New York, FReeport 9-8800
Another first by the developers of Compatible Single Side-Band

manager of WRCV-TV Philadelphia, to Al Kane Productions, that city, as executive producer.

• CHARLES VAN ENGER JR., named supervisory film editor of *The Millionaire*, tv series produced by Don Fedderson Productions, Hollywood, replacing BEN SMITH.

• ALVIN COOPERMAN, formerly executive producer of Screen Gems, L.A., to produce new *June Allyson Show*, anthology tv series, for Four Star Films, L.A.

• BERT WEILAND, formerly account executive of Ziv Television, Baltimore, Md., to Independent Television Corporation as north eastern district manager. Other ITC appointments, account executive capacity: CHARLES G. PYE JR. and FRANK SPIEGELMAN, northeastern division; JOHN A. THAYER JR., JOHN E. HOWARD and JAMES L. DODD, southeastern division, and YALE LASKER, midwestern division.

• PETER KORNTER named principal producer and will handle at least six of 10 live programs of *General Electric Theatre* on CBS-TV next season. ETHEL WINANT, casting director of *Playhouse 90*, will be associate producer, with DEL REISMAN and A. CAROTHERS as story editors.

• ELLIOTT AMES, formerly European correspondent of *Film Bulletin*, joins National Telefilm Assoc. N.Y., as presentation writer. Other NTA appointment: EDGAR KRUPINSKI, formerly advertising accounting supervisor of Lever Bros., N.Y., as business manager, advertising, and WILLIAM WEINSTEIN, formerly in radio promotion department of CBS, as art designer.

• MAREK WINDHEIM, formerly executive tv producer of D'Arcy Adv., N.Y., now independent tv-film producer, has acquired tv film rights from Publishers Syndicate to award winning comic strip, "Judge Parker."

Equipment & Engineering

• WALTER E. HUSSELRATH, superintendent, Clifton and Passaic plants of Allen B. DuMont Labs., in New Jersey, appointed general superintendent of all plants of DuMont Labs.

• GERALD G. GRIFFIN, manager, merchandising coordination, RCA Electron Tube Div., named manager, merchandising-parts and equipment. He succeeds JOSEPH J. KEARNEY, newly-appointed manager, merchandising-entertainment tubes. MORRIS S. LEWIS, manager, distributor products administration, named manager, merchandising coordination.

• E. J. BRANDT, formerly manufacturing manager of Hughes Aircraft, semiconductor division, Culver City and Costa Mesa, Calif., to Audio Devices, rectifier division, Santa Ana, Calif., in similar capacity. A. J. ROMANO promoted from assistant sales manager to sales manager of Audio Devices' rectifier division, Santa Ana, Calif.



Move Up • Radio Press Inc., N.Y., executive ranks have been bolstered by recent promotions within the company. Shown above are (standing) Bernard Pelzer, director of sales and administration; (seated, l to r) Roger Turner, director of finance and communications; Samuel F. Jackson, director of market development; Briggs Baugh, director of station relations, and John Hicks, director of promotion and publicity.

• CLYDE J. SCHULTZ, formerly assistant sales manager of Shure Bros. (electronic products), Evanston, Ill., appointed sales promotion manager for national service, parts and accessories of Admiral Corp., Chicago.

• MATTHEW J. HOLLINGSWORTH, graduate of Univ. of Pennsylvania, joins Sylvania Electric Products as sales engineer for semiconductor division in San Francisco.

• OSMUND T. FUNDINGSLAND, manager of Sylvania Electric Products' Microwave Physics Lab, Palo Alto, Calif., to Raytheon Mfg. Co., Waltham, Mass., as director of research.

• NUGENT S. SHARP, formerly electronic engineer, broadcast facilities division, broadcast bureau, FCC, opens radio engineering offices in Warner Bldg., suite 810, 501 13th St., N.W., Washington 4, D.C. Telephone: District 7-4443.

Allied Fields

• STANLEY ADAMS elected president of American Society of Composers, Authors & Publishers, succeeding PAUL CUNNINGHAM, elected director of public affairs. Mr. Adams, member of board of directors since 1944 and president of ASCAP from 1953-56, is first director elected president second time. Other officers named: LOUIS BERNSTEIN, vp; OTTO A. HARBACH, vp; DEEMS TAYLOR, secretary; FRANK H. CONNOR, treasurer; ARTHUR SCHWARTZ, assistant secretary, and J. J. BREGMAN, assistant treasurer.

• GILBERT SELDES, critic, playwright, tv director and author, appointed director of Annenberg School of Communications, U. of Pennsylvania.

• PHILIP LEVENSTEIN, formerly special projects director, promoted to assistant director, national total-market audit of Audits & Surveys Co., N.Y.

• EDWARD LASKA, 75, song writer, dramatist and charter member of American Society of Composers, Authors & Publishers, died April 27 in Trafalgar Hospital, N.Y. Mr. Laska helped organize ASCAP and was for six years director of Dramatists Guild of Authors League of America and was also member of Songwriters Protective Assn.

Government

• ALBERT L. MCINTOSH, FCC frequency allocation chief, appointed special adviser on frequency management to Chief Signal Officer, U.S. Army. Mr. McIntosh, who served with FCC for 18½ years, assumed his new job April 27.

International

• TREVOR G. GOODMAN, vp and managing director of Young & Rubicam's Toronto (Ont.) office, appointed managing director, Young & Rubicam Ltd., that city.

• COLIN MCIVER, chairman of Young & Rubicam's London plans board, named head of Y&R's new Geneva office.

Sales, earnings soar for Zenith, Admiral

Sales and earnings of Chicago-based electronics companies are booming, based on first-quarter reports released last week by Zenith Radio Corp. and Admiral Corp.

Admiral reported consolidated net sales of $44,739,388 and pre-tax earnings of $1,422,076 compared with $38,418,799 and $152,136 respectively, for the same period in 1958. Profits after taxes amounted to $711,644, or 30 cents a share on 2,385,296 shares outstanding, as against a loss of $91,977 (or four cents a share loss) in last year's first quarter.

Estimated net consolidated profits reported by Zenith for itself and subsidiaries reached $3,323,891, or $3.37 per share, after depreciation and estimated provision for income taxes of $3,745,162—a net quarterly record. Profits were 63% higher than $2,036,759 over the first three months in 1958. Consolidated sales hit $59,220,776, a 40% increase over last year's similar period.

• Technical topics

• Philco Corp., Philadelphia, has announced a germanium transistor with maximum frequency of oscillation of 3000 mc. The new transistor reportedly exhibits a power gain of 9.8 db at 1000 mc, at which frequency it is possible to obtain 10 milliwatts of output power. At 200 mc (tv range), the unit provides a gain of 22 db and 4 dbs noise.

• Acoustex Chemical Corp., New York, is offering a new product called Acoustex paint for use in broadcasting studios. The sound-proof paint comes in 11 colors and is a speckled material containing an alkyd-latex base with sound controlling granules of a spongy cork-like quality. One gallon sells for $8.70, covers 150 sq. ft.

• Visual Electronics Corp., New York, has selected "$pot $aver" as the winning entry in its contest to name the company's new program automation system. Winner Morris C. Barton Jr., chief engineer, KSLA-TV Shreveport, La., was awarded a Conracale Fleetwood Model 900 Remote Receiver.

• Miratel Inc. (electronic equipment), St. Paul, Minn., has introduced new 8-inch tv monitor L59B/8. Specifications: weight, 32 lbs.; height, 9¾ inches; width, 12¾ inches; depth, 16 inches; definition, 600 lines; price, $199.

Friendly 'Banshee' warning

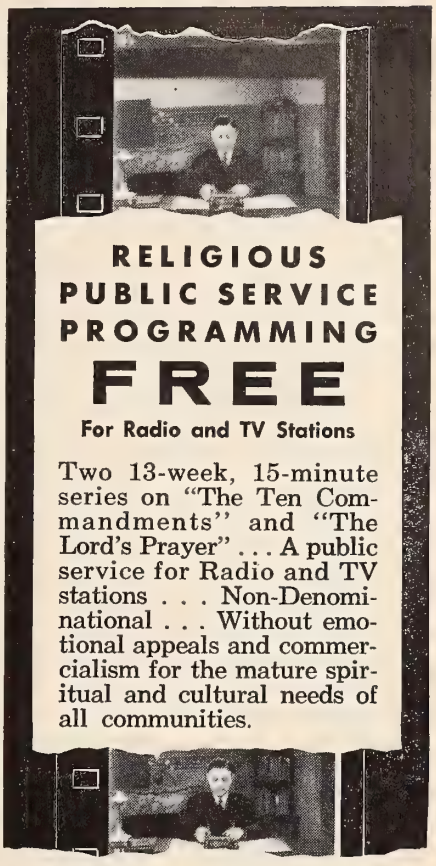
A small device dubbed "Banshee" developed for the Atomic Energy Commission could be added to battery radio sets to provide an audible warning of radioactive fallout, according to a series of civil defense articles running in the *Buffalo Evening News* (WBEN-AM-TV)

Nat S. Finney, head of the paper's Washington bureau, says the device could save millions of lives in the event of nuclear attack. He contends the Office of Civil & Defense Mobilization has offered little help in development of Banshee but adds that Leo A. Hoegh, OCDM director, has indicated he will order 5,000 Banshees if his staff finds they will work satisfactorily.

The Finney series points out that battery radios would probably be the ordinary citizen's only way of getting news or instructions in case of nuclear war though he anticipates that "not much radio and no television could stay in operation." An article in the March 16 BROADCASTING took the position that an estimated 65 million battery and auto radios offer a means of public communication with emergency broadcast facilities.

The newspaper reported Comr. Willard F. Libby, of the AEC, induced Tracerlab Inc., Waltham, Mass., to develop the Banshee, using cadmium sulfide crystals in the unit. AEC ordered two dozen prototype models. Banshee can be plugged into existing radios or built into new ones, requiring no knobs or dials and using no current, it is stated. When radioactivity reaches a danger level, Banshee squeals low and softly, the tone becoming higher and louder as the level becomes more dangerous. Banshee-equipped radios could be sold for $5 more than normal sets, according to the series.

James D. Secrest, executive vice president of Electronic Industries Assn., said he believed manufacturers would be willing to produce such a device in quantity if a public demand were indicated or if a government agency ordered them in quantity. He said that a device adding around $5 to the cost of a set at the factory would be translated into $10 or $12 at retail. He observed that a low-cost automatic Conelrad emergency receiver has failed to interest the buying public.



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Pacesetting survey for Intermountain

A radio audience survey described as the largest and most comprehensive ever made in the Intermountain West is being released today (May 4) by The Pulse. Made for the Intermountain Network and covering an area of 996,580 homes, the results are being circulated among timebuyers by Avery-Knodel, national representative of Intermountain Network.

The Intermountain report contains detailed audience data for the entire five-state area, with results also available individually for each of the states (Utah, Colorado, Wyoming, Montana and Idaho) and for each of the 45 markets surveyed. Avery-Knodel officials said it covers not only major Intermountain Network markets, such as Denver and Salt Lake City, but also many areas for which no usable audience information had been available, either because the areas had not been surveyed before or because of programming changes since the last survey.

John J. Tormey, Avery-Knodel radio sales director, said the study showed high levels of radio tune-in throughout the day, with Intermountain getting 28% of the daytime audience and 29% of the evening audience. Laurence Roslow, associate director of Pulse, said it was the most extensive study of its sort ever undertaken by Pulse. "In detail," he said, "it is comparable to Pulse reports issued regularly for the national radio networks." Field work was done in January and February.

The advertisers using more spot tv in the summer than during other times of the year, as compiled by The Katz Agency:

Adell Chemical, P. Lorillard, American Home Products, Carter Products, Warner-Lambert, International Latex, Texize Chemical, American Tobacco, Food Mfrs. Inc., Anheuser-Busch, General Mills, Sun Oil, Welch Grape Juice, Pabst Brewing, Pepsi-Colo Bottlers, Continental Car-Na-Var and S. C. Johnson.

Also, Theo Hamm Brewing, William Wrigley Jr., B. T. Babbitt, Armstrong Rubber, Jos. Schlitz Brewing, Standard Oil of Ind., Andrew Jergens, Revlon, U. S. Borax & Chemical, Harold F. Ritchie, Norwich Pharmacal, F & M Schaefer Brewing, Phillips Petroleum, Eversharp, M. J. B. Co., Stokely-Van Camp, Standard Oil of Calif., Fels & Co., Ex-Lax, Blatz Brewing, National Brewing, Taylor-Reed, Atlantis Sales, and Scott Paper.



Packing them in • The telephone booth has given way in college squeeze play to the foreign automobile on campuses in upstate New York. WROW Albany took a Simca, the "WROW Sardine Sedan," to Union College and Rensselaer Polytechnic Institute offering small prizes to all who could squeeze in. The promotion turned into a fraternity rivalry, with Kappa Nu of R.P.I. victorious. Through "superior engineering talents" 50 shoeless, coatless and, in some cases Bermuda-clad Greeks managed to stuff themselves into the vehicle. Each participant received a can of sardines from WROW.

Stampmen, stations collecting collectors

Radio stations and trading stamp firms are finding crowds of collectors in the listening audience. King Korn Stamp Co. of Chicago, a leader in its field, thinks that campaigns in the Midwest point to expansion.

Stations are using the King Korn plan as a sales and audience builder and King Korn is using stations to the same end. Results from long-run contests conducted on WQUA Moline, Ill., KDAL Duluth, Minn., and a handful of other midwest stations have been claimed as phenomenal.

Here's how the stamp plan usually works: The station buys the stamps from King Korn (cost unrevealed) and gets local advertisers who sell products in supermarkets and retail stores to buy local time for mentions in its "key word commercials" during nine-week "King Korn Carnival" contests. For rotating paid spots, each advertiser gets a free spot announcement. King Korn itself buys announcements prior to the contest for promotional value. The account is handled by Powell, Schoenbrod & Hall, Chicago.

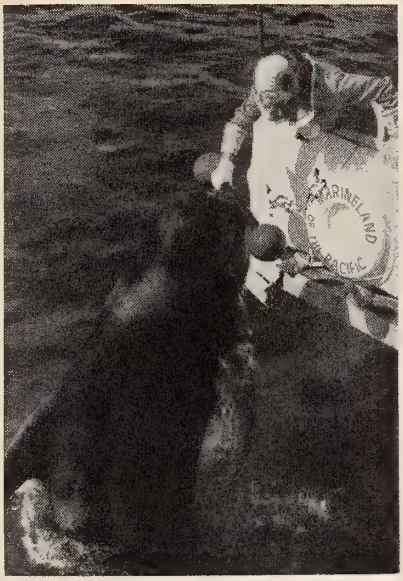
Sponsor Bait • The station thus builds its audience and induces participating advertisers to place other business on its facilities. When a local advertiser (for example, a local Coca-Cola bottler) participates, he is assured of mention in the periodic key commercial for nine weeks.

Listeners get 10 free stamps merely by supplying their names and addresses and 10 more for submitting correct phrases or words. In one instance, a listener can claim 1,000 stamps if his letter is chosen and he calls the station within three minutes of the announcement. Ten key words are repeated daily throughout the week.

King Korn cites the campaign at WQUA (ended April 2) as an example of tremendous response. It claimed 45,000 letters bidding for a million King Korn trading stamps each week. The station reported it had to double its staff to handle the volume. The stamps were redeemed at 150 retail stores, including 22 supermarkets. Pre-contest spots and full-page newspaper advertising helped set the stage for the "Carnival."

Mahalia in Garden for WLIB

A five-hour gospel music performance featuring singer Mahalia Jackson is to be presented at New York's Madison Square Garden May 24 by WLIB



Whale of a pull • More than 35,000 youngsters entered a month-long "Name the Whale" contest that was started after viewers of KTLA (TV) Los Angeles asked about a whale seen in an afternoon cartoon.

In cooperation with Marineland of the Pacific, an oceanarium, KTLA embarked on its contest. To pick the winning entry KTLA's Vance Colvig (left), host of *Bozo the Clown* show (Mon.-Fri., 5:30-6 p.m.), tossed into the water at Marineland five life preservers with the finalists' entries attached. Whichever one was picked up first by "Bubbles," a real whale, was declared the winner. The finals were seen in a remote telecast from Marineland. Prizes included a weekend stay at Marineland for winner and family, and for runners-up, a midget automobile, Bozo toys, clothes and novelties.

Contest exploitation: daily mentions on the KTLA program, plugs on Marineland's local radio campaign on KMPC Los Angeles and KBIG Santa Catalina, and publicity feeds to 100 Southern California community newspapers.

The cartoon series is produced by Larry Harmon Pictures Corp., Hollywood, and is syndicated by Jayark Films Corp., New York.

there. The independent station, which aims its programming at the Negro audience, is rounding up spiritual and folk music luminaries from around the U.S. and will also bring in by remote broadcast a group then appearing in Sweden.

Use of the hall will cost about $5,000. (WLIB will charge admission of $3-4-5.) The station sees the project as a means of demonstrating a "dominant position" with the Negro audience in New York.

'Horizons' service series

KYW Cleveland has consolidated its public service efforts into a six-point project known as "New Horizons." The categories to be emphasized are mental health, safety, science, government and history, community self-help and culture.

New programming contemplated: science fiction writers discussing relationship between today's dreams and tomorrow's achievements; broadcasts from pre-citizenship classes of the Cleveland Board of Education; at-home interviews with public figures, and 13 trans-Atlantic discussions between Western Reserve U. (Cleveland) students and faculty and their counterparts at the U. of Edinburgh, Scotland.

These programs are to be added to those already in existence, such as taped traffic court proceedings, weekly science newscasts, and talks with noted thinkers on art.

Holiday from 3,000 homes

The WRAP Norfolk, Va., second annual Homemakers Holiday attracted nearly 3,000 Negro housewives April 21. The homemakers' program included WRAP client product exhibits, budget meal demonstrations, style shows and entertainment. WRAP flew a group of New York admen to the Tidewater market for the event. In addition to visiting the homemakers' exhibits, the New Yorkers toured local Navy bases and lunched aboard a destroyer.

Torn-shirt school

During the civil defense Operation Alert exercises (AT DEADLINE, April 20), KRIZ Phoenix, Ariz., promoted its

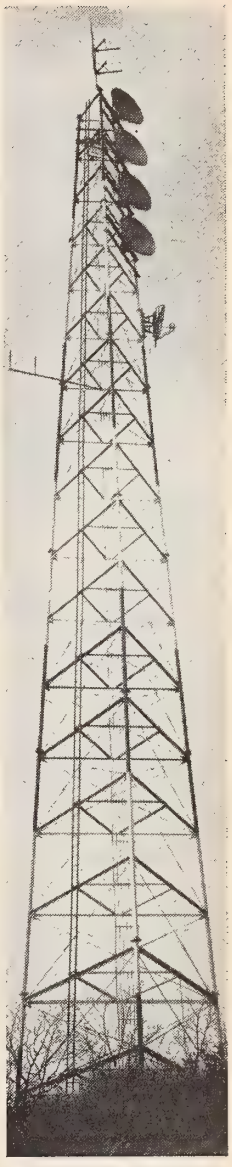
Northwest Area
Clear Channel Fulltimer

Number One rated station in substantial growth market. Purchase of major market facility forces owners to dispose of this highly desirable property under the FCC's multiple ownership rule. Grosses excess of $175,000. Priced for immediate sale at $225,000 with $60,000 down or $210,000 with $75,000 down. Balance over ten years. Valuable real estate included.

BOX 787K, BROADCASTING

ANOTHER LOW COST • SPACE-SAVING • SELF-SUPPORTING

MICROWAVE TOWER by STAINLESS



Stainless microwave tower, mounting antenna array and four 6-foot parabolas.

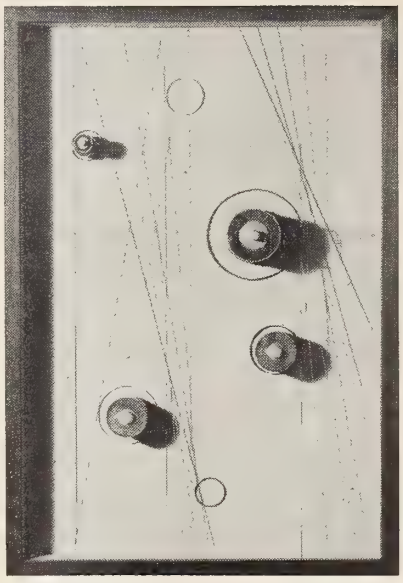
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'Visual Orchestration' • Visitors to the home of KFSD-AM-FM-TV on the outskirts of San Diego, Calif., are stopped by this collage, composed of actual parts of radio and tv transmitting equipment and mounted on the wall of the lobby. The collage was conceived by W. E. Goetze, general manager of the stations, and his wife, who supervised decorating of the building, which was formally opened in February 1958. John Dirks at the art department of San Diego State College was commissioned to execute the work, which is composed of double cooling fins, varicolored wire and other transmitting components. The completed component collage, in the artist's words, is "Visual Orchestration."

silenced morning man, Don Lincoln. Since KRIZ was not broadcasting during the alert, Mr. Lincoln spent the time wandering downtown Phoenix with $20 worth of records as the prize for finding and identifying him. Carloads of people participated in the search, and a group of girls finally located Mr. Lincoln in a service station driveway and collected their records. But only after tearing the KRIZ staffer's shirt.

His ship came in

Joseph O'Brian, media buyer at Young & Rubicam, received a model ship displaying as a flag a $100 check from WDSM-AM-TV Duluth, Minn., for coming up with an estimate that was nearest the actual time the first ship of the year came through the Duluth Ship Canal opening the 1959 navigation season at the head of the Great Lakes. C.D. (Duke) Tully, general manager of the station, and Lloyd Griffin, vice president and director of tv, Peters, Griffin, Woodward, made the presentation in New York.

The contest is an annual event. Two winners are named from agencies in New York, Chicago, Detroit, Minneapolis and one category for elsewhere around the country. First prize for each market is $100, second prize, $50. The winners: Mr. O'Brian and George Magee (second) of Radio Reports in New York, Peggy McGrath of Y & R and Doug Birch of Leo Burnett in Chicago; Judy Anderson of McCann-Erickson and Don Cooke of Luckoff & Wayburn in Detroit, Mary Ann Doss of Bruce B. Brewer Co. and Fred Jones of John W. Forney Co. in Minneapolis, and Arvilla Phillips of Liller, Neal Battle & Lindsey, Atlanta, and Wes Parker of the Doctor Pepper Co., Dallas. Season for the Duluth canal breakthrough spans the period of March through May. Actual date this year was April 18 with the time for the sailing of 7 hours 5 minutes 47 seconds. Mr. O'Brian's estimate was only 4½ hours off.

• Drumbeats

• KDKA-TV Pittsburgh's Josie Carey, who guested Saturday morning (May 1) on the CBS-TV *Capt. Kangaroo* show was presented to 13 advertisers last Friday in a special New York reception by Peters, Griffin, Woodward. Miss Carey, who conducts *Josie's Storyland* on the Pittsburgh station is recipient of a Sylvania award for her educational children's education series and previously had been with WQED (TV), Pittsburgh etv.

• CHUM Toronto got extra publicity out of the Toronto Sportsman's show by active participation. In addition to originating broadcasts from a show booth, the station staged a "CHUM Champion" contest. Six announcers were entered in fish-skinning, log-rolling, bait-casting, judo and bowling events. Listeners named their favorite CHUM contender in letters. The high-scoring announcer drew from his votes to award a boat and motor to a listener.

• WSB awarded first prize in a coverage contest to a listener writing from Hawaii. Later a letter arrived from New Zealand. The contest publicity file includes a clipping from a publication of Radio Sweden, Stockholm.

• To publicize Saturday's (May 9) Handle Bar Mustache contest organized by WKRC Cincinnati d.j. Ted McKay, a woman with a false beard paraded downtown last week. As mustached men passed by she asked them if they were members of the Ted McKay Mustache Club. If they were club members, they received $5 merchandise certificates. The winner of Saturday's contest will receive a cash prize.

• Dan Ronald, d.j., WEBC Duluth, Minn., is helping local housewives with their housework in his "Handy Dan" contest. Listeners write in to say why they would like to have Mr. Ronald give them a hand with their Saturday chores and the d.j. chooses a winner.

• More than 100 child participants and 300 onlookers gathered for the first annual "High Flying KIOA [Des Moines] Kite Contest." Participants had to make their own kites. Prizes: highest-flying kite—a racing bicycle; the smallest kite that flew—a record player; the most artistic kites—six long-playing phonograph albums.

• Grace Porterfield, timebuyer at Benton & Bowles, New York, has won first prize in a contest for promotion ideas at WUSN-TV Charleston, S.C. The station invited timebuyers at recognized ad agencies to tell how, if they were station managers, they would promote a station and market. Suggestions were limited to a maximum of 25 words. The winner's prize is a seven-day cruise for two to Havana and Nassau. Runners-up, who received fountain pens, were: Bob Atwood, J. Walter Thompson, Chicago; Bill Kane, N.W. Ayer, Philadelphia; C.V. Barkley, Piedmont Advertising, Salisbury, N.C.; Pam Tabberer, Liller, Neal, Battle & Lindsey, Atlanta, and John Catanese, Ted Bates, New York.

Critics' say

A poll of 100 tv editors on key newspapers throughout the country reveals that although they consider the Emmy tv award program worthwhile, they believe the show should be shortened and the winners selected by a small, selected group of judges.

The tv editors' recommendations, announced last week, emerged from a poll conducted by Grey Adv., New York, agency for Procter & Gamble, Cincinnati, and the Benrus Watch Co., New York, co-sponsors of the Emmy show on NBC-TV Wednesday (May 6, 10-11:30 p.m.). Other suggestions made by the editors: give fewer awards to make the Emmy "more of a prestige symbol"; get away from the "Oscar format"; show film clips of Emmy-winning performances; dignify the proceeding with more sophisticated entertainment; schedule repeats of winning shows and performances.

'Thou shalt deliver'

In a speech at the Ohio State Broadcasters Convention, Edward J. Broman, sales manager, regional sales division, Ziv Television Programs, discussed the growth and present strength of tv advertising.

. . . We have all witnessed the tremendous growth of television within a relatively few years. . . . It has grown to its present position, not by chance, but because of one basic fundamental fact: it has obeyed the law of advertising which says "thou shalt deliver the goods."

Television advertising has delivered the goods in unprecedented volume for local advertisers as well as national branded products. Today it stands pre-eminent—fully recognized as the greatest sales stimulator available to business. . . .

We believe that a television program must do more than just entertain people. An advertiser buys a program not because he is philanthropic or feels loyal to the producer of the television program, or the station over which it is to be telecast. He buys a television program for strictly selfish reasons and that is, to increase his sales. He has every right to expect that the television program which he buys should increase his sales.

We at Ziv believe that there are four basic requirements that every television program must have in order to be successful.

Basic number one—a television series must be of a nature that it will develop within a reasonable period of time, a profitable audience. . . .

The second basic qualification which a program must have is the quality to win sponsor identification. . . . When viewers are conscious of the sponsor, they are receptive to his sales messages. . . .

Basic number three: It is essential that the television program one sponsors provide a high quality show-case for an advertiser's sales message. . . .

The fourth basic requirement is that a television program and the attendant merchandising plan associated with that program be of such a nature that it will enthuse the sponsor's own organization.

. . . Obviously in this room, there are many people who also represent radio, and what I have said about television also applies to the radio medium. It is amazing the comeback that radio on a local level has made. They have learned to be better salesmen. They have taken inventory of what they had to offer and they presented their merchandise in pleasing and palatable forms to advertisers, and as a result, many stations are doing as well today in radio as they ever did.

The talent cost trap

Philip L. McHugh, radio-tv vice president, Campbell-Ewald, Detroit, addressing the Atlanta Advertising Institute April 27:

Some real method [is needed] for developing new, young personalities to increase today's scarce talent pool and to replace tv personalities now in declining stages of viewer popularity. Tv audience increases from here on will follow a population growth pattern and network time costs should reflect this stability. However, talent and new ideas are so scarce and getting scarcer, that the advertiser's agency must work harder than ever before to deliver a quality program without being trapped by talent costs that won't fit into the advertiser's budget.

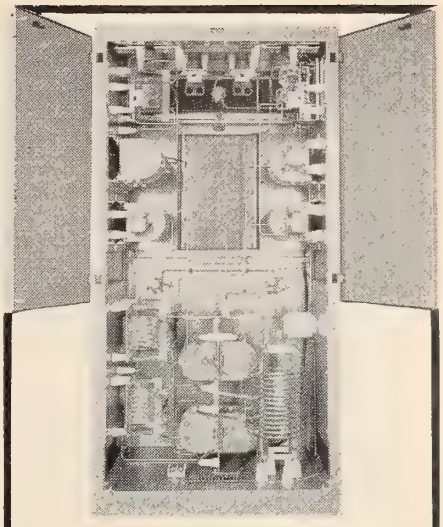
Instant truth

Matthew J. Culligan, executive vice president in charge of NBC Radio, speaking at the U. of Florida, Gainesville, April 27:

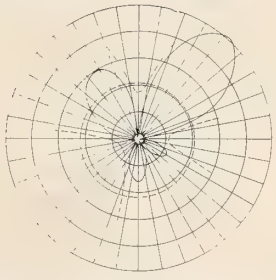
There are many similarities between print and broadcast journalism. It is, however, in the way the reporter communicates truth to the world that print and broadcasting differ most sharply. Whereas the print journalist can take hours, even days, to collect, evaluate and write his facts, the broadcast journalist must do all of this sometimes on the spur of the moment. Like the difference between a time bomb and a proximity fuse, the print journalist explodes when he's ready; the broadcast journalist explodes on contact.

The 'carny' pitch

Broadcast commercials drew criticism from Walter B. Cooper, chairman of the Advertising Ethics Committee, National Automobile Dealers Assn. He said "far too many announcers bark at me as if I were a crowd watching a sideshow at a carnival." This degrades product, manufacturer and seller alike, he contended. Mr. Cooper said people are beginning to think "the world's most blessed invention is the on-off switch." He ascribed this feeling to bad commercials rather than bad programming.



DEPENDABLE PATTERN CONTROL



With Collins Directional Antenna Equipment

Each Collins Directional Antenna Installation is custom designed and built to a broadcaster's individual specifications and coverage requirements. Variable independent phase and amplitude adjustments are provided for ease of tune-up — insure stable pattern control.

Collins Phasing Units are complete with antenna tuners, specially housed in waterproof cabinets if desired.

For dependable, easily maintained directional antenna equipment specify Collins — your one complete source for all broadcast needs.

For complete information call or write Collins Radio Company, Broadcast Sales Division, 315 Second Ave., S.E., Cedar Rapids, Iowa.

COLLINS

COLLINS RADIO COMPANY

CEDAR RAPIDS • DALLAS • BURBANK

Station Authorizations, Applications

As Compiled by BROADCASTING

April 23 through April 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

Existing Tv Stations

ACTIONS BY FCC

KRON-TV, KGO-TV San Francisco, Calif.—On petition by American Broadcasting-Paramount Theatres Inc., designated for consolidated hearing applications of KRON-TV to increase ant. height from 1480 to 2049 ft., and make changes in ant. system, and KGO-TV to increase ant. height from 1348 to 1811 ft., and change transmission line; denied petition by KRON-TV for immediate grant; made Dept. of Defense and Federal Aviation Agency parties to proceeding. Ann. April 29.

KTNT-TV Tacoma, Wash.—Granted waiver of Sec. 3.652 (a) to permit KTNT-TV to identify itself as Seattle as well as Tacoma. Ann. April 29.

WTAP-TV Parkersburg, W.Va.—Granted waiver of Sec. 3.652 (a) to permit WTAP-TV to identify itself as Marietta, Ohio, as well as Parkersburg. Ann. April 29.

New Am Stations

APPLICATIONS

Blackshear, Ga.—Dixie Radio Inc. 1310 kc, 1 kw D. P.O. address Box 723, Panama City, Fla. Estimated construction cost $8,188, first year operating cost $30,000, revenue $48,000. **Denver T. Brannen** (99.4%) has interest in WMRA Marianna, Fla. Dixie Radio Inc. is licensee of WCOA Pensacola and WDLP-AM-FM Panama City, both Florida. Ann. April 28.

Honolulu, Hawaii — Casey Bcstg. Assoc. 1090 kc, 1 kw. P.O. address % Alexander & Co., 233 Sansome St., San Francisco, Calif. Estimated construction cost $23,660, first year operating cost $68,000, revenue $75,000. Equal partners **Alexander M.** and **Genevieve de Dampierre Casey**, have no other broadcast interests but have application pending for am station in Medford, Ore. Ann. April 27.

Jackson, Miss.—John M. McLendon. 1550 kc, 50 kw D, 10 kw N. P.O. address Box 197, Jackson. Estimated construction cost $172,080, first year operating cost $169,554, revenue $179,500. Sole owner John M. McLendon, owns KOKY Little Rock, Ark., KOKA Shreveport, La., WENN Bessemer, Ala., and has 50% interest in WNLA Indianola and WOKJ Jackson, both Mississippi. In event application is granted Mr. McLendon will sell all interest in WOKJ. Ann. April 28.

Hammonton, N.J.—Rodio Radio. 1320 kc, 500 w D. P.O. address R.F.D. 3, Hammonton. Estimated construction cost $14,738, first year operating cost $37,000, revenue $52,500. Applicants are **James N. Rodio** (60%), announcer at WFPG Atlantic City, N.J., and **James Rodio**, farmer. Ann. April 28.

St. George, S.C.—Radio St. George. 1300 kc, 500 w D. P.O. address 144 Broughton, S.W., Orangeburg, S.C. Estimated construction cost $15,835, first year operating cost $26,114, revenue $58,032. Equal one-third owners are **J. T. Greene III**, in radio-tv service business; and **Clarence Jones** and **Gus Browning**, partners in WBPD Orangeburg, S.C. Ann. April 28.

Millington, Tenn.—Radio Millington Inc. 1380 kc, 500 w D. P.O. address 5073 Navy Rd. Estimated construction cost $23,995, first year operating cost $30,000, revenue $40,000. Equal owners are **Woodrow W. Wages, Morris N. Raney, A. P. Hodges, Roy E. Dixon, Joe C. Matthews, W. S. Howard, Sam L. Rawls, Earl T. Griffin**, and **Curtis Person**, all Millington businessmen. Ann. April 29.

Sonora, Tex.—Ward Bcstg. Co. 1240 kc, 250 w D. P.O. address 1805 S. 8th St., Waco, Tex. Estimated construction cost $13,530, first year operating cost $20,000, revenue $28,000. Applicants are **Albert Ward** (66%) and **Rip Ward** (33%). Albert Ward is student at Baylor U. and Rip Ward is Sonora rancher. Ann. April 29.

Wheeling, W.Va. — Radio Wheeling Inc. 1470 kc, 500 w D. P.O. address % George Beneke, Riley Law Bldg., Wheeling. Estimated construction cost $22,765, first year operating cost $75,000, revenue $105,000. Applicants include **E. J. Flaccus** (50%) and **George F. Beneke** (47½%). Mr. Flaccus is in real estate, motor transportation, gas and oil distribution, and horse breeding. Mr. Beneke is attorney. Ann. April 22.

Existing Am Stations

ACTIONS BY FCC

WZIP Covington, Ky.—Granted increase of power from 250 w to 1 kw, continuing daytime operation on 1050 kc; remote control permitted. Ann. April 29.

KJCF Festus, Mo.—Granted (1) increase of power from 250 w to 50 kw, DA, and identify itself with St. Louis as well as Festus, continuing daytime operation on 1010 kc; engineering conditions. Ann. April 29.

WDTV Christiansted, V.I.—Designated for hearing application for additional time to construct station for which cp was issued in 1954. Ann. April 29.

APPLICATIONS

WTOR Torrington, Conn.—Cp to change frequency from 1490 kc to 610 kc, increase power from 250 w to 1 kw, change ant.-trans. and studio location, install DA-2 changes in ground system and install new trans. Ann. April 29.

WWNS Statesboro, Ga.—Cp to increase daytime power from 250 w to 1 kw; install new trans. for daytime use (two main trans.) (1240 kc). Ann. April 27.

WHTG Eatontown, N.J.—Cp to increase power from 500 w to 5 kw and install new trans. (1410 kc). Ann. April 24.

WFAR Farrell, Pa.—Mod. of cp to change station location to Farrell-Sharon, Pa. Ann. April 24.

WHGB Harrisburg, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of sec. 3.188 (d) and sec. 3.28 (c) of rules.) (1400 kc.) Ann. April 29.

WCOW Sparta, Wis.—Cp to increase power from 1 kw to 5 kw and install new trans. (1290 kc). Ann. April 29.

WIAC Santurce, P.R.—Mod. of license to change station location to San Juan, P.R. Ann. April 23.

New Fm Stations

ACTIONS BY FCC

Colorado Springs, Colo. — KVOR Inc. Granted 92.9 mc, 1.35 kw. P.O. address 512 S. Tejon. Estimated construction cost $8,295, first year operating cost $6,000, revenue $10,000. Applicant owns KVOR Colorado Springs. Ann. April 29.

Houston, Tex. — B-M-R Bcstg. Corp. Granted 95.7 mc, 15.5 kw. P.O. address 5105 San Jacinto St., Houston. Estimated construction cost $22,600, first year operating cost $25,000, revenue $35,000. Owners are **T. A. Robinson Jr.**, realtor, etc. (50%), and **Bill S. Bruce** and **Betty Jane Mitchell**, advertising partners (each 25%). Ann. April 29.

Houston, Tex.—McLendon Corp. Granted 100.3 mc, 16.5 kw. P.O. address 2104 Jackson St., Dallas. Estimated construction cost $33,000, first year operating cost $15,000, revenue $15,000. Applicant owns KILT Houston, KLIF Dallas, KTSA San Antonio, all Texas, WAKY Louisville, Ky., and KEEL Shreveport, La. Ann. April 29.

Houston, Tex.—Texas Fine Music Bcstrs. Inc. Granted 104.1 mc, 40 kw. P.O. address 647 Texas National Bank Building, Houston 2. Estimated construction cost $32,512, first year operating cost $32,700, revenue $48,000. Applicants include **Ellis W. Gilbert** (35%) general manager KTRH-FM Houston; **Herbert W. Peterson Jr.** (35%) KTRH-FM announcer; **W. Scott Red** (10%) attorney; **W. Chester Wrye Jr.** (10%) and others. Ann. April 29.

Waco, Tex.—Music Unlimited Inc. Granted 95.5 mc, 3.2 kw. P.O. address 418 Franklin Ave. Estimated construction cost $15,175, first year operating cost $7,800, revenue $10,600. Applicants are **James C. Cook** (40%) owner radio-tv sales and service outfit; **Bill B. English** (40%) **John W. Fulbright** (10%) attorney, and **Charles F. Koehne Jr.** (10%) attorney. Ann. April 29.

***Williamsburg, Va.—College of William and Mary in Virginia.** Granted 89.1 mc, 0.0032 kw. P.O. address Williamsburg, Va. Estimated construction cost $5,550, first year operating cost $1,200. Ann. April 29.

APPLICATIONS

York, Pa.—Hi-Fi Bcstg. Co. 98.5 mc, 8 kw. P.O. address 628 North West St., York. Estimated construction cost $750, first year operating cost $18,000, revenue $28,000. Equal partners are **William F. Mahoney**, employe WGCB Red Lion, Pa., and **Curvin W. Altland**, operator Valencia Ballroom, York. Ann. April 23.

Milwaukee, Wis.—Milwaukee Bcstg. Co. 99.1 mc, 25 kw. P.O. address 1701 W. Wisconsin Ave., Milwaukee 3. Estimated construction cost $22,141. Applicant owns WEMR Milwaukee. Ann. April 23.

Existing Fm Stations

ACTION BY FCC

KCRA-FM Sacramento, Calif. — Granted cp to increase ERP from 11 kw to 450 kw, increase ant. height from 380 ft. to 390 ft., and change trans. site and ant. system, continuing operation on 96.1 mc. Ann. April 29.

APPLICATION

WKIC-FM Hazard, Ky.—Cp to change frequency from 96.5 mc, to 94.1 mc. Ann. April 28.

Ownership Changes

ACTIONS BY FCC

WJHB Talladega, Ala.—Granted transfer of negative control from **Ned Butler** and wife through sale of 50% stock to **William Tyler** (interest in KOME Tulsa, Okla.) for $6,000. Ann. April 29.

KINY-AM-TV Juneau, Alaska.—Granted assignment of licenses to **Juneau Bcstrs. Inc.** (**Jerry W. McKinley**, president); consideration $80,000. Ann. April 29.

KFIV Modesto, Calif. — Granted transfer of control from **Ruth W. Finley**, et al., to **K-FIV Inc.** (**A. J. Krisik**, president, has interest in KNGS Hanford, Calif.); consideration $102,886 and agreement that transferors not compete in Stanislaus County for five years. Ann. April 29.

KROW Oakland, Calif. — Granted assignment of licenses to **McLendon Pacific Corp.** (**McLendon Corp.** owns KLIF Dallas, KILT Houston, KTSA San Antonio, all Texas, WAKY Louisville, Ky., and KEEL Shreveport, La.); consideration $800,000. Comr. Bartley dissented. Ann. April 29.

KWBY Colorado Springs, Colo.—Granted assignment of license and cp to **Hill-Smith Bcstg. Inc.** (owned by KWHK Inc., KWHK Hutchinson, Kan.); consideration $120,000, subject to certain adjustments. Ann. April 29.

KEOK Payette, Idaho—Granted assignment of license to **A. V. Bamford** (interest in KMOP Tucson, Ariz., KHOK Golden, Colo., and KHEY El Paso, Tex.), **Everett S.** and **Rosemary Graham**, d/b **Treasure Valley Bcstrs.**; consideration $16,493. Ann. April 29.

WMBC Macon, Miss., The Confederate Bcstg. Co. Inc.—Granted transfer of negative control from **Ned Butler** and wife through sale of 50% stock to **William Tyler** (interest in KOME Tulsa, Okla.) for $6,000. Ann. April 29.

KJCF Festus, Mo.—Granted assignment of license from **Donald M. Donze** to **Garrett Bcstg. Inc.**; consideration $51,500 plus agreement to employ Mr. Donze ($200 weekly) and Russell Seals ($200 weekly) as radio time salesman and chief engineer for not longer than 52 weeks. Ann. April 29.

KLIK Jefferson City, Mo.—Granted assignment of license to **KLIK Bcstg. Inc.** (**Oscar K. Fine**, president, and others have interest in KFEQ-AM-TV St. Joseph, Mo.; **T. M. Nelson**, exec. vp, has interest in WILO Frankfort, Ind., and WOHP Bellefontaine, Ohio); consideration $183,750. Ann. April 29.

KNIM Maryville, Mo. — Granted assign-

ment of license to **Roger** and **Zoe Moyer**, d/b as **Clark Bcstg. Co.**; Roger and Keith Moyer, brothers, own WTIM Taylorville, Ill.; consideration $47,250. Ann. April 29.

WTNJ Trenton, N.J.—Granted assignment of license to **Delaware Valley Bcstg. Co. (Edward L. Cossman**, president); consideration $200,000. Ann. April 29.

WOLF Syracuse, N.Y.—Granted transfer of control from **T. Sherman Marshall**, et al., to **Ivy Bcstg. Inc. (Ellis R. Erdman**, president, has interest in WTKO Ithaca, N.Y.; WSKI Montpelier, Vt., and WACK Newark, N.J.; **George Abbott** has minority interest in WTKO); consideration $329,000. Ann. April 29.

WSBR Warwick-East Greenwich, R.I.—By memorandum opinion and order, granted (1) transfer of control from **David L.** and **Anna F. Stackhouse** to **Milton E. Mitler** (WADK Newport); consideration $6,547 for out-of-pocket expenses, and (2) six months extension of time to complete station construction. Comr. Bartley issued dissenting statement. Ann. April 23.

KAMQ Amarillo, Tex. — Granted assignment of license to **David R. Worley**, et al., d/b as **KAMQ Bcstrs. Ltd.** (Worley and others have interest in KSEL Lubbock); consideration $158,000 plus lease of land for $280 a month for ten years with option to purchase. Ann. April 29.

KANN Sinton, Tex.—Granted assignment of license and cp to **Southern Bcstg. Corp.**; consideration $70,000 and agreement that assignor not compete for 10 years within 50 miles of Sinton. Ann. April 29.

WJWS South Hill, Va.—Granted acquisition of positive control by **W. B. Hofler** (now 33% owner) through purchase of additional 52.3% interest from **R. L. Wallace**, et al., for $26,250. Ann. April 29.

APPLICATIONS

KIVA (TV) Yuma, Ariz.—Seeks transfer of control of **Valley Telecasting Co.** from **Harry C. Butcher** to **Electro Investors Inc.** for assumption of $241,000 bank debt, and 25% interest in Electro. **Floyd B. Odlum** owns 67% of Electro. Mr. Odlum is director of Walt Disney Productions. Ann. April 23.

KWYN Wynne, Ark.—Seeks transfer of control of 10% interest in **East Arkansas Bcstrs. Inc.** from **Thompson B. Murray Jr.** and **Luther V. Pillow** (5% each) to **Hannah M. Raley** for $2,800. Ann. April 29.

KDOG La Habra, Calif.—Seeks assignment of license from **William E. Clark** to **Hi-Fi-Bcstrs. Inc.** for $3,600. Applicants include **Cliff Gill** (55%), **Daniel Russell** (15%) and others. Messrs. Gill and Russell have interest in KEZY Anaheim, Calif. Ann. April 28.

WMOK Metropolis, Ill.—Seeks transfer of control of **Fort Massac Bcstg. Co.** through transfer of interest held by **James H.** (16%) and **Elva M. Firmin** (8%) to present partners: **Walter H. Firmin, William R. Tiner, Noah J. Korte, S. F. Chase, Bernard Lurie, Don M. Park, Robert V. Gillespie, Eddie Clark** and **J. B. Humma.** After transfer, each will own approximately 12%. Mrs. Firmin received $2,750 for her interest. No consideration involved for Mr. Firmin's interest. Ann. April 27.

WABW Annapolis, Md.—Seeks transfer of control of half of present 100% interest owned by **Max Reznick** in **WASL Bcstg. Inc.** to **Morris Silberman** for $5,000. Mr. Silberman is Washington, D.C. businessman. Ann. April 29.

WOIA Saline, Mich.—Seeks assignment of license from **Saline Bcstg. Inc.** to **Lester Bcstg. Corp.** for $85,000 less balance due on $20,000 mortgage. Applicant **Herbert W. Lester** is former WJR Detroit salesman. Ann. April 23.

KXLO Lewistown, Mont.—Seeks assignment of license from **Asger Mikkelsen** to **Marlin T. Obie** for $120,000. Mr. Obie had minority interest in KWAD Wadena, Minn. Ann. April 27.

WBNC Conway, N.H.—Seeks assignment of license from **William R. Sweeney** to **North County Radio Inc.**, wholly owned by Mr. Sweeney. No consideration involved. Ann. April 27.

WWSC Glens Falls, N.Y.—Seeks assignment of license from **Great Northern Radio Inc.** to **Normandy Bcstg. Corp.** for $142,000. **Martin Karig**, present owner also has agreed to not compete for seven years, for which he will receive $56,000. Purchaser is **John B. Lynch.** Mr. Lynch is in paper and pulp business. Ann. April 28.

WALY Herkimer, N.Y.—Seeks transfer of control of **WALY Inc.** from **Louis Adelman, Norman E. Jorgenson** and **Seymour Krieger** to **Richard K. Thorman** and **George A.** Baker (48.33% each) for $75,000. Applicants are employes of National Academy of Science, Washington, D.C. Ann. April 29.

WRNY Rome, N.Y.—Seeks assignment of cp from **Rome Community Bcstg. Co.** to **WRNY Inc.** for $9,582 and 25% of stock in assignee. Applicants include present partners **Philip S.** and **Joseph A. Marturano** (12½% each), **William C. Goodlett** (10%), **Haut's Cookie Shops Inc. of New York,** (10%) and **Olean Bcstg. Corp.** (55%). Olean Bcstg. Corp. is licensee of WMNS Olean and WIPS Ticonderoga, both New York. Mr. Goodlett is physician. Ann. April 23.

WSOM (FM) Salem, Ohio—Seeks assignment of license from **Russell C. Jones** to **Salem Bcstg. Co.** for $43,738. Salem is owned by **Mr. Jones, Leo R. Dixon, Norman J. Hughes, Norman J. Dixon** and **Anna A. Dixon** (18.33% each) and **Donald E. Dixon** (8.33%). All own interest in Hudix Music Systems, background music service. Ann. April 27.

WERC-AM-FM Erie, Pa.—Seeks assignment of license from **WERC Bcstg Co. (Joseph Brechner**, principal owner) to **Cleveland Bcstg. Co.** (WERC-AM-FM-TV Cleveland) for $270,000. Ann. April 24.

WEJL Scranton, Pa.—Seeks involuntary transfer of control of **Scranton Times** (co-partnership) to **Edward J. Lynett** and **Edward J. Lynett** as executor of estate of **Elizabeth R. Lynett**, deceased. No consideration involved. Ann. April 23.

WPIC-AM-FM Sharon, Pa.—Seeks assignment of license from **Sharon Herald Bcstg. Co.** to its stockholders and assignment of license from stockholders **A. W. McDowell, John Fahnline Jr., George Heiges** and **Albert Heiges** to **Sharon Bcstg. Inc.** for $510,000. Purchasers are **William H. Rich** (47½%), **Alistair B. Martin** (27½%) and **Edwin A. Bernstein.** All have interest in WMGW Meadville, Pa. Ann. April 23.

WSAI-AM-FM Cincinnati, Ohio — Seeks transfer of control of **Gordon Bcstg. Co.** from **Sherwood R. Gordon** to **Consolidated Sun Ray Inc.** for $1,907,212. Applicant owns WPEN-AM-FM Philadelphia. Ann. April 27.

KXII-TV Ardmore, Okla.—Seeks assignment of cp from **John E. Riesen**, executor of estate of **John F. Easley**, deceased to **Texoma Bcstrs. Inc.** (75%) and **M. N. Botstick** (10%) (Riesen estate will retain 15% interest) for $141,666. Texoma is owned by **KWTX Bcstg. Co.** which owns KMTX-AM-TV Waco, Tex. and 50% of KBTX-TV Bryan, Tex. Mr. Bostick owns 9.1% of KWTX Bcstg. Co. Riesen estate owns KVSO Ardmore. Ann. April 24.

WYNN Florence, S.C.—Seeks assignment of license from **Twin Carolina Bcstg. Co. (Vernon H.** and **Virginia L. Baker)** to **WYNN Inc.** for $47,500. Applicant is **Joe Spiedel, III**, Wheeling, W. Va. farmer. Ann. April 27.

KACT Andrews, Tex.—Seeks assignment of license from **Clint Formby** to **KACT Radio Inc.**, with Mr. Formby as sole owner. No consideration involved. Ann. April 27.

KNAL Victoria, Tex.—Seeks assignment of license from **Victoria Broadcasting Inc.** to **Victoria Broadcasters Inc.** for $75,000. Applicants include **KWTX Bcstg. Co.** (78%) and **Milford N. Bostick** (21%). Mr. Bostick has interest in KWTX Bcstg. Co., and KBTX-TV Bryan, Tex., as individual, KWTX Bcstg. Co. owns KWTX-AM-TV Waco and has 50% interest in KBTX-TV Bryan, both Texas. Ann. April 23.

WCOW Sparta, Wis.—Seeks involuntary transfer of control of **Sparta Tomah Bcstg. Co.** from **Z. S. Rice**, deceased to **Vena H. Rice**, present 37% stockholder. After transfer, Mrs. Rice will own 74%. No consideration involved. Ann. April 24.

Hearing Cases

FINAL DECISION

By order, Commission (1) denied motion by Tucumcari Television Inc., to dismiss with prejudice its application for new tv translator station on ch. 70 in San Jon, N.M., to translate programs of station KFDA-TV (ch. 10) Amarillo, Tex., and (2) made effective immediately March 25 initial decision and denied Tucumcari application. Action April 23.

INITIAL DECISIONS

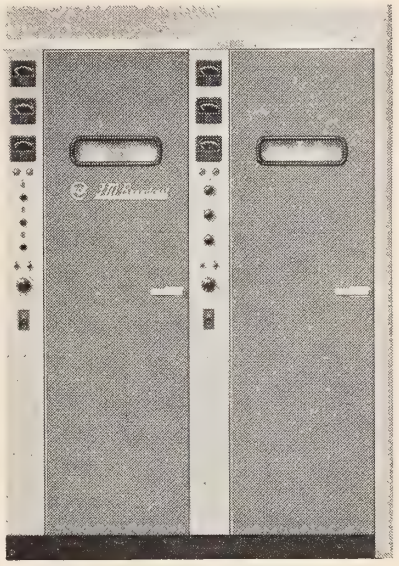
Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Venice-Nokomis Bcstg. Co. for new am station to operate on 1320 kc, 500 w, D, in Venice, Fla. Ann. April 27.

Hearing Examiner Forest L. McClenning issued initial decision looking toward (1) dismissing for default application of Falcon Bcstg. Co. for new class A fm station to operate on 107.1 mc in Vernon, Calif., and (2) granting application of Sierra Madre Bcstg. Co. for similar station in Sierra Madre, Calif. Ann. April 24.

OTHER ACTIONS

By order, pursuant to Jan. 29 remand by U.S. Court of Appeals, Commission reopened record and designated for further hearing Beaumont, Tex., ch. 6 proceeding. Chairman Doerfer concurred in result; Comr. Bartley not participating; Comrs.

Equipping a Radio Station?



New RCA 5 KW FM Transmitter Designed for Multiplexing

A "Direct FM" system plus many other outstanding performance features such as built-in remote control provisions and screen voltage power output control, make the BTF-5B today's best FM transmitter buy. Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. New Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Whatever your equipment needs—SEE RCA FIRST!

Or write for descriptive literature to RCA, Dept. T-22 Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

Ford and Cross absent. Commission decisions of Aug. 4, 1954 and April 16, 1958 granted application of Beaumont Bcstg. Corp. for new tv station (KFDM-TV) to operate on ch. 6 in Beaumont and denied competing application of The Enterprise Co. Ann. April 29.

By memorandum opinion and order, Commission denied petition by Federal Communications Bar Association to postpone from May 16 to June 15 effective date of amendments to Part I of procedure rules adopted by report and order of April 8 which set fourth new procedure for processing am applications and established new "cut-off" dates determining time and order in which these applications will receive consideration. Comr. Craven dissented. Ann. April 29.

By memorandum opinion and order, Commission amended hearing issues to except application of KTAG Associates (KTAG-TV), Lake Charles, La., from air hazard consideration imposed on other applicants in Lake Charles-Lafayette, La., tv ch. 3 comparative proceeding. In so doing, it denied various pleadings of three of four applicants. Ann. April 29.

By letter, Commission waived sect. 3.651 (c) and extended for six months from April 15 temporary authority to the Chicago Educational Television Association (WTTW ch. 11), Chicago, Ill., to utilize aural trans. of its station to transmit stereophonic sound broadcasts in conjunction with station WFMT-FM Chicago. Ann. April 29.

Commission scheduled following am proceedings for oral argument on May 21: Birch Bay Bcstg. Co., Blaine, Wash.; and Hardin County Bcstg. Co., Silsbee, Tex.

Commission on April 29 instructed its staff to prepare order reopening record and designating for further hearing on matters specified by U.S. Court of Appeals in remanding Biloxi, Miss., ch. 13 cases to Commission. (Decision of Aug. 6, 1957 granted application of Radio Associates Inc., for new tv station to operate on ch. 13 in Biloxi and denied competing application of WLOX Bcstg. Co.)

William Parmer Fuller, III, Salt Lake City, Utah; Kanab Bcstg. Co. Kanab, Utah; Inland Empire Bcstg. Co. Price, Utah; KVNU Logan, Utah—Designated for consolidated hearing applications of Fuller, Kanab and Inland for new am stations—Fuller and Kanab to operate on 630 kc, 1 kw, D—Fuller with DA-D—Inland to operate on 600 kc, 1 kw, D, and KVNU to increase daytime power from 1 kw to 5 kw, continuing operation on 610 kc, 1 kw-N, DA-N; made KSTR Grand Junction, Colo., KCLS Flagstaff, Ariz., and KSUB Cedar City, Utah, parties to proceeding; denied requests by Inland and Kanab for an extension of time to reply to Feb. 18 309 (b) letter. Ann. April 29.

Routine Roundup

Following its annual practice, Commission will schedule no hearings or oral arguments during August, in which month it will hold but one meeting (Saturday, August 1). This summer recess is convenient to vacationing and other planning by those who do business with Commission. Different Commissioners will be present in August to act as Motions Commissioners, handle emergency matters and expedite Commission's routine business. Ann. April 29.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 29

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,321	35	121	664
FM	563	39	142	79
TV	455[1]	67	104	105

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 29

	VHF	UHF	TOTAL
Commercial	440	82	522[3]
Non-commercial	33	9	42[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1959

	AM	FM	TV
Licensed (all on air)	3,313	562	450[1]
CPs on air (new stations)	31	32	67[2]
CPs not on the air (new stations)	123	141	104
Total authorized stations	3,467	735	667
Applications for new stations (not in hearing)	496	49	42
Applications for new stations (in hearing)	146	23	61
Total applications for new stations	642	72	103
Applications for major changes (not in hearing)	535	38	41
Applications for major changes (in hearing)	48	0	15
Total applications for major changes	583	38	56
Licenses deleted	0	0	0
CPs deleted	0	0	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 24

WBNC Conway, N.H.—Granted assignment of license to **North Country Radio Inc.**

WHOT, WRED (FM) Campbell and Youngstown, Ohio—Granted assignment of license and cp to WHOT Inc.; and assignment of cp to WHOT Inc.

KFBI Wichita, Kans.—Granted cp to install new trans. as auxiliary trans. daytime and alternate trans. nighttime at present main trans. site.

WCMR Elkhart, Ind.—Granted mod. of cp to make changes in DA pattern.

KGB-FM San Diego, Calif.—Granted change of remote control authority.

Actions of April 23

WDSG Dyersburg, Tenn.—Granted acquisition of positive control by **Robert William** and **Jo Ann Ward** through purchase of stock from **Russell M. D. Bruce.**

WFSC Franklin, N.C.—Granted assignment of license and cp to **Gertrude S. Taylor,** executrix of the estate of Graves Taylor, deceased, and **Henry G. Bartol,** d/b **Macon County Bcstrs.**

KLOV Loveland, Colo.—Granted assignment of license to **Regional Bcstg. Corp.**

KLIF Dallas, Tex.—Granted license covering increase in daytime power; specify two site operation; make changes in daytime DA system and ground system and installation new trans. for daytime use (change type trans.).

WLAV Grand Rapids, Mich.—Granted cp to install new trans. to be used as auxiliary trans.

KMBL Junction, Tex.—Granted cp to install new trans.

WCLM (FM) Chicago, Ill.—Granted cp to increase ERP to 60 kw, and make changes in transmitting equipment.

KANN Sinton, Tex.—Granted cp to replace expired permit which authorized change hours of operation from daytime to unl. using power of 500 w N and 1 kw D and change from employing DA-D to DA-2 and make changes in ground system.

WGR-TV Buffalo, N.Y.—Granted cp to change aur. ERP to 60.3 kw; trans. location; make changes in ant. system and other equipment; ant. 690 ft. (main trans. & ant.); and change trans. location (new main trans. site) and changes in equipment (aux. trans.).

WDRC-FM Hartford, Conn.—Granted mod. of cp to change type ant. and trans.; remote control permitted; waived sect. 3.205 of rules to permit main studio to be located at 869 Blue Hills Ave., Bloomfield, Conn.

WYNS (FM) Towson, Md.—Granted mod. of cp to change type trans.; condition.

Following stations were granted extensions of completion dates as shown: WTUP Tupelo, Miss. to July 20; WKVT Brattleboro, Vt. to Sept. 1; WSPD-TV Toledo, Ohio (main trans. & ant. & aux. trans.) to Nov. 2; WBAL-TV Baltimore, Md. (main trans. & ant.) to Nov. 1; WMAR-TV Baltimore, Md. (main trans. & ant.) to Aug. 5; WGTE-TV Toledo, Ohio to July 27.

Actions of April 22

KHOB Hobbs, N.M.—Granted acquisition of negative control by each **Quenton K.** and **Elouise Crandall** and **Charles R.** and **Nell R. Scott** through sale of stock by **Helen F. Orr, Charlie D.** and **Billie O. Shaw** to licensee.

WBEL South Beloit, Ill.—Granted acquisition of positive control by **Russell G. Salter** through purchase of stock from **Lloyd Burlingham.**

WTIC-TV Hartford, Conn.—Granted license for tv station and specify studio location.

KNDI Honolulu, Hawaii—Granted mod.



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of cp to change ant.-trans. location; studio location from 2424 Kalakawi Ave., Honolulu, Hawaii "to be determined", Honolulu, and specify remote control point as "to be determined", Honolulu.

WBRK Pittsfield, Mass.—Granted mod. of cp to make changes in ant. system (decrease height).

WHRW Bowling Green, Ohio—Granted mod. of cp to change ant.-trans. location; make changes in DA and ground systems; conditions.

Following stations were granted extensions of completion dates as shown: WHRW Bowling Green, Ohio to July 31; WNBQ (TV) Chicago, Ill. (main trans. & ant. & aux. trans.) to June 12.

Actions of April 21

WMVB Millville, N.J.—Granted acquisition of negative control by **Fred M. Wood** through purchase of stock from **Harwood L. Knorr.**

—WDXR Paducah, Ky.—Granted license for am station and specify studio location and type trans.

KVOS Bellingham, Wash.—Granted mod. of license to operate trans. by remote control, using DA-N; conditions.

KUBC Montrose, Colo.—Granted mod. of license to operate main trans. by remote control using DA-N; conditions.

WCMR Elkhart, Ind.—Granted cp to replace expired permit which authorized increase in power; install new trans. and make changes in DA and ground systems.

KLTI Longview, Tex.—Granted authority to sign-off at 6:30 p.m., CST, for period ending Aug. 31.

KUEN Wenatchee, Wash.—Granted authority to sign-off at 6 p.m., for period ending Sept. 30.

WCNX Middletown, Conn.—Granted authority to sign-off at 6 p.m., EST, for period May 1 through Aug. 31.

WTRB Ripley, Tenn.—Granted mod. of cp to change type trans.

WLES Lawrenceville, Va.—Granted mod. of cp to change ant.-trans. location and make changes in ground and ant. systems; conditions.

Following stations were granted extensions of completion dates as shown: WDVL Vineland, N.J., to May 31; WLES Lawrenceville, Va., to Aug. 1; WFAR Farrell, Pa., to Aug. 24, and WREA East Palatka, Fla., to Oct. 1.

Actions of April 20

KOTE Fergus Falls, Minn.—Granted relinquishment of positive control by **Carroll E. Crawford** through sale of stock to **Kingsley H. Murphy Jr.**

KLFD Litchfield, Minn.—Granted license for am station and specify studio location and remote control point.

KDOM Windom, Minn.—Granted license for am station.

WLBR Lebanon, Pa.—Granted license covering installation of new type trans.

WHOS-FM Decatur, Ala.—Granted license covering change in frequency, studio location and remote control point, and type ant.

WRTI-FM Philadelphia, Pa.—Granted license covering increase in ERP, specify ant. height, installation new trans., changes in ant. system; remote control permitted.

KFMY (FM) Eugene, Ore.—Granted license for fm station.

WKAM Goshen, Ind. — Granted license covering increase in power and changes in transmitting equipment.

KLAD Klamath Falls, Ore.—Granted license covering changes in facilities, installation new trans. and changes in ant. and ground systems.

WPLM Plymouth, Mass.—Granted mod. of cp to change ant.-trans. and studio locations (same city).

WGRC Green Cove Springs, Fla.—Granted mod. of cp to make changes in ant. and ground systems (decrease height) and change type trans.

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

Granted petition by Broadcast Bureau for extension of time to April 27 to file exceptions to initial decision in proceeding on applications of Fox Valley Bcstg. Co. and Logansport Bcstg. Corp., for am facilities in Geneva and Aurora-Batavia, both Illinois. Action April 22.

Granted petition by Broadcast Bureau for extension of time to April 27 to file responsive pleadings to motion by Camden Bcstg. Inc., Providence, R.I., to enlarge issues in proceeding on its am application, et al. Action April 22.

Granted petition by Broadcast Bureau for extension of time to April 27 to file responsive pleadings to petition by Herman Handloff, Newark, Del., to clarify or enlarge issues in proceeding on his am application, et al. Action April 22.

By Chief Hearing Examiner James D. Cunningham

Scheduled for hearing on June 30 am applications of Clarence E. Wilson and Permian Basin Radio Corp. (KHOB), both Hobbs, N.M.; Goleta Bcstg. Associates, Goleta, Calif., and Bert Williamson and Lester W. Spillane, co-partnership, Santa Barbara, Calif. Action April 27.

Dismissed as moot proceeding which had been instituted to determine whether operation of Capitol Bcstg. Co. (TV station WJTV), in Jackson, Miss., on ch. 12 should be modified to extent necessary to permit experimental operation by Supreme Bcstg. Inc., on ch. 12 in New Orleans, La. Action April 24.

Granted petition by Mildred Flanigan, executrix of estate of J. J. Flanigan for dismissal without prejudice of J. J. Flanigan's application for am facilities in Fontana, Calif., and retained in hearing status remaining applications in consolidation. Action April 22.

Granted request by Vernon G. Ludwig for dismissal of his application for am facilities in Benson, Ariz., and application is dismissed with prejudice; retained in hearing status application of Pan American Radio Corp., for am facilities in Tucson, Ariz. Action April 22.

Scheduled hearings on dates shown in following proceedings: June 17—Bamray Bcstg. Co., Top Bcstrs. Inc., and Natalia Bcstg. Co., for am facilities in San Antonio and Natalia, Tex., Yakima Tele. Corp., et al., for new tv stations to operate on ch. 23 in Yakima, Wash.; June 23—am applications of Birney Imes Jr., West Memphis, Ark., et al., and Richard L. DeHart, Mountlake Terrace, Wash., et al. Action April 21.

Granted petition by Brinkley Bcstg. Co., for dismissal without prejudice of its application for am facilities in Brinkley, Ark., and retained in hearing status am application of Tri-County Bcstg. Co., Brinkley. Action April 20.

Ordered People's Bcstg. Corp. (WNAX), Yankton, S.D., protestant, and Fall River Bcstg. Corp., applicant for new am station (KOBH) in Hot Springs, S.D., to file within 10 days affidavit as to whether consideration of any kind was received by either of them in connection with dismissal of WNAX protest or in any phase of proceeding. Action April 20.

By Hearing Examiner J. D. Bond

Afforded parties five days to file written objections to additional transcript corrections ordered upon examiner's initiative in proceeding on applications of Capitol Bcstg. Co. and W. A. Pomeroy for am facilities in East Lansing and Tawas City-East Tawas, both Michigan. Action April 27.

Granted further request for postponement of proceedings by Wilson Bcstg. Corp., to extent that dates for further procedural steps in New Bedford, Mass., tv ch. 6 proceeding are postponed to such dates as may be fixed by subsequent order after Commission action on pending pleadings, and ordered that for purposes of appeal effective date of this order shall be April 23. Action April 22.

By Hearing Examiner Basil P. Cooper

Granted petition by Intrastate Bcstrs. for leave to amend its application for am facilities in Pomona, Calif., to change proposed directional array, and supplement to that petition to correct typographical error, and application, as amended, will remain in hearing status and evidentiary hearing will be held on May 6. Action April 24.

By Hearing Examiner Thomas H. Donahue

Upon oral request of counsel for Pan American Radio Corp., Tucson, Ariz., and with consent of Broadcast Bureau, extended to April 28 time for filing response to petition of Broadcast Bureau to place Pan American application in pending file and for issuance of limited initial decision. Action April 27.

Upon oral request of Southland Communications Co., Anaheim, Calif., and with consent of all other parties, ordered that time for exchanging applicants' direct engineering testimony and related exhibits is extended from April 24 to May 1 in am proceeding. Action April 24.

Denied motion for leave to file statement by KEED Inc., and refused to accept its statement concerning an assertion in reply filing by Liberty Television Inc., in Eugene, Ore., tv ch. 9 proceeding. Action April 23.

Granted motion by Pan American Radio Corp. for extension of time to April 27 to file response to Broadcast Bureau's petition to place Pan American's application in pending file and for issuance of limited initial decision in proceeding on applications of Pan American and Vernon G. Ludwig for am facilities in Tucson and Benson, both Arizona. Action April 22.

By Hearing Examiner Charles J. Frederick

Granted petition by WMGM Bcstg. Corp. for extension of time from April 22 to date five days after examiner acts on WMGM's petition for leave to amend its application to file further findings and conclusions, and that two weeks after WMGM files its further proposed findings, reply findings and conclusions from each of applicants and of Broadcast Bureau will be due in proceeding on WMGM's application and that of Newark Bcstg. Corp., for fm facilities in Newark, N.J., and New York, N.Y. Action April 22.

Opened record for purpose of hearing oral argument on WMGM's petition to amend its application and scheduled oral argument for 9 a.m., May 4. Action April 23.

By Hearing Examiner Millard F. French

Upon oral request of counsel for Rev. Haldane James Duff, ordered that date for exchange of exhibits is extended from April 22 to May 6 in proceeding on his application and that of Northwest Bcstrs. Inc., for am facilities in Bellevue and Seattle, both Washington. Action April 22.

By Hearing Examiner Isadore A. Honig

Issued order following prehearing conference in proceeding on am applications of Voice of the New South Inc. (WNSL), and Southland Bcstg. Co. (WLAU), both Laurel, Mississippi, formalizing certain agreements, and continued hearing from May 26 to June 16. Action April 27.

On own motion, scheduled prehearing conference for May 21 in proceeding on am applications of Richard L. DeHart, Mountlake Terrace, Wash., et al. Action April 24.

Granted petition by Old Belt Bcstg. Corp. (WJWS), South Hill, Va., for leave to amend its am application so as to specify operation on 1370 kc with 5 kw power in lieu of 1280 kc with 5 kw power, and application as amended is removed from hearing; retained in hearing status application of John Laurino for am facilities in Scotland Neck, N.C. Action April 22.

Granted petition by the Broadcast Bureau for extension of time from April 23 to April 30 to file replies to proposed findings and conclusions in proceeding on applications

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Station manager, for regional station in New England. Competitive market that needs good programming ideas. Must be able to handle national sales. Immediate opening. Send background and references. Box 719K, BROADCASTING.

Need assistant manager for station in market of 50,000, within 175 miles of New York City. Require family man with car, recent announcing and sales experience. $6,000 a year plus expense account and override. Eventual full managership certain. Send tape, photo and resume immediately. Box 750K, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Station manager wanted—for New York state regional. Contact A. D., Room 508, 66 Court Street, Brooklyn, New York.

Station execs—increase your air personnel's rating, selling power. Order "Radiomanship Guide" by top market announcers and agency personnel. $2.00. DeBu Features, 20 E. Huron Street, Chicago, Illinois.

Sales

Wanted: Top salesman, salary and commission, for small market but with terrific potential. Long established station owned by veteran operator, located in the southwest with ideal year-around climate, and fine recreational facilities. Send complete resume, credit and character references and sales background with first letter. Box 500K, BROADCASTING.

Sales opportunity. 5 kw midwest medium market. Salary while starting. Guarantee against 20% when billings climb. Full details to Box 548K, BROADCASTING.

Wanted: Experienced salesman-announcer, emphasis on selling, some announcing required. West coast station. Reply Box 556K, BROADCASTING.

Seasoned salesman. Relocate in Florida metropolitan market. Station has excellent ratings. Owned by expanding chain, with executive jobs open on proof of performance. Hospitalization. Paid vacations. Bonus for producers. Include billing figures on current or last job, resume and references. Box 564K, BROADCASTING.

Two qualified salesmen wanted by west coast independent. Station will pay RERB registration fee. Box 635K, BROADCASTING.

Sales opportunity available in long established, mid-Atlantic regional network station. Married, 26-40. Previous experience. Send photo and resume. Box 654K, BROADCASTING.

Salesman wanted by small market Minnesota radio station. Good guarantee. Excellent opportunity for hard worker. Box 731K, BROADCASTING.

Sales manager upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 736K, BROADCASTING.

Texas single market station seeking aggressive salesman with substantial small market background including announcing. $100.00 week. References, experience, tape in first letter. All applicants answered. Box 765K, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Wanted: Sales manager for 1 kw am station in good competitive midwest market. Age to 30 years. Sales and commission to $10,000 and possible to make more. Send photo, record of experience and references to Box 777K, BROADCASTING.

Central N.C. thousand-watt daytimer needs experienced salesman. Box 781K, BROADCASTING.

Radio salesmen who are not earning enough money. Be your own boss. Earn $300-$500 per week selling our singing commercials and program features to radio stations. Protected territory. Straight commission. We train. Must be willing to travel extensively. Must come to Washington at own expense for one week training, if accepted. Send resume, picture, Post Office Box 186, Washington, D.C.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Need experienced salesman-announcer. $75 per week plus commission. 5 kw CBS station, new building, ideal working conditions. Send tape, picture, and application to KOLT, Scottsbluff, Nebraska.

Wanted, area salesman, $100.00 week plus commission. Must be an energetic worker with proven sales record. Contact WIZZ, Streator, Illinois.

Sales manager wanted 5 kw. Write Art Tacker, WTYM, Springfield, Mass.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABC network, Texas. Box 574K, BROADCASTING.

Ohio, medium market within 30 miles of Cleveland. Salary commensurate with experience. Send tape-resume to Box 616K, BROADCASTING.

Country and western dj opportunity with west coast independent. Station will pay RERB registration fee. Box 636K, BROADCASTING.

Pennsylvania chain looking for top dj. Good financial future for right man. Send tape. Box 637K, BROADCASTING.

Experienced fast-paced top-air salesman needed by New Mexico daytime indie. Send tape, photo, experience, and salary requirements to Box 713K, BROADCASTING.

Honest criticism of your announcing on your tape by chief announcer radio-tv station. Twenty years experience. Fee five dollars. Box 718K, BROADCASTING.

Eastern chain needs experienced men. $90 to start, regular raises. Require smooth and enthusiastic professionals. Personal interview also necessary, but first send tape and resume. Box 751K, BROADCASTING.

Announcer for Pennsylvania station. Good pay for experienced man at ten year old independent. Profit-sharing, insurance plan and paid vacation. Box 770K, BROADCASTING.

Needed now. Young dj who wants to learn. You'll handle mobile unit, some news and disc show. Pay not the greatest but hops will help. This is Ohio station that swings. Rush tape to Box 783K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediate openings. Wendal Broadcast Personnel, Box 61 Dishman, Spokane, Washington.

Experienced combo-announcer. Family man preferred. Send full details and tape to KASI, Ames, Iowa.

KBUD, Athens, Texas needs experienced staff announcer. Prefer applicants from Texas or adjoining states. $325.00 month.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Immediate opening announcer with sports background to handle sports show, play-by-play, live interviews and general routine. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume, or call for interview.

North Florida fulltime network station needs 2 men. 1 combo, announcer-chief engineer. 1 capable announcer. Pleasant living and working conditions. Opportunity for advancement with growing chain. Send tape and references (which will be carefully checked) to Ted Powers, General Manager, WDSR, Lake City, Fla.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Wanted: Announcer with first phone—no maintenance, $4800 for first year, 40 hour week, paid hospitalization, paid life insurance, paid vacation. Call the Manager of this 25 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

First phone, announcer and sales-announcer for 24-hour operation. Tape and recent photo. WEZY, Cocoa, Florida.

Young, experienced deejay for fast paced pop music format. Send actual air-check if possible. WIRK, West Palm Beach, Florida.

1st ticket combo for 5 kw good pop music station. Man selected must have pep, speed and know how to sell commercial copy. No rock-roll artists. Rush tape, salary expected immediately WPOM, P.O. Box 1470, Pompano Beach, Florida.

Announcer for Toledo market, experienced. Daytime operation. Selling ability helpful. Call or wire Walt Adams, 7861, Bowling Green, Ohio.

"Original comedy" intros, gags. (Material written daily.) Serving top dj's. Monthly Book, $4.00. Les Mate, 855 Oxford Ave., Los Angeles.

TV station has openings for announcers with or without tv experience. Good voice and neat appearance a "must". Phone John Turner, Monroe, Louisiana, FA 5-5656 or El Dorado, Arkansas, UN 2-3488.

Technical

Wanted: Chief engineer-announcer capable in both. For 250 watt independent in midwest. Station equipped with mobile unit, plus air-craft. Staff is the finest. Opportunity excellent. Successful applicant will undergo rigid investigation on morals, credit and personal habits. Income will be discussed during personal interview only. Above normal benefits provided. Write Box 665K, BROADCASTING.

Negro studio engineer, first phone ticket. needed at once. Southern market. Send full details first letter enclose photo. Box 690K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

First class telephone announcer-technician capable maintaining Magnecorders and Collins transmitter. Box 694K, BROADCASTING.

Experienced engineer capable full maintenance 250 watter Rocky Mountain west. Willing to announce 40 hours week. Half days, no nights, most Sundays off. Want steady plugger assistant to manager. Salary about $5,000.00. Need dependable man for solid, dependable station. Vacancy late June. Box 768K, BROADCASTING.

Chief engineer—for community television system in southern city. $700 monthly. Good television maintenance ability only requirement. We will finish your training on the job. Plenty of technical assistance available. Completely supervisory position. Box 786K, BROADCASTING.

Chief engineer: Opening for qualified man for maintenance and installation. Little or no board work no announcing. Send complete details and salary requirements first letter. Radio Station KIDD, Monterey, California.

WDRF, Chester, Pa. has immediate opening for experienced engineer with first class license. Send full details in letter.

Chief engineer, immediately! Experienced only. Must know maintenance. Top pay for right man. Announcing helpful but not essential. Give background and experience. WLAS, Jacksonville, N.C.

Engineering position: Need man capable of servicing transitorized console, Ampex machines. Some mixing on sessions. Standard radio/tv maintenance not adequate. Knowledge of circuitry, recording, associated techniques imperative. Permanent position for imaginative, qualified engineer desiring to live in air conditioned Dallas. Reply Commercial Recording Corporation, P.O. Box 6726, Dallas 19, Texas.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Immediate opening for fulltime, experienced news director. Tell all in your letter. Send tape, salary requirement, recent snapshot. Box 657K, BROADCASTING.

Traffic girl wanted for Michigan radio-television operation. One of the country's fine stations. Personal interview a must. Employee benefits, ideal working conditions, congenial staff. Fast, accurate typist, good with figures and detail work. State full details and salary expected in first letter to Box 685K, BROADCASTING.

Experienced traffic girl for top rated independent major market. Ideal working conditions, beautiful city, all benefits. Send full information and photo. Box 725K, BROADCASTING.

Attention all top Storz and McLendon type program directors. Have immediate opening at executive salary for right man to program top rated independent. Must have proven record. Send full information, photo, tape, immediately. Box 726K, BROADCASTING.

Want young man to be program director for radio station in midwestern market of 200,000. Man with program and promotional ideas and previous dj experience. Expected to handle two-hour am show. Box 727K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

News director radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

News director. Must be experienced news gatherer for fast paced news operation, and capable of directing three man team. Mobile cruiser in use. Send tape, photo, resume, Fred Epstein, KSTT, Davenport, Iowa.

Ohio, WWIZ, Lorain. Program Director. Also need traffic-copy girl.

Help Wanted—(Cont'd)

Production-Programming, Others

News director. Must have previous experience. References will be checked. Excellent opportunity for good man. Send tape and resume to Program Director, WIZE, Springfield, Ohio.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K BROADCASTING.

General manager topping industry sales records seeks new opportunity for revenue expansion. Box 569K, BROADCASTING.

Manager-top radio-family man available shortly. I'll make you good manager, strong on sales. Box 626K, BROADCASTING.

General manager-sales manager. Do you need a man with evidence of his ability to build ratings and increase sales? Fifteen years experience in all phases of radio management with emphasis on sales at both national and local levels. Good agency contacts, knows merchandising, sales promotion, audience promotion, labor relations. Now is successful general manager in competitive midwestern city. Honored by offices in radio industry organizations and civic groups. Wants warmer climate for family. Box 733K, BROADCASTING.

Florida, after May. 12 years am-fm-tv. Management; pd: announcing; CE construction, operation; limited sales. Worth $125 start. Box 734K, BROADCASTING.

Want top sapient savvy running your station? With authenticated management history, here is a man available for solid opportunity regional-small markets south of D.C. Box 767K, BROADCASTING.

Qualified and thoroughly experienced all-around radio man desires advancement to commercial or station manager's position. Capable of handling all aspects of operation. Excellent business and credit references. Would consider modest investment in excellent potential. Western U.S. metropolitan or medium market only. 7910 Wilbur Ave., Reseda, California. Dickens 3-8279.

Available immediately for manager and chief engineer position. 10 years radio, train staff. Eddie Lane, P.O. Box 295, Crossville, Tennessee, Phone 59Y.

Sales

Salesman/announcer. Solve challenging sales problems. Write copy. Operate board. Box 705K, BROADCASTING.

Salesman-announcer combination. Experienced all phases. Must be permanent, with potential and opportunity. Box 729K, BROADCASTING.

Sales manager, young, aggressive man with ideas and energy wishes to associate with a progressive station. Strong in sales and programming with the best of references. Prefers east or south but will consider any outstanding opportunity. Your inquiry is worth your time. Box 776K, BROADCASTING.

Announcers

Southern Minnesota, 3 years experience, strong news, sell, 24, family. Box 615K, BROADCASTING.

Available now, negro announcer. Network quality, no clown. Mature, personable, experienced. Box 624K, BROADCASTING.

Hello New England: Seven years staff, all phases, married, 32, steady, well versed, well voiced, top air salesman, enjoyed by all ages. Box 631K, BROADCASTING.

Announcer-salesman. Presently employed in top market. Married, top money earner with sales earning four figures monthly. Seeking announcing job with slight emphasis on selling, major or medium markets only. Box 678K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

To summer-ize, use young man for staff, glib adlib, can write, etc. Your summer Good Humor man. Box 679K, BROADCASTING.

Canadian stations: Graduate professional Boston radio-television school. Operate board. Tape, photo, resume on request. Box 691K, BROADCASTING.

Announcer-dj, three years experience, 22 years of age, very dependable, presently employed pd in smaller market, desire larger market, will travel for good advancement. Box 692K, BROADCASTING.

News—special events—plus, announcer, producer. Write radio and tv. Box 696K, BROADCASTING.

Female, announcer plus. Good background. Women's programs, plus. Reliable, versatile. Box 697K, BROADCASTING.

Personality dj; strong commercials, gimmicks. Operate board. Steady, creative. Cooperative. Box 698K, BROADCASTING.

Gospel programs. Announcer - producer - packager. Capable handling commercial staff duties. Box 699K, BROADCASTING.

Young man determined to succeed. Well trained. Any reasonable offer? Box 700K, BROADCASTING.

Announcer, young. Eager to learn. Cooperative. Prefer Penna. Operate board. Box 701K, BROADCASTING.

Announcer. Mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 702K, BROADCASTING.

Country/western music. My strongest suit. Capable-staff controls, sales. Box 703K, BROADCASTING.

Negro announcer/dj intelligent, versatile. Good background. Salesman. Handle controls. Box 704K, BROADCASTING.

Announcer-sales—7 years, seeking position in California or Arizona. Box 706K, BROADCASTING.

Personality dj, program director. Six years experience. College. Seeking permanent position with power station, radio and/or tv. Previous experience includes 250-50,000 watters. Married. Available June 1st. Box 708K, BROADCASTING.

Announcer—Radio school graduate. professional training all phases. Operate board. Tape, resume available. Box 709K, BROADCASTING.

Hi! Female announcer. Ambitious, versatile. Type, sales, write copy. Relocate. Box 710K, BROADCASTING.

Recent graduate—professional radio school —operate board—prefer northeast, tape, photo, resume available. Box 711K, BROADCASTING.

Mature, capable announcing, news, copy. Dallas-Fort Worth area only. Back in Texas permanently. Last employment Palm Springs. Box 715K, BROADCASTING.

Experienced announcer-dj, seeking position with am station beginning operation soon in small midwest community. Married. Box 721K, BROADCASTING.

Personality deejay-announcer, presently in multi-million eastern market. Desires permanence, competition. Married, veteran. Box 728K, BROADCASTING.

Eleven years radio, television sportscasting. Live and recreated actualties of football, baseball, hockey, horse racing, basketball, boxing and others. Canadian desires good U.S. location in radio or tv. Married with family. Play-by-play of six Canadian Grey Cup Football finals for coast-to-coast network and overseas. Excellent references. Age 31. Box 743K, BROADCASTING.

Married announcer-newsman desires upgrade position with future. Six years commercial experience. Box 744K, BROADCASTING.

Announcer with first phone, 3½ years experience, towns 10,000 to 500,000—presently chief. Have tv experience. Married, one child. Prefer Tulsa or area, but? Box 745K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Topnotch announcer, employed midwest. Successful, stable, versatile. References. Desires alert station. Starting $135. Box 747K, BROADCASTING.

Hardworking, sober, single, livewire, modern dj and all-around announcer. Four years experience. Prefer Ohio, Pennsylvania area. Box 749K, BROADCASTING.

Businessman—personality disc jockey. Mature presentation. Sophisticated delivery. Experienced in record business and broadcasting. Veteran, college graduate. Box 753K, BROADCASTING.

First license staffer, three years experience all phases. No maintenance. College background. Solid, reliable job, affiliate only. Rock-roll, personality stations don't answer. Virginia, West Virginia, Pennsylvania. Available immediately. Box 755K, BROADCASTING.

AFRTS-Graduate NAOB-Washington, 3rd ticket, MPO license. Free lance announcing, run board, strong news, dj, single, 23. Prefer New England, southern California. Box 756K, BROADCASTING.

Announcer-newsman, first phone, six years, good voice, seeks west. Box 758K, BROADCASTING.

Going west with family. Good voice. Five years experience to produce well balanced program. Mature-responsible. $115. Box 759K, BROADCASTING.

Announcer—willing to travel, well trained, veteran, operate board. Tape, photo, resume available. Box 773K, BROADCASTING.

Desire to contact station that will consider me on a trial basis. Ambitious, talented. Experience limited. Box 775K, BROADCASTING.

Now, staff man, CBS affiliate, news plus the guldarnest disc show you ever heard. Station victim of depressed area. Along with other staff members am seeking relocation, preferably within 200 miles of N.Y.C. One of country's top ten negro deejays. Call or wire WJLS, Beckley, West Virginia.

First phone: Combo. Bi-lingual: Spanish-English. Married, vet, graduate professional radio school. Prefer southwest. Ron Avila, 5156½ De Longpre, Los Angeles 27, California.

Tonsils and brain for rent". Writes, babbles, comedelirious, original dj show. Sample tape, Canadian, will travel. Les Carter, DU 2-8376, 855 S. Oxford, Los Angeles.

Ambitious, talented announcer-dj. Eager to move ahead. Willing to relocate. Hours secondary. Eddie Green, 265 E. Columbia St., Hempstead, L. I.

Mature, experienced announcer desires a permanent position on eastern seaboard, age 21, single, restricted ticket. Excellent references. Personal interview preferred (tapes available). Will go anywhere on eastern seaboard for interview. Contact David Gotthelf, 124 West 93 Street, New York 25, N.Y. University 5-6630.

Young announcer, well trained, can type, will travel. Bud Hamond, 568 Mathew, Gary, Indiana.

Terrific-experienced sportscaster-announcer-salesman. First phone. "Livewire." Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, Calif.

4 years experience in all radio and tv crew positions. Can announce. Wish summer replacement work. Dick Powell, 10813 McKinney, Detroit 24, Michigan.

Available June 1. Young, experienced announcer-dj. Knows music, news, board. College, prefer midwest. Dick Rosenbaum, West Stadium Hall. Manhattan, Kansas.

Three years at WWDC, Washington, D.C.'s #1 station. Top dj ratings, knowledgeable news, convincing commercials. Age 25. Terry Sullivan, 2409 Eye St., N.W., Washington. FE 3-1053.

Personality announcer and air salesman with distinctive delivery. Young, ambitious to progress. Will travel. Ron Thorne, 2604 W. Montana, Peoria, Illinois. Phone 7-4031.

Situations Wanted—(Cont'd)

Technical

Experienced, first phone, transmitter, contral room, remotes, and equipment construction. Box 593K, BROADCASTING.

Chief engineer, experienced construction, maintenance, directionals, field work and over-all station operation. No announcing. Box 666K, BROADCASTING.

Experienced chief engineer desires daytime station in Florida. Strong on maintenance fair announcer. Reply Box 683K, BROADCASTING.

First phone, engineer-announcer. 3½ years equipment experience, 7 months announcing. Directional and remote control. Also audio experience. Box 720K, BROADCASTING.

Florida resident, recent radio school grad, desires position in Florida. Experienced all phases board operation. Also do copywriting. Tape and photo on request. Richard Blood, 844 Tomoka Road, Daytona Beach, Florida.

First phone desires employment. No experience, willing to learn. Will locate anywhere. Contact: Samuel Copenhaver, 504 Broadway, Rochester 7, New York.

Radio chief or tv technician seven years radio one plus tv. Joe McClain, WLW-I, Indianapolis.

Engineer, 51, life experience, single, sober, emergency fill transmitter operation, installation, or where some maintenance initiative is needed. Wallace V. Rockefeller, JU 3-2343, Wood River, Nebraska.

Production-Programming, Others

Program and management. All phases. Thirteen years experience including public relations. Box 614K, BROADCASTING.

News man—Radio press award winner seeks major mid-west market. College graduate, 4 years experience. Excellent references. Box 695K, BROADCASTING.

Excellent newsman; find, write, report, victimized by sudden change in management, is available now. 3 years experience, college. Box 722K, BROADCASTING.

Newsman. Will gather, write, take pictures, and air. Permanent. Experienced. Box 730K, BROADCASTING.

Situation Wanted—(Cont'd)

Production-Programming, Others

11 years radio and tv experience, radio pd 6. Family man wants good salary and future promotion. Box 754K, BROADCASTING.

Manager-program manager. 18 years radio-tv. All phases of business in all size markets. 38 years old. Much executive and administrative experience. College. Best references. Box 779K, BROADCASTING.

First class man with first class license. Experienced and completely qualified for news direction, sales, program direction and announcing. Family man with superlative business and credit references. Rocky Mountain, southwest or far west metropolitan areas only. 7910 Wilbur Avenue, Redesa, California, Dickens 3-8279.

TELEVISION

Help Wanted—Sales

Excellent opportunity for aggressive young salesman to represent major southwest market station in adjoining city. Unusual compensation plan to right man. Send resume to Box 693K, BROADCASTING.

NBC affiliate in major eastern market needs young, aggressive, ambitious local tv salesman. Top compensation, unlimited potential, great opportunity for good man. Send resume, photo immediately to Box 707K, BROADCASTING. Replies confidential.

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

Exceptional opportunity for effective and experienced sales manager in large Texas market vhf. Box 760K, BROADCASTING.

Announcers

Persuasive air-salesman for south Texas vhf. Box 762K, BROADCASTING.

Announcer-switcher for Texas station. Box 764K, BROADCASTING.

Fastest growing tv outlet in the south has opening for experienced on-camera and booth man. Will consider neat appearing radio man with no tv experience. Phone John Turner, Monroe, Louisiana, FA 5-5656 or El Dorado, Arkansas, UN 2-3488.

TO A SINGLE OR MULTIPLE STATION OPERATOR

Are You Looking for a General Sales Manager who

will increase your revenue

can manage your operation(s) someday with your own vigilance for profits, efficiency and quality.

knows how to keep national reps on their toes with personal calls and fact-filled data that agencies and accounts buy from.

applied new sales concepts and successfully directed sales for 50 kw when rate was 3 to 4 times higher than closest station in 12 station, 6 million market.

will initiate or rigidly maintain one-rate card.

never sold ratings and can eliminate most merchandising expenses without sales loss

offers you next 30 years (Lord willin') in exchange for chance to participate in profits and purchase part ownership.

needs chance to earn around $20,000 first year.

has 10 solid years experience, management and sales in radio, advertising, food and appliances, married, BA.

AVAILABLE FOR PERSONAL INTERVIEW—NOW.

Box 774K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

Studio technician with first class license, familiar with operation and maintenance of RCA studio equipment. Send resume with experience and references. A. H. Chismark, Director of Engineering, WHEN-TV, Syracuse, N. Y.

Production-Programming, Others

Film director: For midwest tv station. This man is currently working in a tv film department, and is ready to move up to department head. He knows slide, stills, silent and sound film procedures. He is a good darkroom man. He knows shipping. He feels qualified to act as a supervisor. If you are this man, send a complete resume to Box 634K, BROADCASTING.

Experienced newsman capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

Promotion and presentation writer-designer wanted by southwestern station. Box 761K, BROADCASTING.

Texas vhf needs experienced staff artist with high degree of creativity. Box 763K, BROADCASTING.

Experienced floorman, cameraman, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

Continuity writer: to join writing staff of midwest tv station. TV experience not necessary, must have radio or school background. Send sample copy and personal data to Jack Kelin, Program Director, WTVO, Rockford, Illinois.

Experienced commercial copywriter for top Miami television station. Prefer station experience in stations doing most of own copy work or major radio experience in same type of station. Submit resume, copy samples and salary expected to Personnel Director, WTVJ, P.O. Box 2770, Miami 31, Florida.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Sales

Ten years radio-tv commercial experience, air work, sales, production, agency, top references. Young family man now planning permanent move to southern or central California. Write: 2800 - 38th St., Des Moines, Iowa.

Announcers

Mature, capable radio announcer, excellent appearance, desires tv Dallas-Fort Worth area. Back in Texas permanently. Last employment Palm Springs. Box 714K, BROADCASTING.

Expert horse race announcer seeks tv and radio connection in addition to track PA position. Top notch in all sports. Tapes on request. Box 716K, BROADCASTING.

Technical

11 years experience, 4 years supervisory plus 3 years chief, am-fm-uhf-vhf, studio, transmitter, planning, construction, operations, maintenance. Box 579K, BROADCASTING.

Chief engineer. 9 years experience. Planning, construction and operation. Past five years assistant chief engineer. Proven ability, excellent references. Box 771K, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

First phone—Experienced in operation and maintenance of RCA equipment. Car. Will relocate. Box 772K, BROADCASTING.

College-man—seeking summer position. 5 years technical and on-the-air experience. Will travel. Box 778K, BROADCASTING.

Production-Programming, Others

News director. Thirteen-year background includes public relations. Resume, photo, SOF. Box 613K, BROADCASTING.

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 644K, BROADCASTING.

Help! Production manager, 6 years experience, presently employed, must relocate with normal, well adjusted station before losing mind completely! Would prefer southeast-southwest, but can't be too choosy. Someone please make decent offer. Have resume, etc. Will travel. Box 717K, BROADCASTING.

TV program and production manager. Ten years experience. Currently heading own agency but desirous of getting back in tv harness. Willing to locate anywhere. Box 732K, BROADCASTING.

Experienced, authoritative, newscaster. Gather, write, edit own news and films. Mature, reliable. Box 780K, BROADCASTING.

Cameraman-announcer-writer. Recent college grad. Relocate. Summer replacement considered. Box 784K, BROADCASTING.

FOR SALE

Equipment

Schafer program automation deluxe package including program preparation unit, plus Schafer remote control model 400R, relay tester and spare relays. All new (delivered just before Chicago Convention) never used. $11,712.00 value at substantial saving, all or part. Inquiries invited. Box 766K, BROADCASTING.

Transmission line. 1⅝" teflon line 20 ft. sections unused. Get maximum coverage with highest efficiency. Box 723K, BROADCASTING.

1 REL 518-B-DL 1 kw fm transmitter using the Armstrong method of modulation. 1 REL 520-DL 10 kw amplifier. This equipment now operating in good condition. Available in approximately 30 days. Make us a price. WGBR, Goldsboro, North Carolina.

Gates BC-1J—1 kw transmitter, 3 years old, complete with tubes, diode, antenna coupler, remote control, motor rheostat, plate and current kits for remote metering plus 5 KVA voltage regulator, all perfect shape. $3300. Mel Stone, WLOB, Portland, Maine.

General Electric 8 bay fm antenna and 240 feet Andrew 6⅛" coaxial line with fittings. Best offer within one week takes either or both. WSIX, Nashville, Tennessee.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

New: Ampex 350-2P $1560; 350-2U $1485; A 122 $466; Grove, Roslyn, Pa., TUrner 7-4277.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

G.E. BT-3A 3 kw fm transmitter in excellent condition, some spare tubes, cables, manuals. Price $2500. RCA TK-41 color cameras available. Also supply am, fm, tv transmitters studio equipment, STL. Many other broadcast items. Write or call. Technical Systems 12-01 43rd Ave., L.I.C. 1, N.Y.

WANTED TO BUY

Stations

Want single market station in Florida, Alabama, Georgia, South or North Carolina. All replies confidential. Box 712K, BROADCASTING.

Revenue problems? Will invest and contribute successful management experience. Top records in revenue expansion. Box 769K, BROADCASTING.

Experienced broadcasters want to lease small-medium market station in southeast. Option considered. Box 785K, BROADCASTING.

Equipment

Dry modulation transformer for a 10 kw, BTA 10-F RCA broadcast transmitter using two 892-R tubes on Class "C". Box 652K, BROADCASTING.

Wanted remote tv truck, good heavy duty minus technical equipment, for west coast tv station. Send information and cost to Box 724K, BROADCASTING.

Used 1 kw uhf transmitter. Address Box 746K, BROADCASTING.

Need small audio console. Can be old but must be working or workable. Box 757K, BROADCASTING.

Collins 20-V transmitter in good condition for cash, interested in console and monitoring equipment, please state condition and price. Howard C. Gilreath, Radio Station WVOP, Vidalia, Georgia.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Tuition of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV, 510 16th St., Oakland, California. TWinoaks 3-9928.

MISCELLANEOUS

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 4¼x5½, $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

Showtape Productions, Inc., producers and distributors of taped radio programs. 706 Avenue of the Americas, New York City. Judson 6-5095.

RADIO

Help Wanted—Technical

SALES ENGINEER

Broadcast equipment manufacturer has immediate opening for sales engineer to travel and call on radio stations in Pennsylvania. This is a once-in-a-lifetime opportunity. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. Technical background essential. Permanent position. Many company benefits. Send resume.

Box 748K, BROADCASTING.

TELEVISION

Situations Wanted

Production-Programming, Others

TV
PRODUCTION-PRODUCER-DIRECTOR
AVAILABLE

College graduate with major in TV-radio. Two years in Army spent in TV directing and producing. Know costs thoroughly. Prior to service worked in major TV station, handling both network and local shows. Excellent industry references from film, network, station representative and government. Salary secondary to opportunity with progressive, creative station. Single, Age 26. May I send you full details today? Would like personal interview at my expense.

Box 682K, BROADCASTING

FOR SALE

Equipment

FOR SALE
TV OR FM TOWER
Priced to Sell

400 ft. Stainless Triangular Guyed Tower.

Only Four Years Old
Will support RCA 12 Bay High Band TV Antenna

IDEAL FOR TV OR FM
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$ WANT MORE MONEY $
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Calif.	Medium	250w-F	$150M	terms
La.	Single	250w-D	35M	terms
Ala.	Medium	1kw-D	65M	terms
Ga.	Small	1kw-D	47M	cash
W.Va.	Small	250w-F	30M	terms
Ill.	Single	500w-D	80M	terms
Ky.	Medium	1kw-F	175M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Fla.	Medium	1kw-D	120M	terms
Mich.	Medium	1kw-F	325M	terms
S.E.	Metro	500w-D	75M	terms
S.E.	Major	5kw-D	250M	terms
Fla.	Large	250w-D	250M	terms
South	Major	250w-F	200M	terms
S.W.	Small	AM-TV	375M	terms

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ESTABLISHED 1946
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Patt McDonald, Box 9322, Austin, Texas. GL 3-8080 offers: Southern regional daytimer, making money. Valuable real estate incl. $97,500, 29% down. 10 years payout! Texas regional daytimer, semi-major market. In black. $180,000, 29%, bal. 7½ years. Texas regional fulltimer; valuable real estate. Big money-maker. Billing $100,000 annually with $3,700 overhead excluding owners withdrawal. $170,000 firm, 27% down, easy payout.

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Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
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Los Angeles 28, Calif.
HOllywood 4-7279

Continued from Page 102

of Standard Bcstg. Corp. and Clifford C. Harris for am facilities in Oswego, N.Y. Action April 22.

By Hearing Examiner Annie Neal Huntting

Granted oral request of Miners Bcstg. Service Inc., for continuance of hearing from April 28 to 9:30 a.m., April 30, in proceeding on its application and that of Valley Bcstg. Co. for am facilities in Lehighton and Kingston, both Pennsylvania. Action April 27.

Received in evidence Vincent De Laurentis exhibit no. 219 and closed record in proceeding on his am application and that of Orange County Bcstg. Corp. (WGNY), Newburgh, N.Y. Action April 23.

Granted petition by Valley Bcstg. Co., for leave to amend its application for am facilities in Lehighton, Pa.; amendment proposes reorientation of Valley's directional antenna in order to eliminate question of possible violation of sec. 3.28 (c). Action April 22.

By Hearing Examiner H. Gifford Irion

Continued from May 11 to June 1 date for conference of engineers in proceeding on applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action April 27.

Granted petition by Paul A. Brandt for continuance of hearing from April 24 to April 29 in proceeding on his application for am facilities in Gladwin, Mich. Action April 22.

Granted petition (as corrected by supplement) by Courier-Times Inc., New Castle, Ind., for leave to amend its am application to change trans. site and make changes in proposed DA pattern. Application is in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis., et al. Action April 21.

By Hearing Examiner Jay A. Kyle

Granted motion by WYSR Inc. (WYSR), Franklin, Va., for leave to amend its am application to specify 40-ft. increase in ant. height of existing WYSR ant. tower and continue operation with authorized power of 1 kw, and application as amended is removed from hearing and returned to processing line; retained in hearing status application of Farmville Bcstg. Co., Farmville, N.C. Action April 27.

On own motion, for reason that there are currently pending certain pleadings awaiting Commission action in proceeding on am application of Malrite Bcstg. Co., Tiffin, Ohio, continued without date hearing scheduled for April 30. Action April 23.

By Hearing Examiner Forest L. McClenning

Scheduled prehearing conference for April 29 in proceeding on application of Southbay Bcstrs., for am facilities in Chula Vista, Calif. Action April 21.

Received into evidence exhibit no. 17A submitted April 17 by Russell G. Salter Inc., and closed record in proceeding on applications of Salter, et al., for am facilities in Dixon, Ill., and Racine, Wis., and ordered that proposed findings of fact and conclusions of law shall be filed on or before May 27 and reply findings on or before June 10. Action April 21.

By Hearing Examiner Elizabeth C. Smith

Granted motion by Richard F. Lewis Jr. Inc., of Waynesboro, one of the respondents in proceeding on application of Musical Heights Inc., for am facilities in Braddock Heights, Md., and continued hearing from May 14 to May 22 and date for exchange of programming exhibits from May 1 to May 8. Action April 24.

PETITION FOR RULEMAKING FILED

WSBT South Bend, Ind. (4-16-59)—Requests increase of power of class III standard broadcasting stations to maximum of 25 kw power. Ann. April 24.

INSTRUCTIONS

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts May 29. Send for folder and list of positions available.
Call DEcatur 2-5580



The paradox of Florida summers

Many people think because Florida is warm in winter its summers must be scorchers. The facts, which run contrary to this general opinion, make a newsworthy feature enlightening as only a paradox can be.

Those who have never visited Florida in summer are always surprised to learn it is cooler than many places a thousand miles to its north.

For example: According to U. S. Weather Bureau figures, the record high temperature at Miami stands at 95°. This compares with New York's record high of 102°, Cleveland's 103°, Chicago's 105°, Denver's 105°, St. Louis' 112°, and Los Angeles' 109°. Miami's normal summer-time maximum temperatures range below 90° and no point in the state registers the extreme highs recorded in these more northern cities. Cool morning and evening air tempers the climate and prolonged heat waves are unknown.

Though most of Florida lies in subtropic latitudes, the whole state benefits from a unique insular location. It is cooled by breezes off Gulf of Mexico and Atlantic Ocean waters and thousands of inland lakes. State-wide daily mean summer temperatures, reported by seven Florida U.S. Weather Bureau Divisions, have an average of 82.1°.

Florida's ideal summers coupled with attractive off-season rate reductions, now vie with its winters for vacation popularity.

WANT MORE FACTS, PHOTOS?

The Florida State News Bureau is at your service. Photos, TV-movie shorts, or custom-tailored feature material for your exclusive use can be supplied. Just write or wire . . .

Florida Development Commission
515-X Carlton Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

OUR RESPECTS TO . . .

Aloysius Burke Crotty

A. Burke Crotty remembers the day as if it were yesterday. But it was 20 years ago last Thursday (April 30) that Mr. Crotty and other members of an NBC crew participated in an epoch-making event: the telecasting of the opening of the New York World's Fair on April 30, 1939, marking the advent of the first regular schedule of tv broadcasts in the U.S.

Today, Mr. Crotty is vice president in charge of radio and television for Ellington & Co., New York advertising agency. But 20 years ago, he was producer of remote telecasts for NBC. Everyone was keyed up for the World's Fair telecast, Mr. Crotty recalls, but operations ran smoothly. He remembers the many dignitaries who appeared on the first program, including President Franklin D. Roosevelt and Maj. Gen. James G. Harbord, then RCA board chairman; David Sarnoff, RCA president; Lenox R. Lohr, NBC president; Neville Miller, NAB president, and Dr. Vladimir Zworykin, RCA scientist.

Mr. Crotty subsequently was involved in a round of television "firsts", among which are the telecasting of the first college baseball game, the first heavyweight boxing bout, the first college football game and the first political (Republican) convention in 1940. Mr. Crotty recalled that after he had left NBC and joined ABC, he produced the first on-the-air programs of WMAL-TV Washington, WNBQ (TV) Chicago (now WBKB) and WABC-TV New York.

Enthusiasm Still Strong • After 20 years, Mr. Crotty still retains his enthusiasm for television, but acknowledges that the medium in one sense has "disappointed" him over the past three years. He believes there was "more excitement in the old days," adding, "That was an era of experimentation. Today, programming is largely out of the hands of broadcasters and is controlled by people who do not know advertising. In the past few years, programming has been of the 'copy cat' variety and I mean westerns and who-dun-its. I maintain that these programs do not provide the proper environment for a commercial."

He regards as "heartening" the present trend toward live specials and believes this type of programming will be accentuated more and more over the next few years.

Mr. Crotty is a medium-sized man with a ruddy complexion and blue eyes that seem to twinkle constantly. He is a fluent and engaging conversationalist. The "A" in his name stands for "Aloysius" but he always has been known as Burke to his friends.

Mr. Crotty was born in Atlantic Highlands, N.J., on Sept. 3, 1911, but since his father was a shoe salesman, the family lived at various times in New York, Illinois, Michigan and New Jersey. He was graduated from George Washington High School in New York in 1931. While still a senior he obtained a job in the mailroom at NBC. Mr. Crotty explains that he was forced to stay out of high school for a year because of a hip injury and he decided to accept the position "to make up for lost time."

NBC Is the Winner • His family had hoped he would attend Harvard U. and study for a career in medicine, but Mr. Crotty found his introductory taste of broadcasting too palatable. He chose to remain with NBC.

In 1932 Mr. Crotty was appointed photo editor of the NBC press department. He remained in this position for seven years and the knowledge and background he acquired proved useful when NBC organized its television operation in 1939.

He points out that as photo editor, he learned about photography in all its phases, including newsreel photography. He carried on a spirited campaign to associate himself with the fledgling television unit and early in 1939 he was appointed producer of remote telecasts.

Mr. Crotty recalls these early days as "lots of fun," but confesses the work was "hard" and the pace was "hectic." Numerous problems cropped up and solutions had to be tested for their feasibility. Mr. Crotty and his colleagues, for instance, designed the black and white trunks worn by boxers appearing on telecasts.



TV PIONEER CROTTY
Keen on 'commercial environment'

Despite his hip injury, Mr. Crotty tried to enlist in the Army, Navy and Marines shortly after Pearl Harbor but was rejected. "But, naturally I was drafted in 1944," Mr. Crotty comments with good humor. Inducted as a private, he was assigned to produce USO shows at the Hampton Roads Port of Embarkation in Newport News, Va. He attended Officer Candidate School of the Signal Corps at Fort Monmouth, N. J., in 1945. He passed the course and was commissioned a second lieutenant. He was released from service in 1946.

Station Experience Next • He returned to NBC after the war but resigned in 1947 to join ABC-TV as an executive producer. For six months, the network assigned Mr. Crotty to WMAL-TV Washington, which then was going on the air as an ABC-TV affiliate. He served there as manager of television. Similarly, he was dispatched by ABC-TV to WABC-TV New York, WNBQ (TV) Chicago and WXYZ-TV Detroit.

In 1950 Mr. Crotty joined the Ellington agency as executive producer. He was promoted to vice president in charge of radio-tv in 1957. Among the programs he produced for Ellington were the *Celanese Theater* (ABC-TV), *Ellery Queen* (ABC-TV), *Saturday Night Fights* (ABC-TV) and *Cities Service Band of America* (NBC Radio). He points with pride to *Celanese Theater,* which won a Peabody Award in 1951.

Ellington's clients now are active in local program sponsorships and spot radio-tv. The list includes Cities Service Oil Co., Celanese Corp. of America, Pharmaco Inc., Houbigant Sales Corp. (perfumes and cosmetics), April Showers Toiletries and Stroehmann Bakeries.

The Right Impression • "In producing commercials for these clients," Mr. Crotty reveals, "we try not only to create 'sell' copy but also a favorable corporate image. We're proud to say that we've obtained some very satisfactory results."

Mr. Crotty married the former Louise Schneider of New York in 1936. They have a daughter, Gale, 16, a student at the Oakwood School in Poughkeepsie, N.Y. The family home is in Redding, Conn.

He is a member of the Radio & Television Executives Society, the Academy of Television Arts & Sciences and the Silver Spring Country Club in Ridgefield, Conn. Mr. Crotty is an outdoor man: he enjoys horseback riding and salmon fishing.

Labor's day

LABOR was in the news last week. NBC-TV was struck without warning by NABET in the first incident involving video tape. President Eisenhower last Wednesday expressed disappointment over the Senate's labor legislation passed the preceding week because it does not deal effectively with secondary boycott or blackmail picketing.

The NABET strike is indicative of the arrogance of labor unions since the last elections in which labor-supported candidates won handily almost everywhere. The Kennedy Bill as passed by the Senate proved the strength of labor lobbying in that body.

Broadcasters are vulnerable to the economic pressures applied by labor unions because they are small employers. Two stations which suffered secondary boycotts last year received no help under the existing law.

The Kennedy Bill goes to the House. The President expressed the hope that it will pass a stronger bill. Broadcasters hope so too because they become sitting ducks without protection against secondary boycotts.

The NAB Labor Committee met in Washington last Wednesday, in the midst of the turmoil. A subcommittee was named by Committee Chairman Ward Quaal, WGN-AM-TV Chicago, to direct legislative activities. With him are Les Johnson, WHBF-AM-TV Rock Island, Ill., subcommittee chairman, and William Grant, KOA-AM-TV Denver.

Broadcasters, in their own self-interest, should make known to their Congressmen, who now alone have the power to act, the dire consequences of failure to provide protection against the practices of secondary boycotting and coercive picketing, among other evils.

Option time crackdown

THE world of television won't have to wait until the June 22 reply deadline to learn the reaction of networks and affiliated stations to the FCC's rule-making proposal that option time be cut by one-half hour per segment and that other restrictions be imposed on network clearances.

The three television networks will oppose the restrictions down the line. The affiliates, through their representative committees which testified a year ago in the Barrow network proceedings, can be expected to renew their pleas for the *status quo* on the three-hour segments. But, to varying degrees, they may go along with the other proposals.

In its ruling, which had the full backing of only four of the seven commissioners, the FCC again concludes that option time is essential in the operation of networks and that networks are necessary. It has done this in the face of a Justice Dept. opinion that option time appears to constitute a violation of the antitrust laws.

Thus, the FCC's proposed action is in the nature of a compromise. It could just as well conclude, after receiving the comments next June and the replies 30 days later, that the existing rules are in the public interest. Or it may ordain a deeper cut than one-half hour per segment.

What is most disturbing is the FCC's further intrusion into contractual and business affairs of stations, networks and other program suppliers. This departs from the Congressional intent in creating the FCC as a regulatory body to effect orderly allocations and to see that electrical interference is controlled.

If the FCC's proposals were adopted *in toto* the Commission would create for itself a new and thankless problem—policing network-affiliate relations. The FCC has complained over the years that it does not have the budget or manpower to adequately perform its present functions.

Option time and all of the other clearance problems spring from the scarcity of stations in some top markets. If the FCC resolves the allocations plight, there would be no pressures from non-network groups.

One day the tv scarcity problem will be solved. The FCC is actively pursuing this goal, under the eyes of Congress. It would be wrong to saddle existing stations and networks with onerous and possible destructive regulations if the problem can be solved through interplay of competition by alleviating the scarcity factor.

Destination Washington

WHATEVER decisions may emerge as a result of the Greenbrier meetings 10 days ago, the American Assn. of Advertising Agencies is entitled to an "A" for achievement there in coming to grips with advertising's public relations problems.

These problems—and ways of meeting them—dominated the business sessions of the convention, as reported in this journal a week ago. The agency leaders heard about them on all sides: from a Congressman, from their principal banquet speaker, from their retiring chairman, Dave Danforth of BBDO (MONDAY MEMO, April 20). And the new chairman, Bob Ganger of D'Arcy, saw a "vital need" for greater understanding between advertising and its "publics."

It didn't just happen that pr in one phase or another, especially government relations, occupied such a high place on the agenda. Obviously Chairman Danforth, President Fred Gamble and the other convention planners intended it to be that way.

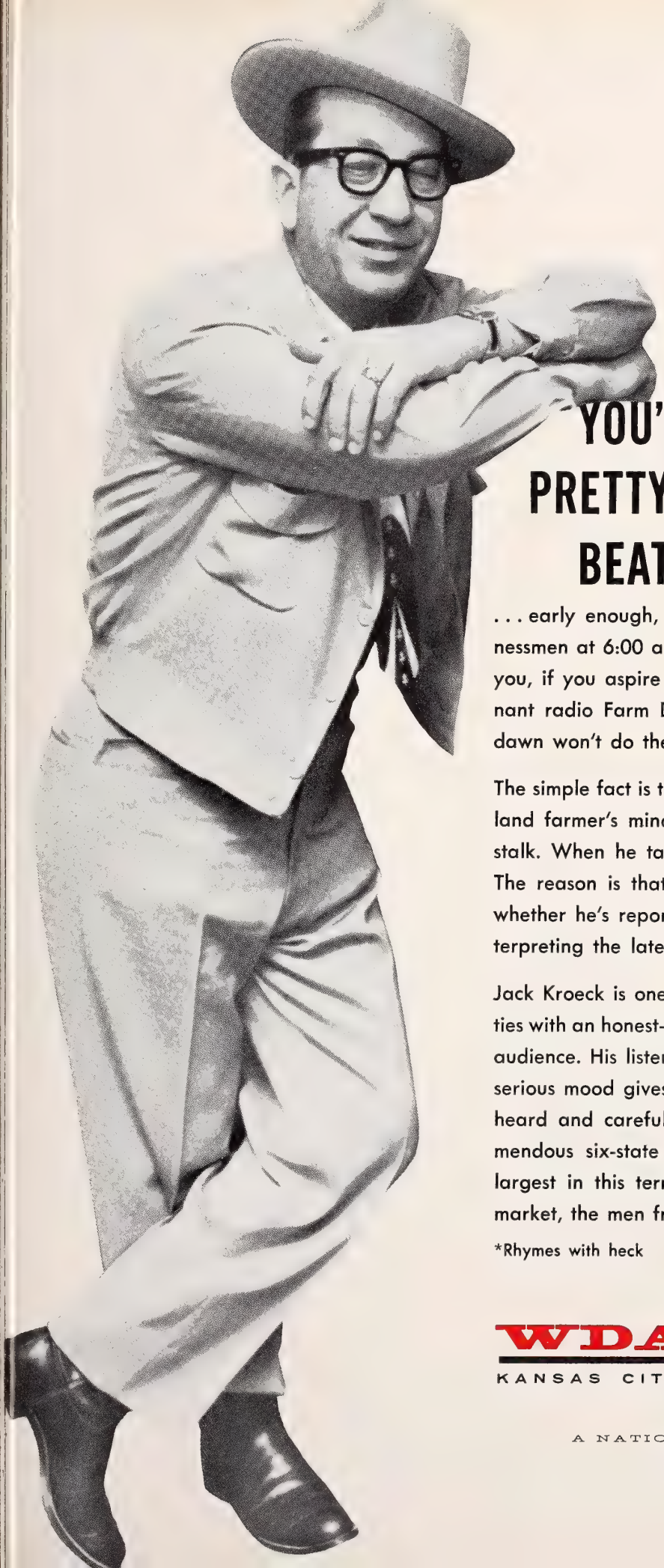
Delineating the problem is the first step toward solution in any situation. So the Greenbrier sessions, having so amply and articulately pointed up the difficulties advertising faces in getting across a true picture of its function, must be called successful.

Action, of course, must follow delineation in the sequence toward solution. Chairman Ganger mentioned proposals for "lobbying, for a Washington headquarters for advertising, for a self-imposed levy on advertising revenue to finance a public education campaign, and for many other kinds of action" as possibilities that are being considered. What course will be chosen—and whether it will involve separate AAAA projects or will proceed through the Advertising Federation of America or as some such joint undertaking —remains to be seen. But it is clear that advertising's image problem, like the one with which television is wrestling, will not go away unassisted.



Drawn for BROADCASTING by Sid Hix

"So I said to the publisher, let's drop the damn tv log out of the paper and see what happens. . . ."



YOU'VE GOT TO GET UP PRETTY EARLY TO BEAT JACK KROECK*...

. . . early enough, in fact, to talk to attentive farm businessmen at 6:00 a.m., six days a week. Unfortunately for you, if you aspire to replace him as Kansas City's dominant radio Farm Director, simply setting your alarm for dawn won't do the job.

The simple fact is that Jack's drilled himself into the Heartland farmer's mind like a corn borer into a fresh green stalk. When he talks, the prosperous farm group listens. The reason is that Mr. Kroeck speaks with *authority* . . . whether he's reporting fast-breaking market prices or interpreting the latest Washington legislation.

Jack Kroeck is one of the few remaining radio personalities with an honest-to-goodness pre-television style *listening* audience. His listeners want facts, not entertainment. This serious mood gives his sponsors a rare opportunity to be heard and carefully considered throughout WDAF's tremendous six-state coverage area . . . far and away the largest in this territory. If you're interested in the farm market, the men from Christal have the facts.

*Rhymes with heck

WDAF 610 on the dial SIGNAL HILL
KANSAS CITY, MO. NBC

A NATIONAL THEATRES STATION

WHIZZO

KANSAS CITY'S SELLING WHIZ-

Channel 9--KMBC-TV



"Whizzo" (famous circus clown Frank Wiziarde) is the highest Nielsen-rated kids' personality, network or local, in Kansas City daytime television.

The "Pied Piper of Channel 9"

Every weekday from 10 to 11 a.m., practically every pre-school child in the KMBC-TV area finds himself happily lost in the magic world of "Whizzo's Wonderland." These small citizens of the Kansas City area's kiddie kingdom count it one of their greatest honors to appear as guests in the studio court of this king of clowns. And each day, eight boys and girls from 3 to 6 years old do just that, singing their favorite tunes—the sponsors' jingles! When her children watch, mother hears them, too!

Sponsors Profit from Whizzo's Appeal

Hill Brothers Self-Service Shoe Stores during their *first week* on "Whizzo's Wonderland," noted more than a thousand mentions of the show from customers. Later, an in-store promotion by Whizzo was swamped by 4,000 youngsters and adults. After five months on the show, Hill Brothers expanded their area retail outlets from four to nine.

Hy-Power Chili got a clear idea of the size and enthusiasm of Whizzo's audience through a Whizzo mail contest which pulled more than 50,000 entries!

Holsum Bread, sponsor for two years now, carries Whizzo's picture on every loaf.

Another sponsor, Milgram Food Stores, large local chain, featured Whizzo at a new-store promotion and in a two-hour period drew 3,130 children and 1,981 adults!

TOPularity Rating with Adults

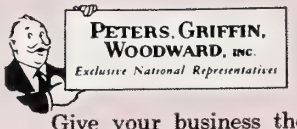
Whizzo's off-air appearances range from hospitals, orphanages and boys' clubs to such visits as that at the Sertoma Club where he drew the largest crowd in the organization's history—all adults!—plus his appearance as a featured personality in 1958 for the American Royal Livestock and Horse Show and the Kansas City Automobile Show.



Will Hutchins, star of ABC-TV **Sugarfoot,** kids WHIZZO during a recent Hollywood appearance. The elkhide shoes originally were worn by the clown's father in a high-wire circus act (The Wiziarde Trio). Frank started as third member of the trio at age 5.



"Do you like gooseberry lollipops?" Whizzo asks a delighted little girl during his most recent visit to an out-of-town U. S. Army post hospital. With eyes sparkling, she told Whizzo, "this is the happiest day of my life!" (Incidentally, the post authorities dispatched an army airplane for Whizzo's mirth-making mission.)



CALL YOUR 'COLONEL' at Peters-Griffin-Woodward now for further facts and availabilities on "Whizzo's Wonderland." Give your business the boost of Kansas City's TOPularity television station . . . join the SWING to KMBC-TV!



In Kansas City the Swing is to **KMBC-TV**

Channel 9

Kansas City's Most Popular and Most Powerful TV Station

. . . and in Radio, *the Swing is to*

KMBC *of* KANSAS CITY—

KFRM *for the* State of KANSAS

10,000 Watts of Effective Power from Twin Transmitters

abc

DON DAVIS, President
JOHN SCHILLING, Executive Vice-President
GEORGE HIGGINS, Vice-President
ED DENNIS, Vice-President
MORI GREINER, Manager of Television

MAY 11, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE

Hope for equal-time relief: Justice opposes FCC ruling — Page 27

Tv networks' gross up 12% to $55.5 million in March — Page 32

Anacin stays top brand spender at television networks — Page 32

RCA nets $12.9 million in quarter for alltime record — Page 95



did you know that

75% of the top advertisers in the country are consistent users of Spot Radio?

Just one more proof that Spot Radio is a powerful sales-maker!

KOB	Albuquerque	WINZ	Miami	KCRA	Sacramento
WSB	Atlanta	WISN	Milwaukee	WOAI	San Antonio
WGN	Chicago	KSTP	Minneapolis—St. Paul	KFMB	San Diego
WFAA	Dallas—Ft. Worth	WTAR	Norfolk	KOBY	San Francisco
KOSI	Denver	KFAB	Omaha	KMA	Shenandoah
WKMH	Detroit	WIP	Philadelphia	WNDU	South Bend
WANE	Fort Wayne	KPOJ	Portland	KREM	Spokane
KPRC	Houston	WJAR	Providence	WGTO	Tampa-Orlando
WISH	Indianapolis	WRNL	Richmond	KVOO	Tulsa
KARK	Little Rock				

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



BIG AGGIE RATES HIGH IN HAVANA

(SOUTH DAKOTA)

Havana is just one of thousands of cities and towns in Big Aggie Land—the vast, 175-county coverage area defined and delivered by WNAX-570. Whichever town you choose, you'll find Big Aggie an old and trusted friend.

There are 609,590 radio homes in Big Aggie Land. And WNAX-570 delivers a 66.4% share of audience. It's a well-to-do market, too. The 2¼ plus million people who live in Big Aggie Land have a spendable income of over $3 billion.

Profitable promotion in Havana—or anywhere in Big Aggie Land—begins with WNAX-570. See your Katz man.

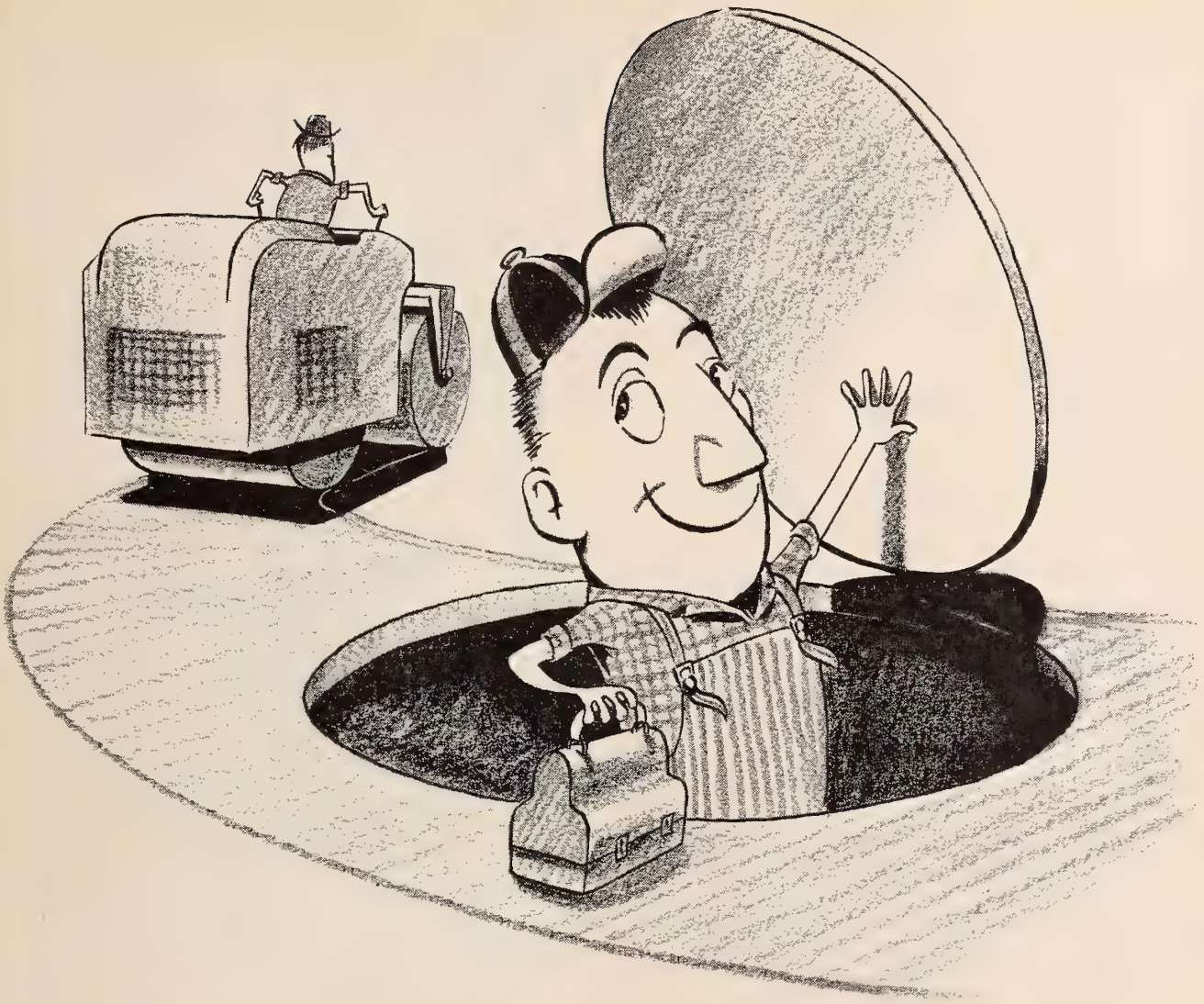
WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

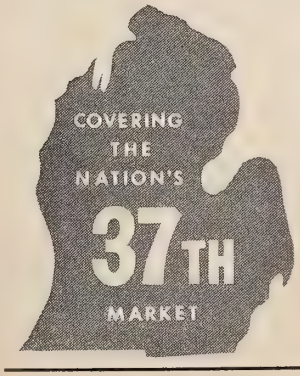
Yankton, South Dakota Sioux City, Iowa





Coverage that Counts!

Easiest way to get the coverage you need in the vital Lansing-Flint-Jackson area is with the one channel that gets you all three big markets. Now in its 10th year WJIM-TV serves mid-Michigan's 450,000 TV families with the best programs from all three networks.



WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic CBS

NBC... ...ABC

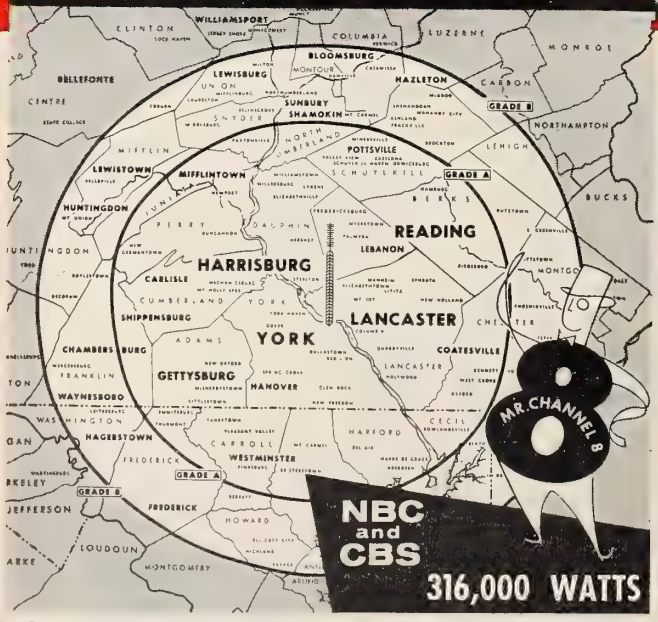
Represented by the **P.G.W. Colonel**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

Never forget, son . . .
Lancaster
Harrisburg
York
is ONE TV market
when you use
WGAL-TV



AMERICA'S 10th TV MARKET



WGAL-TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

•

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Hurt that helped • Advertising plans for Preparation H, hemorrhoid remedy, haven't been hurt by NAB Television Board's punitive action against eight television code subscribers who defied Tv Code Review Board's directive to cancel Preparation H commercials (BROADCASTING, May 4). Last week Whitehall Pharmacal, maker of Preparation H, added $250,000 to its spot tv budget, and Ted Bates, its agency, asked station representatives for availabilities for new schedule to begin within month. With new budget, Preparation H will be spending nearly $1.5 million a year in spot tv.

So far Whitehall has had no trouble maintaining existing list of stations carrying Preparation H's forbidden copy. None of the 142 stations, including 68 code subscribers, has cancelled in week since code board's order. Interesting footnote: one station represented by member of NAB Television Board has been and is carrying Preparation H schedule, according to Bates records.

Chesterfield's network • Chesterfield cigarettes (Liggett & Myers Tobacco Co.) is all over ABC-TV's fall schedule in unique pattern for cigarette advertiser. On three nights alone, Chesterfield will sponsor alternate hour of each following programs all slated for 9:30-10:30 p.m.: *The Alaskans* on Sunday with P & G picking up other half, *Adventures in Paradise* on Monday and *The Untouchables* (Desilu package) on Thursday, with alternate hours of last two still open. And for good measure, Chesterfield also is adding two half-hour weekly shows on ABC-TV by sponsoring half of *Black Saddle* (which moves from NBC-TV) and new *Rebel*, Goodson-Todman production that is slated for Sunday, 9-9:30 p.m. with P & G again joining in sponsorship. McCann-Erickson, New York, is agency.

Box-office notes • Notion that tv play-by-play kills box office being given lie in Milwaukee, home of Braves. National League team, as hot this year as last, is averaging only 15-16,000 per home game as against 22,000 last year. There have been no telecasts either of home or road games last year or this.

Tv eyes are on Milwaukee for another reason. With FCC's approval last Thursday of renewal of ch. 18 WXIX license and transfer to WMIL owner, Gene Posner, for $50,000 from CBS, insiders expect Zenith to resume negotiations for pay tv test on that facility in line with FCC's new test rules. Zenith, of course, hopes to get Braves' games on pay tv basis as centerpiece of test.

Trust-buster • It may be some time before administration chooses permanent successor to Victor R. Hansen who resigned month ago as assistant attorney general in charge of Dept. of Justice's Antitrust Div. Robert A. Bicks, 31-year-old assistant to Judge Hansen, has been acting chief since his old boss left and would like to move up. He is opposed for his tough policies by some big business supporters of Republican administration but does have substantial political support.

Milk fund • American Dairy Assn. is toying with idea of media indoctrination campaign to offset what it considers unfavorable press (national news magazine and newspaper) allusions to effects of radiation (such as strontium 90) and other agents on dairy products. Organization is considering aggressive campaign among broadcasters and print media to counteract publicity. One possible facet: tiein of some kind with NAB fall conferences around country.

Tape remotes • Indicative of growing importance of video-tape programming is formation of new organization, Production Alliance, which plans to specialize in on-location taping of special events through use of mobile equipment. Heads of company are Clay Yurdin and Phil Mellilo, who have been active in tv directing and producing, respectively. Initial major assignment: tape production of Mrs. America contest from Fort Lauderdale, Fla., in late June, slated for presentation on CBS-TV.

Awards, awards • Whether they're Emmies or Oscars, there's unanimity among critics that tv presentations have little to commend them and that unless some new technique is developed and categories reduced to meaningful limits, they should be abandoned. This was view after last month's movie Oscar awards. It was even more pronounced following last week's Emmy awards (story, page 78).

To get away from glut of awards in late spring season, board of directors of National Academy of Recording Arts & Sciences is seriously considering holding second awards dinner this fall, making it annual fall event thereafter. Last week, first NARAS "Grammy" awards ceremonies on Monday were sandwiched between L.A. Ad Women's "Lulu" awards luncheon on Sunday and Academy of Television Arts & Sciences "Emmy" awards on Wednesday (story, page 78).

Drop-ins • Although FCC discussed new vhf tv drop-ins for at least three markets (Fresno, Columbus, Ga.; Baton Rouge-Hattiesburg) at its meeting last Wednesday, it was unable to resolve them and deferred further consideration for two weeks (until May 20 meeting). FCC Chairman John C. Doerfer, in Japan on cable mission, then will be on hand and in position to break reported 3-3 tie. (Craven, Ford, Cross for; Hyde, Bartley, Lee either against or undecided.) These drop-ins would not entail deviations from existing mileage separations but, like some others under consideration, require acquiesence of Mexico or Canada.

Buick's the buy • Details still are under wraps but Buick Div. of General Motors Corp., Detroit, reportedly will sponsor six Bob Hope specials next season on NBC-TV and four 90-minute shows in alternate positions in *Playhouse 90* spot on CBS-TV, Thursdays, next fall. CBS-TV foursome will be based on Ernest Hemingway stories. Agency is McCann-Erickson, New York.

Field trip • Miami's ch. 7 case (WCKT, owned by principals in *Miami Herald* and *Miami Daily News*, plus former NBC President Niles Trammell) comes under scrutiny this week with departure of FCC Associate General Counsel Edgar W. Holtz and attorney James Brennan for preliminary investigation in Tampa and Miami. They will interview those mentioned in House Legislative Oversight Committee proceedings, including Mr. Trammell and John S. Knight, and hope to have investigation completed within two or three weeks. Actual hearings, assigned to FCC Examiner Horace Stern, are expected to get under way by June—assuming completion of testimony in Mack-Whiteside trial before Federal District Court in Washington (story page 71).

Incentive plan • United Artists Television is said to be near deal that could act as strong magnet to movie producers who haven't yet tried tv. UA-TV's plan is ambitious tv anthology to which independent motion picture producers—who work under contract for UA-TV's parent United Artists Corp. but never before in tv—would contribute at least one filmed program. In addition to anthology, UA-TV would consider using any one of episodes if it has promise as peg for individual series.



Experienced hands open a new chapter in Milwaukee TV. For the first time all of the people of Milwaukee can see **CBS programs** which are now on VHF Channel 6,

WITI-TV a Storer Station

Backing up the great CBS lineup of stars are over 3,000 top movies from Paramount — MGM — 20th Century Fox — Screen Gems, and many others. And experienced Storer management assures integrity of operation and close identification with the community's best interests.

For details on the big change in Milwaukee TV, see your BLAIR TELEVISION ASSOCIATES rep.

Storer Broadcasting Company

Storer Television

WITI-TV Milwaukee
WJBK-TV Detroit
WJW-TV Cleveland
WSPD-TV Toledo
WAGA-TV Atlanta

WEEK IN BRIEF



MR. SIMMONS

Fact and three fables • Aesop might have told these tales in some other fashion, but the morals would have been the same: don't scare off your prospect by loud argument with a competitor; merchandising benefits may clinch the sale, and don't overprice yourself. These words of wisdom are pearls from the pen of John C. Simmons, national advertising manager, Dr. Pepper Co., Dallas, and they're sprinkled generously in this week's MONDAY MEMO. Page **25.**

Dept. of Justice vs FCC • Attorney General calls FCC's Lar Daly ruling requiring equal time after rival candidates were shown in newscast, a blow at public interest, democratic government and news coverage of political campaigns. Page. **27.**

March billings roar • Tv networks gross time purchases hit over $55.5 million mark, for gain of 12.2%. TvB's report on network gross billing for March and January-March. Page **32.**

Top network advertisers • TvB reports Whitehall's Anacin as No. 1 brand expenditure in February, P&G leading advertiser and food advertisers continuing ahead of the pack in product category. Page **32.**

Cultural tv spree • CBS-TV plans a splurge of informational one-hour specials beginning this fall on a monthly basis, eventually weekly, if networks are allowed to keep their status quo. That's message of CBS President Frank Stanton to the Ohio State U.'s Institute for Education by Radio-Tv last week. IERT also scans educational tv field. Page **50.**

NABET-NBC stalemate • Network rescinds its NABET contract on ground union violated "no strike" clause; union calls this "a unilateral and irresponsible act." Page **57.**

Commission's option • FCC almost eliminated itself from option time regulation entirely; Bartley motion last month to "cut out" Commission from any supervision over option time lost by only one vote. Page **64.**

Probe of programming • No fireworks as FCC starts taking evidence in television network program practices study. First phase consumed with records; inquiry to be resumed after July 1. Page **64.**

The v' shortage • FCC considers, briefly, temporary vhf drop-in actions; staff document lists 36 cities which have less than three v's. Another review possible next week. Page **66.**

Fred Astaire's Emmys • Dancer's telecast draws nine awards. NBC-TV programs win 26, CBS-TV 16 and ABC-TV 2. Page **78.**

Alltime RCA record • First quarter net after taxes is $12.9 million, 44% above same period last year. "NBC is not for sale," says RCA Chairman David Sarnoff. Page **95.**

Payoff in Britain • Commercial tv is prospering there, according to a series of special reports that spell out programming trends as well as the dollars-and-cents aspect. Page **98.**

DEPARTMENTS

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buy four

markets with

one purchase,

save enough

to buy a fifth

medium market



W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

IT'S ALL SEWED UP!



Key to ABC Radio personalities above



ENTERTAINMENT
1. Don McNeill
2. Peter Lind Hayes
3. Mary Healy
5. Fran Allison
7. Frankie Avalon
10. Alene Dalton
13. Eydie Gorme

NEWS
4. John Daly
8. Quincy Howe
9. Paul Harvey
11. Bill Shadel

SPORTS
6. Howard Cosell
12. Notre Dame Football

Now more advertisers than ever before can piece together some of the strongest – and largest – station line-ups ever made available over network radio. Where? On the *expanded* ABC Radio Network!

With the addition of Don Lee (a No. 1 regional network) and the affiliation of the important Intermountain and Arizona Networks, ABC has added more than 50 new stations to its powerful line-up. A line-up, by the way, that carries an extensive array of talent – with entertainment, sports and news personalities like those illustrated above, and a 125-man national and international news staff.

Result: An advertiser can sew up the top 50, top 100 or even the top 200 markets with ABC's superior inside coverage – now stronger than ever before!

We wouldn't want to needle the competition, but if you're looking for penetration, where else would you look but ABC?

ABC RADIO NETWORK

SPRINGFIELD CH. 2 REMANDED

Court expands ex parte contact ruling

Private conversations with FCC commissioners cannot be excused even if case involves rule-making rather than adjudication.

This is what U.S. Appeals Court said Friday in sending back to FCC Springfield, Ill., ch. 2 case—with orders to hold special hearing to investigate charges of *ex parte* representations and qualifications of commissioners to vote.

FCC in March 1957 shifted ch. 2 from Springfield to St. Louis, assigned it temporarily to KTVI (TV) there. St. Louis ch. 2 station, now on regular license, is owned by Harry Tenenbaum, Paul E. Peltason, 37.5% each; *St. Louis Globe-Democrat*, 25%, and stockholders of Louisiana Purchase Co. holding options to purchase about 10%. Messrs. Tenenbaum and Peltason owned KTVI originally when it operated on uhf ch. 36.

During 1958 Legislative Oversight Committee hearings, Mr. Tenenbaum acknowledged that he had seen various commissioners privately, had lunched with each one at one time or another and that he had sent each commissioner Christmas turkey in 1955 and 1956. He admitted that he had urged move of ch. 2 to St. Louis and had discussed desire to get vhf channel for KTVI (BROADCASTING, June 16, 1958).

Springfield ch. 2 originally was granted by FCC to WMAY that city, but construction was forbidden pending outcome of deintermixture case. When Commission removed ch. 2, WMAY appealed. Appeals Court upheld FCC on merits year ago this month. WMAY then asked review by U.S. Supreme Court. Supreme Court returned case to Appeals Court because of information in Justice Dept. brief referring to Legislative Oversight Committee testimony.

When case was argued again before Appeals Court, Justice Dept. maintained rule of fair play required that no behind-doors representations should be permitted no matter what type of hearing was being conducted. Commission argued that since proceeding was rule-making, *ex parte* contacts should not invalidate decision.

Circuit Judge Henry W. Edgerton, writing for himself and associate Judges Charles Fahy and Walter M. Bastian, stated:

"We agree with Dept. of Justice. Accordingly, the private approaches to the members of the Commission vitiated its action and the proceedings must be reopened."

Appeals decision also ruled that case must be reopened because Commission prescribed cut-off for comments and replies in rule-making case. "The rule cannot be interpreted to permit parties to make off the record contentions that it forbids them to make on the record," decision stated.

Court ordered new hearing, "with the aid of a specially appointed hearing examiner," to determine nature and scope of all *ex parte* pleas and other approaches and "any other factors that might be thought to require either disqualification" of some Commissioners or parties.

Court said FCC could, in its discretion, continue service in St. Louis on ch. 2. It also retained control of case.

In reference to same court's 1956 ruling in Albany, N.Y., deintermixture case, Judge Edgerton said off-record representations excused there on basis matter was about nationwide intermixture problem and record showed FCC did not consider these off-record interviews in deciding Albany deintermixture.

Springfield ch. 2 case is fifth involving backdoor influences remanded to Commission by courts—although it is first involving rule-making proceeding. Other such cases: Miami ch. 10, Miami ch. 7, Boston ch. 5 and Orlando ch. 9.

Guild Films reports data sought by SEC

Guild Films Inc., taken to court fortnight ago by Securities & Exchange Commission (BROADCASTING, May 4), filed delinquent 8-K and 10-K reports Friday listing Guild activities, as required by SEC.

Giving information requested by SEC, 8-K report lists (1) June 1957 contract with Chatham Corp. for $1.25 million in spot time (Chatham subsequently assigned contract to Bon Ami); (2) two August 1957 contracts with Bon Ami, one for spot time at $6 million value, second $1.2 million feature film deal. Guild said both contracted were canceled in February because of "difficulties involved in collecting the monthly [$60,000] payments from the Bon Ami Co."

(3) May 1957 agreement with Glamorene Inc. for $3.4 million in spot time over five years (canceled because of difficulty with agency, Product Services Inc., and Glamorene as to type of spots desired); (4) May 1957 agreement with Nestle-Lemur through Product Services and also for $3.4 million in spot time (canceled for same reason as Glamorene contract, Guild said); (5) October 1957 agreement with Reynard International Inc. for foreign distribution of *Minutes of Prayer* tv series, cost $2,225,000; (6) May 1958 agreement with Robin International Inc. to purchase from Robin 173,000 Guild shares for $519,000, canceled later; (7) June 1958 contract with then Standard Sulphur whereby Guild turned over foreign distribution rights to certain of its properties to Inter-World Tv Films Inc., formed from Standard Sulphur, in exchange for $5 million in debenture bonds and 3 million shares (5 million outstanding) in Inter-World.

In 10-K report filed by Guild, firm disclosed that its operations resulted in $4 million loss for fiscal year ended Nov. 30, 1958. Also, Guild said, losses for three months ended Feb. 28 totaled $350,000.

NBC, NABET talk

Prospects for settlement of three-week work stoppage at NBC by National Assn. of Broadcast Employes & Technicians brightened Friday (May 8) when disputants held session for several hours with J. R. Mandelbaum and scheduled another meeting for Saturday (May 9) at 10 a.m. Neither network nor union spokesman would comment on developments at session but it was reported that general atmosphere had improved. NBC was continuing broadcast schedule with use of about 300 supervisory and management personnel replacing about 1,500 NABET members involved in work stoppage which began April 27 over production of taped program in Paris.

AT DEADLINE

CONTINUED *from page 9*

Hagerty stands firm

In address prepared for delivery over Mutual Saturday (May 9) James C. Hagerty said there would be no live radio-tv coverage of President's regular news conferences "as long as I am the President's press aide." Reason for obduracy: to prevent communist propagandists from getting hold of "human fluff" and distorting it to their advantage. Earlier in week Mr. Hagerty had substantiated his observation that "everybody makes fluffs." At Emmy Awards ceremonies Wednesday (May 6) upon presenting citation for spot news coverage won by CBS to its representative, John Day, he referred to recipient as John Charles Daly (ABC vice president-commentator).

Bolling still grows

Bolling Co., N.Y., radio-tv station representative which last week announced opening of offices in Atlanta, Memphis and Denver, today (May 11) also announces addition of St. Louis and Kansas City offices, opening June 1.

Eugene F. Gray, previously general sales manager at KTVH (TV) Wichita, Kan., and media director at Allmayer, Fox & Reshkin Agency Inc., Kansas City, appointed manager of new Kansas City branch in KMBC Bldg., 11th and Central; telephone: Grand 1-7822. Mr. Gray also will be in charge of St. Louis operation until manager is named there. St. Louis address is 705 Olive St.; telephone: Chestnut 1-4350.

Daly wants hearing

Lar Daly, perennial splinter candidate, said Friday he has asked FCC to reject petition of Attorney General Rogers in Chicago Sec. 315 newscast case (page 27) and has requested immediate personal hearing in Washington.

WEEK'S HEADLINERS



MR. PELLEGRIN

FRANK E. PELLEGRIN, partner, vp and tv sales manager of H-R Television and H-R Representatives, N.Y., slated to assume presidency of Radio & Television Executives Society Wednesday (May 13) at business meeting in New York. Mr. Pellegrin thus scores twice: first executive from station representative field to head RTES and first executive in broadcast field to head both RTES and Broadcast Pioneers at same time (he leaves presidency of Broadcast Pioneers on July 1). Mr. Pellegrin has been active in radio-tv management, sales, promotion and public relations for past 25 years, is author of two books on time sales, was founder and first director of the Broadcast Advertising Bureau of NAB, which evolved into Radio Advertising Bureau and Television Bureau of Advertising.

LEN V. LEVY, previously executive producer and manager of Chicago office of Robert Lawrence Productions, film producer, and formerly executive producer of Kling Film Productions' tv commercial department, appointed chief of radio-tv production at North Adv., Chicago-based agency.



MR. SCHOEN



MR. DOUGHERTY

ARNOLD F. SCHOEN JR., general manager of WPRO-AM-FM-TV Providence, R.I., appointed executive vp of WBDO - AM - FM - TV Orlando, Fla. (Cherry Broadcasting Co.) JOSEPH P. DOUGHERTY, formerly sales manager of WJZ-TV Baltimore, appointed general manager of WPRO-TV effective today (May 11). Mr. Schoen, who will remain in full-time capacity with Providence stations for at least another month, will continue to serve Capital Cities Television Corp. (which bought WPRO-AM-FM-TV in March) as administrative consultant. In Orlando he will also be responsible for acquisition of additional and related properties for Cherry Broadcasting Co. Mr. Dougherty, prior to his WJZ-TV service, was assistant sales manager of KYW-TV Cleveland, both stations being Westinghouse Broadcasting Co. stations.



MR. KINTNER

EARL W. KINTNER, general counsel of Federal Trade Commission, nominated by President Eisenhower to be member of FTC. Mr. Kintner was named to succeed JOHN W. GWYNNE, whose resignation effective June 1 was announced by White House last Thursday (May 7). Mr. Kintner slated to fill Mr. Gwynne's unexpired term until September 1960. With FTC since 1948 when he was employed as senior trial attorney, Mr. Kintner has been its general counsel and chief legal advisor for past six years. Previously he was with United Nations War Crimes Commission from 1945-48.



MR. REED

PINCKNEY B. REED, vp of RCA, appointed to newly-created, top-level position in Washington, where he will provide staff coordination of RCA's business activities with federal agencies and represent company's management. He has been vp of RCA since 1957, and formerly was in charge of RCA International Sales and most recently of educational electronics. He has served RCA continuously since 1930 in various engineering, sales and administrative positions. Mr. Reed was also vp of RCA Service Co. where he organized Government Service Dept.



MR. MCCORMICK

STEPHEN J. MCCORMICK, news editor of Mutual Broadcasting System, promoted to director of network, effective today (May 11). Starting this week, Mr. McCormick will reduce his on-the-air assignments from three five-minute shows daily to one five-minute news broadcast to concentrate on his new duties. He joined Mutual's news staff in Washington in 1957. Mr. McCormick was White House reporter and presidential announcer for WOL Washington from 1936 until 1951, and subsequently was free-lance announcer for several radio programs, including *American Forum of the Air* and *Youth Wants to Know*. From 1951-53, Mr. McCormick was radio-tv counsel to Federal Civil Defense Administration.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

You will find that the Salt Lake City, Ogden, Provo, Utah market now ranks 37th in the United States.*

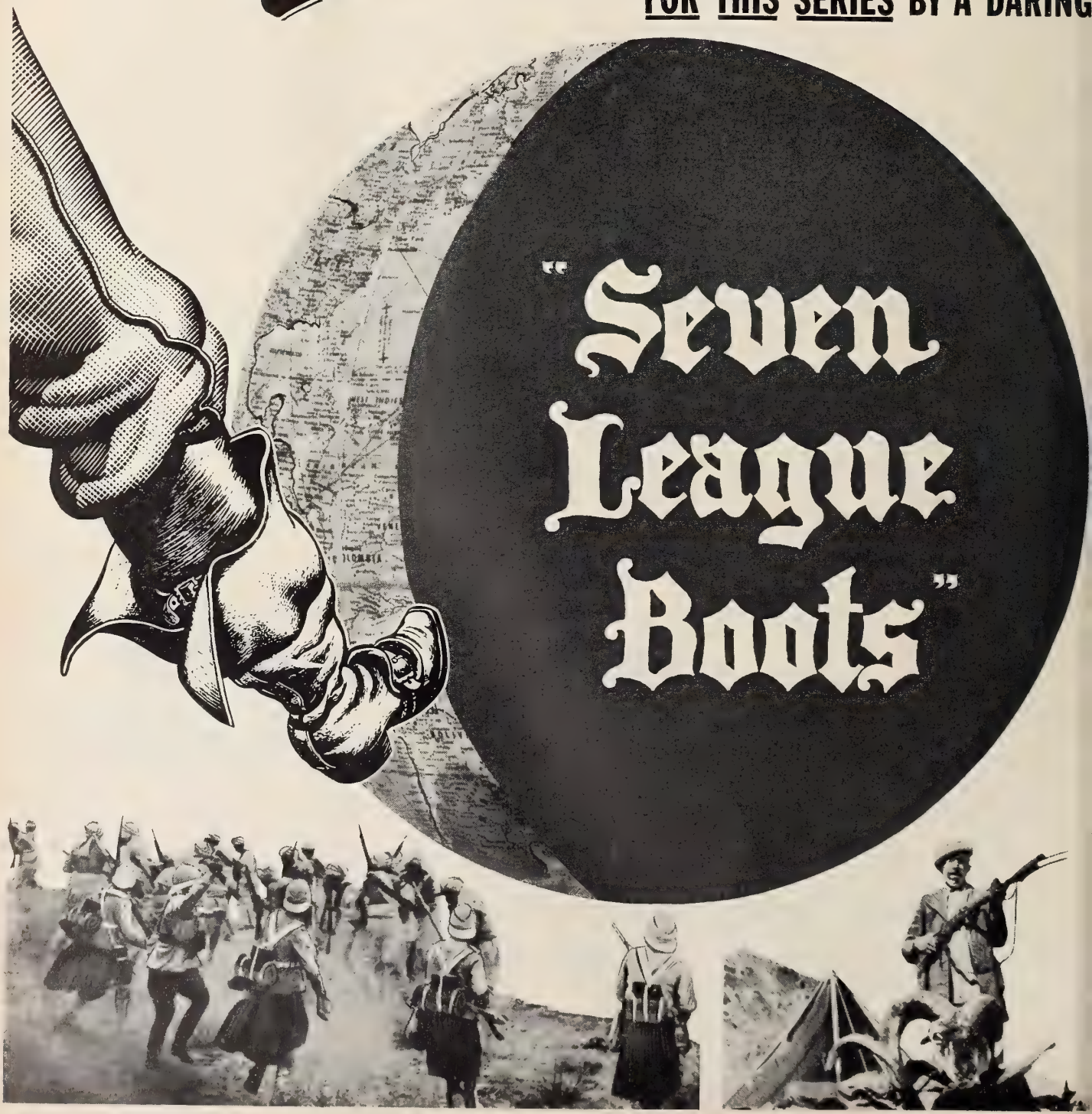
*Sales Management Survey of Buying Power 1959

KDYL KTVT4 NBC Affiliates in Utah more than cover this important market area. National Representative Katz Agency, Inc.

OPENS A NEW EXCITEMENT ON

39 ACTION-FILLED TRAVEL

FOR THIS SERIES BY A DARING



WORLD OF TELEVISION!

ADVENTURES EXCLUSIVELY FILMED GLOBE-GIRDLING CAMERA CARAVAN!





Producer and Host

JACK DOUGLAS

...who pioneered in travel-adventure shows with such Emmy winning syndicated series as "I Search for Adventure", "The Golden Voyage"...and the NAFBRAT award winning network series, "Bold Journey", sponsored by Ralston-Purina.

An entirely new concept in adventure...a world that would take more than a lifetime to see! Never-before-photographed rituals, untouched beauty, breath-taking exploits and feats! "Sin, Smoke and Singapore", "Dead Sea Scrolls", "The Happy Kingdom of Hunza", "Strong Men of Persia" are just a few of the fascinating titles.

"Seven League Boots" is a family-appeal series unlike any ever produced for television. See it... you'll buy it!

AVAILABLE NOW...CALL

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK · DETROIT · CHICAGO · HOUSTON · HOLLYWOOD · ATLANTA · TORONTO

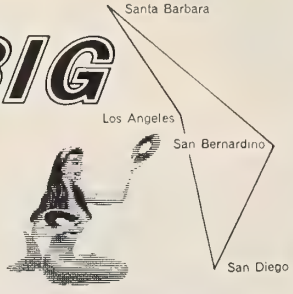
DOUBLE
DOUBLE
IMPACT
IMPACT

KBIG
KBIQ

STEREO
STEREO

KBIG adult listeners are hearing double! KBIQ-FM adds a new dimension to KBIG radio entertainment...and **advertising effectiveness.** "The Sound of Stereo" reaches over one million AM-FM Stereo homes in 234 Southern California markets. It's the most powerful combination of AM and FM at the **lowest** rate. Half and quarter-hour segments of this exciting **daily** 1:30 P.M. show are available at time rates only.

KBIG



Buy Radio Catalina for all Southern California

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: WEED & Co.

The **exciting sound** of stereo
740 kc/10,000 watts 104.3 mc/55,300 watts



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

May 12—**Wisconsin Fm Clinic**, Center Bldg., U. of Wisconsin, Madison.

May 12-13—**RCA Broadcast Equipment Seminar**, Statler Hilton Hotel, Washington, D.C.

May 12-13—**Communications Subcommittee of House Commerce Committee** hearings on Senate-passed bill (S-12) and seven House bills providing federal grants for educational tv.

May 12-14—**Toilet Goods Assn.**, Waldorf-Astoria, New York. Opening day agenda includes panel, "Power of an Idea," with these participants: Herbert R. Mayes, **McCall's**, moderator; Louis G. Cowan, president, CBS-TV; Edwin Ebel, vice president-advertising director, General Foods; George R. Marek, general manager, RCA Victor Div.; Charles W. Ferguson, **Readers' Digest**, and Dore Schary, author-producer.

May 12-14—**Public hearings, Board of Broadcast Governors**, Transport Board Rooms, Union Station, Ottawa, Ont.

May 13—**Iowa Broadcasters Assn.**, Hotel Ft. Des Moines, Des Moines. Howard Bell, NAB assistant to the president, will be luncheon speaker.

*May 13-15—**Pennsylvania Assn. of Broadcasters**, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Other speakers: Daniel W. Kops, WAVZ New Haven, Conn., editorializing; Elliott M. Sanger, WQXR-FM New York, new fm developments; Michael J. Donovan, Benton & Bowles vp, agency's view of programming; Robert E. Eastman, "From Rep to Net to Rep"; Thaddeus S. Kelly, McCann-Erickson, and Walter Bowe, Warner-Lambert Pharmaceuticals, agency-advertiser station relations; John J. Ryan, Advertising Federation of America.

May 14—**Sigma Delta Chi** annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winners of 1959 SDX distinguished service in journalism awards in 15 categories.

*May 14—**U. of Michigan Advertising Conference.** Agency and advertising executives will appear as panel leaders. Theme is the search for certainty in advertising. Speakers include Charles F. Rosen, W.B. Doner & Co., Detroit; Maxwell Ule, Kenyon & Eckhardt; Patrick J. Robinson, Imperial Oil Ltd.; Prof. Irving M. Copi and Prof. Norman R.F. Maier. Michigan, Ohio, Indiana and Ontario advertising groups are cooperating.

May 14—**Washington AP Broadcasters Assn.**, Washington Athletic Club, Seattle.

May 14—**NAB Tv Advisory Committee** on Video Tape Usage, NAB hdqrs., Washington.

May 14-15—**Nebraska Broadcasters Assn.**, annual convention, Cornhusker Hotel, Lincoln. A discussion of broadcast editorializing is planned as well as freedom of information and radio programming.

May 15—**Iowa AP Radio & Television News Assn.** annual spring meeting, Fort Des Moines Hotel, Des Moines. To be held in connection with **Iowa Radio & Television News Directors Assn.** convention.

*May 16—**Florida UPI Broadcasters**, Silver Springs.

May 16-17—**Illinois News Broadcasters Assn.**, spring meeting, Southern Illinois U., Carbondale. Speakers include Sam Sharkey, executive news director of NBC, and Frank Edwards, onetime network commentator now with WTTV (TV) Indianapolis. **Illinois AP Radio-Tv Assn.** annual meeting and **United Press International** business meeting also to be held.

May 18-20—**Annual Electronic Parts Distributors Show**, Conrad Hilton Hotel, Chicago.

May 19—**Film Producers Assn. of New York**, annual industry dinner, Hotel Plaza, New York.

*May 19—**Wisconsin Broadcasters Assn.**, Plankinton Hotel, Milwaukee. H.V. Kaltenborn, pioneer news commentator, and Charles H. Tower, NAB personnel-economics manager, will be speakers.

*May 19—Broadcasting Day, **Emerson College**, Boston. Theme is international broadcasting. Panel moderator will be Franklin A. Tooke, WBZ-TV Boston. Banquet follows at Hotel Vandome with Henry Loomis, Voice of America director, as speaker.

*May 20-22—**Electronic Industries Assn.** 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor. Officers will be elected.

May 20-22—**Assn. of National Advertisers**, spring meeting, Edgewater Beach Hotel, Chicago.

May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling Docket No. 9321 et al.

May 21—**National Assn. for Better Radio & Television**, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, **Highlights for Children** magazine, will be chief speaker.

*May 21-23—**Montana Radio Stations Inc.**, Rainbow Hotel, Great Falls.

*May 22—**Chesapeake AP Radio-Tv Assn.**, Sheraton-Belvedere Hotel, Baltimore. Topic: "Opening closed doors to radio and tv newsmen."

May 23—**California AP Television & Radio Assn.**, El Cortez Hotel, San Diego.

*May 23-24—**Kansas Assn. of Radio Broadcasters**, Lassen Hotel, Wichita. Douglas A. Anello, NAB chief attorney, will speak.

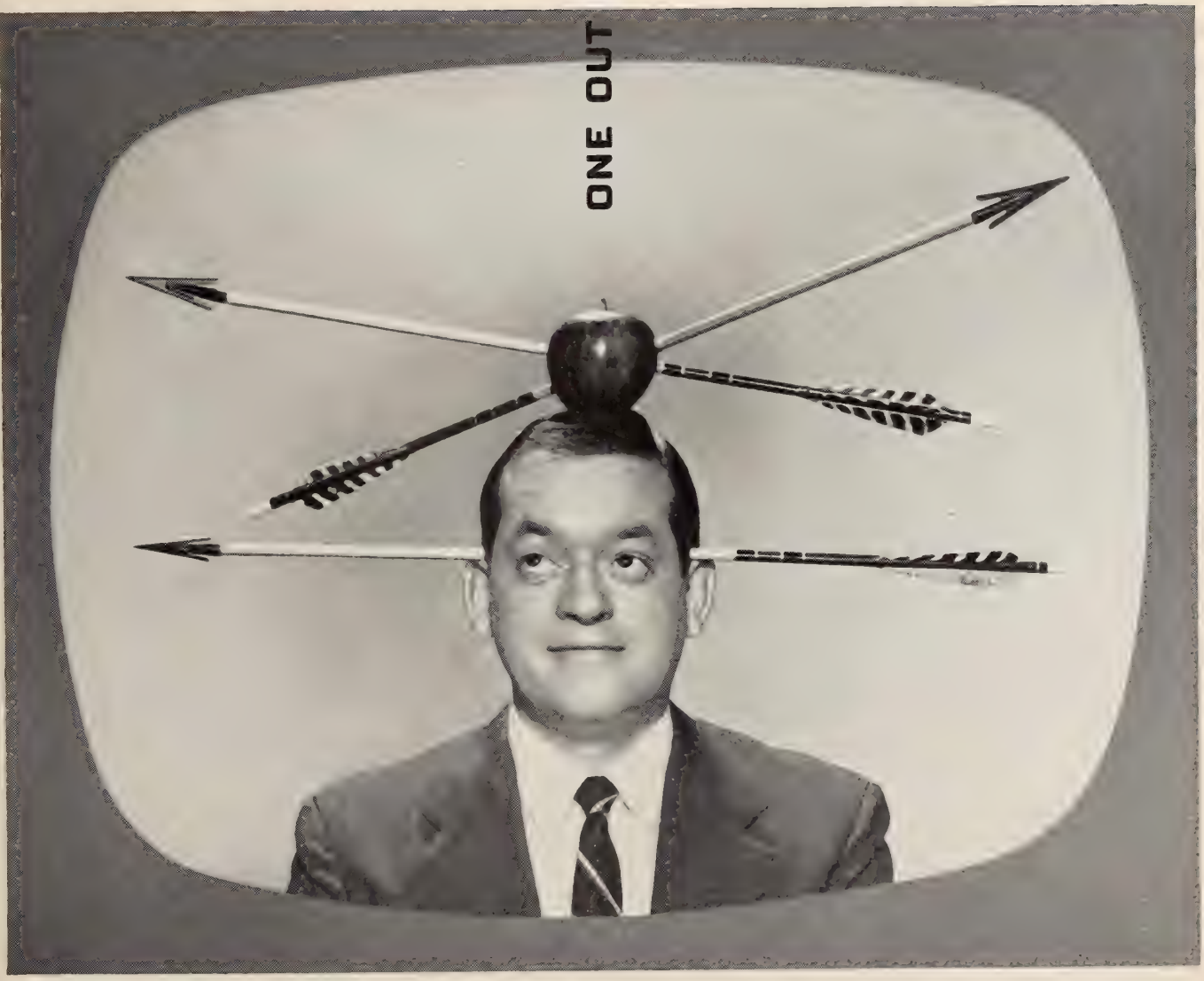
May 25—Testimony commences in FCC's study of use of spectrum in 25-890 mc region. Witnesses permitted to spend 15 minutes on position already stated in comments filed in March. Broadcast representatives bring up tail of witness list. Hearing is before FCC en banc. Docket 11,997.

May 27—**Chicago Federated Adv. Club**, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

*May 27—**New Jersey Broadcasters Assn.** spring meeting, Rutgers U. campus, Rutgers. Topics include single vs. multiple rate and station appraisals.

May 29-31—**Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention**, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and

ONE OUT OF THREE WILL MISS



One-third of all commercials today are completely ineffective in selling the product. So says research. . . . 9 out of 10, you will probably agree, are less than great. To score over competition, you must look upon Radio-TV as a *selling medium*, not just a form of entertainment . . . and on the commercial as the most important part of this great selling tool. **N. W. AYER & SON, INC.**

The commercial is the payoff

AWARD

and

REWARD

We are pleased that Office Management Magazine selected our new offices (shown in the background) for their 1959 Award for functional excellence—but we are far more pleased with the salesmanship emanating from these offices, which resulted in an average dollar increase of 58% for *all* Headley-Reed represented television stations so far this year.

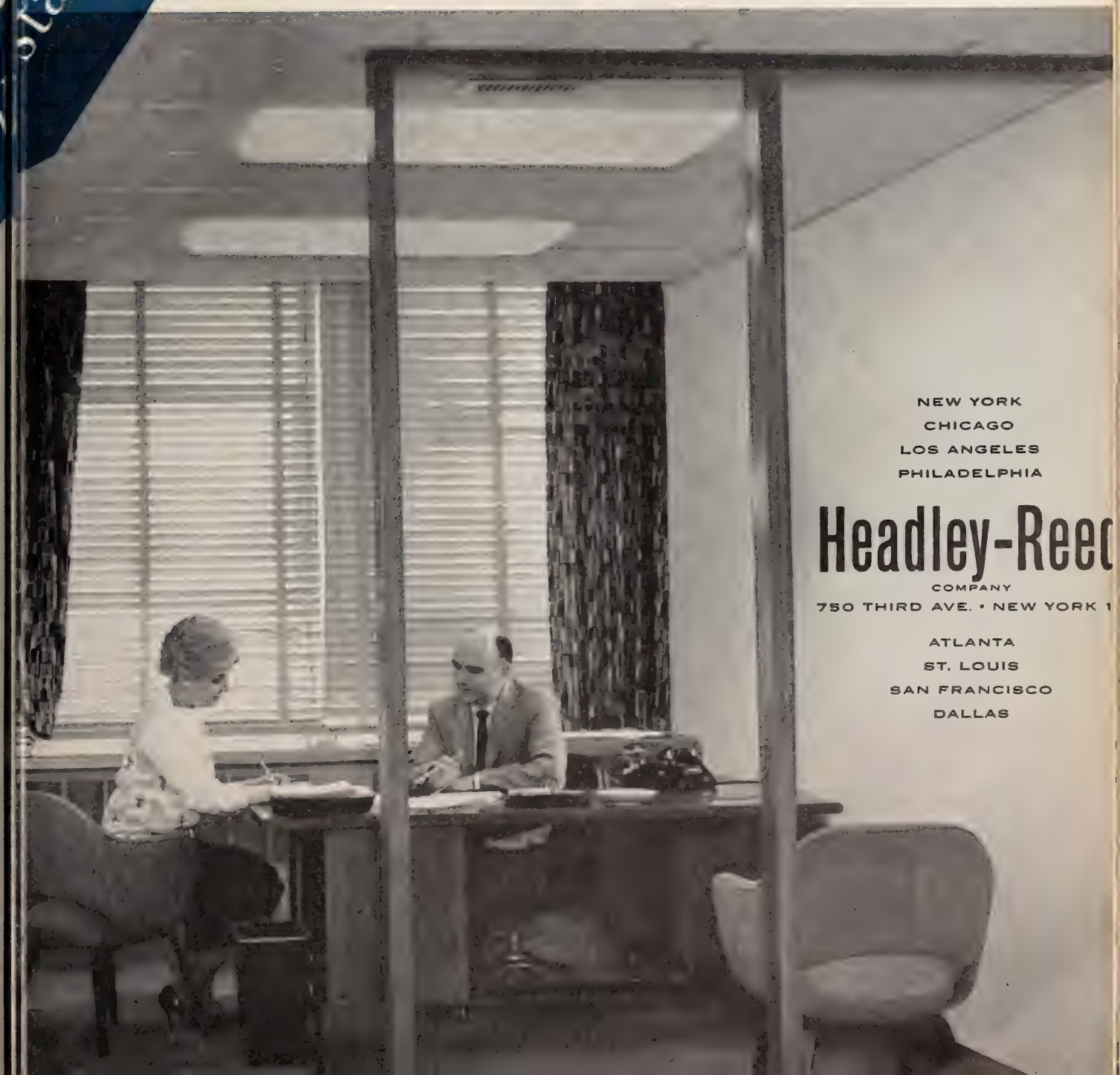
These gains, for the first quarter of '59 over '58,



stations!

are for the same 16 television properties represented a year ago. They are not accident, but the result of a definite sales plan, unique we believe, in station representation.

TV Station Operators: We will be glad to tell you, in confidence, of our new approach and explore with you, quite frankly, whether it will mean sales increases for you. Contact: Robert A. Schmid, Vice President, Station Development Division, New York.



NEW YORK
CHICAGO
LOS ANGELES
PHILADELPHIA

Headley-Reed

COMPANY
750 THIRD AVE. • NEW YORK 1

ATLANTA
ST. LOUIS
SAN FRANCISCO
DALLAS

The station for whirl-wind sales action!

WWRL

THE FAMILY STATION

5000 WATTS

NEW YORK



On the air 24 hours
DE 5-1600

WWRL
beamed to sell
New York's
2,455,000
Negroes
&
Puerto Ricans

WWRL . . . puts the act in action by speaking the language of New York's ever-expanding Negro and Puerto Rican market. Top personalities sell your product 24 hours a day. Get in the sales whirl . . . buy WWRL.

MERCHANDISING PLUS: Ask about our "geared-to-sell" merchandising plan.

FREE REPORT
NEGRO MARKET IN NEW YORK
POPULATION STUDY

in Medicine . . .



it's Gray's Anatomy

in TV and Radio . . .

IT'S BROADCASTING YEARBOOK!

Make no bones about it. Among medical men, Gray's simple-titled "Anatomy" is **THE** factual authority in its field. And among the busy people who spend money in broadcast advertising, there's no substitute for **BROADCASTING YEARBOOK** — the annual compendium of television and radio information compiled by the business-wise editors of **BROADCASTING** Magazine. Here, within a single set of covers, are all **THE** authoritative facts, analyses, studies and directories that TV-&-radio decision-makers will consult again and again for a full year. The 1959 edition of **BROADCASTING YEARBOOK** comes off the press in August—more comprehensive, more indispensable than ever. Among its 16,000 **paid** subscribers will be (as usual) the most important people in broadcast advertising . . . men and women who **must have facts** (and know where to find them). In short, it's a perfect place to tell **your** facts. **Deadline for proofs,** July 1; **final deadline,** July 15. Regular rates prevail. Reserve **NOW** and be sure of a front-row seat! **Call or wire collect!**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

JUNE

June 1-3—National microwave symposium, **Professional Group on Microwave Theory & Techniques, Boston Section,** Paine Hall, Harvard U., Cambridge, Mass.

*June 2—**Special NAB Tv Public Information Committee,** formed to draw up national program, will hold first meeting in New York.

June 3-5—**Armed Forces Communications & Electronics Assn.,** annual convention, Sheraton-Park Hotel, Washington, D.C.

*June 4-6—**Fm Multiplexing Seminar** under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va. Agency panels on fm and its future are planned. Other topics—FCC multiplexing regulation; is multiplex a broadcast or nonbroadcast service; must background and store services be broadcast on a subchannel only; music licensing fees; stereo; fm sales prospects; fm promotion. Dan Hydrick Jr., WGH-FM general manager, is in charge of planning.

June 4-6—First meeting of new **FM Assn. of Broadcasters,** Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.

*June 5—**NAB Tv-Music Advisory Committee,** NAB hdqrs., Washington.

*June 5—First Gold Liberty Bell Award of **Philadelphia Tv & Radio Advertising Club** will be presented at club's banquet, Warwick Hotel. Recipients will be Freeman Gosden and Charles Correll (Amos 'n' Andy).

*June 7-9—**North Carolina Assn. of Broadcasters,** Morehead Biltmore Hotel, Morehead City.

June 7-10—**Advertising Federation of America,** annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

*June 8-9—Panel on spectrum allocations before **Communications Subcommittee of House Commerce Committee.**

June 12-16—**National Federation of Advertising Agencies,** annual convention, Chatham Bars Inn, Chatham, Mass.

June 13—**UPI Broadcasters of Pennsylvania,** Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—**UPI Broadcasters Assn. of Texas,** annual meeting, Hilton Hotel, San Antonio.

June 13-14—**Louisiana-Mississippi AP Broadcasters Assn.** Jacksonian Motel, Jackson, Miss.

June 14-17—**National Industrial Advertisers Assn.,** national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

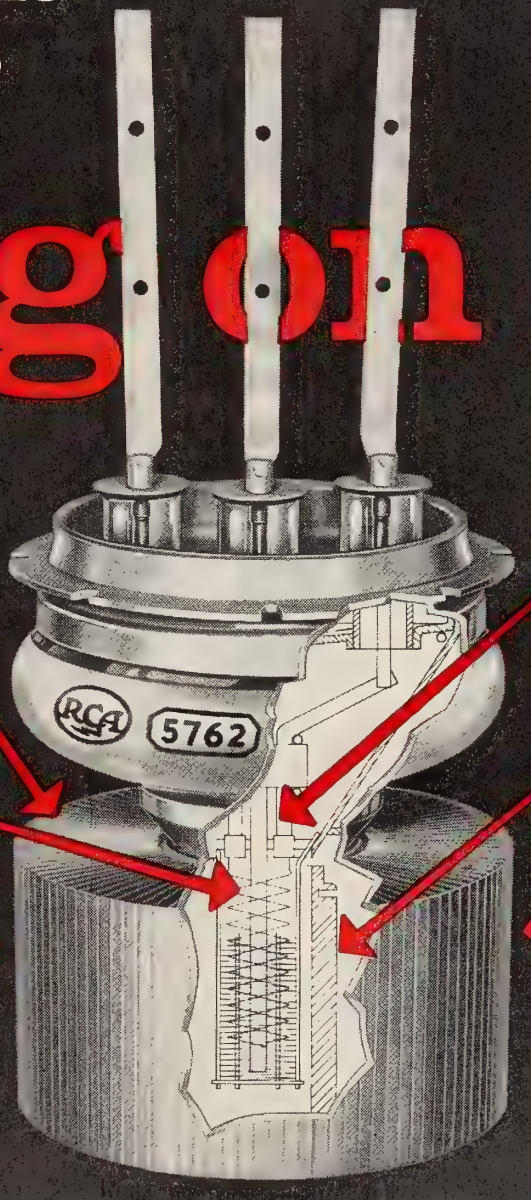
*June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

*June 15-19—**NAB Combined Boards of Directors,** NAB hdqrs., Washington. Committee meetings and indoctrination of new directors June 15-16; Tv Board June 17; Radio Board June 18; joint boards, June 19.

*June 15-26—Summer workshop for communications librarians, **Syracuse U. School of Journalism** and **School of Library Science,** Syracuse, N.Y.

It's the "built-in" engineering details that make RCA-5762's

long on life



LOUVRED-FIN radiator provides more cooling for a given air flow than a straight-fin type.

GRID AND SUPPORT ASSEMBLY is "vacuum fired" at more than 1700°F for maximum freedom from gas.

FILAMENT IS "CARBURIZED" in an atmosphere which utilizes liquid-nitrogen-cooled hydrogen (—392°F) for super purity.

ELECTRO-POLISHED ANODE reduces internal arcing in this time-proved power triode.

LONG LIFE is assured by leak-detection analysis utilizing the mass-spectrometer principle during manufacture.

ENTIRE TUBE is "spot-knocked" at tens of thousands of volts to reduce internal electric leakage.



Long life and stable performance of RCA power tubes are a result of more than two decades of experience in designing and building tubes for transmitters at all commercial power levels. Take the RCA-5762, for example. The time-proved original design of this famous power triode has withstood severe tests over many years of on-air operation. Kept up-to-date with the most modern techniques, this high-quality power tube is today a better investment than ever.

To get all the hours of tube life you pay for, go RCA. For prompt service, all it takes is a phone call—to your RCA Industrial Tube Distributor.

RADIO CORPORATION OF AMERICA
Electron Tube Division *Harrison, N. J.*



CANNONBALL RATES KUDOS! —GENERAL PETROLEUM

"CANNONBALL even greater success than anticipated. Most important to General Petroleum Dealers in the Phoenix area, CANNONBALL is promotable."

ITC
INDEPENDENT TELEVISION CORPORATION
488 Madison Ave. • New York 22
Telephone • PLaza 5-2100

OPEN MIKE

Agency is impressed

EDITOR:

We are so pleased over the beautiful handling of American Motors' new spot tv campaign on page 48 of your May 4 issue.

The copy is bright, crisp, accurate, and the way you handled the stills from our ID's is at least as good as they look on camera! It's a fine example of how to make a general news release into an exclusive.

Virginia L. Grimes
Geyer, Morey, Madden & Ballard
New York

Whirley-Whirler a whiz

EDITOR:

The story in BROADCASTING (page 39, April 27) was really great. I received many calls and in fact letters from across the country. . . . Would like to get about 100 tear sheets . . .

John I. Hyatt
The Whirley Corp.
St. Louis

Among KMOP buyers

EDITOR:

Included among the purchasers [KMOP Texarkana, Tex.] is Ken Ferguson, formerly manager of KBRZ Freeport, Tenn. We omitted this from the story (page 68, April 20).

Jack L. Stoll & Assoc.
Los Angeles

Border station 'feuding'

EDITOR:

Regarding the continuing harassment by KFMB-TV [San Diego] of XETV (TV) [Tijuana] for serving the greater San Diego community (BROADCASTING, April 6, page 79): a similar situation has satisfactorily prevailed in the Detroit market for many years with CKLW-TV serving the greater Detroit community from Windsor, Ont.

The Tijuana station is certainly no . . . quack-medicine type of operation. Surely the "good neighbor policy" deserves better than mere lip service!

Araldo Calle J.
Box 17, Boston 64

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

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* Reg. U. S. Patent Office
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CONGRATULATIONS to KYW Radio for being Cleveland's No. 1 Station BUT...

The NEW

WHK* COLOR RADIO

is NOW NO. 2

from 7 a.m. to 6 p.m. according to the latest C. E. HOOPER survey April, 1959 with a gain of 149% in only 22 DAYS

The NEW

WHK

COLOR RADIO • CHANNEL 14

FOR DETAILS CALL COLLECT

Harvey L. Glascock • General Manager

Division of

Metropolitan Broadcasting Corporation

*Cleveland's Most Talked About Station

On May 1st

McGAVREN

National Radio Station Representatives

NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES

Meets

KROW · 960

McLENDON

"A new treat
is in store
for Bay area listeners."

Represented Nationally by Daren F. McGavren Co., Inc.

SAN FRANCISCO
OAKLAND

Other McLENDON Stations

KLIF · DALLAS
KILT · HOUSTON
KTSA · SAN ANTONIO
WAKY · LOUISVILLE
KEEL · SHREVEPORT

Represented by JOHN BLAIR CO.

KRON is TV in SF



San Franciscans are sold on KRON-TV

11.9 March Nielsen!
THE THREE STOOGES
Sundays 5:00 - 5:30 P.M.
Participations Available

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

MONDAY MEMO

from **JOHN C. SIMMONS,** *national advertising manager, Dr. Pepper Co., Dallas*

Don't forget the fundamentals

Here are three fables. If they start you thinking of station rating wars, unrealistic rate structures or similar broadcasting foibles, it's because they're supposed to. They're reminders to us all not to forget the fundamentals.

* * *

Two very large and very proud bull elephants occupied the same area in a jungle on opposite sides of a wide, uncrossable watering hole. The first elephant, mighty of tusk and wide of ear, considered himself quite important—particularly to female elephants—and spent hours on his side of the wide, uncrossable watering hole trumpeting, throwing dust on his back and otherwise cavorting in the prescribed manner of an important elephant.

The second elephant, equally endowed and self-appreciated, spent his time in the same manner on his side of the wide, uncrossable watering hole.

Whenever the two elephants spied each other across the pond—particularly when female elephants were around—there was much bellowing, tearing down of small trees and general raising of dust clouds. Violent, angry accusations, threats and comments on the other's ancestry and ability bounced back and forth across the wide, uncrossable watering hole.

When this occurred, insects, birds, rodents, reptiles and all the lesser creatures vacated the immediate area with great speed—and, sure enough, so too did all the female elephants.

Moral • Loud, public arguments among the mighty may be good for the ego—but they sometimes turn away those we're trying to impress.

* * *

Many years ago, a certain rich king wished to build a room onto his castle in which to store his vast supply of spears, broadaxes, armor, swords and trappings. The king was quite concerned about this because just being king was trouble enough.

There were constant skirmishes to look after—a cousin or brother or nephew who occupied a nearby kingdom would attempt to steal cattle, or serfs, or acquire a little more land, and *down* would go the drawbridge and *off* would go the king and his men to settle the matter.

This oft-repeated activity meant that spears, broadaxes, armor, swords and trappings must be kept handy and in good supply. And, after stumbling over his sword and bumping his royal head on his hanging armor a few times, the good king decided to construct a storage room.

Being a sound businessman, he called in three builders and discussed the matter with each of them. After serious consideration the king asked the third builder to construct the room. The other builders came to ask why they had not been granted the job.

To this the king answered, "Like you, builder No. 3 promised much quality in stone blocks, oaken beams and hand-hammered iron hinges—but—something you did not do—he promised one additional service . . . he will *tell* all my people, and all of the people of my cousins and nephews and brothers all about the quantity and quality of my spears, broadaxes, armor, swords and trappings. . . ."

Moral • Merchandising benefits can often be the deciding factor in the selection of services which appear to be nearly equal.

* * *

While scooping out a tree-trunk to make a canoe one day, a caveman named Lesser Oog discovered that a particular type of rock—found only under a particular waterfall—cut wood fast and cleanly. He finished his canoe rapidly, while his neighbors were still chipping and chopping and gouging. He offered to finish their canoes for seven clams each and, at six clams and ten grubworms each, agreement was reached and Lesser Oog went to work. Soon he was chopping out tree-trunks for everyone, making new canoes for ten clams each and the whole community gleefully paddled up and down the river digging more clams to buy more canoes.

After a time, Lesser Oog—by now employing five second cousins to chop down and haul tree-trunks for him—decided he was underpaid for his canoes. After all, no one else had been able to find the particular type of rock—found only under a particular waterfall—and orders on hand would keep him busy for many moons. So Lesser Oog announced a new charge: 20 clams.

This was received with some grumbling but business continued at almost its former pace. There was, of course, the unpleasantry of having to give more grubworms to the tree-haulers, but generally things went well for Greater Oog (a name change was only proper for a man of such importance).

Then, suddenly the word spread like wildfire—there was no need to buy twenty-clam canoes from Oog! Lesser Igg had discovered an even harder type of rock—found only under another particular waterfall — that chopped wood even faster . . . and Lesser Igg would sell his canoes, with a fishing bone thrown in, for only six clams! Very soon, Lesser Oog was a tree-hauler for Greater Igg, being paid twelve grubworms a moon and wondering what had happened.

Moral • It can be dangerous to assume that, as long as you've got all the business, you should price your service accordingly.

John C. Simmons has worked with radio-tv all of his business life. An advertising agency man for 10 years, Mr. Simmons was formerly vice president and office manager of Ruthrauff & Ryan. Earlier, he organized and managed the 105-station Griesedieck Bros. Cardinal Baseball Radio Network (St. Louis-originated) for several years. A graduate of Louisiana State U. and an Air Force veteran, Mr. Simmons continually works for better productivity of broadcast media and was a charter board member of the Assn. of Broadcasting Executives of Texas. He joined Dr. Pepper in 1956 and is responsible for all advertising activities of the company, including its national network radio show and tv programming on many stations around the country. Radio and tv easily represent Dr. Pepper's largest single ad investment.





fyi

Select morning participations now available in Washington, D.C., on WRC-TV's INGA'S ANGLE (9:05 – 9:30 a.m.) and unusual nighttime program availability, RUSS WARD AND THE NEWS (11:10-11:15 p.m.). ■ Inga Rundvold is Washington's First Lady of Television, on first-name terms with top entertainment stars and homemaking pros. Her "Figure Formula" is a favorite of D.C. women, and a regular feature of her WRC-TV program. Pretty as her picture, she's the perfect hostess to introduce your product to her loyal following. ■ Russ Ward is an expert on the local scene in the nation's capital. A regular contributor to the NBC Radio Network's Monitor, World News Roundup and News on the Hour.His WRC-TV nighttime reports have won him the admiration of a large viewing audience and his associates as well. A solid background for a quality product or service that demands an atmosphere of authority. ■ Call WRC-TV or NBC Spot Sales and reserve your schedule with Inga and Russ *now!*

NBC LEADERSHIP STATION IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES

WRC-TV•4

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 11, 1959
Vol. 56 No. 19

HOPES RISE FOR SEC. 315 RELIEF

Attorney General urges FCC to reverse equal time ruling; Senate gets new bill to correct some campaign coverage ills

A major break-through in the industry's fight for relief from equal-time requirements of the political broadcasting law was supplied last week by the Dept. of Justice.

A spring-long series of developments in the political broadcasting controversy culminated Thursday (May 7) in a knuckle-cracking rebuke administered to the FCC by Attorney General William P. Rogers.

Official Washington and broadcasters watched with interest as the top legal branch of the government told the FCC in blunt language that it ought to apply the "public interest" test to its Feb. 18 decision in the Lar Daly case.

The FCC was urged to reconsider and reverse its ruling that the Chicago splinter candidate for the mayoralty was entitled to equal time when his opponents appeared in ceremonial roles on regular newscasts.

President's Order • Attorney General Rogers' recommendation was made in response to a Presidential request. "Ridiculous," the President had stated last March 18 when he heard of the Lar Daly decision.

Last week's activity included:

• House Commerce Committee viewing of a film of a Lar Daly appearance on WBBM-TV Chicago (see pictures below).

• Intense FCC silence after receipt of the Attorney General's report, with no word on what might come next.

• Introduction of a bill by Sen. Vance Hartke (D-Ind.) amending Sec. 315 of the Communications Act to exempt newscasts from the equal-time clause, remove stations from libel liability in some political broadcasts and eliminate splinter candidates for President and Vice President from equal-time requirements (see story next page).

A tribute to the news role of radio-tv in political campaigns was paid by Mr. Rogers; a "real benefit" he said might disappear if the decision isn't reversed. He argued the matter goes right to the core of the American system of government.

In viewing a film of Lar Daly's Feb. 18 appearance on WBBM-TV, granted by the station after other candidates had been given a chance to campaign on its facilities, the House committee saw him in a typical "America First" role with Uncle Sam costume and off-beat campaign issues.

This Feb. 18 program was a direct equal-time grant by WBBM-TV and not related to the controversy over the status of newscasts under Sec. 315. It preceded the incident that led to Mr. Rogers' opinion of last week.

Special Conference • First word of the Attorney General's demand, appearing in "a memorandum of the United States re applicability of Sec. 315 to routine news coverage of political campaigns," came during a special news conference called at 11:30 a.m. Thursday (May 7) by James C. Hagerty, Presidential news secretary.

Mr. Hagerty said the memorandum had been presented in person to the President by Attorney General Rogers.

By afternoon federal officials and communications attorneys were specu-





Majesty of the law • CBS-TV demonstrated to the House Commerce Committee last week the most recent example of Sec. 315 in action. Joseph H. Ream, CBS Washington vice president, showed committeemen a half-hour film of a political broadcast by candidate-for-everything Lar "America First" Daly which the network's WBBM-TV Chicago broadcast last Feb. 18. Mr. Daly was a splinter candidate for mayor of Chicago, and was granted time after the incumbent, Mayor Richard Daley, a candidate for re-election, had made a "report to the people" on the station.

The picture at left shows the film as it was presented Thursday (May 7) to about half of the 33 members of the House Commerce Committee. In this frame, Mr. Daly, dressed in the costume he has worn for many campaigns, including one for the U.S. presidency in 1956, appealed for votes (he received the grand total of two in the general majoralty election). The principal planks of Mr. Daly's platform which he presented on WBBM-TV were: (1) abolish the public schools, (2) abolish public housing, (3) legalize gambling for tax revenue.

The picture at right shows some of the House committeemen as they watched the Daly film.

lating on the unusual situation. While the Dept. of Justice and FCC have disagreed frequently on such matters as antitrust policies and routine appeals, the strong language used in the memo was noted with interest. The speculation included such angles as the Dept. of Justice role should FCC stick to its original Lar Daly decision and the case go to an appellate court.

Petitions for reconsideration of the Lar Daly decision have been filed with the FCC by CBS, NBC, Westinghouse Broadcasting Co. and NAB.

The Attorney General's memorandum urged "reconsideration and reversal of the Commission's Lar Daly ruling." The memo cited the routine nature of the newscasts that led to the Chicago trouble.

In the newscasts Mayor Richard Daley was shown greeting the president of Argentina at the Chicago airport, opening the Mothers' March of Dimes drive and filing his nominating petition for re-election.

Lar Daly, also a candidate in the primary election, demanded equal time and protested to the FCC when it was not granted.

The FCC held that Mayor Daley's appearances amounted to a "use" of the station under Sec. 315 though the candidate in no case directly or indirectly asked to go on the air.

Not a 'Use' • The Attorney General's memo last week said: "Urging reconsideration and reversal of this decision, the United States' position is that Sec. 315 does not support the holding that every time a candidate is shown on a regular news program, at the station's sole initiative, such showing constitutes a 'use' by him. Especially so since such holding, by requiring the grant of equal time for all other candidates, might effectively bar all direct news coverage of important campaign developments."

Taking a practical look, the Attorney General said the holding "would make impossible the successful news programming of a campaign. Thus the public interest which is best served by the widest coverage of campaign events would be frustrated."

What's needed, the memo added, is "a common-sense application of the Communication's Act's 'public interest' standard which requires television and radio stations to make a fair presentation of public issues."

The Attorney General contended Sec. 315 provides that if a licensee "permits" a person to use the station it shall afford equal opportunity to other candidates, but said it is clear the language is aimed at use by candidates of particular station facilities as part of their political campaign activities rather than reporting of the news.

Vital Question • The Attorney General said the question "goes to the heart of the effective operation of our system of government," pointing to the need of an informed electorate. The memo said, "To this end, radio and television broadcasting, bringing the voices and visual images of candidates into the homes of the voters, performs a service impossible in previous generations."

This "real benefit" to the people may be virtually eliminated as far as news programs are concerned if the FCC's ruling stands, the department continued. It suggested the ruling conflicts with FCC's view that it believes wide campaign coverage is in the public interest.

Every station is required by law to give fair, balanced news coverage of campaigns, it was stated, and "generally speaking" they have done so, according to the memo.

The memo's conclusion cites the unsettling effects of the FCC's Lar Daly ruling on news coverage of campaigns, stating, "An opinion reversing its previous determination . . . seems called for."

Signing the memo besides Attorney General Rogers were Robert A. Bicks, acting assistant attorney general, and Richard A. Solomon, Dept. of Justice attorney and formerly FCC assistant general counsel in charge of litigation.

How It Began • FCC's Lar Daly ruling last Feb. 18 started the turmoil over political candidates. The Commission by a 4-3 vote ruled Mr. Daly was entitled to equal time after Mr. Daly had filed an FCC appeal Feb. 14. After viewing film clips of newscasts showing Mayor Richard J. Daley, of Chicago, in ceremonial roles, the FCC handed down its ruling. FCC dissenters were Chmn. John C. Doerfer, John Cross and T.A.M. Craven. The ruling climaxed a long fight that started in 1956 when Mr. Daly asked time from all networks to answer broadcasts by President Eisenhower. At that time Mr. Daly was a candidate for the Republican Presidential nomination.

President Eisenhower's attention was called to the equal-time confusion last March by Frank Stanton, CBS president. After reviewing the facts the President made known his views March 18 through Mr. Hagerty. "Ridiculous," the President said. Mr. Hagerty stressed the President was not criticizing the Commission but said the Attorney General should study the case. The President's request was limited to the question of newscasts and did not go into the problem of requiring equal time for splinter and crackpot candidates.

Doerfer and repeal



The "legitimate candidate who has a chance" should be permitted to appear on tv and radio, but if "crackpot" candidates "multiply to the extent that has been indicated," then the people will get to see no one, FCC Chairman John C. Doerfer said in a filmed tv interview with Rep. Alvin M. Bentley (R-Wis.), sent to tv outlets in the congressman's home district last week. Chairman Doerfer said he advocates repeal of Sec. 315, but added: "You can go too far the other way." Incumbent candidates, he said, may "under the guise of newscasts" appear "all the time" to the exclusion of their opponents.

Mr. Doerfer first called for repeal of Sec. 315 in a news conference during the NAB convention (BROADCASTING, March 23).

Sen. Hartke offers Sec. 315 corrections

Sen. Vance Hartke (D-Ind.) introduced his "Fair Political Broadcasting Act of 1959" (S 1858) last Tuesday (May 5) and within two days had five co-sponsoring Senators. His bill goes far beyond five others giving broadcasters relief from Sec. 315 which already have been introduced in this session of Congress.

In addition to exempting newscasts from equal time, S 1858 also removes stations from any responsibility from libel as a result of political broadcasts and defines "qualified" candidates for President and Vice President. For general elections, qualified candidates are described as those representing a party which received at least 4% of the votes cast in the last presidential election or candidates supported by petitions signed by at least 1% of total voters in the past election.

Candidates eligible for equal time in



The Above Advertisement Appeared Monday, April 27, 1959 In *The Sun* and *The Evening Sun* of Baltimore. A Similar Advertisement Appears Each Monday.

primaries, as defined by the Hartke bill, would be (1) an incumbent of any elective federal or statewide office, (2) anyone nominated for President or Vice President at any prior party convention and (3) anyone supported by petitions signed by 1% of the total popular vote or 200,000 persons.

For state and local elective positions, current provisions of Sec. 315 remain in force. The bill also states that "no obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

No Libel or Censorship • A new paragraph would be added to the act reading:

"No licensee shall have any power of censorship over the material broadcast under the provisions of this section. No action, either civil or criminal, shall be maintained by any person in any court against any licensee or agent or employee of any licensee, because of any defamatory or libelous statement made by a legally qualified candidate for public office in a broadcast made under the provisions of this section, unless such licensee, agent or employee participated in such broadcast willfully, knowingly, and with intent to defame."

Sen. Hartke's bill, in a preface to the proposed amendments, states that " . . . the great variety of factors which are relevant in deciding what constitutes 'fair and equal' opportunity have afforded constant frustration and pitfalls to legally qualified candidates for public office and the broadcast industry and recent rulings by the FCC concerning the interpretation of Section 315 as it now stands have tended to be inconsistent with the original intent of the Congress and thus with the objective of public service and public enlightenment."

The freshman senator said he became convinced changes were needed in the Communications Act during his campaign for the Senate last fall. The final impetus, he said, was provided by the FCC in its Lar Daly-Chicago decision. Several stations, he said, completely ducked political broadcasts during the 1958 campaign because of Sec. 315 interpretations.

"Having recently emerged from a strenuous campaign . . . I am acutely aware of the shortcomings of the present law," Sen. Hartke stated. "Because of interpretations of the existing law, many broadcasters refuse to take any part in a political campaign. Who suffers? The American public suffers. It suffers in its right to know."

Let Broadcasters Decide • Greater discretion and freedom should be given to individual stations and networks concerning equal time, Sen. Hartke said. He maintained the radio-tv industry is responsible to the public and will decide individual issues in the public interest.

Sen. Hartke pointed out that S 1858 will eliminate many "nuisance" candidates in their equal time demands or will make them "assume the burden of some serious work to qualify . . ." for equal time.

Both CBS and NBC were quick to give their unqualified support to the Hartke bill. NBC President Robert Sarnoff said it "represents a constructive effort to remove the shackles from American broadcasters in the coverage of political news."

CBS President Frank Stanton stated that, if enacted, "Sen. Hartke's bill will permit broadcast journalism more effectively to fullfill its role in informing the people and more fully to participate in the democratic process. It will permit broadcasters to make a far more vital contribution than ever before to an informed electorate."

Chances Excellent • Sen Hartke, a member of the Senate Interstate & Foreign Commerce Committee to which S 1858 was referred, said that "we are going to push real hard for passage of the bill. We hope to get it through in this session. There is every indication that we will be successful." The Senate committee meets in executive session this Wednesday (May 13) and Sen. Hartke said he would discuss his bill prior to this session with Committee Chairman Warren Magnuson (D-Wash.).

When the bill was introduced, Sen. Hartke noted that Sen. Magnuson "has been a leader in the many attempts to clarify and bring into focus those laws dealing with the broadcasting industry." Sen. Magnuson, however, has declined to comment on equal-time revisions during this session of Congress but has indicated his committee would schedule hearings at a future date.

Five other bills have been introduced in the 86th Congress which would amend Sec. 315 but all are limited to exempting newscasts from equal time provisions. Rep. Glenn Cunningham (R-Neb.) introduced the first such measure (HR 5389) and has actively been pushing Rep. Oren Harris, chairman of the House Commerce Committee, for hearings (BROADCASTING, March 23, 16).

Other equal time-newscast bills have been introduced by Sens. Strom Thurmond (D-S.C.) (S 1585), a member of the Senate Commerce Committee, and Gordon Allott (R-Colo.) and Reps. J. Arthur Younger (R-Calif.), member of House Commerce Committee, and Paul Rogers (D-Fla.).

Signing as co-sponsors of the Hartke bill as of May 7 were Sens. Thurmond, Theodore Green (D-R.I.), Eugene McCarthy (D-Minn.), Gale McGee (D-Wyo.) and Stephen Young (D-Ohio).

The Hartke measure to amend Sec. 315 remained on the desk in the Senate until Friday in order to provide additional co-sponsors with an opportunity to sign.

Problem Not New • Proposed revisions of the equal-time rules have been before past Congresses, with hearings held, but to date no changes of consequence have been made in the 1932 law. In 1952, an amendment was added prohibiting stations from charging candidates more than their regular rates.

During the 85th Congress, Sens. Hennings and Green sponsored two "clean election bills" which would have accomplished the same thing as the Hartke bill. Hearings were held by the Senate Rules Committee and the bills were favorably reported but the Senate took no further action. Also in the past Congress, Sens. Magnuson and Albert Gore (D-Tenn.) introduced bills designed to define qualified candidates for equal time.

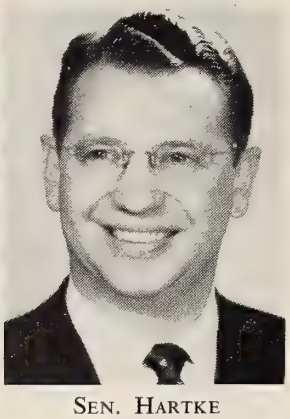
Rep. Harris sponsored and held hearings on legislation similar to the Hartke bill during the 84th Congress. The House Commerce Committee chairman has indicated that he might reintroduce the 1955 bill for consideration of his committee.



ATTY. GEN. ROGERS



REP. CUNNINGHAM



SEN. HARTKE

Each proposes a different cure for political broadcasting law



Gets to Detroit's big mobile audience with vital traffic bulletins!



Combining public service with direct selling to a highly receptive market, the dramatic "Traffic-Copter" is another reason why WJBK is Michigan's most result-producing independent radio station. During Detroit's peak automobile movement the "Traffic-Copter" spots accidents and congestion, checks traffic flow, and relays the information immediately to a vast automobile audience. It covers all the main arteries and advises of best routes. It performs a genuine service. WJBK *presents your message to an appreciative and responsive audience out-of-home and in home!* . . . Storer Radio sells with the *impact of integrity.*

"Famous on the local scene"

WJBK

THE MODERN SOUND OF RADIO IN

DETROIT

Represented by the KATZ AGENCY, INC.

STORER BROADCASTING COMPANY

Storer Radio

WJBK	WIBG	WWVA	WAGA	WGBS	WSPD	WJW
Detroit	Philadelphia	Wheeling	Atlanta	Miami	Toledo	Cleveland

ANACIN ON TOP
Out-spends 14 brands on network tv in Feb.

Anacin tablets—a Whitehall Labs product—topped the February listing of the leading 15 brand advertisers in network television. Whitehall spent $740,627 gross in time charges that month. Anacin also was the leading brand (in gross dollars) in January.

Procter & Gamble rode its usual first place in the top 15 network advertising listing, spending an estimated $4 million-plus in February in time purchases. Lever and American Home Products continued to invest at a $2 million monthly clip, again residing in the second and third notches in the leading 15 list.

Among the brand leaders, Dristan—another Whitehall product—continued its tv investment in February, ranking No. 6 among the 15, or an advance of two places over January. Dristan has been resigned by the Bryan Houston agency, thus putting that account up for grabs effective in June.

Aside from Whitehall, R.J. Reynolds was the only other network advertiser to have more than one brand in the top 15. Reynolds' investments were Camel (nearly $500,000) and Winston ($431,492) cigarettes.

The tobacco firms made hay for the networks during February according to the figures as compiled by Leading National Advertisers and Broadcast Advertisers Reports and reported by Television Bureau of Advertising.

In addition to Camel and Winston in the R.J. Reynolds' cigarette family the top 15 brands included Brown & Williamson's Viceroy (ranked second), P. Lorillard's Kent (ranked ninth), American Tobacco's Pall Mall (No. 12) and Liggett & Myers' L & M filters (ranked No. 15).

In other perspectives: daytime networking showed advances in time purchasing compared to February 1958, a consistent gain this year for daytime television. Nighttime also picked up 1.8% (comparing February of this year with the same month of a year ago).

Up in front in estimated advertising expenditures by product category: food products with more than $9.7 million invested in February. For the first two months of this year, food advertisers already have topped the $20 million mark.

Estimated Expenditures by Product Classification

	February 1959	Jan.-Feb. 1959	Jan.-Feb. 1958
Agriculture & Farming	$ 160,820	$ 315,160	$ 13,066
Apparel, Footwear & Accessories	342,325	457,648	457,342
Automotive, Automotive Accessories & Equipment	3,632,394	7,516,101	9,961,920
Beer, Wine & Liquor	370,620	870,333	1,198,335
Building Materials, Equipment & Fixtures	271,704	442,539	119,784
Confectionery & Soft Drinks	1,071,816	2,304,610	1,660,927
Consumer Services	259,431	705,105	865,312
Food & Food Products	9,775,818	20,606,979	17,772,541
Gasoline, Lubricants & Other Fuels	242,617	506,518	532,318
Horticulture	9,580	14,358	57,978
Household Equipment & Supplies	2,063,138	3,995,200	3,468,857
Household Furnishings	252,191	554,894	528,195
Industrial Materials	1,901,576	3,619,512	3,569,666
Insurance	926,883	1,615,083	1,150,629
Jewelry, Optical Goods & Cameras	510,244	1,127,529	1,557,551
Medicines & Proprietary Remedies	6,069,451	12,994,877	10,449,837
Office Equipment, Stationery & Writing Supplies	405,617	666,273	1,003,135
Political	—	—	66,174
Publishing & Media	—	—	342,745
Radios, Television Sets, Phonographs, Musical Instruments & Accessories	407,526	879,581	1,429,183
Smoking Materials	6,111,657	12,875,790	9,581,934
Soaps, Cleansers & Polishes	5,420,511	10,873,807	10,615,437
Sporting Goods & Toys	149,992	352,335	252,936
Toiletries & Toilet Goods	7,776,309	16,220,940	16,037,533
Travel, Hotels & Resorts	137,910	306,256	394,523
Miscellaneous	597,514	1,122,395	1,156,921
Total	$48,867,644	$100,943,823	$94,244,779

Top 15 Network Company Advertisers
February 1959

1.	Procter & Gamble	$4,085,192
2.	Lever Brothers	2,171,076
3.	American Home Products	2,035,630
4.	General Foods	1,998,428
5.	Colgate-Palmolive	1,991,726
6.	General Motors	1,685,972
7.	R. J. Reynolds Tobacco	1,297,029
8.	American Tobacco	1,142,741
9.	Sterling Drug	1,094,829
10.	P. Lorillard	1,078,333
11.	General Mills	1,051,461
12.	Bristol-Myers	991,967
13.	Pharmaceuticals	986,859
14.	Liggett & Myers Tobacco	960,260
15.	Ford Motor	935,835

Top 15 Network Brand Advertisers
February 1959

1.	Anacin (Whitehall)	$740,627
2.	Viceroy (B&W)	605,133
3.	Tide (P&G)	600,842
4.	Chevrolet Passenger Cars (General Motors)	592,353
5.	Bayer Aspirin (Sterling Drug)	527,855
6.	Dristan (Whitehall)	497,045
7.	Camels (R. J. Reynolds)	491,436
8.	Ford Passenger Cars (Ford)	467,663
9.	Kents (P. Lorillard)	460,121
10.	Bufferin (B-M)	455,934
11.	Winstons (R. J. Reynolds)	431,492
12.	Pall Malls (American Tobacco)	420,609
13.	Colgate Reg. & Aerosol Dental Cr. (C-P)	406,171
14.	Dodge Passenger Cars (Chrysler)	397,169
15.	L&M Filter Tips (Liggett & Myers Tobacco)	379,755

Tv network gross keeps climbing in March

The tv networks grossed a total of $55,519,731 in time charges in March, a gain of 12.2%. The month also was the network tv highwater mark for the first three months of the year. The total gain for the three months over a year ago came to 8.9%.

ABC-TV chalked up more than $11.5 million in gross billing, a figure that is 23% higher than the total billed in March 1958. CBS-TV and NBC-TV also were stepping out smartly, these networks registering respective 9.5 and 9.8% advances.

The March time purchases compiled by Leading National Advertisers and Broadcast Advertisers Reports are being released today (May 11) by the Television Bureau of Advertising.

The breakdown:

MARCH

	1958	1959	Change		1958	1959	Change
ABC	$ 9,402,407	$11,565,031	+23.0%	ABC	$ 27,013,004	$ 32,236,569	+19.3%
CBS	$21,211,070	$23,226,385	+ 9.5%	CBS	$ 62,715,826	$ 66,161,853	+ 5.5%
NBC	$18,874,597	$20,728,315	+ 9.8%	NBC	$ 54,004,023	$ 58,081,996	+ 7.6%
Total	$49,488,074	$55,519,731	+12.2%	Total	$143,732,853	$156,480,418	+ 8.9%

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	$10,024,460	$20,806,220	$18,053,828	$48,884,508
March	$11,565,031	$23,226,385	$20,728,315	$55,519,731

The figures for February revised as of May 5, 1959.
LNA-BAR: Gross time costs only.

Announcing . . . . .

ANOTHER TELEVISION FIRST FROM ARB

Audience size for **every** U. S. TV station
in **every** U. S. television market with . . .



nationwide tv measurement!

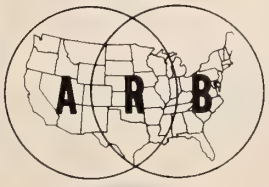
- Sampling in **every** U. S. county
- Complete ¼ hour viewing to **every** U. S. TV station
- Total homes reached by **every** program and spot
- Simultaneous coverage data for the entire U. S.
- Fully automated UNIVAC® data processing

Once more ARB leads the TV research industry in a dramatic new advance to be introduced in fall 1959 . . . TOTAL U. S. TV MEASUREMENT! By means of an entirely new concept . . . a progressive sampling approach reaching into every U. S. county, plus electronic digesting and interpretation of data by the newest UNIVAC® . . . ARB makes possible simultaneous measurement of all TV viewing to every U. S. TV station, wherever that viewing might occur.

For the first time in history, stations and buyers of time will be supplied with actual homes delivered by every one of the 500 plus U. S. TV stations separately, by each quarter-hour of the week for each station, **plus** complete station circulation figures showing **where** these viewers are.

These new features will be included in addition to ARB's regular metropolitan area rating reports and audience composition studies already standard in over 150 important markets.

You'll be hearing more soon about this fabulous new fall 1959 package from ARB—first with the interviewer supervised diary, first with one-week/four-week measurement, first with the all-electronic ARBITRON, and now . . . first with **NATIONWIDE TV MEASUREMENT!**



AMERICAN RESEARCH BUREAU, INC.

WASHINGTON • *4320 Ammendale Road, Beltsville, Md., WEbster 5-2600*
NEW YORK • *400 Park Avenue, New York 22, N. Y., PLaza 1-5577*
CHICAGO • *1907 Tribune Tower, Chicago 11, Ill., SUperior 7-3388*
LOS ANGELES • *6223 Selma Avenue, Hollywood, Calif., HOllywood 9-1683*

Now FARGO is No. 1 in the U.S.A., for retail sales per family!



We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big *spenders.*

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. *The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!*

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY *regularly.* Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!

WDAY

FARGO, N. D.

NBC • 5000 WATTS

970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

TV SPOT SUMMARY
Katz agency prepares source for timebuyers

A new tabulated summary of spot tv costs for timebuyers to consult for quick estimates using 1 to 239 markets has been prepared by The Katz Agency, station representative.

In compiling the summary, Dan Denenholz, director of research-promotion at Katz, found a new trend developing in the rates charged by stations for minute announcements compared to those for 20-second spots.

What the trend amounts to generally is the raising of prices by many stations of their minute announcements. Up to this time, it was indicated, minutes and 20-second announcements were comparable in costs (particularly in choice time periods).

In a sampling of all stations covered —including those which had no appreciable difference between minutes and 20-second rates as well as those which have—the average difference comes to:

	Nighttime %	Daytime %
Minutes	100	100
20-second	95	93

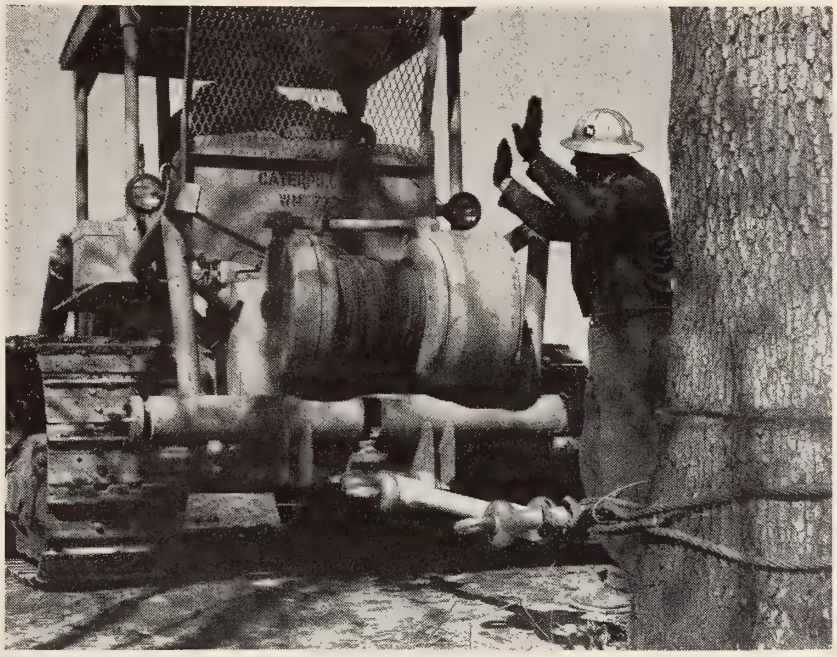
These figures are interpreted as follows: using the 100 percentage as the base for minutes, the 20-second average cost would come to 95% of that base in the nighttime periods and 93% in the daytime.

The summary includes Katz' formulas for estimating spot tv budgets. These formulas are based on rate cards of a representative sample of 50 leading network affiliates and show weighted average discounts and other frequently requested rate ratios.

The tabulation covers for each market the highest one-time and lowest classification; one-time rate for the half-hour as well as the one-time, and 260-time rate for 20-second announcements all in the nighttime period; the one-time and maximum discount rate (including various plans) for a minute announcement in the daytime and similar information for the minute announcement in the late night period (after 11 p.m.).

On this basis an advertiser could buy a nighttime half-hour for all 239 markets for: $90,236 at the highest one-time rate and $60,946.55 for the "lowest" one-time rate.

He could buy a nighttime 20-second spot for: $32,994.75 at the one-time rate and $27,101.39 at the 260-time rate. An advertiser could also buy a daytime minute spot for: $13,107.85 at one-time and $6,877.60 at maximum discount; and a late-night minute spot for: $16,929.75 at one-time and $9,801.59 at maximum discount (all rates for 239 markets).



PREVIEW . . .

Proof of the pudding • How to demonstrate dramatically the true strength of a new plastic, "Delrin," was the problem faced by the du Pont Co. for its commercial to be seen May 25 when *du Pont Show of the Month* presents Herman Melville's "Billy Budd" on CBS-TV. This scene is from the three-minute commercial. It was decided to shoot a "tug of war" in which a 2¾-inch bar of white Delrin would be the connecting link between a roaring 16-ton bulldozer and a sturdy 45-foot high, two-foot diameter oak tree. The full documentary-commercial tells the story of how du Pont research developed Delrin. George Neilsen of du Pont's advertising department supervised the filming. Collaborating on the production was du Pont's agency, BBDO, New York.

Paint firms spend $1.6 million in tv

National and regional paint industry advertisers in 1958 poured an estimated $1,184,600 into spot tv, according to Television Bureau of Advertising. The amount represents a 4% increase over the previous year's mark of $1,137,000 and is 33% greater than the $892,000 spent in 1956, the first year the industry's expenditures became available.

Rust-Oleum Corp., Evanston, Ill., led the list of paint advertisers in spot tv with $206,440 on its Rust-Oleum rust preventative.
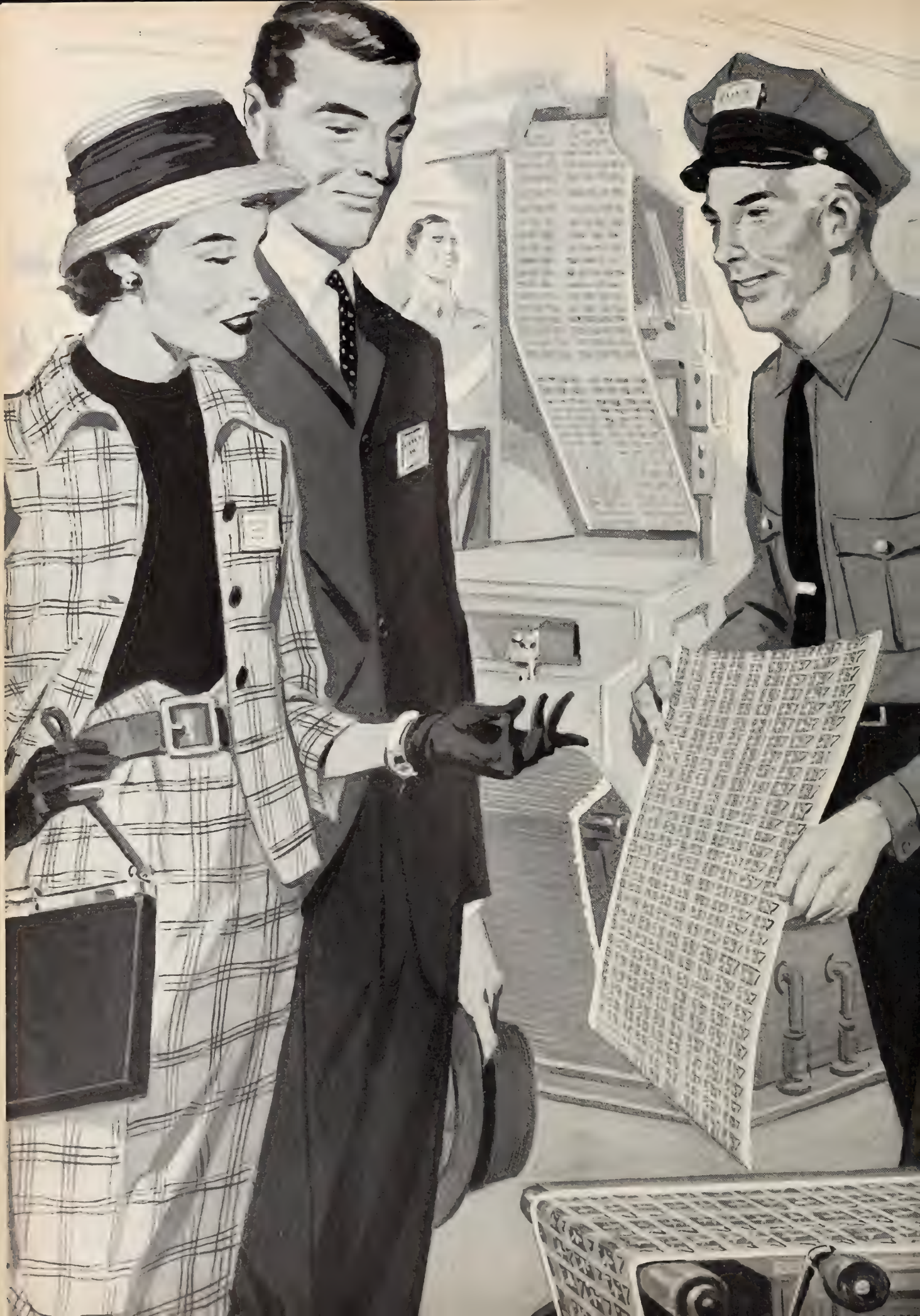
In network tv, Pittsburgh Plate Glass Co. and du Pont Co. invested a total of $459,650 on their home paint products, raising the total 1958 all-industry tv advertising expenditure to $1,644,250, representing gross time costs only, TvB reported.

Trek to tv

The nation's top 100 newspaper advertisers spent 15.9% more in television in 1958 than during the previous year, and cut their newspaper expenditures by 4.5% over the same period. As reported by the Television Bureau of Advertising, gross tv time sales, spot and network, to this group totaled $581,983,460 in 1958 as against $502,137,986 in 1957. Their newspaper purchases fell from $381,151,000 in 1957 to $364 million last year.

Ad focus changes

Increased competition for consumer time and attention today demands advertising be brief and yet interesting, Melvin Brorby, senior vice president of Needham, Louis & Brorby, Chicago, told an advertising seminar May 1 at the U. of Wisconsin, Madison. He said the "increase in education forces us to be both more credible and in better taste." He explained that emotional appeals and symbols still must be employed, but they must be in harmony with consumer symbols and motivations.



LOCAL PRODUCTS:

Postage Stamps... and WMAL-TV

ABC IN THE
NATION'S CAPITAL

Stamps take mail to far-off places. WMAL-TV takes whole families, via ABC network programs and news.

Postage stamps display some of the finest artistic talent available. WMAL-TV is a showcase for *entertainment* talent, with top network names, and local personalities like Louis Allen, Pete Jamerson and Bill Malone.

Stamps are in great demand at Christmas time, when people wait in line at the Post Office to buy them. Eager buyers for your product are available all year 'round, in the WMAL-TV audience.

Stamps provide a maximum of service at a minimum cost. So does WMAL-TV, where programming is arranged to give advertisers sensibly priced one-minute spots in *all* time classifications.

Washington Means American Leadership

wmal-tv abc

Channel 7 Washington, D.C.

An Evening Star Station represented by H-R Television, Inc.

WHLI

"THE VOICE OF LONG ISLAND"

the only station that;

- completely covers the independent Long Island Market (NASSAU-SUFFOLK) and its Huge, Quality-Buying ADULT AUDIENCE
- delivers GREATER LONG ISLAND . . . 2nd LARGEST MARKET IN NEW YORK STATE

WHLI'S GREATER LONG ISLAND COVERAGE

	Nassau	Suffolk	Total	Rank*
Population	1,305,700	591,900	1,897,600	5th
Net Income	$3,349,052,000	$1,043,397,000	$4,392,349,000	5th
Per Family Income	$8,663	$6,428		4th
Retail Sales	$1,944,710,000	$676,185,000	$2,620,895,000	6th
Food Store Sales	561,200,000	263,161,000	764,361,000	5th
Auto Store Sales	302,396,000	106,573,000	408,969,000	5th
Gas Station Sales	128,381,000	45,725,000	174,106,000	5th

"PULSE" proves that WHLI has the LARGEST DAYTIME AUDIENCE IN THE GREATER LONG ISLAND MARKET... BIGGER THAN ANY NETWORK OR INDEPENDENT STATION!

*Rank among Counties in the U.S.

WITHIN WHLI'S COVERAGE AREA

Population	5,668,100
Net Income	$13,139,675,000
Retail Sales	$6,846,081,000

10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y.

the voice of long island

Represented by Gill-Perna

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00

☐ 52 weekly issues and Yearbook published in September 11.00

☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

RAB 'Road' report: healthy local gains

Increased business this year at the local level will show gains in overall radio revenue, Kevin B. Sweeney, Radio Advertising Bureau president, predicted in his "Report From the Road" to be released today (May 11). Mr. Sweeney's assessment of radio's health (CLOSED CIRCUIT, April 27) was developed at the bureau's 1959 area sales clinics, now entering their fourth week.

Reasons for Mr. Sweeney's optimistic outlook for the radio business:

- Automobile dealers are replacing supermarkets as radio's principal local customer, and not because supermarkets are spending less, but because auto dealers are spending more.
- Summer business will be at an all-time high, with soft drinks nationally and through their bottlers spending at least 20% more than in any recent year.
- National business is still sluggish, but RAB's national sales department forecasts a substantially better second half with a clear gain over the second half of 1958.

Reporting from the West Coast where last week he supervised clinics in San Francisco and Los Angeles, Mr. Sweeney analyzed the retail swing to radio with the observation that retailers are becoming more aware of the need to diversify their media approach . . . "And that has to mean more radio."

Ad turnabout

The newspaper strike in New York last December was responsible for a turnabout in the advertising strategy of Fairbanks Motors Co., the Bronx, which has been a consistent space user in area newspapers. The company, which rebuilds auto motors and transmissions, channeled its advertising dollars into radio via WLIB New York. The result: a 25% increase in business over the past five months.

Fairbanks' uses spot announcements on WLIB early in the morning and late in the afternoon, scheduling as many as six announcements per day. The campaign is handled by Gelles Adv., New York. Michael Abruzese, president of Fairbanks, reported last week that the radio announcements out-pull the newspaper insertions by more than three to one.

IT TAKES PEOPLE TO SELL PEOPLE / Sir Winston Churchill.

A creative genius. Writer, statesman, historian, artist. An idea man. But, like all ideas, it took a salesman to sell them. And, Sir Winston, above all, is a salesman – with stature.

On Radio WIL, behind the news and music, behind the weather reporting and radio personalities are salesmen. Salesmen that sell your products, services and ideas. In short, it takes people to sell people.

In St. Louis, WIL is known for many things. But above all, WIL is a salesman–with stature.

WIL

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

THE BALABAN STATIONS
in tempo with the times
WIL St. Louis **KBOX** Dallas **WRIT** Milwaukee
JOHN F. BOX, Jr., Managing Director
Sold Nationally by Robert E. Eastman



Folger fills broadcast cup

It's still too early to tell, but J.A. Folger & Co. is "quite pleased" with response to a saturation broadcast advertising campaign in Chicago—it already has helped meet "anticipated sales figures," according to a company executive.

Starting March 9-16, the Kansas City firm launched a spirited teaser drive in radio, tv and other media to introduce Folger's coffee to Chicago. The theme: a promise by "Captain Folger" to "bring a mountain to Chicago." The gimmick: a mailed coupon by which a consumer could get an extra pound of Folger's for every one purchased in a chain or independent store.

Through Cunningham & Walsh, Folger bought 60- and 20-second spots on nearly two score radio outlets in the Chicago area, plus announcements on the city's four commercial tv stations. By month's end, it added tv schedules in South Bend and Elkhart, Ind.

Don Atha, of Folger's advertising department, told BROADCASTING that while his company is now "taking inventory" of actual sales for the first two months, it's gratified with the initial air campaign, of which tv has gotten the largest dollar share (out of an estimated $500,000-plus). Folger spent nearly $3 million in television last year.

The spot tv schedule, involving 52 week commitments, will continue in Chicago indefinitely, Mr. Atha reported, while radio has been "temporarily cut back" pending a sales inventory. "We will be using more radio, however, when the situation warrants it," he added. Newspapers, posters and other media also were utilized. The campaign set off lively competition in Chicago's coffee market.

Multi-spots decried by ad media planners

Nobody has been able to document the actual harm to advertising by multiple-spotting, but it was agreed last Tuesday (May 5) by members of the New York Advertising Media Planners that agencies are continually short-changed by many tv stations.

Led by a panel of three—Dick Jones, vice president at J. Walter Thompson; Max Tendrich, vice president and media director, Weiss & Geller and William E. Matthews, vice president and assistant media director, Young & Rubicam—a group discussion was held on the effects of multi-spotting and what is being done to restrain the practice. The NYAMP takes no action as a group, but meets monthly to discuss topics of mutual interest.

The panelists, reporting on their surveys of New York advertising agencies, concluded that the agencies are disturbed by the practice. None of them like having their time cut short and most of them do take some form of action, but there is no dependable, clear-cut way of checking or policing.

The form of action varies from inserting special clauses in contracts to not placing further business with the guilty station. Most agencies use some form of monitoring service, which, at least in time, reveals what the pattern of the station is. One proposal was that stations should refuse spots to avoid triple spotting. It would be better, it was argued, for them to raise their rates. The agencies, however, object to paying any premium for promises of no triple-spotting.

The NAB's tv code, in the news in recent weeks for its stand on personal advertising (BROADCASTING, May 4), was criticized by the NYAMP for its loose terminology regarding spot advertising. The code does not make it clear, several mediamen said, as to the policy a station should abide by. A bad mixture of semantics, it was declared, enables a station to hide behind the code and feel secure in its placement of spots.

Stop playing by ear, Dodge ad chief asks

Advertising agencies were criticized sharply last week by W.D. Moore, advertising director of the Dodge Div., Chrysler Corp., for failing to make "full use of research in creative approach to the marketing problem."

Mr. Moore told members of the Toledo Advertising Club last Wednesday (May 6) that agencies rely "too much on gimmicks, glamour and gross circulation instead of researched fact in moving goods in the market." He advocated more information about markets, motivations, messages and media to build "a more solid foundation for creating scientific advertising campaigns."

"Research is not restrictive at all," Mr. Moore declared. "In fact, it clearly defines areas which need the most creative assistance. By marking the channels for action, research prevents us from sailing off in all directions—on indirect, and often incorrect, courses."

He contended that advertising men are "wrong" to sell themselves to management as "creative artists," since management "wants them to be scientists." He continued:

"We advertising people are not evangelical prophets of even the first-coming of the cash-paying customer."

Seattle switch

Kraft, Smith & Ehrig will be the name of Honig-Cooper, Harrington & Miner's Seattle office after July 1.

KSE will continue as an affiliate of the latter. The officers: Warren E. Kraft, Sr., now senior vice president, will be chairman; Hugh A. Smith, president of Washington Market Research Co. (a H-CH&M division), will be senior partner; Donald B. Kraft, vice president-manager also senior partner; Jack Ehrig, vice president, partner, and Warren E. Kraft, Jr., vice president-assistant treasurer, partner.

Y&R picks four

William Milton Samuel, a son of Milton Samuel of Young & Rubicam's tv-radio promotion department in Hollywood, was one of four winners in this year's competition for scholarships under Y&R's aid to education program administered by the Young & Rubicam Foundation that was created in 1955 by Sigurd S. Larmon, board chairman and chief executive officer of the agency.

Under the program, the agency awards four-year scholarships to sons or daughters of Y&R employes who

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week April 30-May 6 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., April 30	Playhouse 90 (9:30 p.m.)	CBS-TV	19.1
Fri., May 1	Cavalcade of Sports (10 p.m.)	NBC-TV	22.5
Sat., May 2	Gunsmoke (10 p.m.)	CBS-TV	25.4
Sun., May 3	At The Movies (10 p.m.)	NBC-TV	29.1
Mon., May 4	Danny Thomas (9 p.m.)	CBS-TV	25.0
Tue., May 5	Rifleman (9 p.m.)	ABC-TV	19.5
Wed., May 6	Emmy Awards (10 p.m.)	NBC-TV	33.7

Copyright 1959 American Research Bureau

IN PHILADELPHIA RADIO
WRCV
IS THE TOP PERFORMER

ATTRACTING THE LARGEST AUDIENCE ALL WEEK LONG ...WITH WRCV SALES PERSONALITIES GAINING BIG AUDIENCE INCREASES FOR ADVERTISERS. SOURCE: PHILADELPHIA NSI, DEC.-JAN. AND FEB.-MAR.

WRCV IS NBC RADIO IN PHILADELPHIA · SOLD BY NBC SPOT SALES



Trust Co. banks on etv series

Advertising returns of the U. of Rochester's (N.Y.) programs over WROC-TV there for the Lincoln Rochester Trust Co. have been assessed by the bank.

Spot audits show that the mention of a bank service on two primarily educational programs: *University Commentary*, or *University Open House*, can attract several million dollars of business to the bank.

The two university programs, in their sixth year of commercial sponsorship, are presented on alternate weeks. *Commentary* is a telephone forum. University students and a panel of experts deal with questions telephoned by viewers while the program is in progress. *Open House* presents lecture-demonstrations, discussions, films, etc.

Some of the ways Lincoln Rochester has been able to gauge the effectiveness of its brief messages at the beginning and ending of each show:

The script of one of the programs ("How to Buy a Home") was made into a booklet. The bank received 2,000 requests for it after announcing over WROC-TV that the booklet was available. "Undoubtedly," the bank says, "this helped increase our mortgage loans." Another university program dealing with investments brought inquiries at the bank and resulted in one large investment account. A program about trusts and wills that included a Lincoln Rochester trust officer on the panel is credited by the bank with bringing several million dollars in new accounts to its Trust Dept.

Lincoln Rochester Trust Co. has renewed the university-WROC-TV series for the seventh year.

qualify. Amount of each grant is determined by the winner's need. Other winners included Ellen Jane Press, daughter of Mrs. Kay Press in the accounting department; Frederick Harris Gardner, son of Paul Gardner in Y&R's publicity department. A fourth award was a special scholarship to Natalio P. Bayonet, son of Mrs. Lydia Rivera Lugo of Y&R's copy department in the Puerto Rican office, the first educational benefits extended by Y&R beyond the continental U.S. Y&R also is engaged for the fourth year in its program of matching contributions made by its employes to privately-endowed colleges. Already, the foundation has contributed this year to 52 colleges in amounts equivalent to those made by 126 employes.

L.A. ad Women step up for Lulus

Los Angeles Advertising Women Inc. presented 24 golden Lulu trophies to top ad women May 3 at the local Hotel Ambassador.

Top honor for radio commercials was won by Marion Sternbach of Honig-Cooper, Harrington & Miner, Los Angeles (for Interstate Bakeries Corp. [Weber's bread], Kansas City, Mo.). Second prize for radio commercials went to Terri McFadden of Robinson, Jenson, Fenwick & Haynes, Los Angeles (for Breast O' Chicken Tuna Inc., San Diego).

The best monochrome tv commercial award was given to Nora M. Fischer of Brewer, Mulcahy & Fischer, Los Angeles (for the Woggle Stick Co.). Second prize to Mary Louise Metcalf of Kenyon & Eckhardt, Los Angeles (for Max Factor & Co., Hollywood). The best color tv commercial was by Gretta Van Dyke of Carl Lawson Adv., Phoenix, Ariz. (for Arizona Savings & Loan).

The first-place sales promotion and merchandizing Lulu went to Norma Fulcher of Portland (Jantzen). Second to Gena Melin of Hixson & Jorgensen Inc., Los Angeles.

Civic and public service film production awards went to Avalon Daggett of Avalon Daggett Productions (for The Tribal Council of the Apache Nation), and Adele Ullman of Los Angeles City Schools and KNXT (TV) Los Angeles.

• Business briefly

Time Sales

• Wilson & Co. (for Ideal dog food), Chicago, buys spot radio schedule in 23 markets to supplement *Take Five* tv series in 17 others. Agency: Roche, Rickerd & Cleary, Chicago.

• Oldsmobile Div., General Motors Corp., Lansing, Mich., is sponsor of *Too Young to go Steady*, situation comedy series (NBC-TV Thurs., 8:30-9 p.m.) making its debut on May 14. *Too Young* replaces the auto manufacturer's prior entry in the same time slot, *The Oldsmobile Theatre*. Agency: D.P. Brother & Co., Detroit.

• Pharmaceuticals Inc., N.Y., through Parkson Adv., N.Y., will sponsor a new adventure series tentatively titled *Undercover Man* on CBS-TV Tues., 9-9:30 p.m. starting in the fall. Screen Gems is filming the series, with which the successful motion picture writer-producer-director team of Clarence Greene and Russell Rouse will make their tv debut. Mr. Greene will produce and Mr. Rouse will direct the series, with the pair collaborating on the scripts. Mike Connors will be starred.

• Procter & Gamble, Cincinnati, will sponsor *Captain of Detectives* which stars Robert Taylor on ABC-TV, Friday, 10-10:30 p.m., in the fall (starts Oct. 16). Weekly series marks Mr. Taylor in his tv debut in role of criminal investigator. William Morris Agency represented Mr. Taylor, Four Star Films and Hasting Films both in the packaging and in negotiations with the network. Benton & Bowles, N.Y., is agency for P&G.

• The R. J. Reynolds Tobacco Co., Winston-Salem, N.C., will be an alternate sponsor of *Johnny Staccato* (NBC-TV, Thurs., 8:30-9 p.m.). The filmed mystery series starts Sept. 10. Agency: William Esty Co., N.Y.

• General Mills Inc., Minneapolis, will sponsor four quarter-hours per week of ABC-TV's weekday series of cartoon, action and adventure programs (5:30-6 p.m.) beginning Sept. 28. Agency: Dancer-Fitzgerald-Sample, N.Y.

• 5 Day Labs, Div. of Associated Products Inc., N.Y. will co-sponsor *Leave It to Beaver* (ABC-TV, Thurs.,) effective July 2 when the show moves from its present 7:30-8 p.m. time slot to 9-9:30. The order, in behalf of 5 Day deodorant pads, was placed through Grey Adv., N.Y.

• *Tales of Wells Fargo* (NBC-TV, Mon., 8:30-9 p.m.) is sold out for next season. Alternate sponsors are American Tobacco Co., New York, renewal placed through Sullivan Stauffer, Colwell & Bayles there, and Procter & Gamble, Cincinnati; new order through Benton & Bowles, N.Y.

• Old London Foods, N.Y., has signed as a participating sponsor of *American Bandstand* (ABC-TV Mon.-Fri. 4-5:30 p.m.). Involved are five alternate-week quarter hours May 7-June 25 and 13 alternate-week quarter hours Sept. 24-March 10, 1960. Agency: Richard K. Manoff, N.Y.

• The Continental Baking Co., Rye, N.Y., enters its eighth year as a sponsor of *Howdy Doody* (NBC-TV Sat. 10-10:30 a.m.), effective June 13. Renewal of half-sponsorship was placed through Ted Bates & Co., N.Y.

• Sponsorship of ABC-TV's *Cheyenne* next fall: Ralston Purina Co. (Purina dog chow), St. Louis, through Gardner

NO TALL TALES ABOUT TOWERS



. . . for us! Naturally we have one. Couldn't be in business otherwise. And, since this truth is self-evident, we think you're more interested in other aspects of a station's operation. Such as . . .

. . . *Audience.* KSLA-TV has led in every Shreveport survey made.

. . . *Creative programming.* KSLA-TV has 64% more local live time than its competition.

. . . *Staff.* Take our News Department. Six full-time newsmen at KSLA-TV shooting 1,800 feet of film a week.

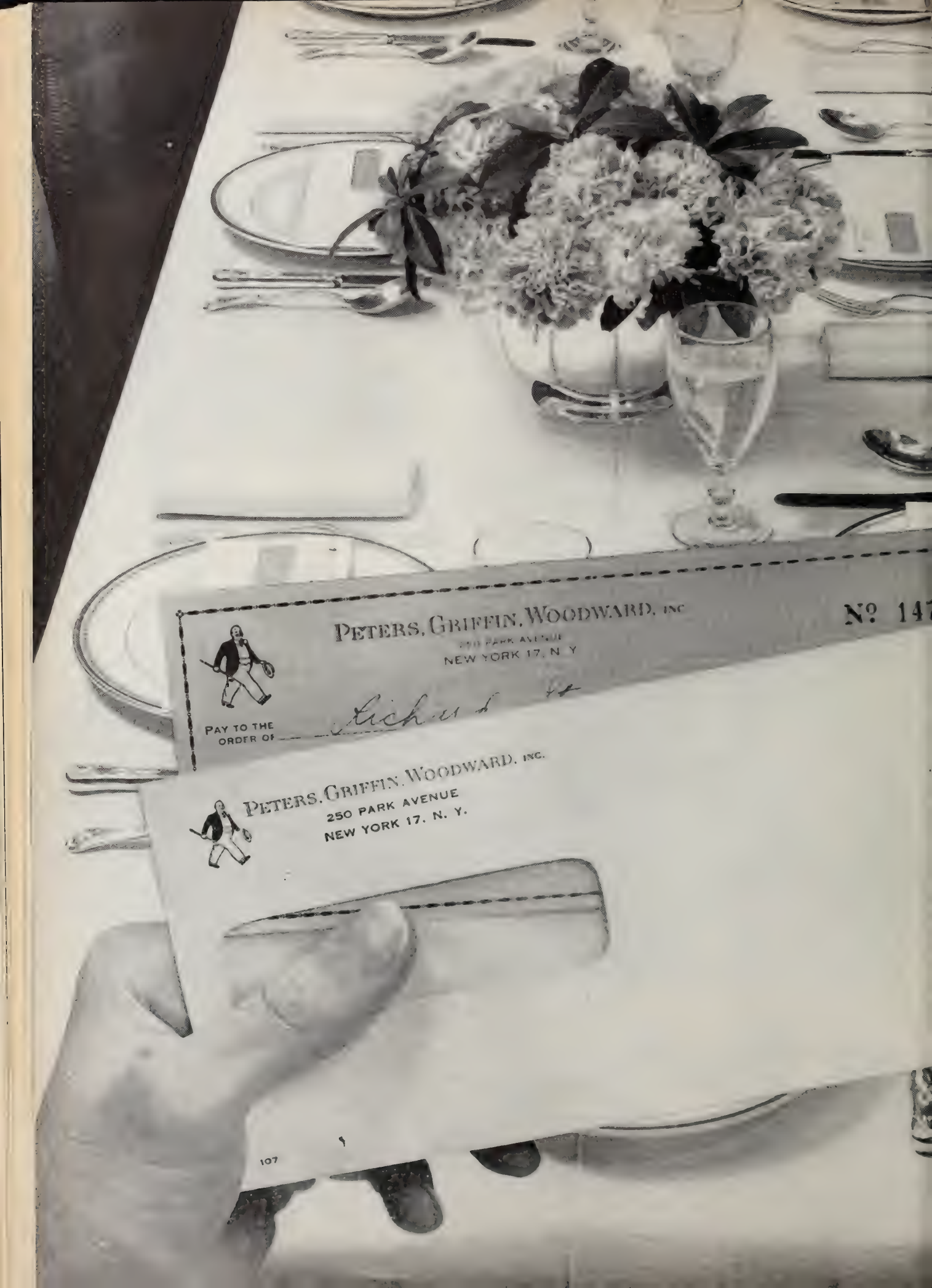
. . . *Community Interest.* Well, our station manager is Shreveport's "Outstanding Young Man of the Year."

These are the things that measure KSLA-TV's position in its market, not the height of its tower. But if you ask, any Harrington, Righter and Parsons man will gladly tell you it tops at 1,195.

KSLA TV

CBS *channel* **12** *shreveport, la.*

Represented nationally by: HARRINGTON, RIGHTER and PARSONS, INC.


PETERS, GRIFFIN, WOODWARD, INC
250 PARK AVENUE
NEW YORK 17, N. Y.
PAY TO THE ORDER OF
PETERS, GRIFFIN, WOODWARD, INC.
250 PARK AVENUE
NEW YORK 17, N. Y.



THE PGW COLONEL SAYS:

"We like salesmen who know how to pick up a check"

When a **PGW** sales team wins a sales contest, the members of that team are given a party where *every* winner picks up a check ... a big one.

Yes, we like a man who knows how to pick up a check ... a sales contest check, a sales incentive check or a profit share check ... and we offer *all* of them at **PGW** because we like salesmen who like to compete ... and win. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

Adv. Co. there, effective Sept. 21; National Carbon Co. (Division of Union Carbide), N.Y., for Eveready products and Prestone anti-freeze, through William Esty Co., N.Y., effective Oct 5, and Johnson & Johnson, New Brunswick N.J., through Young & Rubicam, N.Y., effective Dec. 14. New slot for *Cheyenne:* Mon. 7:30-8 p.m.

• Chesebrough-Pond's, N.Y., will sponsor a one-hour special on CBS Radio next fall starring Maurice Chevalier. The show will originate in Paris. Agency: J. Walter Thompson, N.Y.

• ABC Radio reports signing five sponsors: Union Carbide Corp., N.Y., through J. M. Mathes Inc., N.Y., and Eugene M. Stevens Inc. (mail order), N.Y., through Curtis Adv., N.Y., both for *Breakfast Club* (Mon.-Fri., 9-10 a.m.); General Foods Corp., White Plains, N.Y., through Young & Rubicam, N.Y., and the Savings and Loan Foundation Inc., Washington through McCann-Erickson, N.Y., both for various newscasts and R. M. Hollingshead Chemical Corp., (Chemical Corp., products) Camden, N.J., through Gresh & Kramer, N.Y., for *Story Princess* (Sat., 10-10:30 a.m.).

• Also in advertising

• James Thomas Chirurg Co. has moved its Boston office to 824 Boylston St., Chestnut Hill, Mass.

Little man grows

One of four NBC-TV clients in 1958 spent less than $50,000 for gross time and more than half of the network's clients (94) spent less than $250,000, Hugh Beville, vice president for planning and research, told the fourth district convention of Advertising Federation of America in St. Petersburg, Fla., May 1. He predicted that all tv networks will widen attractions for smaller advertisers in the next 10 years.

• Young & Rubicam will move its Hollywood office Aug. 1 to larger quarters on the 11th floor of the new First Federal Bldg. at Hollywood Blvd. and Highland Ave. Floor space will be increased more than 1,000 sq. ft., to accommodate expanded operations of its radio-tv department. The agency's downtown Los Angeles office is unaffected by the change.

• Affiliated Ad Agencies Network, has moved its international headquarters from Spokane to the Wrigley Bldg., Chicago. Benjamin Tallman, formerly vice president, Tallman, Smith & Assoc., Chicago, succeeds Donald M. Alexander as executive secretary of AAAN.

• Hudson Pulp & Paper Corp., N.Y., and its agency, Norman, Craig & Kummel, N.Y., announced jointly last Thursday (May 7) the termination of their association, effective Aug. 31. The account bills about $1 million and is an active spot radio-tv user.

Agency appointments

• Whitehall Labs division of American Home Products, N.Y., last week settled its outstanding account—loose actually for about a week—by appointing Tatham-Laird, Chicago (which has an office in New York) to handle Dristan (AT DEADLINE, May 4). It's estimated that the Dristan account is worth some $8 million in billing, its spot and network broadcast investment alone over $5 million. (An earlier estimate of $5 million from an agency source has been scaled up.) Byran Houston, N.Y., resigns Dristan and two test products June 30.

• Hawthorn-Mellody Farms Dairy, active broadcast advertiser, appoints Lilienfeld & Co. to handle advertising for its Kansas City and Cleveland divisions.

• Blitz Weinhard Co. (beer), Portland, Ore., appoints Johnson & Lewis, S.F., for Pacific Northwest.

• Chun King sales (Oriental foods), Duluth, Minn., appoints BBDO for its estimated $1.5 million account. The advertising has been handled by J. Walter Thompson Co., Chicago.

PLAYBACK QUOTES WORTH REPEATING

Call to arms

In his president's report to the 14th convention of the West Virginia Broadcasters Assn., Robert W. Ferguson (general manager, WTRF-TV Wheeling) called for less talk and more action in broadcasters' public relations:

You don't have to have much perceptive sense to be able to say that tomorrow in our business we will be in for more harassment from all sectors and segments of our society. The turmoil pot is going to boil and bubble with greater intensity. Competitively we'll probably get dirtier with our own broadcaster brother through rate-and-throat-cutting and not attempt to direct collective efforts against other media. I suppose the main reason that almost everyone connected with broadcasting proclaims we need better public relations is that the necessity is obvious and that our past relations have been so lousy and inept.

Certainly one area where we can do this is to publicly support bills and legislation that are in the public interest.

Further, I think we should go all-out for highway safety campaigns, Voice of Democracy contests and support of state educational institutions. Certainly, we should investigate scholarships and achievement awards. Your state association must have more public and governmental recognition if it is to be fully effective as the authoritative representative of the broadcasting industry in West Virginia.

We will never reverse Canon 35 unless the above objective is met first.

Retailers and radio-tv

Edward Prager, head of his own agency in Baltimore, told delegates to the sales promotion convention of the National Retail Merchants Assn. in Miami last month that advertising thinking must be updated to today's world of change. He spoke in part:

There was a day, just one brief generation ago, when there was only one place to shop—downtown—and virtually one way to advertise—in print media: newspapers and direct mail. That day is gone; but the old advertising habits remain, often to your cost. Perhaps I can embolden you to explore the new world of media, to your profit!

Regardless of which surveys you accept or reject, you know that most Americans spend the biggest part of their at-home time in front of tv sets. You know, as retailers, that sales of radio sets have been on the increase for the last two or three years. And you've observed that people drive automobiles, many with the radio turned on.

The conclusions are rather obvious, aren't they? Which of these media can and should you use, as part of your total advertising effort, for bigger results on a small budget. You'll have to give it careful study—or have a consultant or an advertising agency or a knowledgeable media man study it for you. But the chances are better than two-to-one that you *do* need to supplement your print media with either television, radio, outdoor, or transit-vehicle advertising—not simply because modern America is spending far more than twice its reading time with air media and outdoors, but for other cogent reasons as well.



Mystics made things happen in India . . . and



WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

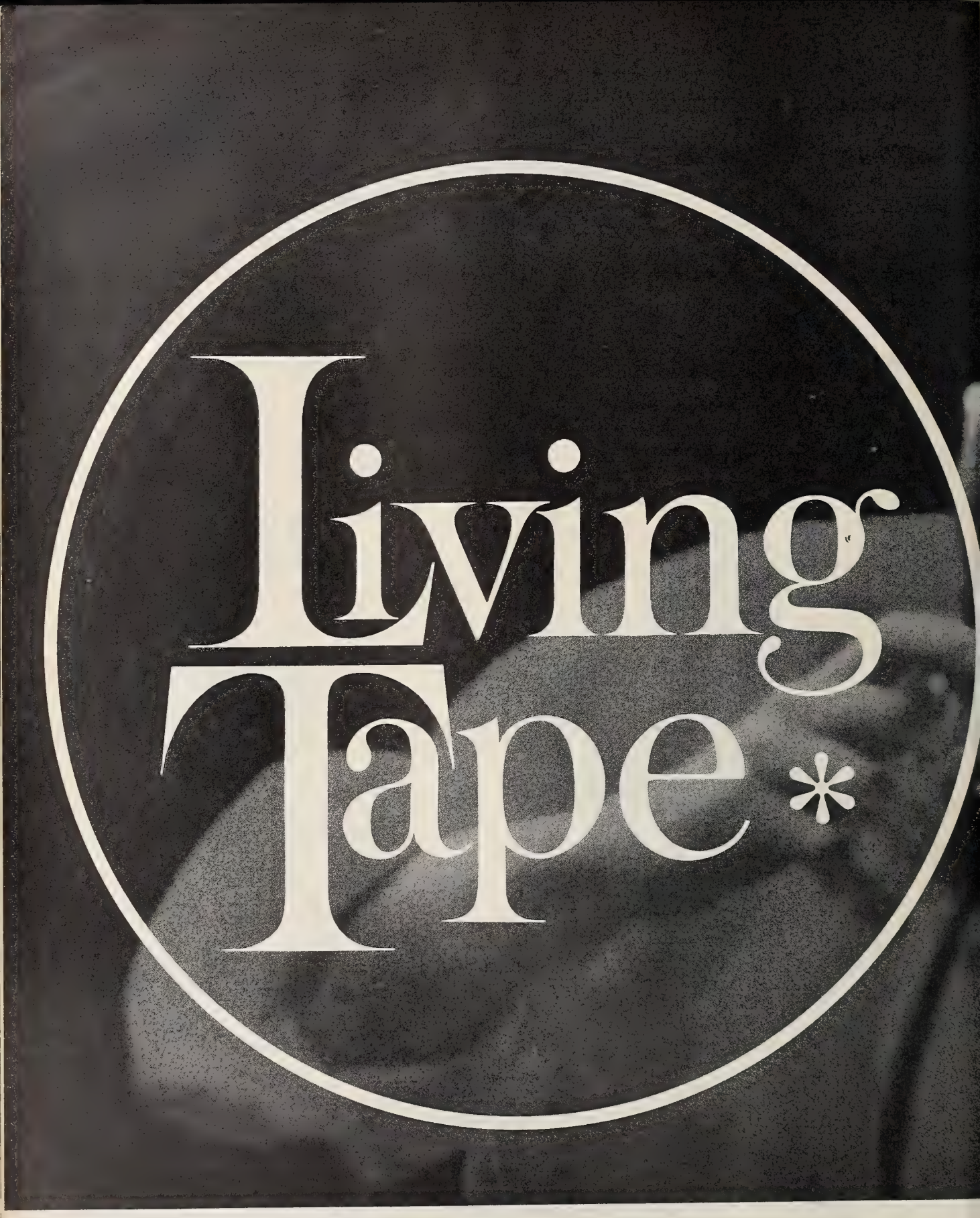
WPEN makes news with its news operation . . . 11 full time men . . . exclusive correspondents by direct line from major capitals of the world . . . our own on-the-spot helicopter . . . on-the-street reporters . . . and mobile news units. In Programming — and in Sales — WPEN Makes Things Happen In Philadelphia.

WPEN

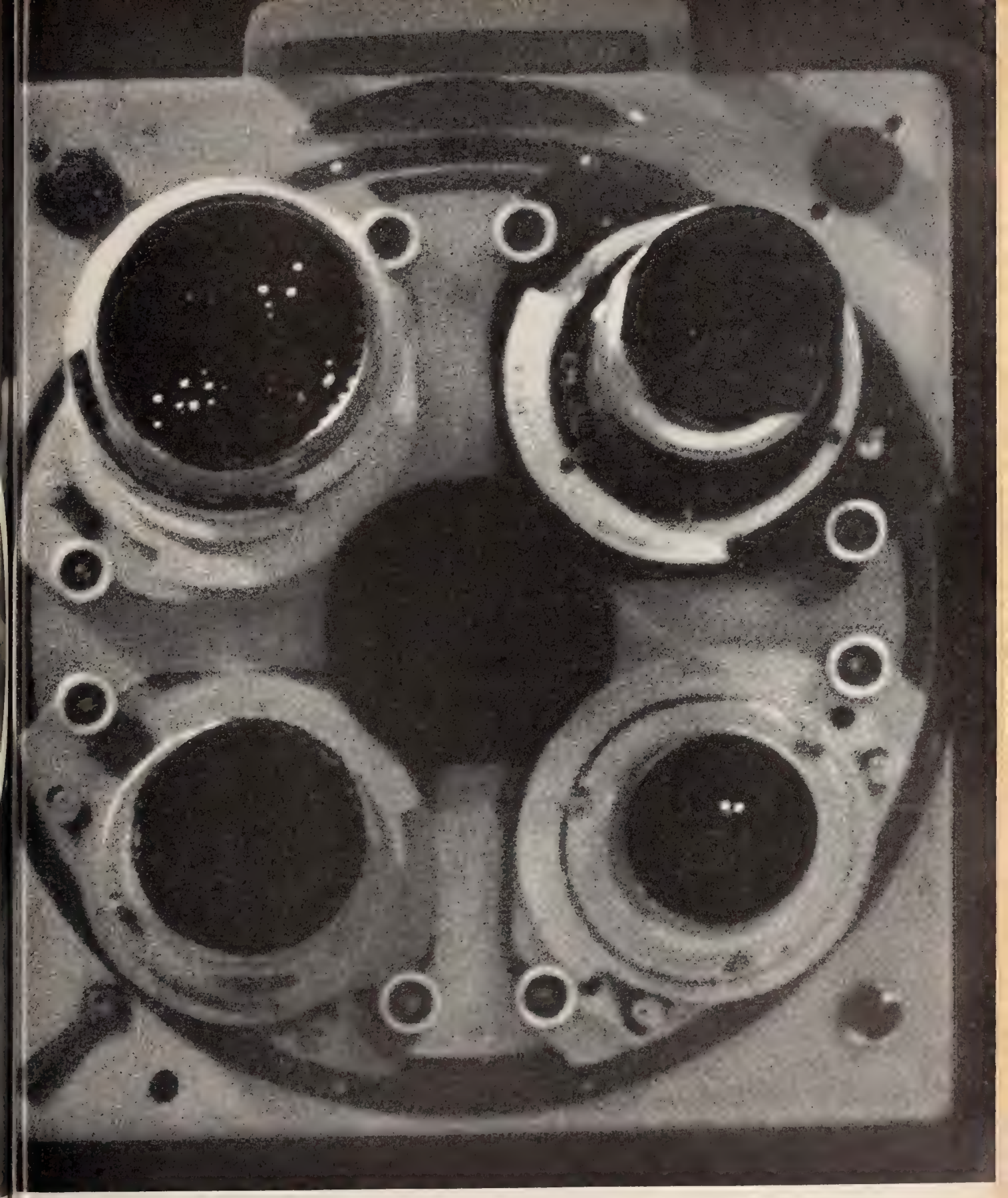
Represented nationally by

GILL—PERNA

New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.



PETER POTTER'S JUKE BOX JURY
BISHOP FULTON SHEEN PROGRAM
OPEN END WITH DAVID SUSSKIND



NTA "LIVING-TAPE": NOW A LIVING REALITY FROM COAST TO COAST! Here is all the topical, live-look impact . . . the low-cost efficiency . . . the way to capitalize on the full potential of the exciting new dimensions which tape is meant to convey. Here are three proven programs which keep all the promise inherent in tape for television. Peter Potter's Juke Box Jury, The Bishop Fulton J. Sheen Program, Open End With David Susskind— available now for local market sale on "Living-Tape."

NTA Program Sales, division of National Telefilm Associates, Inc., Coliseum Tower, Ten Columbus Circle, New York 19, New York

NTA PROGRAM SALES

IERT EXPLORES 'CULTURAL' TV

CBS-TV announces plan for major informational series

Hour-long informational broadcasts will be presented by CBS-TV once a month starting this fall and next year. "We proposed to make this a bi-weekly, and after that a weekly, program—if networks are permitted to maintain their present structure," Dr. Frank Stanton, president of CBS Inc., said last week. He addressed the Ohio State U. Institute for Education by Radio-Tv on Wednesday.

Other featured speakers before the May 6-9 meeting included John P. Cunningham, board chairman-president, Cunningham & Walsh; FCC Comr. Frederick W. Ford; Paul Chamberlain, General Electric Co., and by closed circuit from Washington, Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.). IERT also announced its annual awards (see separate listing pages 53, 54).

Dr. Stanton said the special informational programs "will report in depth on significant issues, events and personalities." CBS-TV, he said, is "determined to press the medium to its fullest development as an informational force as effectively and as fast we can."

The CBS chief said television is "obliged to serve an extraordinarily heterogeneous society . . . must take into account the desires and wants of *all* the people."

A "responsible broadcaster," Dr. Stanton said, "must do more than just respond. He must lead. He must stay ahead."

The Ultimate Goal • Dr. Stanton said that as yet no one has had time to develop perspective in criticism of tv programming. "We are still attempting, through honest and sincere application, to arrive at standards that other media took centuries to discover—even though they had much less inclusive audiences," he explained.

A book is a best seller if 40,000 copies are sold, he said. "But seven or eight million people watch television programs that are highly intellectual in character and 25 to 50 million have seen such plays as 'Hamlet' or Henry James' 'Wings of the Dove' or Thornton Wilder's 'Our Town' on television —enough to fill a large legitimate theatre for 20,000 to 40,000 nights, from 50 to 100 years."

Dr. Stanton said "our major and over-riding problem in programming is not only the danger of getting too far ahead of the people, but also getting too far behind—how far we can go in any direction and how soon."

Cunningham predicts tv ad, program split

Agency executive John P. Cunningham delved into three different areas of television—commercial, educational and "cultural"—and presented a platform for each before the IERT. (CLOSED CIRCUIT, May 4.)

In brief, Mr. Cunningham predicted:

• Commercial or "entertainment" tv—Eventually there will be separation of advertising from programming (or "editorial content") in television, with advertisers buying commercials *en bloc* and which will be rotated among various shows.

• Educational tv—If not enough vhf channels are available for an educational tv "network," then the money ought to be coughed up and the channels purchased.

• Cultural tv (sponsored or sustaining)—This is not the cup of tea for the advertiser of packaged goods so don't expect too much from them in this area of programming. But more of culture tv programming can be expected from companies selling services or in need of a respected corporate image.

Mr. Cunningham campaigned in greater detail a proposal he had made earlier this year: that a joint "24-hour" etv facility be established and manned nationwide (AT DEADLINE, Feb. 9). He noted that since his proposal—made before the Advertising Federation of American mid-winter conference at Washington—"I have been battered by some of my own brethren in advertising, but have had many, many others volunteer to help."

Funds Source • As for financing national etv (which he reiterated was essential to "upgrade our national mind"), Mr. Cunningham left no doubt he was aiming his plea for funds to American business, particularly the corporation that spends "each year individually as much as $10-40 million in television."

Of the tv-oriented, heavy spending advertisers, he said, "they owe the medium a lot and they know it," and since tv gives them so much, "I am sure they will move it [etv] up high on their annual budget of gifts to civic and charitable causes which in many companies is quite substantial."

So far, he reminded, the etv "seed money" has come from foundations such as The Ford Foundation, but he said, American business must give "generously" too for the establishment of etv stations. Most of the operational funds, he thought, would come from federal, state and local educational sources. Mr. Cunningham asked the advertising profession—suggesting perhaps the Advertising Council—to wade into what he termed "project headway" by contributing its "most skilled merchandising techniques and sell the advantages of educational tv to the masses."

He sought to allay broadcaster "fears" of etv competition by suggesting FCC could accommodate a national etv system without disrupting commercial channel allocations.

Many "good things" can come from the transition of advertising separation from programming ("as it is in the public prints"), according to Mr. Cunningham. Among them he would predict:

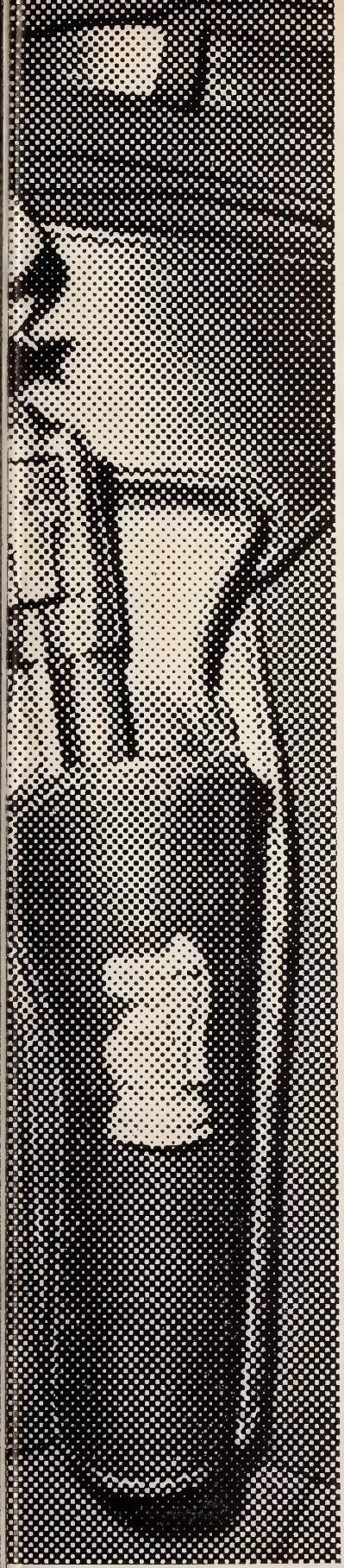
End of Rating Manacle • An end to "blind devotion" to ratings; softening of "monopolies" by a few large advertisers in prime time; a reduction of imitation and mediocrity; a relief for sponsors of concern for program content; a liberating of "tv editors" from commercial control and restriction, permitting them to experiment; the emergence of "some great new tv editors of the airwaves."

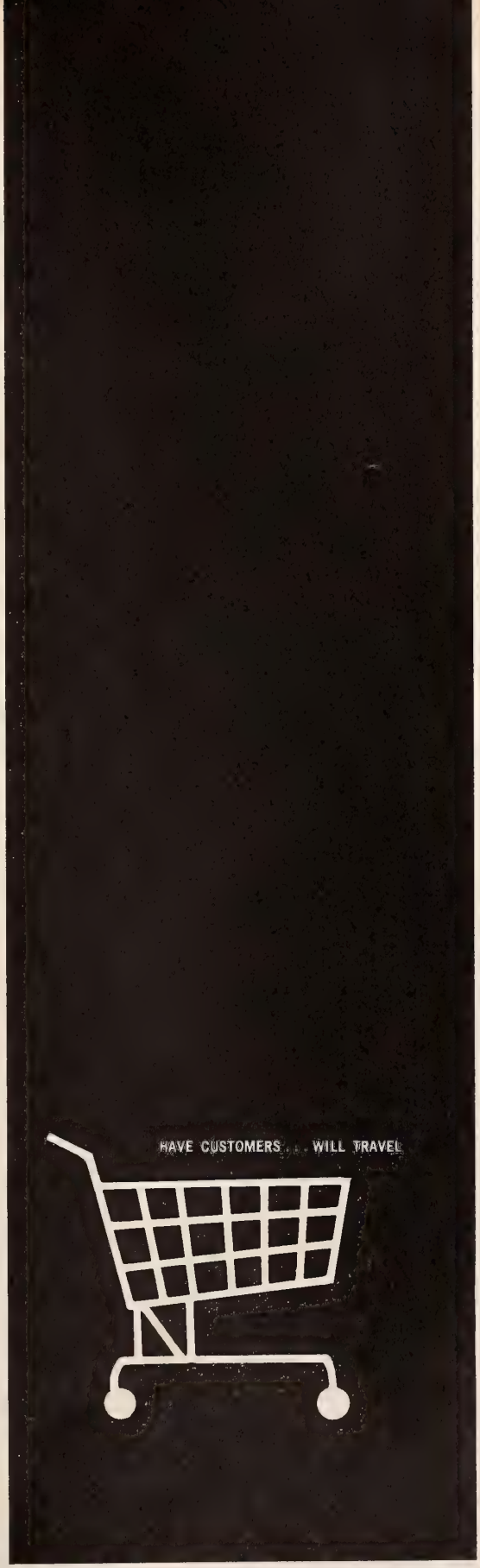
Mr. Cunningham also hinted that one "country-wide" etv channel would not be enough. He suggested that the excise tax on uhf-vhf portable tv sets be removed to put them on a competitive footing with vhf-only portables. He also lauded commercial broadcasters for having already contributed more than $1.1 million to 31 of 43 "activated" educational stations.

Etv bills in Congress are promised support

The IERT meeting—via a conference telephone call—quizzed congressional Commerce Committee chairmen Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.) Thursday afternoon in their Washington offices about pending educational tv legislation. Their answers were heard on a loudspeaker by the delegates in Columbus.

Sen. Magnuson said he had pushed





IN
SAN DIEGO
KFMB-TV
SENDS
MORE
PEOPLE
AWAY
FROM
HOME
(TO BUY)
THAN
ANYTHING!

Most exciting **western** action of all is no
on the TV screen . . . It's the big, exciting
booming action of the San Diego TV audienc
of which KFMB-TV has the lion's share
For instance, all of San Diego's top 1
TV shows are on KFMB-TV—29 of the top 3
If you want to send customers t
supermarket, drug store, auto or applianc
showroom, be a good audience when th
Petry man calls on you. Better yet –
you call him

KFMB 8 CBS TV
SAN DIEGO

REPRESENTED BY
Edward Petry & Co., Inc.

S 12, granting $1 million to each state for etv, through his committee and the Senate because of the great need for more etv stations. He said etv has been one of the U.S.' most unused resources.

Rep. Harris, whose committee will hold hearings tomorrow and Wednesday (May 12-13) on S 12 and seven similar House bills (BROADCASTING, May 4), explained just what information witnesses could give which would help the committee. He said that the committee would consider the etv proposals in executive session within two or three weeks after the public hearings.

In answer to a question, Rep. Harris said that Secretary of Education Arthur Flemming would be asked to explain his department's opposition to S 12. He said he could not predict whether the committee would act favorably on the proposed federal aid to education—opposed by the Administration as unneeded and for budget reasons.

Federal Aid 'Needed' • Sen. Magnuson, replying to Sec. Flemming's contention federal aid is not needed, stated, "That is not so." He said the best proof states do need money is that several have requested federal aid and only 43 etv stations are on the air of 257 reserved. Both legislators cited the pressures by commercial interests to put to use these idle channels.

Sen. Magnuson, a member of the Senate Appropriations Committee, drew liberal applause from his long distance audience when he promised that if Congress approves federal money for etv, the Appropriations Committee will approve a bill providing the needed funds.

Witnesses scheduled to testify before the Harris committee this week include FCC Comr. T.A.M. Craven; Reps. Morgan Moulder (D-Mo.), Kenneth Roberts (D-Ala.), Hale Boggs (D-La.) and Harris McDowell (D-Del.), all authors of etv bills; John Ivy Jr., executive vice president of New York U.; Raymond D. Hurlburt, general manager of Alabama's three-station etv network; Novice Fawcett, president of Ohio State U. Also, Darwin Fenner of Merrill Lynch, Pierce, Fenner & Smith, New Orleans; John Cunningham, board chairman of Cunningham & Walsh; Ralph Steetle, executive director of the Joint Council on Educational Tv; William Harley, president of the National Assn. of Educational Broadcasters; Leland Hazard, Educational Tv & Radio Center; William Friday, president of the U. of North Carolina; L. D. Haskew, vice president of the U. of Texas, and Donald McGannon, president of Westinghouse Broadcasting Co. Many of these same witnesses testified before the Senate Commerce Committee during January hearings on S 12 (BROADCASTING, Feb. 2).

FCC tv set control urged by Comr. Ford

FCC Comr. Frederick W. Ford expressed his belief that an adequate nationwide tv system can be achieved only if the FCC is given legal authority to require that tv sets shipped in interstate commerce be equipped to tune all channels assigned to television.

Also he felt the FCC should control set performance characteristics so the tuning range of tv sets would be as good as technically possible consistent with the economics of manufacturing.

All-channel sets would be needed whether tv gets more vhf spectrum space from the military, continues the present 82-channel vhf-uhf system or is moved to an all-uhf system, he said. The only other alternative is a 12-channel vhf system only, which Comr. Ford felt would "finally result" in less service to the public than it presently receives.

Noting there are 32 vhf and 10 uhf noncommercial educational stations,




DR. STANTON


MR. CUNNINGHAM


MR. CHAMBERLAIN


COMR. FORD


REP. HARRIS


SEN. MAGNUSON

Commercial broadcasters, educators, public officials share cultural tv views before IERT at Columbus

Comr. Ford wondered whether the history of education would have been different, considering there are 162 uhf channels reserved for education, if tv sets had been required to receive all channels.

Comr. Ford said he "firmly" believes the public would willingly pay the extra cost per set ($35 to $45) for all-channel tuning.

National etv system seen aiding schools

General Electric's Paul Chamberlain urged the adoption of an educational tv system to "supplement our learning on a broad national scale." Instead of concentrating on what one station can do for one school or one community, he suggested setting up a system of educational stations "serving an entire area of many school districts."

The GE marketing expert declared that the cost of such a system would not be prohibitive. "In Dade County, Fla.," he revealed, "some 5,600 pupils are participating in a classroom educational-tv experiment using one station. According to figures published in *Newsweek* magazine . . . teaching by tv is saving the school system $300,000 this year. . . ."

He listed four major benefits of an educational tv system:

- It would alleviate the shortage of qualified and capable teachers by making more effective use of teaching talents.
- It would pave the way for tremendous economies in overall educational budgets by making more efficient use of present and planned school facilities.
- It would reduce future construction costs by allowing more rooms for large-scale teaching, thus lowering the rising costs of classroom duplication.
- It would apportion capital and operational costs over many school districts, with the initial investment in a tv system lower than the cost of one additional classroom per district.

Annual awards

Here are the annual radio-tv awards announced by IERT:

RADIO—CLASS 1 (Programs for Special Interest Groups):

Group I, national—First Award, "Summerfallow." CBC.

THE TALK OF BUFFALO is WGR Radio's new *fresh-air* programming concept. It features the sound that's all around... modern album music specially selected for young adults and flexibly presented by personalities with a sense of humor. Carefully mixed with frequent newscasts that travel the news faster, top sports coverage in the area, and think-programs to keep informed people informed, WGR's new concept is winning *bigger audiences* and *greater community acceptance* in Western New York.

But that's not all! For grocery product advertisers, WGR Radio offers at no extra cost the most effective point-of-purchase merchandising plan in Western New York. Qualified thirteen-week advertisers get one week of preferred-position displays in Buffalo food stores, including 120 A&P and Nu-Way super markets.

WGR's mobile "Studio 55" broadcasts from different high-traffic super market locations every week...another sales extra when you advertise on Buffalo's first station.

For more information about merchandising and *fresh-air* availabilities on WGR, at the top of the dial in Buffalo, call Peters, Griffin, Woodward.

NBC • 550 KC • BUFFALO



WGR-TV, WGR, Buffalo, N.Y. • WROC-TV, Rochester, N.Y. • WNEP-TV, Scranton—Wilkes-Barre, Pa. • WSVA-TV, WSVA, Harrisonburg, Va.

Group II, regional—First Award, "The Country Hour," WBBM Chicago; Honorable Mention, "How Does Your Garden Grow?" KFUO St. Louis.

Group III, local—No Entries.

RADIO—CLASS 2 (Religious Programs):

Group I, national—First Award, "The Eternal Light," NBC and Jewish Theological Seminary; Honorable Mentions, "The Seven Last Words," The Upper Room Radio-Tv Parish, "Good News," The Methodist Church (Ohio-Area) and MBS.

Group II, regional—Honorable Mention, "And There Was Light," WBBM Chicago.

Group III, local—No Entries.

RADIO—CLASS 3 (Cultural Programs):

Group I, national—First Award, "CBC Drama Series," CBC International Services; Honorable Mention, "CBC Concert Hall," CBC

Group II, regional—First Award, "The Studs Terkel Wax Museum," WFMT (FM) Chicago; Honorable Mention, "Parallel," WRCA and Columbia U. Center for Mass Communications.

Group III, local—First Award, "Ideas and the Theatre," KUOM, U. of Minnesota, Minneapolis; Honorable Mention, "This is Ray Star," Dixie Productions and WGRO Lake City, Fla.

General Award (No Special Class)—Special Citation for Cultural Excellence in Overall Programming to WFMT Chicago.

RADIO—CLASS 4 (Personal and Social Problems):

Group I, national—No Awards.

Group II, regional—First Award, "As Children See the World," U. of Tennessee.

Group III, local—First Award, "Psychologically Speaking," Mrs. Lee R. Steiner and WEVD, University of the Air, New York.

RADIO—CLASS 5 (Public Affairs):

Group I, national—First Award, "The World Tonight," CBS; Honorable Mention, "Biographies in Sound," NBC.

Group II, regional—First Award, "One Nation Indivisible," WUOM, University of Michigan Broadcasting Service.

Group III, local—First Award, "Listening Post," KUOW Seattle; Honorable Mention, "Political" Dixie Productions and WGRO Lake City, Florida.

RADIO—CLASS 6 (One-time Broadcast):

Group I, national—First Award, "Virginia—Pattern of Resistance," CBS; Honorable Mentions, "Estevan—New Oil, New City," CBC; "Who Killed Michael Farmer?", CBS.

Group II, regional—First Award, "Bolt of Lightning," WMCA New York; Honorable Mention, "Portrait: Albert Schweitzer," WHDH Boston, and Boston U.; "Charles F. Kettering, Monkey Wrench Inventor," WOSU Columbus, Ohio; "A New Life for Larry," KMOX St. Louis; St. Louis Red Cross Regional Blood Program and St. Louis U. School of Medicine.

Group III, local—First Award, "Report on Employment," WIRA Fort Pierce, Fla.; Honorable Mention, "Human Rights 1959," WLIB New York.

RADIO—CLASS 7 (Programs for Children):

Group I, national—No Awards.

Group II, regional—First Award, "Jolly Dr. Dolliwell," American Medical Assn.; Honorable Mention, "Young Book Reviewers," WMCA New York.

Group III, local—First Award, "Wunzaponah Time," U. of Texas, Junior League of Austin and Austin Public Schools.

RADIO—CLASS 8 (Primary School Broadcast):

Group I, national—No Awards.

Group II, regional—First Award, "Narrated Junior Stories," CBC, Toronto (regional network); First Award, "Tell Me a Story," Minneapolis Public Schools and KTIS Minneapolis; Honorable Mention, "Old Tales and New," Minnesota School of the Air and KUOM, University of Minnesota.



Hard cell • Tom Mayhew, news photographer, WATE-TV Knoxville, was sentenced to pay $50 plus 10 days in jail April 16 for taking motion pictures in the local criminal court. The newsman said that he shot the pictures after Judge J. Fred Bibb recessed the court and as the judge returned to the courtroom. The defendant in the criminal trial was absent. Following submission of a written apology to Judge Bibb, Mr. Mayhew was released the same day and the sentence suspended.

Group III, local—First Award, "The Wishing Well," Newark (New Jersey) Board of Education and WBGO-FM Newark.

RADIO—CLASS 9 (Intermediate School Broadcasts):

Group I, national—First Award, "The Return of Nanna-Bijou," CBC.

Group II, regional—First Award, "How Does Your Story Grow?", British Columbia Department of Education and CBC; Honorable Mention, "Fun in Science," Minneapolis Public Schools and KTIS Minneapolis.

Group III, local—First Award, "What's News?", Philadelphia Public Schools, Temple U. and WFIL Philadelphia; Honorable Mention, "The Open Door," Dade County Schools and WTHS-FM Miami, Fla.

RADIO—CLASS 10 (Secondary School Broadcasts):

Group I, national—Honorable Mention, "Music in the Making," CBC.

Group II, regional—First Award, "Science Survey," New York City Board of Education and WNYE New York; First Award, "Footsteps of the Free," Wisconsin School of the Air and WHA, U. of Wisconsin; Honorable Mentions, "Our Canadian Bookshelf," CBC, Toronto (Regional Network); "Meet Mr. Shakespeare," New York City Board of Education and WNYE New York, "Le Quart D'Heure Francais," Manitoba Dept. of Education and CBC.

Group III, local—First Award, "It's Your World," Indiana U.; Honorable Mention, "Tales of the Yet to Come," Newark (New Jersey) Board of Education and WBGO-FM, Newark.

TELEVISION—CLASS 1 (Programs for Special Interest Groups):

Group I, network—First Award, "The Farmer Series," CBC; Honorable Mention, "The Catholic Hour," NBC; Honorable Mention, "No More Strangers," CBC.

Group II, local—First Award, "The Cardinal's Two Hats," WGN-TV Chicago; Honorable Mentions, "Challenge," KMOX-TV St. Louis Board of Education, Catholic Radio and Television Apostolate, St. Louis County Schools and St. Louis Lutheran Schools; "Inspiration," KPIX-TV San Francisco, Council of Churches, Archdiocese of San Francisco and Board of Rabbis of San Francisco.

TELEVISION—CLASS 2 (Cultural):

Group I, network—First Award, "Explorations," CBC; Honorable Mentions, "Hallmark Hall of Fame," NBC; "CBC Folio," CBC; "The Wisdom Series," NBC; "Conquest," CBS; "Guilty or Not Guilty," CBC; Special Award, "Once Upon a Japanese Time," KQED San Francisco, and the Educational Television & Radio Center.

Group II, local—First Award, "Montage," KMOX-TV St. Louis; Honorable Mention, "Open Heart Surgery," KPIX-TV San Francisco; "Art: Sight and Sound," Wayne State U. and WTVS Detroit.

TELEVISION—CLASS 3 (Personal and Social Problems):

Group I, network—First Award, "Close-Up," CBC; Honorable Mentions, "Open House," CBC; "Armstrong Circle Theatre," Talent Associates Ltd., and CBS; "Outlook," NBC; "The Twentieth Century," CBS; "People are taught to be Different," Texas Southern U. KUHT-TV Houston and National Educational Television & Radio Center.

Group II, local—First Award, "Escape from the Cage," WCET Cincinnati; Honorable Mention, "The Human Heart," The Upjohn Co., American Heart Assoc. and KRON-TV San Francisco.

TELEVISION—CLASS 4 (Public Affairs):

Group I, network—First Award, "Explorations," CBC; Honorable Mention, "Meet the Press," NBC; Special award, "Outlook," NBC.

Group II, local—First Award, "The Long Line." United Nations Television and CBC; Honorable Mention, "Thou Shalt Not Kill," KNXT Los Angeles; Special Award, "Fallout and Disarmament," KQED San Francisco.

TELEVISION—CLASS 5 (Programs of Systematic Instruction):

Group I, network—First Award, "Explorations," CBC; Honorable Mention, "Adventuring In The Hand Arts," Girl Scouts, NBC and the Educational Television & Radio Center.

Group II, Local—First Award, "Saludos Amigos," KQED San Francisco and Rosenberg Foundation; Honorable Mention, "General Biology I," U. of Houston and KUHT.

TELEVISION—CLASS 6 (Programs for Children):

Group I, network—First Award, "Art Carney Meets Peter and the Wolf," ABC; Honorable Mention, "Junior Magazine." CBC.

Group II, local—First Award, "Explorers of Tomorrow." California Academy of Sciences and KRON-TV San Francisco; Honorable mention, "Young Audiences," WCBS-TV New York.

TELEVISION—CLASS 7 (School Telecasts):

Group I, network—First Award, "The Elizabethan Theatre," Manitoba Dept. of Education and CBC.

Group II, local—First Award, "Biology I," Philadelphia Public Schools and WHYY-TV Philadelphia; First Award, "When You Write," KETC St. Louis; Honorable Mention, "Dollars and Sense." New York City Board of Education, META and WPIX New York; Special Commendation, "Exploring The News," Wisconsin School of the Air, and WHA-TV Madison; "Window to the Past," Henry Ford Museum and WTVS Detroit; and "Newsworthy," New York City Board of Education, META and WPIX New York.



Q: Which of the following words describes each of these radio stations: Friendly? Unfriendly?

A: The special qualitative survey below, prepared by PULSE, is mighty revealing. A rousing majority of Washington, D. C. area residents found us friendly—scored us far higher than any other radio station in the market. And far fewer respondents had *no* reaction at all to WWDC. Q.E.D.—we're known and liked. Q.E.D.—this friendliness will rub off on your product!

	WWDC	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
Friendly	77.8	63.1	33.2	50.5	30.0	36.3	49.8	59.9
Unfriendly	2.4	2.4	2.2	1.0	.8	3.4	1.2	1.0
Don't Know	19.8	34.5	64.6	48.5	69.2	60.3	49.0	39.1

All figures indicate percentages

Radio Washington

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



COMMUNICATING

WITH EXPERIENCE RESULTS IN EXCITING TELEVISION

KPLR • TV

CHANNEL 11

VIDEO CITY

THE CHASE-PARK PLAZA HOTELS

ST. LOUIS 8, MISSOURI

HAROLD KOPLAR • PRESIDENT
JAMES L. CADDIGAN • VICE PRESIDENT
JAMES GOLDSMITH • SALES MANAGER

THIRD WEEK OF PICKETING

'No progress' in NBC-NABET mediation

The work stoppage at NBC by 1,500 members of the National Assn. of Broadcast Employes & Technicians appeared virtually certain to enter its third week today (May 11) as mediation efforts brought "no progress" last week and disputants hewed to their positions.

Perhaps the most significant development of the week was NBC's pronouncement Tuesday (May 5) that the network had rescinded its contract with NABET because the union had violated a "no strike" clause. NABET termed NBC's action "a unilateral, irresponsible act."

The union took the position that NBC did not have the authority to rescind the contract.

Programming Continues • NBC has maintained its program schedule since the beginning of the walkout except for two hours on tv and 55 minutes on radio during the first day of the dispute. Approximately 300 supervisory and management employes of the network have been performing the duties of NABET personnel.

How it Started • The stoppage began on April 27 when union technicians in New York declined to handle a tape for the *Today* show, which had been produced in Paris. The union claimed that the "basic operating jobs" in producing the tape had been performed by non-union French technicians "in violation of the contract," and said its members had been "locked out" by the network. NBC contended that NABET called a strike, thereby abrogating the no strike clause of the contract. The network has several damage suits pending against NABET in New York and Los Angeles courts.

Neither NBC nor NABET appeared willing to retreat from their positions. When the network announced it had rescinded the contract with the union it invited NABET to negotiate a new pact. NBC notified the union and its 1,500 members involved in the work stoppage of its action and urged the employes to return to work.

Washington Furore • The names of Vice President Richard Nixon and White House News Secretary James Hagerty became involved in the labor dispute last week following the awards ceremonies of the Academy of Television Arts & Sciences (see page 78). Prompting a NABET blast was an appearance of Messrs. Nixon and Hagerty at Washington's Mayflower Hotel, where NABET pickets had been stationed for more than five hours during which NBC-TV did one of its Emmy pickups.

NABET headquarters in Chicago charged the two with "perpetrating a sneak attack on organized labor" by entring the hotel several hours in advance of the Emmy program "in order to avoid NABET picket lines."

Mr. Hagerty later said in behalf of himself and the Vice President that "neither of us crossed a picket line. There were no pickets outside the hotel when we arrived. Nixon didn't cross the picket line leaving either. He returned to his room after the Emmy ceremony and stayed there until after the pickets disbanded shortly before midnight."

In Chicago, the NABET strike prompted an 11th-hour cancellation of a telecast on WNBQ (TV) of the local awards ceremonies. It had been scheduled to follow the network Emmy show but was scrapped by the Chicago ATAS so not to involve its membership in the problem of picket lines.

New WXYZ quarters

WXYZ-AM-FM-TV Detroit will dedicate their $4 million Broadcast House in suburban Southfield June 4-5 with a two-day open house at which 1,500 guests are expected.

WXYZ-TV will telecast a live portion of the proceedings June 4, 6:30-7 p.m. (The stations expect to occupy the new facilities on May 18.)

Radio-tv's stature stressed by Tower

Broadcasting is a business as well as a profession and should be so regarded by teachers and students, Charles H. Tower, NAB personnel-economics manager, said Monday (May 4) in an address to the U. of Kansas Radio-Tv Department.

"There is nothing shabby about being a businessman and there is nothing shabby or base about making a profit," he reminded.

News is the fastest growing phrase of programming, Mr. Tower said, adding that competent newsmen are scarce. He described selling as a rewarding activity, both challenging and socially significant.

In a May 6 address to the U. of Missouri at the 50th anniversary of its journalism school he suggested broadcasters refer to radio and tv as "popular" rather than "mass" media. He said "privately-owned commercial broadcasting is part of our tradition of, wherever possible, encouraging the fulfillment of the needs and desires of the people through private rather than public means. We have deliberately chosen this course, not because we want to enrich the few, but rather because we want to serve responsibly the many and to do so without risking the dangers of inefficiency which attend an overwhelming bureaucracy."

WSTV-TV,'Herald Star' spar over local issue

A community dispute over a proposed division of the Steubenville-Wheeling metropolitan counties has developed into a hassle between WSTV-TV there and the *Steubenville Herald Star*.

The station maintains that the *Herald Star* doesn't give both sides in the community dispute over the division of the metropolitan area. (The Bureau of Census proposes that the six-county area should be cut in two.)

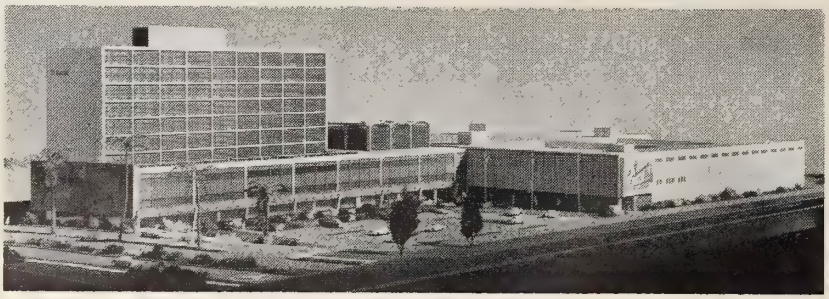
John J. Laux, WSTV-TV vice president-general manager, told viewers in an editorial telecast April 23 that the newspaper, in campaigning for the county split, had not explained to readers that dividing the counties would drop Steubenville from 67th in U.S. metropolitan rank to 139th in metropolitan rating. Even the main reason for dividing the counties—statistics of the smaller area would be easier to secure and local businesses would have more information—may be faulty. Mr. Laux said he had been advised by the Federal Reserve Bank in Cleveland that Steubenville, after the county split, may receive less market information than it does now as there has to be a minimum number of department stores in an area to warrent an individual report. Steubenville may not have the necessary department stores in the lesser three-county area.

In his reply to the newspaper editorial that the town didn't need WSTV-TV as outside stations could be picked up, Mr. Laux asked viewers what it would be like if "Steubenville did not have its own radio and television stations but had to depend upon the *Herald Star* for unbiased coverage of local issues."

WBC's rep firm looks to video-tape as aid

Personnel of advertising agencies and advertisers will be able to view the local programs and personalities of the five tv stations of the Westinghouse Broadcasting Co., starting July 1, by means of Ampex video-tape equipment installed in the New York headquarters of Television Advertising Representatives Inc., national representative of WBC outlets.

Larry H. Israel, vice president and general manager of TvAR, announced



New WKAQ home • This is a model of El Mundo, the $15 million building in which WKAQ-AM-TV San Juan, P.R., will be quartered. The structure will include 500,000 sq. ft. of rental space for tenants. The stations will have a 600-seat studio, plus dubbing and film processing laboratories as part of their facilities in the building. Construction, not yet started, is slated to be completed in 1961.

the development last week and offered this comment:

"Apart from the obvious advantage of offering advertisers and their agencies greater knowledge of local programs and personalities, video-tape will make it possible to preview tv advertisers in the actual programming context in which it will be presented."

TvAR's sales staff, he said, currently is using the tape installation to acquire more intimate knowledge of programs and personalities in WBC markets. TvAR begins formal operations on July 1, representing the following WBC stations—WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX (TV) San Francisco.

Mutual and Yankee plan August divorce

The 27-station Yankee Network will pull out of its arrangement with Mutual Broadcasting System this August, it was learned last week after MBS and Yankee had announced "preliminary arrangements" for direct affiliation between the network and Yankee's individual stations.

A joint announcement said that until now WNAC Boston, key station of Yankee, was the only station directly affiliated with Mutual, and that it in turn has maintained phone lines and fed Mutual programming to the 26 other Yankee stations. What the announcement didn't say was that WNAC contemplates going independent either on or before expiration of its contract in August and that if Mutual wanted the Yankee stations it would have to make individual deals with them.

A Mutual spokesman said it is too early to say how many of the Yankee stations would go along on the individual arrangements, although he indicated the initial response is favorable.

Yankee is a division of RKO Teleradio Pictures and WNAC is owned and operated by RKO Teleradio. Other o&o's are WOR New York, KHJ Los Angeles, KFRC San Francisco, WHBQ Memphis and WGMS Washington. It is generally conceded that all these stations, with the possible exception of WOR New York, will go to independent operation in the next few months. They now are MBS outlets.

H-S-T reorganizes: now Hamilton-Landis

Reorganization of the station brokerage firm of Hamilton, Stubblefield, Twining & Assoc. was announced last week by Ray Hamilton, president.

A new company has been formed, Hamilton-Landis & Assoc., co-owned by Mr. Hamilton and Dewitt (Judge) Landis, who has represented the Hamilton, Stubblefield, Twining firm in Dallas for the past two years.

Hamilton-Landis will maintain offices in Washington, Chicago, Dallas and San Francisco. Mr. Landis will remain in Dallas. John F. Hardesty, now executive vice president of Radio Advertising Bureau, will take over the San Francisco office May 15 as vice president in charge of West Coast operations (Closed Circuit, March 23). Mr. Hamilton reportedly will take charge in Washington.

Richard A. Shaheen, formerly manager of the Chicago office of Allen Kander & Co., station broker, has joined Hamilton-Landis in the Chicago office. He will cover 11 middlewestern states. Mr. Shaheen joined Kander in 1955 after being associated with Glore, Forgan & Co., New York investment firm. Previously he worked with Francis I. duPont & Co., New York, as a stock broker from 1949 to 1953.

Formation of the new firm follows the departure of two of Mr. Hamilton's former associates, William T. Stubblefield and W. R. (Ike) Twining. Mr. Stubblefield is now a consultant in Washington and Mr. Twining is in property brokerage in Palo Alto, Calif.

Tv Code Board plans West Coast office

The Television Code Review Board of NAB is establishing a West Coast office to effect closer liaison with independent tv film producers, Donald H. McGannon, chairman of the code review board and president of Westinghouse Broadcasting Co., reported Friday (May 8).

Mr. McGannon disclosed NAB's approval of a plan for the setting up of a West Coast branch (Closed Circuit, May 4) during a talk before the Advertising Federation of America, Fifth District, in Huntington, W. Va. Mr. McGannon noted that since about 40% of network and local tv programs originate with independent West Coast film producers, the code board concluded that such an office should be set up "to counsel, guide and assist these film producers in preparing programs that meet code specifications."

The review board, he stressed, does not intend to "function as censors but to further an atmosphere and attitude of belief in the code and its principles, and adherence to its rules."

Try census sample for tv ratings—Treyz

If it is possible that tv ratings are based on too small a sample, why not add a group of selected questions to the 1960 U.S. census asking about the American public's tastes in tv programming? This query is posed by Oliver Treyz, president of ABC-TV, as a possible answer to critics of tv ratings who base their objections on charges of too small a sampling.

Mr. Treyz' comment was made in a speech delivered May 6 (Wednesday) at the U. of Missouri's School of Journalism during "Journalism Week."

Not that Mr. Treyz has these doubts —"We are convinced they [measuring techniques A] are [adequate], for they are similar to sampling methods used by American business and by government."

Critics who are contemptuous of tv ratings "risk being contemptuous of public tastes" and the networks should provide what the public wants—"not impose their own tastes," observed Mr. Treyz.

KABL (called cable)

Call letters of KROW San Francisco-Oakland have been changed to KABL, the McLendon-owned station announced last week. (The new call, pronounced "cable," refers to the city's famed cable cars.) KABL also announced it will be represented nationally by Daren F. McGavren Co.



Through Junior Achievement, thousands of teenagers like those above learn just what is involved in running a business. Here officers of the Jacoco Company, St. Louis, put the finishing touches on Jacoco products—decorative trays made from huge coconut leaves. (L. to R.) Jan Beiersdorf, vice president; Gene Burnett, president; Pat Reynolds, secretary; adviser Art Greene, Standard Oil Company; and Jean Good, treasurer.

Young "businessmen" learn an old lesson



Decorative tray by Jacoco

You might not think a Junior Achievement Company, like the Jacoco Company, and Standard Oil have much in common. Jacoco makes decorative trays—Standard, hundreds of oil products. Jacoco has 14 employees—Standard, 46,000.

But as Jacoco Company Junior Achievers learn, Standard and Jacoco have quite a bit in common when it comes to money matters. So does every other business.

A business takes in just so much money during the year. Out of this amount it must buy raw materials and supplies, pay its employees and pay taxes (some direct—some indirect). Then, if it is well managed, it will have something left over to provide for future growth and to pay owners a return on their investment.

Take Standard Oil and subsidiary companies, for example. Last year we worked from January 1 through December 12 (346 days, to be exact) just to cover our costs of doing business. Of every dollar we took in, 94.8% went to satisfy our obligations to our suppliers, our employees, to local, state and federal governments for taxes and to cover charges for wear and tear.

This left us 5.2%—the result of only 19 days' operations—for profit. About half of this was used to strengthen our company by expanding facilities to improve the products and services you, our customers, receive. We are continually at work to make oil more useful to more people than ever before.

The balance went to our 152,000 owner-shareholders as dividends. This marked the 65th consecutive year that Standard has paid dividends. A total dividend value of $1.687 per share was paid in 1958.

So you see, no matter what its size a company must watch its pennies carefully if it is to continue to give its customers better value for their money. That is our constant aim at Standard.

WHAT MAKES A COMPANY A GOOD CITIZEN?

One measure of good citizenship is a company's frankness with customers, employees, stockholders, the public. We at Standard try always to keep our neighbors informed—to show how we work, where our money goes and how we contribute to the progress of the communities in which we live and work.

* * *

If you would like a copy of our complete 1958 Annual Report, just write to Standard Oil Company, 910 S. Michigan Avenue, Chicago 80, Illinois.

100th ANNIVERSARY OF THE OIL INDUSTRY
1959
70th ANNIVERSARY OF STANDARD OIL CO

STANDARD OIL COMPANY
(INDIANA)

STANDARD

THE SIGN OF PROGRESS..
THROUGH RESEARCH

Committee to consider 3-year tv PR approach

A three-year public information program designed to take the heat off television programming will be considered June 2 at a New York meeting of the new five-man study appointed by NAB President Harold E. Fellows. The committee will carry out a public relations project initiated at the NAB Chicago convention in March (BROADCASTING, March 17).

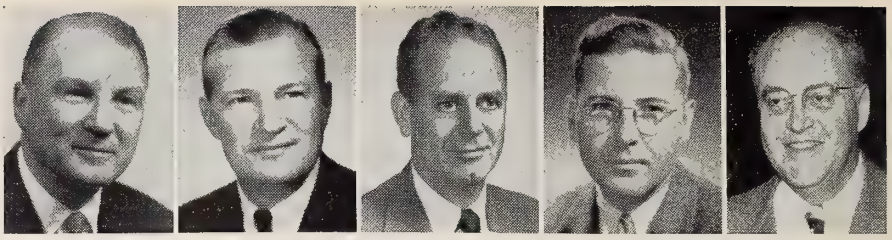
Clair R. McCollough, Steinman Stations, was named chairman of the committee, comprising NAB Tv Board members. On the committee with him are C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; G. Richard Shafto, WIS-TV Columbia, S.C., and Willard E. Walbridge, KTRK-TV Houston. The committee was authorized at a meeting of the Tv Board (BROADCASTING, May 4).

Before leaving on a European trip Mr. McCollough announced that committee members were working on specific assignments and would report their recommendations at the June 2 meeting. A full report is to be submitted June 17 to the Tv Board at its summer meeting in Washington.

"While the Tv Board was in broad agreement with the original committee headed by C. Wrede Petersmeyer, Corinthian Stations," Mr. McCollough said, "there are a number of viewpoints to be reconciled. Our approach is to draft a report that can bring board approval so the project can be put in operation quickly. The consensus seems to be that the project should be started for at least three years with a view to making it a permanent NAB activity."

META seeks v channel

The Metropolitan Educational Tv Assn., New York, is mobilizing to campaign for its own full-time vhf outlet. Joseph S. Iseman, chairman of the executive committee, announced last week that by June 30, the organization will have suspended all programming and production, deleting the payroll to a bare minimum. The summer will be spent in preparation for an all-out fund raising effort to get underway Oct. 1. META has presented daytime classes over the facilities of commercial stations for two years, but does not feel an adequate job can be done on this basis. Furthermore, the uhf channel allotted to New York by the FCC is considered impractical since all receivers would require costly adjustments. META hopes for allocation reconsideration by the FCC or the opportunity to purchase a vhf outlet already in existence.



CHAIRMAN MCCOLLOUGH, WALBRIDGE, SHAFTO, MARTIN, LANE

Implementing the tv public relations projects is their chore

• Media reports

• New affiliates signed by Keystone Broadcasting System as of April 23: KONI Phoenix and WMOP Tucson, both Ariz.; KENL Arcata and KCRE Crescent City, both Calif.; WGML Hinesville and WBIE Marietta, both Ga.; KAOL Carrollton, Mo.; WKRK Murphy, N.C.; WBLY Springfield, Ohio; KCUL Fort Worth - Dallas; WBKV West Bend, Wis. KBS total: 1,069 stations.

• WBCB Levittown-Fairless Hills, Pa., names Advertising Assoc. of Philadelphia Inc.

• KOTI-TV Klamath Falls, Ore., affiliates with ABC-TV June 1. William B. Smullin is general manager of the ch. 2 outlet which is owned by California-Oregon Television Inc.

• Hal Holman Co., radio-tv sales representative, moves to 535 Fifth Ave., N.Y.

• WTVR (TV) Richmond, Va., has been given a local American Legion award.

• Consolidated net income of National Theatres and subsidiaries for the six months ended March 31 was $903,838 or 34 cents per share, compared to $743,897 or 28 cents per share for the same period of the preceding year. WDAF-AM-TV Kansas City, acquired May 28, 1958, were included in this year's statement, not last year's. The broadcasting activities, together with rents and other income, amounted to $3,539,995 this year, vs $1,590,591 last year. National Theatres acquired about 88% of NTA stock in April, after the close of the first half of the fiscal year, so NTA operations are not covered in the current financial statement.

• WKIT Mineola, N.Y, changed its call letters on May 1 to WFYI Mineola as the station was formally acquired by VIP Radio Inc., N.Y. The outlet was brought from WKIT Inc. for $165,000 and approved by the FCC in March (BROADCASTING, March 30). VIP Inc. is headed by producer Martin Stone and financier John Hay Whitney. The company also owns WVIP Mount Kisco, WVOY New Rochelle, and WGHQ Kingston-Saugerties, all N.Y. Stanley Lo Presto, formerly chief engineer of WKIT, was named general manager of WFYI, and Wes Giles, previously with WHLI Hempstead, N.Y., was appointed station sales manager.

• WABC-TV New York reports having notched its most profitable first quarter as profits in 1959 achieved what officials termed a "healthy increase." The previous high for the same period had been reached last year, when the station attained a 65% net profit increase over first quarter, 1957. Second quarter figures thus far are said to exceed the same portion of second quarter, 1958, by 8%.

• The three children of the late Charles D. Christian, CBS-TV studio

NAB financiers

NAB Board finance committees for the 1959-60 period were announced May 6 by President Harold E. Fellows. Merrill Lindsay, WSOY Decatur, Ill., heads the General Fund Finance Committee while C. Howard Lane, KOIN-TV Portland, Ore., is chairman of the Tv Finance Committee.

Serving with Mr. Lindsay are John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Frank Gaither, WSB Atlanta; Payson Hall, Meredith stations; Joseph M. Higgins, WTHI Terre Haute, Ind.; Rex Howell, KREX Grand Junction, Colo.; Richard H. Mason, WPTF Raleigh, N. C.; Robert L. Pratt, KGGF Coffeyville, Kan., and Mr. Lane.

Chairman Lane's tv finance group includes C. Wrede Petersmeyer, Corinthian Broadcasting Stations; W. D. Rogers, KDUB-TV Lubbock, Tex., and Messrs. Fetzer and Hall.

Another thriller-diller from WJRT—



"Homing pigeons, Chief?"

"Stool pigeons, Ponsonby —the word's all around that WJRT is the efficient way to buy Flint, Lansing, Bay City and Saginaw."

Got the message? WJRT is the only single-station way to deliver *your* message to all four of the big, rich mid-Michigan metropolitan areas. Just one buy nets you Flint, Lansing, Saginaw and Bay City. And you come in on the beam with a grade "A" or better signal. Plus, WJRT's penetration from within puts you right in the heart of this lucrative market. We've got a half-million TV households waiting to hear from you right now. Join the flock that's gathering nest eggs on WJRT, *the* efficient way to reach mid-Michigan.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta



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COLUMBUS, OHIO

John Blair & Co., Representatives



Each day, 6:00 a.m. to midnight, Cumulative Pulse proves we reach 61% of the radio homes in the Columbus Metro Market. It goes without saying we are the number one station.

Upper Midwest TV — ***$475,000***

Exclusive market, city of 25,000. Vhf. NBC and ABC affiliate. $200,000 down on price of $475,000.

Upper Midwest Radio — ***$225,000***

Independent. Good cash flow picture, adequate for payout. $125,000 cash down, balance expensable. Under-one-roof operation in fine leased building.

California Radio — ***$160,000***

Full time facility. Single station market in center of large growth area near major city. 1959 profit may be 50% over 1958. 29% down, balance over seven years.

Mid-Atlantic Radio — ***$200,000***

Daytimer in major market. A good opportunity to get into one of the best markets in this sought-after area. $50,000 down and easy 8-year payout on balance.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

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engineer-in-charge who was killed in the recent train wreck in Bayonne, N.J., will have their future education assured through a trust fund agreement signed April 24 at the Howard Savings Institution, Newark, N.J. Mr. Christian's co-workers and associates have contributed more than $4,000 to the educational fund. He is survived by his wife Anna, daughter Lynn, 18, and two sons, Charles, 9, and Robert, 7.

• WDAU-TV Scranton—Wilkes-Barre, Pa., has switched to a single rate structure with Rate Card Six. It supersedes cards Five and Three B. Existing contracts are subject to the customary six-month protection. The new rates are substantially the same as the former national rates. It continues rates of $125 for Class AA chainbreaks and $600 for Class AA hours. Class AA minutes are increased from $125 to $135.

• WTOD Toledo, Ohio, on May 24 becomes a CBS Radio affiliate, it was announced last week by John L. Booth, president of Booth Broadcasting Co., the station's licensee. WTOD is on 1560 kc with 1 kw. Sunne Miller is general manager.

• WAPA-TV San Juan, P.R., undertakes its first Community Club Awards campaign next month. (Community Club Services Inc., N.Y., runs competitions for cash awards open to nonprofit charitable organizations.) WAPA-TV has exclusive rights for Community Club Awards Radio Plan in Puerto Rico.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KABQ Albuquerque, N.M.: Sold to Sandia Broadcasting Corp. by Duke City Broadcasting Corp. (Edward M. Sleighel) for $350,000. Sandia Broadcasting is owned by President Oscar I. Dodek, 80%, and Vice President-General Manager Maxwell Marvin, 20%, (vp and general manager of WOL Washington, D.C., WNAV Annapolis, Md., and WDOV Dover, Del.). The sale was handled by Blackburn & Co. KABQ is on 1350 kc with 5 kw, day, and 500 w, night, directional night.

• WEZB, WENN Birmingham, Ala.: WEZB sold to John M. McLendon & Assoc. for 100% of WENN (Bessemer) plus $30,000 by Gene Newman Radio Inc., owner of WHRT Hartselle, Ala. Each station will continue its present program format and retain its call letters, it was announced. John McLendon, major stockholder of McLendon & Assoc., owns KOKY Little Rock, Ark., KOKA Shreveport, La., and 50%

of WOKJ Jackson, Miss. All of these outlets, as well as WENN, are Negro programmed. WEZB is on 1320 kc with 1 kw, day, and is affiliated with MBS. WENN is on 1450 kc with 250 w.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 104):*

• WEAR-TV Pensacola, Fla.: Sold to Rollins Telecasting by Gulfport Broadcasting Co. for $1.075 million plus agreements not to compete within 80 miles of Pensacola for 10 years and a purchase of real estate for $325,000. Rollins Telecasting's parent corporation owns WPTZ-TV North Pole, N.Y., WAMS Wilmington, and WJWL Georgetown, both Delaware, WNJR Newark, N.J., WRAP Norfolk, Va., WGEE Indianapolis, Ind., WBEE Harvey, Ill., and KATZ St. Louis, Mo. WEAR-TV is on ch. 3 and is affiliated with ABC-TV and CBS-TV.

• KLX Oakland, Calif.; Sold to KFWB Broadcasting Corp. (formerly Collier Broadcasting Co.) by Tribune Building Co. (Knowland family's *Oakland Tribune*) for $750,000. Robert M. Purcell, assignee president, is president of KFWB Los Angeles and 50% owner of KEVE Minneapolis, Minn. Milton H. Klein, sales manager of KFWB, was appointed general manager of KLX (BROADCASTING, May 4). Bill Enis was named program director and John Babcock news director of the station. KLX is on 910 kc with 5 kw, directional, night.

• WWTB Tampa, Fla.: Sold to WPIT-AM-FM Pittsburgh, Pa., by W. Walter Tison for $240,000. J. J. Laux, president, and other assignee stockholders have interests in WSTV-AM-FM-TV Steubenville, Ohio, KODE-AM-TV Joplin, Mo., WBOY-AM-TV Clarksburg, and WPAR and WAAM-FM Parkersburg, both West Virginia, KMLB-AM-FM Monroe, La., and WHTO-TV Atlantic City, N.J. WWTB is on 1300 kc with 5 kw, day, directional.

• WALT Tampa, Fla.: Sold to Consolidated Sun Ray Inc. (WPEN-AM-FM Philadelphia, Pa.) by Emil J. Arnold, Robert Wasdon and Jack Siegel for $210,000. WALT is on 1110 kc with 10 kw, day, directional.

• WXIX (TV) Milwaukee, Wis.: Sold to WXIX Inc. (Gene Posner, president, is owner of WMIL Milwaukee) by CBS Inc. for $50,000. CBS discontinued operation of WXIX (TV) on March 31. The outlet has a license for ch. 19 and a modified construction permit for ch. 18. The Commission also renewed the station's license.

Hometown, U.S.A. is our headquarters

In our business, it's highly important to visit a broadcasting property that is for sale. It's equally important to know the buyer and his qualifications.

Bringing the right parties together through such personal contacts pays off in results. We don't have much faith in the mail order approach.

We speed to owners who want to see us. We carefully check or meet with buyers. It's the only way to handle any given situation.

We're as close to you as your telephone—as far away as the fastest travel time.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Important Radio and Television Stations

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NEW YORK	60 East 42nd Street	MUrray Hill 7-4242
WEST COAST	915 North Commerce St., Stockton, Calif. HOward 5-7367	

TV PROGRAM PROBE OPENS QUIETLY

Networks bare data asked by FCC as touchy hearing opens

The first phase of the FCC's touchy inquiry into the program practices of television networks ended last week after three days of record taking. There were no fireworks.

Placed in evidence were reams of documents covering program schedules of ABC, CBS and NBC. The statistical documents covered program origins, sponsors, acceptances and the interests of the networks in each program. Most of the tables were in response to FCC questionnaires going back to the network study of 1956-57.

The exhibits were identified by network lawyers. They were Mortimer Weinbach, ABC; Thomas K. Fisher, CBS, and Thomas Ervin, NBC.

The FCC's legal battery comprised Ashbrook P. Bryant and James F. Tierney. Both are members of the Broadcast Bureau's Office of Network Study, and both served as members of the network study staff under U. of Cincinnati Law School Dean Roscoe Barrow.

Nothing on 'Tie-Ins' • No evidence was taken of charges that some networks forced independent package producers to cut them in before their programs would be considered for network showing.

These allegations were first made in 1956 before the Senate Commerce Committee and the House Judiciary Antitrust Committee. They were investigated by the Department of Justice and turned over to the FCC.

The public hearings—ordered by the FCC last February (BROADCASTING, March 2) — are expected to resume after July 1.

Only one issue of any significance cropped up. Mr. Bryant told the presiding officer, Chief Hearing Examiner James D. Cunningham, that he had promised to maintain as confidential, material relating to financial data. This was similar, he said, to the commitment ordered by a New York federal judge in ruling on the legality of FCC subpoenas calling for program and financial information from independent program producers.

Examiner Cunningham questioned whether this commitment could be honored, in light of the FCC order calling for a public hearing. He asked the attorneys to consult each other to determine to what degree they would insist on this commitment.

Will Rule • He said that he would rule on the point when a closed session was requested. Mr. Cunningham indicated that he would refuse this request —thus permitting an appeal to be taken directly to the Commission.

The hearing was opened by Broadcast Bureau Chief Harold G. Cowgill. After listing some of the topics to be explored (the tie-in charges, concentration of program control by networks, failure of networks to consider

FCC almost loses control on option time

The FCC came within one vote of relinquishing all control over network option time, it became known last week.

The action took place at the April 22 meeting where, by a vote of four to three, the FCC turned down a motion by Comr. Robert T. Bartley to eliminate two of its network rules. These are the rules involving option time and stations' right to reject network programs.

Mr. Bartley's motion actually was one that would have issued a rulemaking notice calling for the deletion of Sec. 3.658(d) and 3.658(e).

The motion was seconded by Comr. Frederick W. Ford.

On the vote, Messrs. Bartley and Ford were joined by Comr. Rosel H. Hyde.

Voting against Mr. Bartley's motion were Chairman John C. Doerfer, and Comrs. Robert E. Lee, T.A.M. Craven and John S. Cross.

The next motion on the agenda at that meeting was for the issuance of rulemaking notice revising the option time rules (BROADCASTING, April 27).

This was passed by a majority of four including Comr. Bartley. Comr. Ford concurred in the issuance of the notice but questioned whether the antitrust issue had been met. Comr. Hyde dissented, expressing the view that option time should be prohibited entirely, and Comr. Craven dissented to two of the proposals—reduction of option time from the present three hours per segment to 2½ hours, and counting "straddle" programs entirely in option time.

Other proposed changes involve the length of advance notice networks must give stations when they desire to pre-empt option time and more flexible arrangements for stations to reject or cancel network programs.

Comments on the option time proposals are due June 22.

Comr. Bartley told BROADCASTING last week that he had made the motion because he felt that the FCC should withdraw from injecting itself into business arrangements between networks and stations.

"This is a free enterprise business," he said, "and I think we should get out of this type of regulation and see what happens."

He said he did not think the station-network relationship would change much if the FCC had no regulation on option time.

"Frankly," he said, "I think the networks need option time to force affiliates to carry network sustaining programs. Otherwise I'm sure that the networks could count on their affiliates to continue to carry good commercial programs."

Mr. Bartley had a short answer to the fear that without federal regulation the stations might option all their time to networks:

"That would be silly. But if that happened, let the Dept. of Justice take care of it. The Justice Dept. has already said option time is a violation of the antitrust laws."

On two occasions the Justice Dept. has told the FCC it believes option time violates the Sherman Act. The last time was in March when then Justice Antitrust Chief Victor R. Hansen told the FCC he thought option time runs "afoul" the Sherman Act.

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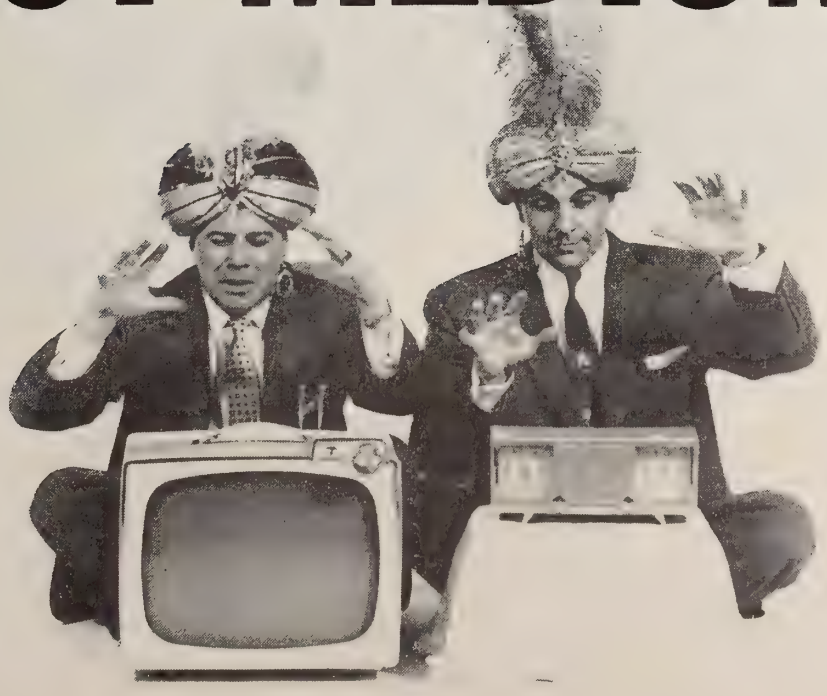
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Channel 11 • NBC Affiliate • Nationally represented by Edward Petry & Co.

MARYLAND'S BEST MEDIUMS!



public interest in programming), he emphasized that fears that the government is about to invade program selection are ill founded.

"The danger is not that the government will intervene to inhibit the free choices of broadcasters in the selection of their program schedules," he said. "The danger . . . may . . . be that through the operation of economic and other factors, effective power of choice of television programs has tended to become concentrated and that as a practical matter program selection has, to a considerable degree, shifted away from the individual station licensee."

He continued:

"The information and data under consideration pose the question whether, in the actual conduct of their program selection activities, the networks have followed public interest policies, or whether, in some instances have unfairly discriminated against and sought to exclude programs produced by 'independents' from the network program market, or improperly insisted upon obtaining a financial interest in an independent show as a prior condition to considering it for exhibition on the network."

Evidence Highlights • James B. Sheridan, acting chief, Broadcast Bureau Economics Div.—

• In 1949, advertisers' total program expenditures for network television (exclusive of time costs) were $18.6 million. Of this amount, the networks received $6.4 million (34.4%) and all other sources, $12.2 million (65.6%).

• In 1957, advertisers spent $275.8 million on network programs. Of this amount, networks collected $166.5 million (60.5%) and other sources, $109.3 million (39.5%).

• In 1949 the net revenues of all four television networks were $12.8 million. Of this, $6.4 million was from the sale of time and $6.4 million was from the sale of talent, program material, etc.

• In 1957, the net revenues of all three tv networks were $368.3 million. Of this $201.8 million was from the sale of time, and $166.5 million was from the sale of talent, program material, etc.

Columbia Broadcasting System—

• In the 1958 fall program schedule (September-December), 22% were programs produced by CBS, 24% were produced independently and licensed directly to advertisers, and 54% were produced independently and licensed directly to CBS.

• CBS loses money on programs. In 1951 it took in a total of $14.7 million for programming, but it cost the network $21.3 million to produce the programs—a loss of $6.6 million. In 1958 the network had a total income from programs of $59.7 million, but spent $87.2 million—a net cost of $27.5 million.

• The CBS television program department cost $70,454,000 in 1958. The network's News and Public Affairs Div. spent $16,825,000 in 1958. The tv program department had 310 people employed at a yearly payroll of $5.5 million; the news and public affairs division, 378 people at $4.15 million. CBS' News and Public Affairs Div. is a division of CBS Inc.; the program department is a unit in the CBS Television Network Division.

• In developing new programs, CBS spent $3.7 million from Sept. 1, 1956 to August 31, 1957.

• The excess of total expenses over total income for news and public affairs programming in 1958 was $8.4 million.

National Broadcasting Co.—

• In the 1955-56 season, NBC supplied 13 programs in the prime 6-11 p.m. segment, independent packagers 18 and advertising agencies 19. In the 1958-59 season the score was NBC 9, independents 21 and agencies 14.

• The high cost of program development—and the heavy mortality of good program ideas—was described by NBC as follows: In 1958, the NBC creative staff spent $2.5 million for program development. In that year NBC undertook 20 program projects, from commencement through pilot film or live audition, at a cost of almost $1 million. It also participated in 31 other program development projects. Of these 51 projects, only seven have gone on the air, or are scheduled to be used. These seven programs had a development cost of $138,000.

Some examples were given: In the 1954-55 season, NBC committed $2 million for the *Tonight* program. In the 1955-56 season, NBC committed itself to $3.5 million in getting *Matinee* started and it lost $3 million a year in unrecovered costs until the summer of 1958 when the program was cancelled.

The famed NBC Opera telecasts, mostly unsponsored since they began in 1950, have cost the network $2.5 million.

• In the 1957-58 season, NBC had unrecovered costs of approximately $6 million on news and public affairs programs.

• For 1959, NBC has already committed $3.8 million for talent and creative personnel, some of which has been offset by sponsors. For 1960 and beyond, NBC has committed $5.3 million, none of which is offset yet by sponsors.

• Overall unrecovered program costs were shown through the years: 1953, $19.7 million; 1958, $44.8 million. These figures include overhead, staff, license fees, etc.

• Pre-emptions for public service programs cost NBC almost $500,000 in 1957-58 season. This is how this figure was secured: Gross margin on lost time sales, $220,238; program costs, $95,485; pre-emption costs, $173,662.

American Broadcasting Co.—

• For the 6-11 p.m. time period in selected weeks, the network in 1955 carried three programs created by its own people, three in which it had a partial interest and 36 in which it had no interest. This compares to 1959 when it carried 12 programs in which it had complete interest, 12 in which it had a partial interest and 21 in which it had no interest.

FCC briefly surveys means of vhf drop-ins

How will the drop-in of vhf channels into "critical" cities be done—on an individual basis or on an overall proceeding?

Or, shall it be "selective shoehorning" or a general rulemaking?

That's the question the FCC has to answer before it moves to put into practice the "interim" tv allocations plan made public last month (BROADCASTING, April 27).

The Commission briefly discussed the situation last Wednesday at its regular meeting. It came to no conclusion and the subject is expected to come up again in two weeks.

Staff Report • Before the commissioners was a document drawn up by the staff delineating the pros and cons of both methods of acting on drop-ins. The staff report also discussed the questions of how far to go in breaking through present minimum mileage separations, and how to judge whether or not certain cities have uhf "saturation."

In the Commission's tv allocations announcement, it was stated that the temporary drop-in program would be "carefully circumscribed" to relieve "only the most critical shortages." It also was indicated that the Commission would not upset the balance where uhf has gained a substantial foothold.

Involved also in determining where to add vhf channels, it is understood, are revisions of U.S. agreements with Canada and Mexico.

Cities Listed • The staff document included a list of 36 cities out of the top 103 tv markets in which additional vhf channels might be placed. These areas have less than three vhf assignments at the present time.

Each city is identified with present allocations. The additional vhf channel



The majestic beauty of a harp weaves a mood so vital to good music that only the best is good enough for the symphony conductor.

This same "quality touch" and ceaseless devotion in achieving the best is also what sets apart great radio and television stations from the rest.

WFAA
radio & television
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BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

IT'S JUST WJAC-TV

"NO CONTEST" WFBG-TV

WJAC-TV is way out front

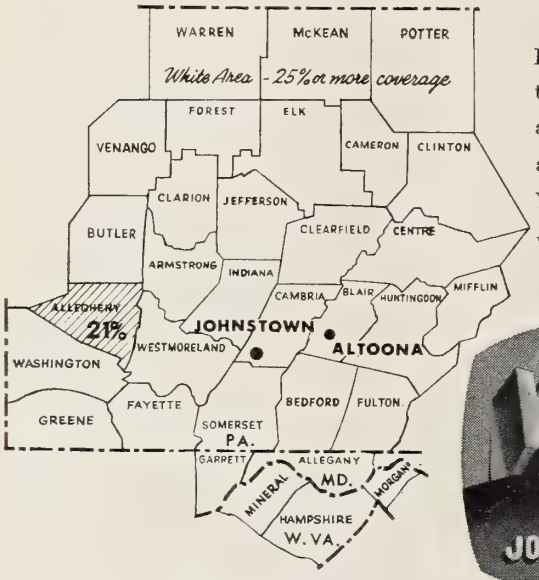
in the Johnstown-Altoona area!

Go by limousine, not by flivver! With WJAC-TV you travel "first class" with 71.9 station share of audience, sign-on to sign-off, all week long, as compared to only 28.1 for WFBG-TV

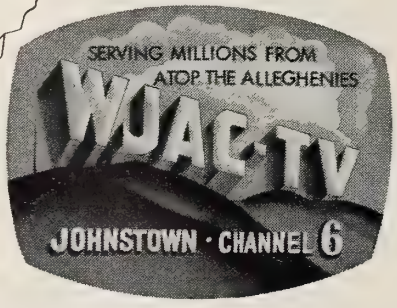
Figures from ARB, November, 1958

TOP 30 SHOWS ON WJAC-TV

Johnstown-Altoona Trendex, Feb., 1959



Buy the station that delivers the viewers--nearly three times as many viewers for WJAC-TV as for the nearest competitor. You get a guaranteed audience when you buy WJAC-TV!



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United Press International
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United Press Movietone Newsfilm
Build Ratings

or channels are indicated with such information as how many miles below the existing minimum separations will be required.

The break in minimum mileage distances ranges from a few miles in most instances to as high as 20-odd miles in a few cities.

The Commission must decide which are the "critical" areas and also which cities are uhf saturated to the extent that it may not desire to upset the present balance.

The cities are as follows:

Birmingham, Ala.; Fresno, San Diego, Calif.; Hartford, Conn.; Jacksonville, Fla.; Augusta, Columbus, Macon, Ga.; Champaign-Urbana, Quincy-Hannibal (Mo.), Ill.; Evansville, Terre Haute, Ind.

Also Sioux City, Iowa; Topeka, Kan.; Louisville, Ky.; Baton Rouge, Shreveport, La.; Grand Rapids-Kalamazoo, Mich.; Jackson, Miss.; Springfield, Mo.; Binghamton, Rochester, Syracuse, N.Y.

Also Charlotte, Raleigh, N.C.; Dayton, Toledo, Ohio; Erie, Harrisburg, Johnstown, Pa.; Providence, R.I.; Knoxville, Tenn.; Austin, Brownsville-Harlingen-Weslaco, Corpus Christi, Tex., and Madison, Wis.

Norton reiterates shoehorning tv plan

Radio propagation expert Kenneth A. Norton, National Bureau of Standards scientist, is continuing his campaign to sell his philosophy of shorter mileage separation between tv stations (BROADCASTING, April 6).

His views were contained in a May 1 letter to William A. Lodge, CBS engineering vice president. Mr. Lodge had taken issue with Dr. Norton last month (BROADCASTING, April 20).

In his letter to Mr. Lodge, Dr. Norton reemphasized his theory that "maximizing" the service area of each tv channel would be more beneficial than the same approach for each tv station. He suggested again that co-channel separations be dropped to 100 miles (from the present 170 miles for Zone I) in order to get more tv stations into the same areas.

He also maintained that although rural viewers might lose what he called the "barely satisfactory and intermittent service" from existing stations if his plan were adopted, they would gain by the increased number of "superior" services from local stations.

Dr. Norton also replied to Mr. Lodge's remarks concerning the original comments of the Boulder, Colo., scientist on the report of the Television Allocations Study Organization.

283,000,000



Convention visitors see how WSB Radio serves growers who make Georgia leading broiler producer in U. S.

Last year Georgia again led the nation in broiler production, sending 283,000,000 birds to market.

Pictured is the WSB Radio exhibit at the recent Southeastern Poultry & Egg Association convention in Atlanta. Growers (and exhibitors—many of whom are WSB advertisers) showed great interest in the illuminated coverage map, and methods used by WSB Radio in providing them with broiler market quotations. Two comprehensive reports are broadcast daily, the first at 11:35 a.m. This is the earliest quotation Georgia broiler growers can hear. They listen for it daily.

Broiler quotations are only one facet of WSB Radio's complete programming for Georgia agriculture. Over 300,000 farm families depend upon this station for information of vital concern to them.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

WSB Radio
The Voice of the South
Atlanta

FCC BACKLOG—TALE OF WOE

Congressional subcommittee hears story

Congressmen are concerned about the FCC's am applications backlog and Commission members were on the receiving end of some blunt questions about the problem, a March 11 hearing by the House Appropriations Committee's Independent Offices Subcommittee, indicates. A transcript of the March session was released last week.

The subcommittee members were told by Broadcast Bureau Chief Harold Cowgill that am applications of all types are behind 7 to 7½ months, with a total of 1,200 applications now pending. Action on tv, on the other hand, comes an average of 40 to 45 days after filing, he said.

Chairman Albert Thomas (D-Tex.) of the subcommittee told FCC members that "keeping a man on the hook from six months to three years is hardly justifiable," and added that Congress may "have to paddle you a little bit . . . to get rid of that backlog." Rep. Thomas reiterated that he believes fees ought to be charged licensees for FCC services.

FCC members told the congressmen that one of the Commission's biggest problems is meeting an expanding demand with a diminishing staff. The FCC is asking for 47.9 more employes in broadcasting activities at a cost of $376,706 to help dispose of the applications backlog, conduct studies to solve tv allocation, pay tv and network problems and handle increased hearing work. Noting a $100,000 item in its 1960 proposed budget for a study of automation techniques, FCC members said they have talked with International Business Machines, Burroughs and Remington Rand about possible automatic processing of some applications paperwork. Another $98,000 is being asked for special contract work involving tv allocations, subcommittee members were told.

Larger Staff Requested • The FCC wants, in broadcasting activities, for fiscal 1960:

• In television: 65.7 Broadcast Bureau employes ($465,608) compared to 54.1 ($375,670) for fiscal 1959; 8 hearing examiners ($72,240) compared to 7 ($64,441) in 1959; 12.5 Office of Opinions & Review employes ($108,520) compared to 10.3 ($87,581) in 1959; 6 in Dockets section ($27,445) compared to 4.8 ($22,008) in 1959.

• In am: 133.1 in Broadcast Bureau ($942,397) compared to 110.4 ($766,605) in 1959; 15.8 hearing examiners ($142,678) compared to 14.6 ($134,410) in 1959; 18.3 in Office of Opinions & Review ($158,844) compared to 13.5 ($114,791) in 1959; 4.9 in Dockets ($22,409) compared to 4.1 ($19,139) in 1959.

• In fm: 13.4 in Broadcast Bureau ($95,010) compared to 12.4 ($86,105) in 1959; 1.2 hearing examiners ($10,836) compared to 0.7 ($6,442) in 1959; 1.0 in Office of Opinions & Review ($8,680) compared to 0.8 ($6,802) in 1959; 0.6 in Dockets ($2,746) compared to 0.4 ($2,133) in 1959.

Total proposed budget in broadcasting activities is $2,361,601, compared to $1,942,055 in 1959. The FCC is asking a total $11 million for fiscal 1960 compared to $9.8 million estimated for 1959. FCC Chairman John C. Doerfer told the subcommittee that by May (this month) the FCC will be "hitting that whole big bundle" of 255 stations which have applied for increase in power from 250 w to 1 kw. There is a potential of



900 such stations, he said, and those which haven't filed will have to do so to protect themselves.

Tv Program Quality Up • Responding to questions by congressmen about the quality of tv programs, Chairman Doerfer said there are more good programs than there used to be, but that a station has a problem in programming 120 hours a week because of tv's "voracious appetite for talent, for writers."

To another question about crime programs on tv, the FCC chairman said the FCC doesn't tell the networks how to program their schedules. He noted that he recently had seen an "atrocious" crime story on tv with six murders in it, adding, "It happened to be one of the best, 'Hamlet.' "

Reopen Nebraska case

The ch. 13 Alliance, Neb., case is to be reopened, pursuant to a U.S. Court of Appeals for D.C. remand (BROADCASTING, March 16), according to last week's FCC announcement directing preparation of a document to this end.

The Court had claimed that the Commission erred in dismissing petitions by KSTF (TV) Scottsbluff, Neb., to intervene in the ch. 13 proceedings, which saw the Alliance channel go to Western Nebraska Television Inc. (KALF [TV]). The Court also ordered the FCC to investigate charges that KALF sold stock without registering with the Securities & Exchange Commission and made false and misleading statements in the sale of stock.

Mack-Whiteside trial drags into sixth week

The criminal trial of former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside, accused of conspiring to rig the award of Miami ch. 10 to a National Airlines subsidiary, plodded through its fifth week.

Continuing testimony from the previous week was William Y. Stembler, head of the Stembler-Shelden Insurance Agency, and Mrs. Elaine Wood, head bookkeeper of the agency, who was on the stand Wednesday (May 7) through Friday. Both testified about payments to Mr. Mack through Stembler-Shelden and Andar Inc. Mr. Mack was former part owner of Stembler-Shelden and Andar was given to Mr. Mack by Mr. Whiteside, who controlled Stembler-Shelden and owned Andar. Government prosecution holds payments to Mr. Mack were made through the two firms to induce him to vote for Public Service Tv Inc., NA subsidiary.

Defense counsel moved for mistrial (and were denied), charging the prosecution with trying to imply Mr. Stembler was not "an honest witness" in saying his testimony differs from that given a grand jury before indictment of the defendants. Federal District Judge Burnita S. Matthews, trying the case, said she found "substantial" discrepancies between Mr. Stembler's testimony before the grand jury and at the trial.

Meanwhile, because of the trial, the FCC last week postponed oral argument in the court-remanded Miami ch. 10 case. The oral argument had been set for May 21. The FCC said it will announce a new date.

No cutoff delay

The FCC remains adamant on the inauguration of a "cut-off" procedure for an am processing line. On May 1 it turned down two more requests for postponement of the May 16 effective date sought by Community Broadcasters Assn. and Assn. of Federal Communications Consulting Engineers. Comr. T.A.M. Craven dissented. Earlier in

SERVICING AND SELLING are two key words that dominate the objectives of Transcontinent stations. Whether it's...

• **WGR-TV and WGR Radio, Buffalo,** blanketing the mighty and prosperous market of Western New York known as the Niagara Frontier, or... **WROC-TV, Rochester,** with its 26.5% coverage advantage in the thriving 13-county industrial and agricultural area in up-state New York, or... **WNEP-TV, Scranton-Wilkes-Barre,** with the most powerful transmitter serving Northeastern Pennsylvania, the state's third largest market, or... **WSVA-TV and WSVA Radio, Harrisonburg,** covering the rich and diversified Shenandoah Valley area in Virginia...

...you'll find the Transcontinent station is well-known as a symbol of service to audiences and a symbol of sales to advertisers. Experienced management, intelligent program balance, strong merchandising and promotion plans, and a genuine feeling of community responsibility are basic characteristics that advertisers profit by when they select...

A TRANSCONTINENT STATION



WGR-TV, WGR, Buffalo, N.Y. • WROC-TV, Rochester, N.Y. • WSVA-TV, WSVA, Harrisonburg, Va. • represented by Peters, Griffin, Woodward
WNEP-TV, Scranton-Wilkes-Barre, Pa., represented by Avery-Knodel

AGAIN
Right on top
in FRESNO



KJEO—Channel 47, No. 1 for the money, No. 1 for the Central California audience.

KJE channel 47
FRESNO

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W. O. Edholm — Commercial Manager
See your H-R representative H-R

the week the Commission refused a similar continuance requested by the Federal Communications Bar Assn. The new procedure is intended to prevent submission of new applications or amendments after the top 50 applicants on the processing line have been announced and after 30 days have elapsed (BROADCASTING, April 13).

LIBEL REVERSED

D.C. judge sets aside $145,000 Lewis fine

A $145,000 libel damages verdict found by a jury last Jan. 31 against commentator Fulton Lewis Jr., Mutual and WWDC Washington was set aside last week by Federal District Judge George L. Hart in Washington, D.C.

Judge Hart said the jury's award to Mrs. Pearl Wanamaker, Seattle educator and former Washington State superintendent of public instruction, was excessive and led to the conclusion that the jury "was influenced by passion or prejudice."

The nine-day trial last January resulted in the largest libel judgment ever awarded by a jury in the District of Columbia. Mrs. Wanamaker charged she was libeled in a nationwide, 500-station broadcast on Mutual by Mr. Lewis, who said among other criticisms that she was the sister of a man who renounced U.S. citizenship and fled behind the Iron Curtain. Mr. Lewis retracted this statement in a similar broadcast three days later, apologizing for his "horrifying mistake."

Judge Hart said in his opinion last week that Mrs. Wanamaker's reputation in the educational field was undamaged by the Lewis broadcast because of her prominence among educators. He said her salary in a job she held after the broadcast was higher than that before and that she afterward had received various nationwide honors, including honorary degrees from two colleges. He also said questioning of a defense witness by Mrs. Wanamaker's lawyer during the trial was "highly improper."

He said the libel, established as *per se* in instructions to the jury, should carry damages only because it was *per se* and because Mrs. Wanamaker suffered "humiliation, embarrassment and wounded feelings." He noted Mrs. Wanamaker's lawyer asked only $25,000 damages for the broadcast in the Washington Metropolitan area. (The jury awarded $45,000 from Mr. Lewis, Mutual and WWDC jointly for the D.C. area broadcast plus $100,000 from Mr. Lewis and Mutual for the broadcast into other parts of the country.)

Mrs. Wanamaker had filed 17 suits in various state and federal courts against Mr. Lewis, MBS and affiliates which carried the broadcast, but the parties agreed that a number of the suits would be dismissed with prejudice and that Mrs. Wanamaker could claim damages against Mr. Lewis and Mutual for the broadcast over the entire U.S.

Before this agreement, four cases had been tried in which a jury in a Spokane, Wash., court found for the defendants; a suit in Baltimore resulted in a hung jury; a jury in Walla Walla, Wash., awarded Mrs. Wanamaker $10,000 and an Oklahoma City court awarded her a total of $7,500. Mr. Lewis said in Washington last week that the last two cases have been appealed.

J.P.Tonkhoff, Mrs. Wanamaker's lawyer, charged in Yakima, Wash., last week that Judge Hart had acted as a "13th juror" and said he would seek a new trial. Mrs. Wanamaker, attending an educational conference in Corvallis, Ore., said she didn't intend to drop the case. She declined to say whether she would consider a compromise settlement.

Oversight committee sets hearing agenda

The 1959 edition of the House Subcommittee on Legislative Oversight plans its first public hearings within the next six weeks. And, just as in 1958, the committee first will call each of the "Big 6" agencies under its jurisdiction to explore agency problems.

Discussion will be limited to three previously determined problems of each agency. In the case of the FCC, leadoff talks will be on a way to prohibit *ex parte* presentations to commissioners in rulemaking proceedings when an opposing party does not have a chance to answer.

The FCC consistently maintains that such contact is necessary. The subcommittee agrees to an extent but feels that when one side makes a presentation,all sides should have equal opportunity to give their views.

Other FCC areas to be explored will be decided after consultation with the Commission but two areas are foremost right now in the committee's thinking. They are (1) use of FCC discretion in making rules and policy without legislative guidelines and (2) Commission dependence for information on the regulated industry.

After individual agency problems have been discussed, situations common to all agencies will be highlighted. Practitioners before the Commission and regulated industries also will be heard. The hearings probably will begin sometime in June.

The subcommittee has four new mem-

"Ten years

of hard labor!" Hard labor to corner the top studios' best feature films. Hard labor to create provocative, headline-making local programming. Hard labor to present more news more dynamically. Yes, ten years of hard labor have made WJAR-TV far-and-away the number one station in the PROVIDENCE MARKET. Now, on its tenth anniversary, WJAR-TV looks forward happily to serving another sentence.

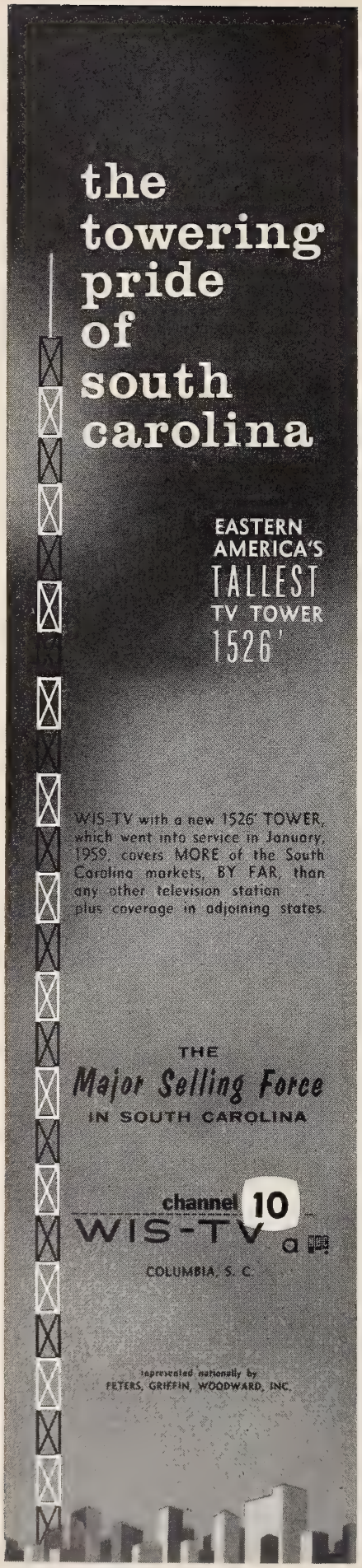
10th Anniversary of CHANNEL 10

WJAR-TV

Cock-of-the-walk in the PROVIDENCE MARKET

NBC · ABC · Represented by Edward Petry & Co., Inc.





bers. They are Reps. Walter Rogers (D-Tex.), William Springer (R-Ill.), Steven Derounian (R-N.Y.) and Samuel Devine (R-Ohio). Holdover members are Reps. Oren Harris (D-Ark.), chairman, John J. Flynt (D-Ga.), Peter Mack Jr. (D-Ill.), John Moss (D-Calif.) and John Bennett (R-Mich.). Robert Lishman was renamed chief counsel of the subcommittee.

EXTENDED HOURS
DBA plan opposed by radio fulltimers

Nine fulltime am stations opposed and two daytimers favored the Daytime Broadcasters Assn.'s proposal to authorize daytime stations to operate from 5 a.m. or sunrise (whichever is earlier) to 7 p.m. or sunset (whichever is later) in early comments filed last week on the FCC inquiry. Comments on the plan were due last Friday (May 8).

Interest in the daytime broadcaster problems continued last week on Capitol Hill with introduction by Rep. Morgan M. Moulder (D-Mo.) of a bill (HR 6868) to amend the Communications Act to require that daytimers be authorized to operate "at least" from 6 a.m. to 6 p.m. It was identical to a bill submitted the week before by Rep. George E. Shipley (D-Ill.).

WFMO Fairmont, N.C., and WMIL Milwaukee supported the DBA proposal. WMIL said that in December it has to operate from 7:15 a.m. to 4:15 p.m. and that this keeps it from serving its audience when they are accustomed to tune in, beside cutting down "seriously" on WMIL's opportunity to sell time.

WCCO Minneapolis, opposing, said half the country is without primary service at night and that these white areas must be served primarily by clear channel stations. WCCO said if the proposal is adopted it will suffer interference from KBOA Kennett, Mo. It added that 59 broadcast stations rely on WCCO for alerts during a Conelrad operation, since it is the key station in some or all of Minnesota, Wisconsin, North and South Dakota, Wyoming and Montana.

Also opposing was a group of eight stations submitting earlier comments. They were WWNY Watertown and WMSA Massena, both New York; KWBR Oakland, Calif.; WFMJ Youngstown, Ohio; WMAK Nashville, Tenn., and WKMI Kalamazoo, Mich.; WFMD Frederick, Md., and WRVA Richmond, Va.

Canada, Mexico Oppose Too • They said extension of daytimer hours as proposed by DBA would amount to "prejudgment" of the issues in the Daytime Skywave proceeding, issued in March 1954, but still pending, and probably would be in "derogation" of any solution reached in the Skywave case.

They said FCC has considered the need for local service in pre-sunrise and post-sunset hours and resolved in favor of greater benefit from existing fulltimers. DBA, they said, would cut into this service and in certain seasons the already-bad skywave interference problem would be worsened.

They cited Canadian opposition and Mexico's refusal to approve the proposal to expand daytimer hours. They said if the plan were approved, existing fulltimers, under the "doctrine of the KOA decision," would be entitled to hearings on grants of new stations which increased skywave interference. Thus, they said, there would be few uncontested grants of new stations.

The stations cited Comr. Robert E. Lee's dissent from the FCC rulemaking in which he said adoption of the plan would make the standard broadcast band "chaotic," and that data submitted by 24 stations show 27 million people would lose primary service in winter from these 24 outlets alone.

WRVA made an additional statement claiming it would receive extensive interference from WSIV Pekin, Ill., KLPR Oklahoma City and a proposed daytime station at Tiverton, R.I.

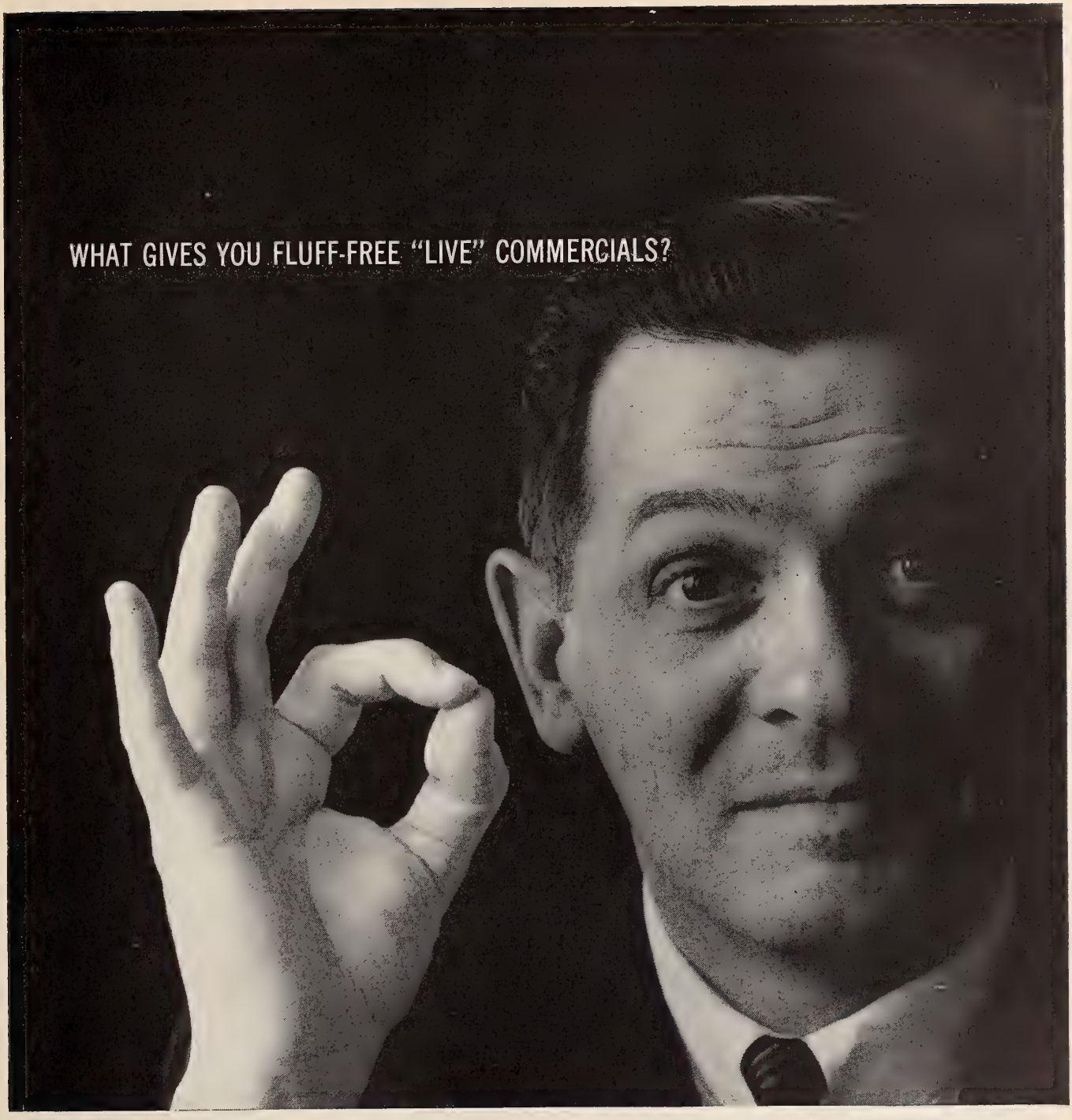
Monroney jabs at tv as 'Firestone' drops

Oklahoma's Democratic Sen. A.S. (Mike) Monroney is continuing his fight against tv ratings, with special emphasis on the demise of the *Voice of Firestone* (AT DEADLINE, April 27).

Last week he introduced still more newspaper columns into the *Congressional Record* condemning ABC-TV for dropping *Firestone*. Pointing out that next fall networks will carry 27 western and 18 crime and adventure programs, Sen. Monroney asked: "Is this balanced programming?" He continued, speaking on the Senate floor:

"Does anyone here believe that all Americans want is violence and murder of the long-ago frontier or the current gangster-con man variety? Surely the networks can, without help from either Congress or other outside critics, pry themselves loose from their supine slavery to the ratings which would seem to be ruling our airwaves."

Sen. Monroney also stated, but not on the floor, that published reports that he planned to introduce legislation requiring networks and stations to file regular reports on public service programming with the FCC are not accurate. "They jumped to conclusions," he



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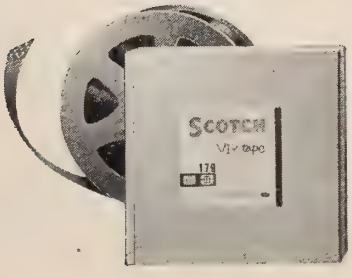
Your commercial is live as life. It's spontaneous. Fresh. Clear. Even its lighting is that of a live commercial.

But—

No goofs. Not a chance.

And you know why: "SCOTCH" BRAND Video Tape. To date, the only tape to accomplish the miracle of sight plus sound —*accurately*. A product of the same 3M Research that pioneered tape recorded delayed broadcasts 10 years ago. Erasable, re-usable and without the time delay of film processing.

You can rely on "SCOTCH" BRAND Video Tape for fluff-free "live" commercials.



MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

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said. "My plans are not firm at all as yet."

The Senate Commerce Committee's ratings study, which he is pushing as a member, will look into possible legislative solutions to insure a reasonable amount of public service programming, he pointed out, and required filings of such reports might possibly be the outcome.

Hearings on the ratings services were held by the committee last summer and were scheduled to resume early in the present Congress. However, they have been forestalled because of other committee business and Sen. Monroney refused to predict when they might be resumed.

House spectrum panel to meet June 8-9

As its first step in a planned overall study of the radio spectrum, the Communications Subcommittee of the House Commerce Committee will hold a two-day panel June 8-9. Rep. Oren Harris (D-Ark.), chairman, said the panel members would be limited to discussion of (1) problems of the spectrum and its utilization and (2) the most appropriate way to solve these problems.

The House of Representatives authorized $200,000 for the subcommittee to conduct its investigation in the face of a White House proposal for congressional approval of an Administrative commission for the same purpose. So far, Rep. Harris has been unable to attract the necessary experts to staff the investigation and still is searching for a qualified director.

Among those to be invited to participate on the panel are Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Dr. Irwin Stewart, former member of the old Federal Radio Commission and ex-president of West Virginia U.; Donald A. Quarles, deputy Secretary of Defense; Leo A. Hoegh, director of the Office of Civil & Defense Mobilization; Dr. Ernest Everett of the U. of Illinois, and representatives of the NAB, FCC, EIA and other industry organizations.

Teleprinter hike asked

American Telephone & Telegraph Co. last week asked the FCC for a 4% increase in rates for leased teleprinter service as the first step in its ultimate goal of earning 10% on net investment for these services. The increase was in addition to interim rate boosts granted effective last Dec. 2 by the FCC amounting to about $9.5 million annually.

A decision is expected this year in the lengthy FCC investigation of AT&T and Western Union rates and regulations for leased telephone and teleprinter services.

NAB, the American Newspaper Publishers Assn. and the news services have opposed the raising of rates. AT&T said the interim increases of Dec. 2 brought its earnings from 1.7% to just less than 5% of net investment.

• Government notes

• The ch. 13 Biloxi, Miss., case was officially reopened by the FCC on May 6. The Commission requested a further hearing in accordance with a U.S. Court of Appeals decision. In the original FCC disposition, Radio Associates Inc. (KVMI Biloxi) won the channel over WLOX Biloxi. Issues involved include the control and financial qualifications of Radio Associate. Also, last week, FCC Hearing Examiner Annie Neal Huntting scheduled a prehearing conference for May 15 in the Beaumont, Tex., ch. 6 remand proceeding (BROADCASTING, May 4).

• Jackson Broadcasting and Television Corp., one of the unsuccessful applicants for ch. 10 Parma, Mich., was tentatively turned down by the FCC on May 6 in its effort to bring about a rehearing and reconsideration of the Commission's grant of channel 10 in Onondaga, Mich. The FCC directed preparation of a document to deny the Jackson petition for rehearing and reconsideration. Ch. 10 Onondaga was granted on a share-time basis last fall to Television Corp. of Michigan and the State Board of Agriculture, to operate as WILX-TV (commercial) and WMSB (TV) (educational) (BROADCASTING, Sept. 8, 1958).

• Tucumcari Television Co., thus far unsuccessful applicant for a ch. 70 tv translator station in San Jon, N.M., to translate programs of ch. 10 KFDA-TV Amarillo, Tex., will get another chance to present its case. The Commission granted Tucumcari's request and scheduled an oral argument for May 22 on the firm's exceptions to an initial decision which looked toward denying its application (Broadcasting, March 30) on the issue of "unauthorized operation" among others. Late last month, the Commission denied a motion by Tucumcari to dismiss its application without prejudice and denied the application.

• Agreement on a merger of two of the three applicants for ch. 5 Weston, W. Va., with dismissal of the third (BROADCASTING, April 20) was reached April 23 in a hearing before FCC Examiner Jay A. Kyle. Telecasting Inc. is to have an option to purchase 50% of WJPB-TV Inc. (Fairmont, W.Va., J. Patrick Beacom), which will prosecute its application. West Virginia Radio Corp., which was granted its petition for dismissal by Chief Hearing Examiner James D. Cunningham last week, is to receive approximately $9,237 for reimbursement of out-of-pocket expenses.

• WCKT (TV) Miami committed unfair labor practices in its relations with photographer-reporters and film personnel in connection with membership in International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE), according to recommendations of Sidney Linder, trial examiner of National Labor Relations Board. The examiner recommended that WCKT cease alleged anti-union activities; that it offer Cal Marlin, Charles Filer, Joseph Lipari and Jay Weand full reinstatement to former or equivalent positions, and that it refrain from interfering with employes' rights to an uncoerced election. The examiner recommended that the election held Aug. 22, 1958 be set aside and the case be remanded to the NLRB regional director for a new election when he feels circumstances will permit a free choice of bargaining representative.

• The Federal Communications Bar Assn. has formalized proposals to amend the protest provisions of the Communications Act. The FCBA, in a document sent to the Senate and House Commerce Committees and the FCC, recommends that Sec. 309 be amended to require the FCC to withhold action on an application for 30 days and to dispose of any protest prior to a grant. Sec. 405 should be amended, FCBA said, to require the Commission to act on petitions for rehearing with 90 days after grants without hearings.

• NAB has asked the U.S. Treasury Dept. to re-interpret the recently amended Internal Revenue Code to continue the previous exemption from the 10% excise tax on private long distance telephone circuits used by newsgathering agencies, including broadcasters. The Treasury Dept. has ruled that if the private line is handled through a switchboard and connects with the telephone system of another city the exemption does not apply.

• Proposed legislation to exempt reporters from disclosing news sources was killed in the Illinois State legislature last week. Opposition to a bill sponsored by Rep, Michael Zlatnik (R-Chicago), partly from Chicago newspapers, was credited by the legislator with defeating it in committee by a 22-6 vote.

REDS IN CAPITALIST SCHEME

Skiatron proposes pay-see Bolshoi show

A back-door approach to pay-tv was proposed last week by Skiatron of America, New York.

The subscription firm contacted tv stations with a plan to collect $1 donations from viewers to a proposed series of four telecasts of the Bolshoi Ballet. Matthew M. Fox, Skiatron president, conceded to BROADCASTING his firm had explored the idea but had made no commitments.

One version of the Skiatron project proposed to pay a tv station from eight to 10 times its card rate to carry four one-hour film programs of the ballet. There would be no air announcements except a simple introductory message and signoff.

Under the Skiatron plan, the station would promote the programs in advance and Skiatron would buy newspaper space urging the public to tune in and inviting viewers to contribute $1, to be mailed to Reuben H. Donnelly Co. In addition, Skiatron proposed to pay each station 30% or 35% of all cash contributions received from their areas over and above the total payment made in each case. The other 65% would go to Skiatron, which would underwrite costs including newspaper advertising.

Mr. Fox acknowledged he had been exploring various means of showing the ballet, but said "We have reached the point where it is possible that we may not put the ballet on at all." It is known that Skiatron of America had attempted to line up more than 40 theatres to carry the ballet for two days in early June but theatre operators reportedly balked at surrendering the premises at a time when prime motion picture attractions were scheduled to arrive.

Mr. Fox confirmed that he had approached station operators with a view toward having tv outlets carry four one-hour film programs of the ballet. He reported he is also mulling over the possibility of taping the ballet for showing on stations having Ampex equipment. Mr. Fox said he might come to a decision "in a few days."

New film producers

Sindee Productions Inc. (tv series) and Atlas Pictures Corp. (feature films) have been formed by Irving H. Levin and Harry L. Mandell.

Atlas Corp. was formed with the purchase of AB-PT Pictures Corp. from American Broadcasting-Paramount Theatres Inc. Maurice Duke and Henry F. Ehrlich join Messrs. Levin and Mandell in the organization of Sindee Productions. This company's first series is *Pancho Villa,* with actors Harry Carey Jr. and Pedro Armendariz. Series' distributor: MCA.

Regional blackout

The Atlantic Coast Conference (southeast collegiate group) voted May 1 to suspend regional football and basketball telecasts for the next school year. Conference officials called for further study of the situation after the one-year layoff.

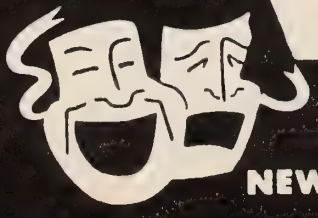
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CHAMBERLIN HOTEL -- OLD POINT COMFORT, VIRGINIA

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NEWPORT NEWS, VIRGINIA

EVENING WITH NBC AND ASTAIRE

Emmy scores: 27 for the network, 9 for the dancer's show

It was NBC's and Fred Astaire's night last Wednesday (May 6) when the 11th annual Emmy awards of the Academy of Television Arts & Sciences were passed out at ceremonies televised from New York, Hollywood and Washington. The network came away with 27 of the 45 awards presented, while CBS won 16 and ABC 2. *An Evening With Fred Astaire* won nine awards alone.

(Actually there were only 42 categories, but duplicate awards to CBS and NBC for *Father Knows Best* and to all networks for video-tape achievement swelled the number of statues to 45.)

Runner-up in individual show popularity was the NBC *Hallmark Hall of Fame* "Little Moon of Alban," which won four Emmys.

These were the winners:

Best dramatic series (one hour or longer): "Playhouse 90," CBS.

Best dramatic series (less than one hour): "Alcoa Goodyear Theatre," NBC.

Best public service program: "Omnibus," NBC.

Best news reporting: "Huntley-Brinkley Report," NBC.

Best special news program: "Face of Red China," CBS.

Best single performance by an actress: Julie Harris, "Little Moon of Alban," "Hallmark Hall of Fame," NBC.

Best news commentator, analysis: Ed Murrow, CBS.

Best western series: "Maverick," ABC.

Best panel or quiz: "What's My Line," CBS.

Best special dramatic program, (one hour or longer): "Little Moon of Alban," "Hallmark Hall of Fame," NBC.

Best performance by an actor in musical or variety series: Perry Como, "Como Show," NBC.

Best performance by an actress in musical or variety series: Dinah Shore, "Dinah Shore Chevy Show," NBC.

Best comedy series: "Jack Benny Show," CBS.

Best musical or variety series: "Dinah Shore Chevy Show," NBC.

Best special musical or variety program, (hour or longer): "Evening With Fred Astaire," NBC.

Best actor in a leading role, dramatic series: Raymond Burr, "Perry Mason Show," CBS.

Best actress in a leading role, dramatic series: Loretto Young, "Loretta Young Show," NBC.

Best actor in a continuing comedy series role: Jack Benny, "Jack Benny Show," CBS.

Best actress in continuing comedy series role: Jane Wyatt, "Father Knows Best," CBS and NBC.

Best single performance by actor: Fred Astaire, "Evening With Fred Astaire," NBC.

Most outstanding single program of the year: "Evening With Fred Astaire," NBC.

Best supporting actor (continuing character) in dramatic series: Dennis Weaver, "Gunsmoke," CBS.

Best supporting actress (continuing character) in a dramatic series: Barbara Hale, "Perry Mason Show," CBS.

Best supporting actor (continuing character) in comedy series: Tom Poston, "Steve Allen Show," NBC.

Best supporting actress (continuing character) in comedy series: Ann B. Davis, "Bob Cummings Show," NBC.

Best direction of single program of dramatic series (less than one hour): Jack Smight, "Eddie," "Alcoa-Goodyear Theatre," NBC.

Best direction of a single program of dramatic series (one hour or longer): George Schaefer, "Little Moon of Alban," "Hallmark Hall of Fame," NBC.

Best direction of single program of comedy series: Peter Tewksbury, "Medal for Margaret," "Father Knows Best," NBC.

Best direction of single musical or variety program: Bud Yorkin, "Evening With Fred Astaire," NBC.

Best writing of single program of dramatic series (less than one hour): Alfred Brenner and Ken Hughes, "Eddie," "Alcoa-Goodyear Theatre," NBC.

Best writing of single program of dramatic series (one hour or longer): James Costigan, "Little Moon of Alban," "Hallmark Hall of Fame," NBC.

Best writing of single program of comedy series: Sam Perrin, George Balzer, Hal Goldman and Al Gordon, "Jack Benny Show With Ernie Kovacs," "Jack Benny Show," CBS.

Best writing of single musical or variety program: Fred Astaire, Bud Yorkin, Herbert Baker, "Evening With Fred Astaire," NBC.

Best cinematography for television: Ellis Carter, "Alphabet Conspiracy," Bell Telephone special, NBC.

Best live camera work: "Evening With Fred Astaire," NBC.

Best art direction in television film: Claudio Guzman, "Bernadette," "Westinghouse Desilu Playhouse," CBS.

Best art direction in live television program: Robert Wade, "Count of Monte Cristo," "duPont Show of the Month," CBS.

Best editing of film for television: Silvio D'Alisera, "Meet Mr. Lincoln," "Project 20," NBC.

Best musical contribution to television program: David Rose, musical direction of "Evening With Fred Astaire," NBC.

Best choreography for television: Hermes Pan, "Evening With Fred Astaire," NBC.

Best engineering or technical achievement: Industrywide improvement of editing of video-tape by ABC, CBS, NBC.

Best on-the-spot coverage of news event: Cuban revolution, CBS.

10 'Grammy' awards go to Capitol Records

Capitol Records ran away with 10 "Grammy" awards, as the National Academy of Recording Arts & Sciences held its first annual ceremony to recognize outstanding achievements in the recording industry. RCA Victor was second with four; Decca and Liberty each had three (Liberty's all from one record, "The Chipmunk Song"); Verve and Roulette, two each, and one each to Challenge, Dot, MGM and London.

The "song of the year" for 1958 was "Nel Blu Dipinto de Blu." The Decca record of that tune was also named the "record of the year."

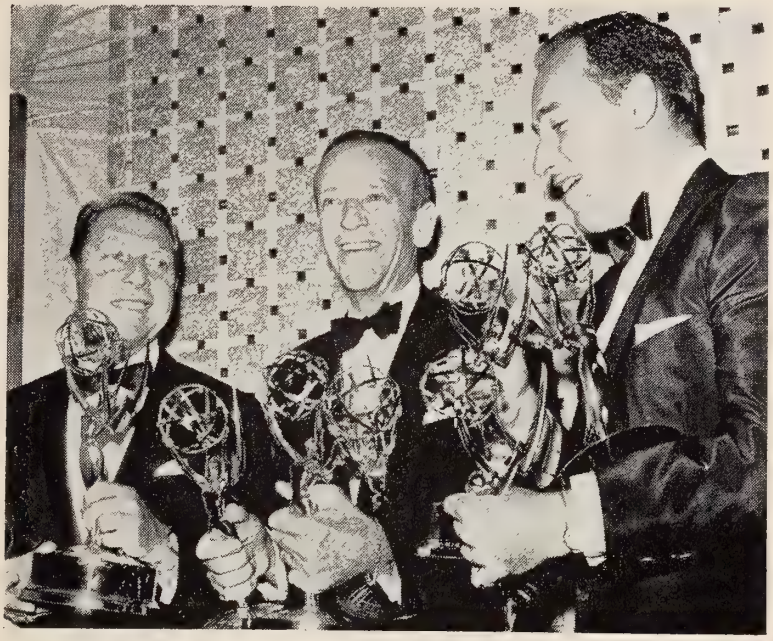
Three of the NARAS "Grammy" awards for outstanding recording achievement during 1958 went to "The Chipmunk Song," which was voted the "best comedy performance," the "best engineered record (other than classical)" and the "best recording for children."

Count Basie's Roulette record, "Basie," was a double winner, as the "best performance by a dance band" and the "best jazz performance (group)." The Victor recording of the *Peter Gunn* theme music from the tv series of that name also garnered two awards, as the "album of the year" and the "best arrangement." Ella Fitzgerald scored twice, with two Verve records, "Irving Berlin Song Book" and "Ella Sings Duke Ellington," judged respectively the "best vocal performance, female" and the "best jazz performance, individual."



GRAMMY
Discmen recognize their own

And the Rest • Other Grammy winners were: "best vocal performance, male"—"Catch a Falling Star," Perry Como (Victor); "best performance by an orchestra"—"Billy May's Big Fat Brass," Billy May (Capitol); "best performance by a vocal group or chorus"—"That Old Black Magic," Louis Prima and Keely Smith (Capitol); "best country and western performance"—"Tom Dooley," Kingston Trio (Capitol); "best rhythm and blues performance"—"Tequila," The Champs (Challenge); "best engineered record, classical"—Duets with a Spanish Guitar," Almeida (Capitol); "best album cover"—"Only the Lonely" Frank Sinatra (Capitol); "best musical composition first recorded and released in 1958 (over 5 minutes duration)"—"Cross





The winners: inside and outside • Seven of the nine Emmy awards given Fred Astaire and "An Evening With Fred Astaire" prove a full load for (top photo, l to r) the show's musical director David Rose, Mr. Astaire and director Bud Yorkin. But outside the Moulin Rouge in Hollywood (right photo), NABET cameramen on the winning production proclaimed on the picket line that they had been "locked out" by NBC (also see strike story, page 57). And since invitations to the Emmy ceremonies specified black tie, the pickets whimsically complied by donning tuxedoes, homburgs and black ties. One of the strikers, William Wallace, solved his problem by having his wife accept his award for the best live camera work [on the Astaire show].

Country Suite," Nelson Riddle (Dot); "best original cast album (Broadway or tv)"—"The Music Man," original Broadway cast (Decca); "best sound track album (dramatic picture score or original cast),"—"Gigi," (MGM); "best performance, documentary or spoken word"—"Best of the Stan Freberg Shows" (Capitol); "best classical performance—orchestral"—"Gaite Parisienne," Felix Slatkin conducting Hollywood Bowl Symphony Orchestra (Capitol); "best classical performance —instrumental (with concerto scale accompaniment)"—Tchaikovsky: Piano Concerto No. 1," Van Cliburn, Kiril Kondrashin and the Symphony of the Air (Victor); "best classical performance — instrumental (other than concerto scale accompaniment)"— "Segovia Golden Jubilee" (Decca); "best classical performance—chamber music (including chamber orchestra)" —"Beethoven Quartet 13," Hollywood String Quartet (Capitol); "best classical performance—vocal soloist (with or without orchestra)"—Operatic Recital, Tebaldi (London); "best classical performance—operatic or choral"— "Virtuoso," Roger Wagner Chorale (Capitol).

Awards were presented Monday (May 4) at a dinner at the Beverly Hilton Hotel, Beverly Hills, Calif., with some 500 in attendance. Paul Weston, L.A. Chapter president, was toastmaster. NARAS plans to make the Grammy awards, so named because they are miniature replicas of an old fashioned gramaphone, an annual event.

ATAS panel discusses children's programs

Good taste and good judgement on the part of writers and producers of children's programs are the best and, today, almost the only guarantee that tv will have a good rather than a bad influence on young minds, a panel of psychologists and children's program producers agreed last month at a meeting of the Los Angeles chapter of the Academy of Tv Arts and Sciences.

In a reversal of the usual role of such panels, this one talked more about children than about children's programs, urging more understanding of children's interests and emotions by writers and producers. Keystone of the discussion was a report by Dr. Hilde Himmelweit of London U. of an English research project comparing children with tv to those to whom tv is not available. Tv, she stated, does not take a normal child away from other activities and does not adversely affect his standing at school. Bright, socially minded youngsters keep up their outside activities with tv the same as before; dull, retreating children who watch tv more than the others, before tv spent their time with comic books or at the movies. In neither case did tv materially change their normal behavior pattern.

Few children are frightened by western tv shows, Dr. Himmelweit reported, as they accept them as pure escape. Murder and detective programs, in modern settings more familiar to the child viewer and with close-ups depicting strong emotions, are more likely to cause bad dreams and anxiety



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feelings, she said. But the main evil of these programs of violent action, she stated, is that when a child watches some 20 of them a week he is apt to come to look on aggression as an acceptable way to solve a problem, particularly when the aggressor is on the side of right and justice.

Dr. Eleanor MacCoby, social psychologist of Harvard, noted that watching tv guides young people's information about adult behavior and the world outside their homes that they will enter as adults. This colors their opinions and outlooks for better or worse. Dr. Robert Sears, professor of psychology at Stanford, stated that children are individuals, who differ as adults do. Furthermore their reactions change from year to year. He commented that this is a fact too many producers of children's programs seem to forget.

Dr. Frederick Rainsberry, supervisor of children's programs for the Canadian Broadcasting Corp., discussed the problems of his post in balancing pressure of program producers and sponsors, educators (who frequently argue that all culture comes from books and tv is bad by definition) and the public. Bruce Attridge, producer of children's programs at CBC, said that children wholeheartedly and without question accept the world in which they live as right. They are omnivorously interested in everything about them.

Ralph J. Garry, associate professor of educational psychology of Boston U., presented the panel. Dr. Abraham Kaplan, philosophy professor at UCLA, was moderator.

Telecasters can now have musical images

The Modern Broadcast Sound Co. of Stratford, Conn., producer of musical "personality images" for radio stations over the past year, has begun selling its product to tv outlets. Modern Sound incorporates tv call letters into ID jingles and news-weather opening and closing jingles.

The company is headed by Kenneth M. Cooper, president and part-owner of WICC Bridgeport, Conn. Its resources consist of lyrics by Austin (Ginger) Croom-Johnson, music by Eric Siday, an 18-voice chorus, 43 pieces of musical instrumentation and the audio engineering of London FFRR.

Pricing for radio and television is on a yearly-lease basis. There are 36 cuts in the first year's package, with 12 new ones forthcoming each ensuing year. The radio rates range from $1,200 to $3,000, with custom attention available from $6,000 to $12,000. An example of custom work is the Spanish identity furnished for KABQ Albuquerque, N. M., with music of varying tempi for different portions of the day. The rate for tv stations is computed at 15 times the highest-priced spot announcement, or a maximum of $5,000 a year.

Tv clients thus far: WWJ-TV Detroit; WBNS (TV) Columbus, Ohio; WBTV (TV) Charlotte, N.C.; WJXT (TV) Jacksonville, Fla.; KOVR-TV Sacramento, Calif.; CHCH (TV) Hamilton, Ont.; WROC (TV) Rochester, N.Y.; WMAL-TV Washington; WCSC-TV Charleston, S.C.; WLOS-TV Asheville, N.C.; WGR-TV Buffalo; WFBM-TV Indianapolis; WIIC (TV) Pittsburgh; WCPO-TV Cincinnati; WTEN (TV) Vail Mills, N.Y.; WBTW (TV) Florence, S.C.; WWS-TV Adelaide, Australia; WTCN-TV Minneapolis; WBIR-TV Knoxville, Tenn.

Hollywood firm starts am air-check service

Radio Recorders will inaugurate its new audio air-check service (CLOSED CIRCUIT, April 13) early in July, according to Felix Adams, director of sales for the Hollywood firm.

Mr. Adams, former vice president and general sales manager of KLAC Los Angeles, joined Radio Recorders last week, to "direct nation-wide marketing of the new service and also to direct contacts with advertising agencies and assume other duties previously handled by J. Joseph Sameth, whose recent resignation was accepted with deepest regret," G. Howard Hutchins, president of Radio Recorders, announced. Mr. Sameth had been vice president in charge of sales. Several other staff appointments were also made. (See FATES & FORTUNES, page 89).

The new service will provide a means of letting advertising agency executives hear how stations are handling their commercials and to show station management how other stations program their morning and afternoon peak business hours. Each month, Radio Recorders will issue three discs, covering a minimum of 20 hours of monitoring time of nine stations, which will be checked for a little over two hours apiece. Eliminating music and news, the air-check recordings will contain enough of the talk of the station personality conducting the program to show his audience appeal and also to illustrate the way he handles commercials. A complete music sheet and a list, with timing, of all commercials broadcast during the full monitoring period will be sent with the records to subscribers.

The service will be sold to advertising agencies for a flat fee of $40 a month for the three recordings, covering nine stations from among the top U.S. markets. Stations can buy the service on an exclusive basis in their markets, with the price determined by the size of the market. For a population under 100,000, the service will be sold at $35 a month. The price rises to $45 a month for a population of 100,000-500,000, to $60 for 500,000-1 million and to $75 for markets over 1 million.

Radio Recorders has prepared a demonstration record covering five stations: WOR and WNEW New York, KFWB and KNX Los Angeles and WHB Kansas City, which may be purchased by any agency, station or other interested individual or organization for $15. The price of this audition record is well below the cost of an air-check of a single station, ordered individually, Mr. Adams noted.

Peace on Mars

KYW Cleveland, Ohio, has been told not to broadcast Orson Welles' *War of the Worlds,* the program that caused a certain amount of confusion when first broadcast on CBS in 1938. The program is issued on an LP phonograph record by Dauntless Enterprises subsidiary, Audio Rarities, New York. KYW was scheduled to play it May 2 at 8:30-9:30 p.m. but was told by the record people that they knew nothing about broadcasting rights.

A call to CBS didn't help either, so KYW has cancelled the program until it can clear up the legal aspects.

Victor plans film unit

Victor Muscat, president of Victor Industries Corp., Greenwich, Conn., announces formation of a company to purchase top feature film libraries for re-sale or rental to regional tv networks and stations. Called Victor Film Enterprises, the new subsidiary of Victor Industries will begin operations with a $2 million-fund.

Mr. Muscat, said to be the world's largest manufacturer of aluminum containers, expects to have some 26 feature films, available individually or in packages of 7, 13 or 26, by the end of 1960. He plans to arrange special 15- and 30-second trailers to help presell the pictures. When the films' stars are available, they are to be included in the promotional trailers. Headquarters of the new film division: 168 Mason St., Greenwich.

DISTAFF EMPHASIS
Women asked to help improve programming

Complacency was not an ingredient of the American Women in Radio & Television convention in New York April 30-May 3. A need for upgrading both the distaff role in broadcasting and the overall level of electronic programming was expressed time and time again.

First to voice the view that the ladies are limited by management in the scope of their radio-tv duties was Sen. John F. Kennedy (D-Mass.) at the opening banquet (April 30) when he came out for more news reporting by women (BROADCASTING, May 4).

Prevalent methods of advertising household products were given a good-naturedly boisterous going-over by radio-tv commentator Virginia Graham. She berated advertisers and agencies for using males and formal copy in household product commercials. Let women speak to women about products that only women really understand, Miss Graham urged.

Fannie Hurst, novelist and WNTA-TV Newark, N.J., commentator, thought that women should be more extensively represented in determination of type of programming. She would also like to see women performing more intellectual functions on the air, that is, taking part in discussion of ideas.

Sunnie Jennings, co-producer of the daily *Home Fare* show on WRGB-(TV) Schenectady, N.Y., let her colleagues in on some of the fresh program sources which have kept her well ahead of the managerial "axe" which she said falls so often on lady broadcasters. Operating on the premise that the female audience is no longer satisfied with recipes and chit-chat, she takes her movie camera all over the world, out to sea, up in the air, under water etc., in order to hold their interest.

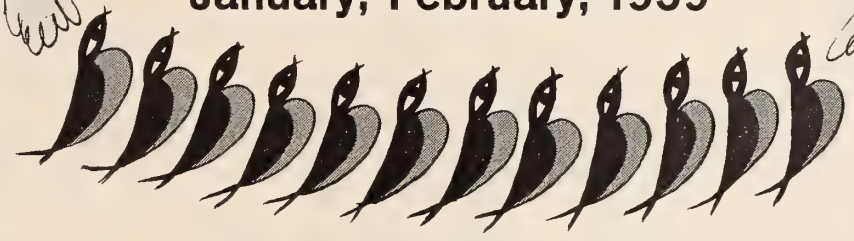
Richard Pack, Westinghouse Broadcasting Co. programming vice president, suggested that less emphasis be placed on the male-female aspect of broadcasting. Said Mr. Pack, an audience of human beings will enjoy a program if the broadcaster, male or female, measures up in terms of personality. He advised the ladies to concentrate on doing just a good show, rather than a "woman's program." Follow Sunnie Jennings' example and find program sources outside the studio, Mr. Pack suggested.

Uplift While Entertaining • In discussing the need for more culture and education in tv, Mildred Freed Alberg, former executive producer of

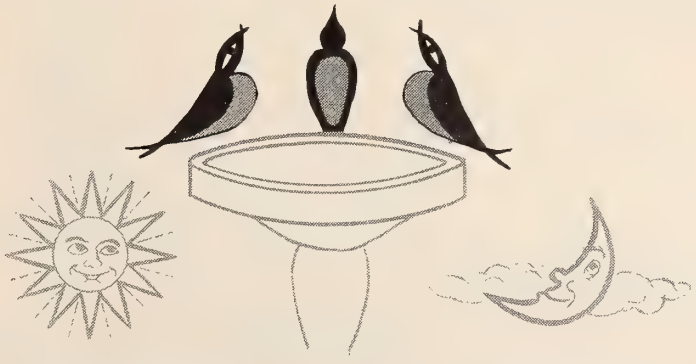
"spring song"

(ROCHESTER, N. Y.)

Words and Music by
Latest ARB Four Week Survey
of Metropolitan Rochester Area
January, February, 1959



12 out of the top 15
Rochester favorite shows



52.3%
Over-all share of Audience
Sign-on Sign-off

55.2%
6:00 p.m. to Midnight
Share of Audience

Help Yourself to the Big Share of the Rich Rochester Area

CHANNEL 10
WHEC-TV and WVET-TV
ROCHESTER, NEW YORK
Basic CBS

National Representatives
WVET-TV—BOLLING CO., INC.
WHEC-TV—EVERETT McKINNEY, INC.

the *Hallmark Hall of Fame*, and Don Jones, producer of the *Bell Science Series* were able to draw from their own experience examples of how the medium could uplift as well as entertain.

John P. Cunningham, chairman of the board, Cunningham & Walsh, agreed that more uplifting programming was needed. He pointed out, however, that manufacturers of package goods could not be expected to foot the bill. To survive the hectic competition they need a mass audience.

Mr. Cunningham sees television divided into three parts; entertainment, the only area in which it is sound business for package goods producers to advertise; culture, a good advertising medium for companies selling a service and seeking an improved corporate image, and education, an area which must be supported by the community.

He called for a network of educational stations which could raise the country's cultural level immensely because so many watch tv so intensely. A college degree would be available for all. He foresaw a time when this spread of enlightenment would make cultural programming more feasible for advertisers. Mr. Cunningham also expressed similar views at the annual IERT convention in Columbus, Ohio, last week (see page 50).

Richard D. Heffner of the Metropolitan Educational Television Assn., New York, agreed with Mr. Cunningham that educational programming is the job of the community. He doesn't think that education and entertainment can be successfully combined.

In addition to many other speakers, a legal session was moderated by NAB President Harold E. Fellows who was awarded an AWRT honorary citation. Also honored by the organization was Robert Swezey, general manager, WDSU-AM-TV New Orleans. These were the first such citations ever given by AWRT. The group named Eleanor Roosevelt an honorary life member.

TvB wants Pulitzer to recognize tv drama

Television Bureau of Advertising last Friday (May 8) called upon the Advisory Board on the Pulitzer Prizes to place tv in the category of awards. TvB's move followed the announcement of the Pulitzer Prizes for 1959 earlier in the week, with "no action" taken on a proposal by Robert Sarnoff, NBC president, to establish a Pulitzer category for television drama.

Norman E. Cash, TvB president wrote Dr. John Hohenberg, secretary of the Advisory Board on Pulitzer Prizes, that a category for tv "would be in keeping with the original purposes of the awards." The announcement from the Advisory Board had said that "It is the sense of the board that television drama is included in prizes currently available for tv," and Mr. Cash answered this point by saying:

"That other groups also award prizes is academic. Awards from many different sources are also given to outstanding dramas, musical compositions, and other categories recognized by the Pulitzer Prizes. The fact remains that a Pulitzer Prize for accomplishment in any medium is singular.

"I am certain that eventually the Pulitzer Prizes will be awarded to television and I earnestly hope that this overdue step will be taken in the near future."

NBC preferred to withhold comment on the Pulitzer Advisory Board's stand.

RTNDA revises awards program

The Radio Television News Directors Assn. last week overhauled its awards structure "to encourage superior reporting of socially significant community news" in broadcast media.

The RTNDA awards competition is sponsored jointly in collaboration with Northwestern U.'s Medill School of Journalism and intended as the counterpart of Pulitzer press journalism encomiums. Three categories for radio-tv were established: (1) editorializing, (2) reporting of community problems, and (3) reporting of spot news stories. The overhaul was announced by Prof. Baskett Mosse, Northwestern U. professor of journalism and chairman of the RTNDA-NU awards committee, in approval with RTNDA's board.

The reorganization of the awards competition followed closely on RTNDA criticism of "gimmerckery" and other devices in local newscast operations (BROADCASTING, May 11). In revised awards criteria, editorializing is redefined as an "expression of opinion by station management" on specific controversial issues in any given year. Reporting of community problems is measured in terms of "enterprise and thoroughness" for significant social impact.

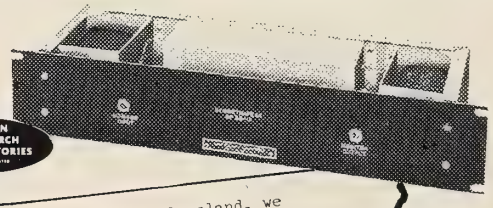
This year's RTNDA awards cover the period Sept. 1, 1958-Aug. 31, 1959 with six plaque winners. Requests for entry blanks should be directed to Prof. Mosse at the Medill School of Journalism, Evanston, Ill.

The new categories are:

Editorializing by radio/tv to the station which in the opinion of the judges

THESE STATIONS INCREASED COVERAGE WITH Symmetra-peak

A.M., F.M. and T.V. stations everywhere are getting greater voice coverage and improved limiter and AGC performance. Here's what some enthusiastic users say . . .



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"after seeing and hearing this unit at WERE, Cleveland, we would like one as soon as possible" - WADC, Akron.

"We have recommended its (Symmetra-peak) use at all Westinghouse stations" - WIND, Chicago.

"With the use of Symmetra-peak, we find constant modulation regardless whether it is speech or music. We are very pleased" - WCLS, Columbus, Ga.

"We have completed our series of tests on your Model SP58-1A Symmetra-peak. . . we wish to thank you for making available a device of merit to AM broadcasting stations" - KVOO, Tulsa.

Others using Symmetra-peak include:
WCBS, WOR, WINS, WMGM, Press Wireless, CFPA, KWJJ and RCA Communications (a list of approximately 200 Symmetra-peak equipped stations is available for your inspection).

For full information write or call Dept. B

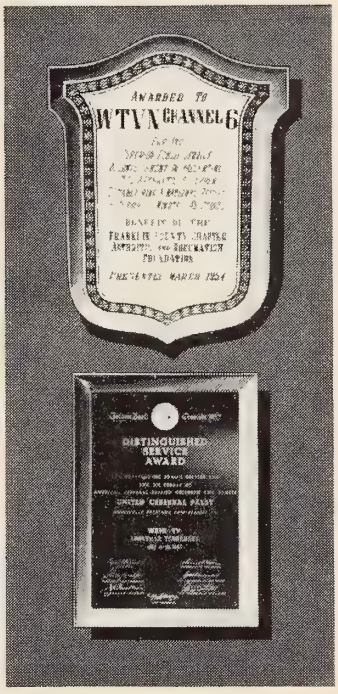
Price: $295.00 F.O.B., Freeport, N. Y.

KAHN RESEARCH LABORATORIES, Inc.
22 Pine Street, Freeport, New York, FReeport 9-8800
Another first by the developers of Compatible Single Side-Band



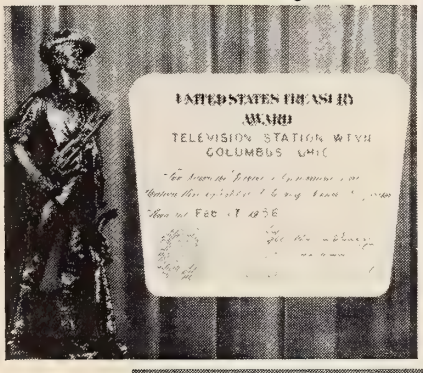
this is

leadership

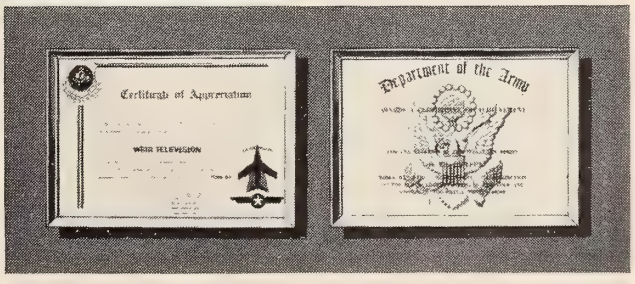




THE TAFT STATIONS . . . every year win an impressive number of awards for leadership in broadcasting and public service. This is leadership where it counts most. It is another reason why Taft Radio and Television Stations can guarantee larger and more responsive audiences for advertisers. This is why men whose business is selling products, put their advertising dollars in Taft Stations to get the best sales results.



If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.

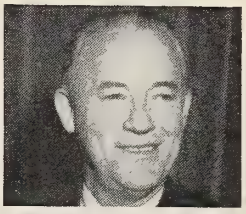


TAFT

the TAFT radio and television stations

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Sales Representatives: The Katz Agency, Inc., *The Young Television Corp. Sales Office: Radio Cincinnati

HIG
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says Cecil Trigg, Pres. & Gen. Mgr.
KOSA-TV
ODESSA, TEXAS

For heavy artillery against competition, station managers swear by Warner Bros. features for the highest ratings. As Cecil Trigg puts it:

"Warner Bros. features play a major part in giving us a sweep of afternoon ratings. Our 'Command Matinee' featuring Warner Bros. films has the highest cumulative daytime rating in the market . . . a whopping 26.3 ARB in November!"

KOSA-TV's enthusiasm for Warner Bros. features is echoed by stations everywhere. Hardboiled sponsors sign up again and again for these top rating films. Cut yourself a juicy slice of these profits. Call us today.

U.C.C.
UNITED ARTISTS ASSOCIATED, INC.
NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

provided outstanding service and significant community leadership by taking an editorial stand on a specific controversial issue during the year. An editorial will be defined as an expression of opinion by the station management.

Reporting of community problems by radio/tv, to the station which in the opinion of the judges displayed enterprise and thoroughness in the reporting of a socially significant community problem during the year.

Reporting of an on-the-spot news story by radio/tv, to the station which in the opinion of the judges provided outstanding coverage, live or recorded, of a single news event during the year.

Mothers approve

Children's television programs have the general approval of 89% of the 1,201 women who voted in a survey by the National Audience Board, Beverly Hills, Calif.

Some of the criticisms noted on ballots were slapstick cartoons with an atmosphere of vulgarity, westerns' violence and the "tell Mommy to buy" approach of some commercials.

Captain Kangaroo proved the most popular show (117 votes) with the women contacted. *Mickey Mouse Club* (66 votes) was next.

• Program notes

• National Telefilm Assoc. International Inc., New York, has announced the sale of its new NTA International Package of 64 feature movies in 14 major markets during its first week of distribution. The stations are: WBBM-TV Chicago, WNAC-TV Boston, WFIL-TV Philadelphia, WNHC-TV New Haven-Hartford, KTNT Tacoma, WPST-TV Miami, WWL-TV New Orleans, WISH-TV Indianapolis, KPHO-TV Phoenix, WHYN-TV Springfield, Mass., KTHV (TV) Little Rock, WLBR-TV Lebanon-Harrisburg, Pa., WKTV (TV) Utica, N.Y., and KGLO-TV Mason City, Iowa.

• Dynamic Films Inc., film production firm, and International Film Distributors Inc., both New York, are offering a new tv sports package consisting of 26 half-hour films ready for immediate distribution, plus 26 additional films scheduled for fall release. The films cover the major auto races of recent years at Indianapolis, Darlington, Daytona Beach, Sebring, Watkins Glen, and Monza, Italy.

• International Transmissions, Inc., N.Y., reports that seven new stations have subscribed to ITI's "voiced" news service, raising total number of clients to 15. New subscribers are: KDAY Los Angeles, WHIL Boston, KWK St. Louis, WCAE Pittsburgh, WAIT Chicago, WLEE Richmond and WTAG Worcester. ITI also has arranged for coverage of the United Nations.

• NTA International, N.Y., reports the sale of its "NTA International Package" of feature films to WBBM-TV Chicago, WNAC-TV Boston, WFIL-TV Philadelphia, WNHC-TV New Haven, KTNT-TV Seattle-Tacoma, WPST-TV Miami, WWL-TV New Orleans, WISH-TV Indianapolis, KPHO-TV Phoenix, KTVH (TV) Little Rock, WKTV (TV) Utica, WHYN-TV Springfield, WLBR (TV) Lebanon-Harrisburg, Pa., and KGLO-TV Mason City, Iowa.

• Trans-Lux Television Corp., N.Y., has signed the Triangle Television Stations for its *Felix the Cat* animated film series, bringing number of markets covered to 12. Triangle outlets: WFIL-TV Philadelphia; WNBF-TV Binghamton, N.Y.; WNHC-TV New Haven; WFBG-TV Altoona, Pa.; KFRE-TV Fresno, Calif., and WLYH (TV) Lebanon, Pa.

• CBS Films Inc., New York, is offering *The Phil Silvers Show* for sale on a syndicated basis. The first package of 52 episodes will be available around mid-October. CBS Films considers the ebullient Sgt. Bilko's adventures its most promising off-network prospect for the coming season. *Silvers* is said to be the most expensive series, in terms of production, ever to be put into syndication. In all, there are 142 episodes.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT):

NBC-TV

May 11-15, 18-20 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

May 11-15, 18-20 (4-4:30 p.m.) **Truth or Consequences**, participating.

May 11, 18 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

May 12, 19 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

May 13, 20 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

May 13 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson.

May 14 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

May 14 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

May 15 (7:30-8 p.m.) **Northwest Passage**, sustaining.

May 15 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

May 16 (8-9 p.m.) **Perry Como Show**, participating.

May 17 (7:30-8:30 p.m.) **Steve Allen Show**, Polariod through Doyle, Dane & Bernbach.

May 17 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.



"Our clearer signal is invited into hundreds of thousands of Detroit area homes like these" says John Pival, Vice-President of Television WXYZ, Inc., Detroit.

"The new 1,073′ taller tower by Dresser-Ideco helped improve our signal, broaden our market coverage."



John F. Pival, Vice-President, WXYZ, Inc., is another booster of Dresser-Ideco's new tower elevator. In fact, finding that their own elevator saved maintenance time and cost, and assured uninterrupted service, WXYZ-TV recommended a similar installation to WTOL-TV, Toledo. It was recently put into service.

"Now there are 1,879,500 families in our sales area" reports John F. Pival, WXYZ-TV Vice-President. "Our stronger signal, broadcast from the new tall-tower height of 1,073′, markedly improved signal quality and expanded our coverage area. Our grade B coverage now extends south to Toledo, west to Jackson, northwest to Flint, northeast to Port Huron. WXYZ-TV is a welcome guest in homes throughout our $8.1 billion retail sales market."

A taller tower by Dresser-Ideco can pay off for your station in these two ways. Your clearer signal wins greater audience loyalty . . . greater coverage expands your market area. Each of these gains attracts advertisers.

Dresser-Ideco is far and away the leader in tall towers. We've built more than half the 1000′-plus television towers in service today. That's in addition to hundreds of smaller towers for TV, radio and microwave communication. This experience saves you both time and money. John Pival reports, "Dresser-Ideco delivered our tower on schedule, everything was organized so that the entire job went along at a fast pace. There's no wiser investment than an experienced tower designer-builder." You, too, are assured of this money-saving, time-saving attention to detail when you work with Dresser-Ideco. Talk to your station equipment representative or write us direct. And ask for Tower Catalog T-57.

Dresser-Ideco Company
Division of Dresser Industries, Inc.

DRESSER IDECO ® ONE OF THE DRESSER INDUSTRIES

TOWER DIVISION, DEPT. T-91
875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.



58%

INCREASE

IN CINCINNATI METROPOLITAN AUDIENCE IN *ONE YEAR**

WCKY *Cincinnati*

* NIELSEN JAN. FEB. 1958 - JAN. FEB. 1959



IN CINCINNATI METROPOLITAN AUDIENCE IN *ONE YEAR*

Jan.-Feb. '58 avg. ¼ hr. rating 3.0
Jan.-Feb. '59 avg. ¼ hr. rating 4.7
6 AM - 6 PM, Mon. - Fri.

AND WCKY gives you a larger percentage of women buyers than any other Cincinnati station. Compare the percentage of women in WCKY's audience to the other Cincinnati stations. These figures are from the latest Nielsen Report (Jan.-Feb. 1959):

Station	Women	Men	Teen-agers and Children
WCKY	68%	14%	17%
Sta. A - Ind.	51%	20%	29%
Sta. B - Net	61%	22%	17%
Sta. C - Net	66%	20%	14%
Sta. D - Ind.	43%	8%	45%

MORE AUDIENCE and MORE BUYERS mean MORE SALES

Let us show you how we can sell your product or service on WCKY. Call CHerry 1-6565 in Cincinnati; in New York, call Tom Welstead, EL 5-1127; in Chicago and on the West Coast, call AM Radio Sales.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

FATES & FORTUNES

Advertisers

• WALTER F. MUNFORD, executive vp-engineering and research, United States Steel Corp., elected president and chief administrative officer. He succeeds CLIFFORD F. HOOD, who reached retirement age. Mr. Hood will continue to serve as board and executive committee member.

• HERBERT L. BARNET elected chief executive officer of Pepsi-Cola Co., Dallas, by board of directors who abolished post of chairman formerly held by late Alfred N. Steele. JOAN CRAWFORD, widow of Mr. Steele, was elected company's first woman board member.

• HUNTER S. BELL, southeast regional manager for bottle sales, named vp and advertising manager, Coca-Cola Co., N.Y. Other Coca-Cola appointments: RALPH J. BARRY, national production manager, named vp; RAYMOND W. BOWLING, assistant treasurer, elected treasurer, and FILLMORE B. EISENBERG, also assistant treasurer, named controller.


MR. ESKRIDGE


MR. VINYARD

• ROBERT L. ESKRIDGE, assistant manager, advertising and promotion, Ralston Div., Ralston Purina Co., St. Louis, named manager, cereals advertising and promotion. RICHARD R. VINYARD, formerly regional account executive, D'Arcy Adv., Atlanta, joins Ralston as manager, Purina Dog Chow advertising and promotion, in St. Louis office.

• GRANT H. KEELER, assistant manager, Fels & Co. (soaps, detergents), N.Y., named advertising manager.

• PETER RIPPS, formerly vp of Ogilvy, Benson & Mather, N.Y., to Helena Rubinstein, that city, as director of marketing.

• JOHN L. BRICKER, formerly executive vp, Outdoor Adv., N.Y., to Colgate-Palmolive Co., that city, in executive capacity, corporate marketing, effective May 15.

• WILLIAM J. HORN, formerly advertising and sales promotion manager in appliance division of Philco Corp., Phila., to CBS phonograph department, N.Y., as advertising and merchandising manager.

• WALLACE T. DREW, formerly vp and account supervisor of Cunningham & Walsh, N.Y., to Coty Inc., that city, as vp in charge of marketing.

• KEITH D. FOWLER, formerly in sales and sales promotion department of Procter & Gamble, Cincinnati, appointed sales promotion manager of Anheuser-Busch, St. Louis. Mr. Fowler succeeds JAMES P. FABRICK, resigned to join Lynch & Hart Adv., St. Louis.

• F.E. (TED) TEETER, formerly salesman and assistant to president of Landau Outdoor Adv. Co., Phila., to Capital Airlines, Washington, as assistant to director of advertising.

• ARTHUR RAINER, formerly radio-tv-buyer of Foley's department store, Houston, appointed special account supervisor of Motorola Inc., Chicago.

Agencies

• JOHN A. KUNEAU, EDWARD MYER and JERRY STOLZOFF, all vps and account supervisors of Grey Adv., N.Y., elected members of board.

• REGINALD TWIGGS resigns as vp of McCann-Erickson and manager of its Los Angeles office effective May 31, because of what he termed "disagreement with agency's headquarters management" over operating policies.

• MORRIS T. SINGER elected vp in charge of production of Roche, Rickerd & Cleary, Chicago. He has been with company 31 years.

• JOHN S. MYERS, JR., vp and head of grocery products division, Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, joins Holland, Barta & Co., that city, as vp and consumer account supervisor.

• J. RAYMOND LENAHAN, vp, Grant Adv., N.Y., has announced his resignation, effective July 31.

• RAY G. RASNER, director of personnel of Grey Adv., N.Y., since 1957, named vp.

• E. GRAHAM NICKERSON, 54, vp and assistant to president of Compton Adv., N.Y., died May 2 in Bridgewater, Conn., following heart attack. He had been with agency since 1942.

• PAUL WALSH, formerly copy group head of Benton & Bowles, N.Y., to Compton Adv., that city, in similar capacity.

• ERN WESTMORE, tv and radio commentator-beauty consultant, author and Hollywood make-up artist for thirty

Winning duo

William Dollard, media account supervisor of Young & Rubicam, and William C. Dekker, vice president and director of media of McCann-Erickson, were honored last Thursday (May 7) in New York for "outstanding contributions to advertising" in the annual awards program sponsored by the Station Representatives Assn.


MR. DOLLARD


MR. DEKKER

Mr. Dekker was presented the annual Gold Key award, voted by SRA members to the advertising agency executive of the year, while Mr. Dollard won the Silver Nail award, voted the timebuyer of the year.

The Silver Nail award was presented the winner by Frank Silvernail, retired BBDO timebuyer and consultant to BROADCASTING. The Gold Key award was presented by H. Preston Peters, of Peters, Griffin, Woodward, president of SRA.

years, named creative director, radio-tv production of Product Services, N.Y.

• FRED BROITMAN, formerly media director of O'Neil, Larson & McMahon, Chicago, to Grant, Schwenck & Baker, that city, in similar capacity.

• RICHARD C. FICKEN, formerly production manager of Foulke Agency, Minneapolis, to Bozell & Jacobs, that city, in similar capacity.

• H. MILTON GURWITZ, formerly account supervisor of Mogul, Lewin, Williams & Saylor, N.Y., to Friend-Reiss, that city, as senior account supervisor.

• ROBERT STAMPLEMAN, head of radio-tv business department, of North Adv., N.Y., named account director.

• WILLIAM L. BALLARD, formerly vp and director of marketing, John W. Shaw, Chicago, to Ted Bates & Co., N.Y., as account executive.

• JOHN D. RICH, formerly sales manager of American Express Credit Card, N.Y., to C.J. LaRoche & Co., that city, as account executive.

• JACK B. HARWOOD to Taylor-Norsworthy, Dallas, as account executive.

• ROBERT L. RICHARDS, account executive in New York headquarters of Albert Frank Guenther Law, to Boston office in similar capacity.

• MARY JANE MERCOLA, formerly traffic manager of KHJ-TV Los Angeles, to Carl Falkenhainer Adv., that city, as timebuyer.

• MRS. RUTH KING, formerly in account service division, McCann-Erickson, N.Y., to Marschalk & Pratt (division of McCann-Erickson), that city, as administrative assistant.

• JACK LANDIS, formerly manager, research development, NBC, to J. Walter Thompson's research department, N.Y.

• JOSEPH A. EVANCHO, formerly in publicity department of J. L. Hudson Co., Detroit, to Detroit office of Cunningham & Walsh.

Networks

• JACK STUPPLER, manager of billings and payments, accounting department, CBS, N.Y., assumes newly-created post of sales service manager.

• ELVIS PRESLEY has signed exclusive contract with ABC-TV with first of series of one-a-year 60 to 90-minute tv special programs to be broadcast next spring, following singer's army release in March 1960.

Stations

• ALLEN H. SMITH, office manager and purchasing agent of KLOR-TV Provo, Utah, named station manager.

• SOL RADOFF, executive vp of WMIL-AM-FM Milwaukee, adds duties as station manager.

• E. MANNE RUSSO named general sales manager of WDAF-TV Kansas City, Mo. JAMES NECESSARY becomes assistant general manager of WDAF-TV in charge of local sales. DON GIBSON becomes director of national sales for WDAF while CLIFF ATKINSON continues as local sales manager for radio.

• EDWARD H. GRIGG, director of promotion, advertising and publicity of KFI Los Angeles, joins KLOK San Jose, Calif., on May 15 as Spanish sales manager and program director. He will also act as sales promotion manager of KLOK and will have his own Monday-Friday Spanish disc-jockey show. HERBERT E. JEPKO, formerly general manager of KDJI Holbrook, Ariz., succeeds Mr. Grigg as director of promotion and advertising of KFI; JUDITH LAWTON, assistant to Mr. Grigg, becomes director of public relations and publicity.

• ARTHUR CASEY, sales manager of KSD St. Louis past six years promoted to station manager. Other KSD appointments: EDGAR L. (BUZZ) FRANCISCUS sales rep, as local sales manager; STERLING HARKINS, chief announcer, as program manager, and LARRY WRIGHT, traffic checker, as traffic manager.

• BRUCE C. MCGORRILL, national sales manager of WCSH-TV Portland, Me., named general sales manager.


MR. PASCHALL

• WALTER PASCHALL, 48, director of promotion-publicity of WSB-AM-FM-TV Atlanta, Ga., died May 5 following heart attack while attending Civitan convention in Savannah, Ga. Mr. Paschall started with WSB Radio news in 1936, became news editor in 1940. He was made promotion director of *Atlanta Journal* stations in 1953.

• CHARLES G. BURKE, 56, 30-year veteran in radio and general manager of KXGO Fargo, N.D., died in Fargo May 4 after protracted illness. Mr. Burke was previously with WDAY Fargo, Free & Peters (now Peters Griffin Woodward) and WJR Detroit before joining KXGO

• CHARLES BELL, JR., formerly station manager of WHAY New Britain, to WHCT (TV) Hartford, both Connecticut, as executive assistant to general manager.

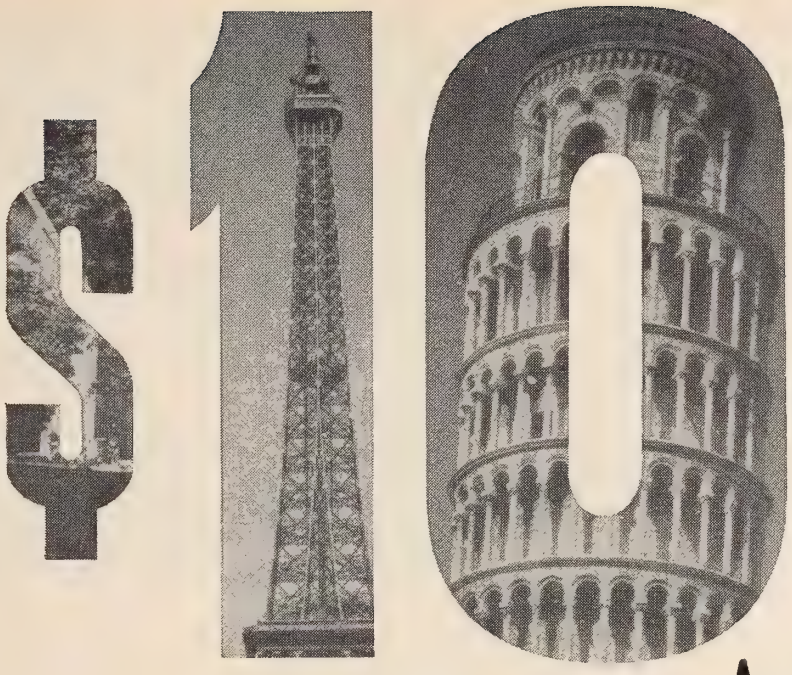
• EDWARD V. DENNEHY, office manager of WHK Cleveland, to WNEW New York as business manager.

• RICHARD B.W. HALL, 62, public service director of KLAC Los Angeles, owned by his son, Mortimer, died April 27 in Mt. Sinai Hospital, L.A.

• ROBERT L. OWENS, commercial manager of KVOX Moorhead, Minn., elected member of board and vp of KVOX Broadcasting Co.

• RUSSELL PORTERFIELD, formerly staff director, WRVA-TV Richmond, to WAVY-TV Norfolk-Portsmouth, Va., as production manager.

• W. LEE RODDY, general manager of KUTY Palmdale, Calif., named local sales manager of KEZY Anaheim, Calif. Other sales staff appointments are ROBERT WILMOT, sales manager of Screen Print & Plas-Tex, Santa Ana, to cover Santa Ana for KEZY; JACK BELL, dj and salesman of KACE Riverside, to cover Fullerton, Brea, Buena Park and Placentia; TOM COSGROVE, of Southern California Tire Dealer Assn., to cover



PER DAY

OR



PER DAY

THAT'S ALL IT COSTS TO STAY IN EUROPE!

These two new KLM tour plans give you more seeing *and* more saving. For $10 a day (standard hotels) or $15 a day (first class hotels), all Europe is your playground. With 59 cities to visit, your choice of tours is almost unlimited! You'll see the sights you've heard about, and plenty you haven't. It's everything you could want in a trip abroad, for the price of an at-home vacation. Your non-stop KLM flight from New York to Europe is budget-priced, too. Example: visit 6 European cities for just $502.20 round trip Economy Class. For complete details of these and the many other KLM tours available, mail the coupon.

KLM ROYAL DUTCH AIRLINES
Tour Dept. BT-511
430 Park Avenue, New York 22, N. Y.

Please send me full information on
☐ "10-15" tours ☐ all other KLM tours.
Age: Over 18 ☐ Under 18 ☐

Name .....

Address .....

City..... Zone... State.....

My Travel Agent is .....

40 years 1919-1959

THE WORLD OVER

KLM

ROYAL DUTCH AIRLINES

Garden Grove, Westminster and Stanton; JEAN CORT SICKLER, formerly of *Costa Mesa Globe Herald & Pilot,* to cover Costa Mesa, Tustin, Orange and Beach cities.

• WILLIAM B. QUARTON elected president of WMT-TV Inc., Cedar Rapids, Iowa. Other new officers: MRS. HELEN MARK, vp and treasurer and MRS. HELEN HERMANN, secretary. LEW VAN NOSTRAND continues as vp in charge of sales and DOUGLAS B. GRANT as vp in charge of operations.

• JOHN C. COOPER JR., general manager of WJRD Tuscaloosa, elected president of Alabama Broadcasters Assn., succeeding WILLIAM A. MAPES, WOWL Florence. Other officers: WILLIAM S. BASKERVILLE JR., WKRG-AM-FM Mobile, vp for radio; RAY FURR, WAPI-TV Birmingham, vp for tv, and JESS JORDAN, WTBF Troy, secretary-treasurer. New board directors: W. H. POLLARD, WBHP Huntsville; BEN MCKINNON, WSGN Birmingham; BERI MOORE, WAMI Opp, and W. B. PAPE, WAIA Mobile. Mr. Mapes becomes director-at-large.

• MANNING SLATER resigns as vp and commercial executive of WICC Bridgeport, Conn., following station's sale to Connecticut-New York Broadcasters Inc.

• LARRY ROBERTS, formerly of KMEL Wenatchee, to KWIQ Moses Lake, both Washington, as station manager.

• HAL MOORE, program director, WNEW New York, resigns concurrent with turnover in management (BROADCASTING, May 4). He had been with station 13 years, also had served with KYW (now WRCV) and WCAU, both Philadelphia.

• PETE MCCAUSLAND, operations manager of WWL-TV New Orleans, to KENS-TV San Antonio in similar capacity.



Leading ladies • Named president-elect of American Women in Radio & Television is Esther Van Wagoner Tufty (top row center), owner and bureau chief of the Tufty News Bureau in Washington, D.C. Elected directors-at-large during AWRT's eighth annual convention in New York April 30-May 3: Helen Jensen (top left), consumer service director of Western Beet Sugar Producers, S.F.; Muriel Fox (top right), vice president in charge of radio-tv, Carl Byoir & Assoc., N.Y.; and bottom, left to right: Mary Pearl, director of home economics department, food division, Heublein Inc., Burlington, Vt., and broadcaster on several stations; Marion Annenberg, promotion director, WDSU-AM-TV New Orleans, and Lucile Bush, consumer education director of S.C. Johnson Co., Racine, Wis.

• HARRY HOLLAND, formerly of KJAX Santa Rosa, Calif., to KENS San Antonio as program director, HAL NORMAN, air personality of KBAB (now KDEO) San Diego, to KENS in similar capacity.

• WILLIAM G. MULVEY, formerly program director of WFBG-TV Altoona, Pa., to WNHC-TV New Haven, Conn., in similar capacity.

• LARRY BURROUGHS, chief announcer of KPHO Phoenix, Ariz., named program director.

• MIRA MIRAGOS, secretary in sales department of WSTV-TV Steubenville, Ohio, named continuity director.

• IRWIN SPIEGEL, formerly sales service manager, WMGM New York, to WNTA-TV Newark as director of on-the-air promotions.

• BILL ENIS, program director of KLIF Dallas, to same post at KLX Oakland, Calif., providing FCC approves transfer of station license to Crowell-Collier Publishing Co.

• JACK CLEMENTS, WRVA-AM-FM Richmond, elected president of Virginia Associated Press Broadcasters, succeeding LEO HOARTY, WBOF Virginia Beach. Other officers: WILLIAM SANDEFUR, WMNA Gretna, vp; WIP ROBINSON, WSVA-AM-FM Harrisonburg, treasurer, and FRANK H. FULLER, Richmond bureau chief of AP, secretary. Directors: Mr. Hoarty; CHARLES BLACKLEY, WTON Staunton, and SALLY WHITLOCK, WEVA Emporia.

• PAGE HELDENBRAND, formerly in advertising and promotion departments, ABC, N.Y., to WMGM, that city, as copy chief.

• GERRIE MCKENNA, formerly assistant to president of Westinghouse Broadcasting Co., N.Y., to Concert Network Inc., that city, as assistant to president.

• GISELDA IVONE, continuity director of WKRC-TV Cincinnati, promoted to traffic manager. MERRI ANN LAUTERWASSER to continuity director.

"ANATOMY OF SOVIET COMMUNISM"

The *First* Comprehensive Documentary Radio Series (thirteen 25-minute segments) analyzing events in the Soviet Union since the Communists' takeover in 1917.

Recently broadcast by the Mutual Network, this authoritative primer on the Communist experiment is now available at cost to stations (exclusive in your area), schools, discussion groups, and other interested organizations. Format permits commercial sponsorship.

Series features actual voices of Lenin, Stalin, Khrushchev, and other Soviet leaders as well as former Soviet students, workers, scientists, concentration camp inmates, and others. Another continuing feature: Radio Moscow broadcasts monitored by this program's special listening post on the U.S.S.R. Produced and narrated by Robert Cody for The Institute of Study of the U.S.S.R., a leading body of former Soviet scholars exiled from the U.S.S.R.

Ben Gross, New York *Daily News: "Anyone who wishes to know what Soviet Russia is like today . . . ought, by all means, tune in . . . I recommend it highly as both interesting and informative listening."*

BROADCASTING: *". . . highly informative . . . outlines twists and turns of Soviet foreign policy . . ."*

For further details, write or wire

Robert Cody, Institute for Study of the U.S.S.R.

1657 Broadway, New York 19, New York

• STAN WALKER promoted from crew chief to director of KVOO-TV Tulsa. RUSSELL GENTRY and JERRY TINER made crew chiefs.

• DON MITCHELL, formerly news director of KGYW Vallejo and KSRO Santa Rosa, to KIDD Monterey, all California, as head of local news department.

• BILL SINGER, formerly of WTNJ, to WTTM, both Trenton, N.J., as late night sports editor.

• BILL REED, sportscaster of KHOW Denver, promoted to sports director.

• ROBERT W. BACON, free lance radio writer-producer, joins WDRC Hartford, Conn., as traffic manager.

• ORION SAMUELSON appointed farm service director of WBAY-TV Green Bay, Wis., effective May 18. LES STURMER continues as associate farm director.

• BILL MARSHALL, formerly program director and assistant station manager of KCRC Enid, Okla., to KOMA Oklahoma City as local salesman.

• FRANK COPE, who joined KJBS San Francisco in 1929, leaves station to join KSFO, that city, as host of nightly program, *Mel's Nightcap Show*.

• FRANK R. HUNT JR. shifts from WTCN-TV to WTCN Minneapolis-St. Paul sales staff.

• BILL BEAL, formerly air personality of WIMA-AM-FM-TV Lima, Ohio, to WGL Ft. Wayne, Ind., in similar capacity.

• BOB COLE to WMRC Milford, Mass., as air personality.

• BOB RUSSELL, formerly of WFAM-TV Lafayette, Ind., and JOHN DOUGLAS, formerly of WASK Lafayette, join WPTA (TV) Ft. Wayne, Ind., as producer-announcers.

• CHRIS CONDON, news director of KVOO-TV Tulsa, to WDAF-AM-TV Kansas City as newscaster.

• GENE MICHAEL, formerly of WBNS-AM-FM and WCOL-AM-FM, both Columbus, Ohio, to WHBC-AM-FM Canton, Ohio, as announcer.

• CHUBBY JACKSON, formerly host of *Little Rascals*, on WBKB (TV) Chicago, to WABC-TV New York where he will host same series.

• PAT WEBSTER, formerly air personality of WDSR Lake City, Fla., to WCGO Chicago Heights, Ill., in similar capacity.

Representatives

• FRANCIS S. MANGAN, promoted from account executive to manager of NBC-TV Spot Sales, Central Div. Prior to 1955 he was with Katz Agency, Chicago, station representative firm.

• DONALD M. ROSS, former sales manager, KNX Los Angeles, appointed manager of new Los Angeles office of Robert E. Eastman Co., located at 1680 North Vine St., Hollywood 28. Assisting Mr. Ross is JOHN A. THACKABERRY, formerly account executive of Heintz & Co., L.A.

• HARRY DINER, formerly sales account executive, KPIX (TV) San Francisco, to Television Adv. Representatives as that city's sales manager.

• ROBERT L. BRYAN, formerly account executive, George P. Hollingbery Co., N.Y., and JOHN W. DOSCHER, formerly account executive of John Blair & Co., N.Y., to Television Adv. Representatives, that city, in similar capacities. DOUGLAS L. YATES, formerly account executive, CBS Radio Spot Sales, N.Y., also to TvAR in similar capacity.

• LANE E. WEISS, formerly associated in national sales department, *Tv Guide*, S.F., to Forjoe & Co., that city, as account executive.

• OWEN D. ELLIOTT, formerly of sales staff, WFAA Dallas, to Branham Co., that city, as radio & tv account executive. ROBERT MAGGIORE, account executive, Branham & Co., Chicago, to Los Angeles office in similar capacity.

Programming

• WALTER MIRISCH, elected president of Screen Producers Guild. Other new officers are J. LIAN BLAUSTEIN, first vp; DAVID WEISBART, second vp; LOU EDELMAN, third vp; AUBREY SCHENCK, secretary; PANDRO S. BERMAN, treasurer; FRANK P. ROSENBERG, first assistant treasurer; MILTON SPERLING, second assistant treasurer.



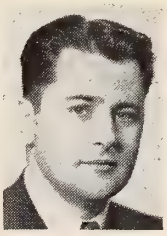
MR. GROSS

• ARTHUR GROSS, formerly supervisor, foreign and domestic sales, and assistant to president, Guild Films, N.Y., to Flamingo Telefilm sales, that city, as vp in charge of syndicated sales, effective June 1.

• SUMNER J. LYON, formerly radio-tv director of Morse International, N.Y., appointed vp and creative director of John Colburn Assoc. (film studio), Wilmette, Ill.

• ANTHONY (BOB) HENNIG, formerly director of live operations of NBC, appointed vp in charge of video tape and closed circuit operations of Sports Network Inc., N.Y.

• JAMES L. HERMAN, specialist in public relations productions, elevated to vp of Atlas Film Corp., Chicago, tv and motion picture firm.



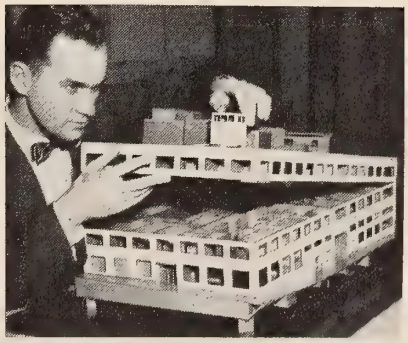
MR. MORRISON

• DICK MORRISON, formerly general manager of KBOX Dallas, named general sales manager of Commercial Recording Corp., Dallas musical advertising producer. Other CRC appointments: BOB FARRAR, formerly of KENS-TV San Antonio, as vp and TOM LOY, promoted to chief engineer.

• BEN HALPERN, in publicity department, United Artists Television, N.Y., since 1954, named promotion manager.

• HARRY HOLT, previously producer and creative director of Sarra Inc., Chicago, to Lewis & Martin Films, that city, as creative director.

• MISS KIT TYSON, formerly associate of Naomi Duff Smith Public Relations, Baltimore, joins Henry Otto Enterprises



A perfect model • Ellis I. Shook, producer-director of WDBJ-TV Roanoke, Va., lowers the roof on his scale model of the *Roanoke Times-World* building (WDBJ-AM-FM-TV). The model is a scale of one-eighth inch to a foot, made of balsa wood and other materials costing roughly $20. Production time: 2000 hours. Every window and doorway of the Times-World Bldg. is included plus key equipment like tv cameras, booms, audio consoles and newspaper presses. The above model is the third for Mr. Shook, who has also built miniatures of WISH-TV Indianapolis (where he was a director) and now dark WIFE (TV) Dayton.

(tv-radio productions), that city, as associate producer.

• HAP COPELAND, formerly International News Service business representative, Dallas, to World Wide Information Services, similar capacity, Texas area. Other World Wide business rep. appointments: EDWIN ALBERTSON, San Francisco area, and GORDON LAW, Colorado market area.

• DONALD W. LLOYD joins Marvin Becker Films, San Francisco tv-motion picture film producer, as sales rep.

• JAMES H. MCCORMICK, manager of CBS Films Inc.'s Atlanta Office, named account supervisor in New York.

• ROBERT BERMAN, president of Magna Film Production, Watertown, Mass., appointed member of board, Communication Productions, N.Y.

• JEFFREY SAYRE elected president of Screen Extras Guild for coming year. Other officers: PAUL CRISTO, first vp; TEX BRODUS, second vp; PAUL BRADLEY, third vp; KENNER G. KEMP, treasurer; BESS FLOWERS, recording secretary.

• DICK SEXTY, traffic and bookings manager of Radio Recorders, Hollywood, appointed sales manager. JOSEPHINE BEVILACQUE, succeeds Mr. Sexty as traffic manager. JAMES MCKENZIE, who continues as manager of company's Sunset-Highland division, will also serve as night manager of main studios. HARLAN HARKER transfers from night supervisor to daytime operations, working with sales department.

• EDWARD SULLIVAN, formerly account executive of Campbell-Ewald's Detroit office, elected vp of Compass Productions N.Y. Other appointments: ROBERT HARTUNG, formerly associate producer, *Hallmark Hall of Fame*, as associate producer and director; SYBIL TRUBIN as executive assistant to Mr. Schaefer and supervisor of casting; GORDON R. WYNNE, JR., attorney, as production coordinator and story editor, and JOAN H. FRANK as production associate.

Equipment & Engineering

• RICHARD W. LEE, vp of engineering and research, General Precision Lab, Pleasantville, N.Y., elected president, succeeding JAMES W. MURRAY, chairman and chief executive officer of GPL's parent company, General Precision Equipment Corp. Other GPL appointments: WILLIAM P. HILLIARD, vp and general manager, and WILLIAM J. TULL, vp of avionic engineering and sales.

• DR. ROBERT ADLER, associate research director of Zenith Radio Corp., Chicago, elected vp. He is credited, among other contributions, with development of wide-band, low-noise, high-gain amplifier tube for use in uhf and microwave receivers.

• L. A. MILLER, formerly staff and consulting engineer of Standard Oil Co. (Indiana), appointed marketing director of Central Scientific Co., Chicago.

• PETER ONNIGIAN leaves as chief engineer of KBET-TV Sacramento, Calif., to devote himself full-time to Jampro Antenna Co., Sacramento, and associate company, Sacramento Industrial Tv Corp., (wireless microphones, electronic products).

• CAPT. ROBERT B. CONAUGHTY (USN-ret.), formerly commanding officer of U.S. Naval Communication Station, Norfolk, Va., to Page Communications Engineers, Washington, as manager of European operations.

• AUREL G. PETRASEK, manager, merchandising, receiving tubes, RCA Electron Tube Div., Harrison, N.J., named manager, industrial tube department.

• MARTIN MINNEY, partner in San Francisco law firm, Heller, Ehrman, White & McAuliffe, appointed vp and general counsel of Ampex Corp., Redwood City, Calif.

Allied Fields

• STAFFORD CLARK, director of advertising-publicity of McCadden Productions, has joined Pat McDermott Inc., public relations firm, in charge of client relations for both Los Angeles and New York offices. RICHARD K. BELLAMY, formerly director of publicity of Benton & Bowles and Kenyon & Eckhardt, appointed director of publicity of Pat McDermott.

• WILLIAM A. ULMAN resigns as account representative and vp of Communications Counselors, Washington, D.C., public relations affiliate of McCann-Erickson, to open Institute of World Travel (pr and research firm) in Washington. PAUL M. DOUGLAS, manager of CCI, Cleveland, Ohio office, named to succeed Mr. Ulman, and Mrs. PEG TRIPPEL, named public relations account representative and assistant to Mr. Douglas.

International


MR. GOLICK

• PETER GOLICK, formerly vp and member of board, Ronald Advertising Ltd., Montreal, to Grey Adv., same location, as vp and general manager.

• R.A. STEVENSON to radio-tv director of Spitzer & Mills Ltd., Toronto, Ont., advertising agency.


MR. MCGILL

• J.J. MCGILL, advertising manager of Imperial Tobacco Co. of Canada, Montreal, Que., elected president of Assn. of Canadian Advertisers, succeeding H.E. WHITEHEAD, Kimberly-Clark Canada Ltd., Toronto. J.C. MILLER, Ford Motor Co. of Canada, Toronto, elected executive vp.

• Other ACA officers elected: A.B. YEATES, Prudential Insurance of America, Toronto, vp-treasurer; E.T. GATER, Sterling Drug Mfg. Ltd., Aurora, Ont.; J.W. COOK, Shawinigan Water & Power Co., Montreal; K.J. FARTHING, Canadian Westinghouse Co. Ltd., Hamilton, Ont.; P.J. MCGINNIS, Bell Telephone Co. of Canada, Montreal, and E.J. COLEMAN, Kraft Foods Ltd., Montreal, all vps. B.E. LEGATE, Toronto, re-elected general manager and secretary.

C O R R E C T I O N

Size price listed in our Symmetra-peak ad appearing in the May 4, 1959 issue of BROADCASTING was in error.

The correct price is $295. FOB factory as shown in our current ad on page 84.

KAHN RESEARCH LABORATORIES, Inc.

22 Pine Street, Freeport, New York

RCA'S BEST FIRST QUARTER

Company reports highest sales, profits as result of new diversification policy

Sales and earnings of RCA for the first quarter of 1959 were the highest in the company's 40-year history, President John L. Burns announced last week.

He told stockholders at the annual meeting that sales totaled $321,816,000 as against $278,339,999 in the first quarter of 1958—a gain of 16%.

He reported net profits after taxes at $12,931,000 as compared to $9,004,000 in 1958's first quarter. This is a gain of 44% over the same period a year before. Earnings were placed at 88 cents a share on the 13.8 million shares outstanding, as compared to 59 cents a year ago.

Brig. Gen. David Sarnoff, RCA board chairman, "took the opportunity" to say, in response to questions, that NBC is not for sale. He had emphatically made the same statement to BROADCASTING last month (CLOSED CIRCUIT, April 6).

Record Set • President Burns said sales and earnings in the first quarter were the highest, for a first quarter, in RCA history. "Barring some wholly unforeseen setback to our national economy, we anticipate total sales for the year [1959] well in excess of the $1,176,094,000 figure for 1958." He also looked to a net profit ahead of last year's $30,942,000.

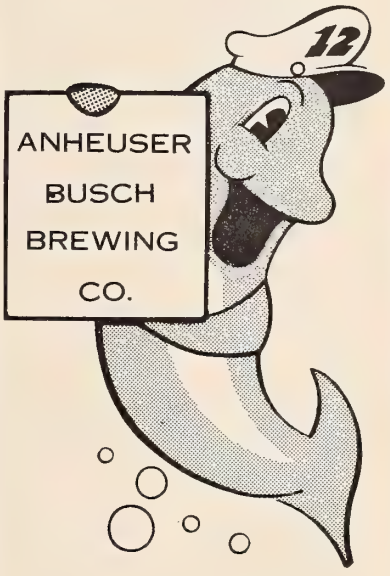
RCA, Mr. Burns said, "is rapidly taking on a new image"—an image "of a corporation richly diversified in its income-producing operations, as compared to one that only a short time ago



From the labs • Brig. Gen. David Sarnoff, RCA chairman (1), holds to his ear a miniature radio set equipped with a tuner and speaker. John L. Burns, RCA president, holds what RCA said was a television tape recorder designed to store images in a satellite in space. These were among the technical developments displayed in connection with the RCA annual stockholders meeting last week.

TAX DEDUCTIBLE
Gift to Catholic Seminary
new or used
250 or 1,000 watt transmitter
for educational radio station at Catholic Seminary. If you have one and would like to contribute it, please write: Box 821K BROADCASTING

"JAXIE" Salutes
BUDWEISER



The Anheuser-Busch Brewing Company has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. Budweiser is sponsoring "Flight", from 7:30 to 8:00 PM on Thursdays, and this fine show—combined with WFGA-TV programming—will provide top selling power for the Anheuser-Busch Brewing Company.

"Jaxie" is proud to have Budweiser and the D'Arcy advertising agency on its growing list of prestige advertisers.

NBC and ABC Programming
Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S
COLORFUL STATION

The morning after....



YOUR SALES MESSAGE
HITS THE 50,000 TV HOMES
covered by
KMSO-channel 13

THINGS BEGIN TO HAPPEN
IN WESTERN MONTANA

BECAUSE . . .
KMSO programs the best of all 3 networks . . . plus VIP treatment for ALL commercials.

and that goes for
KGVO RADIO TOO
CBS — ABC — NBC
ask FORJOE or
KMSO-KGVO — MISSOULA, MONT.

IMN-PACT
WITH THE
INTER MOUNTAIN NETWORK

THE BIGGEST
MOST COMPREHENSIVE
PULSE STUDY
ever made*
PROVES
the
Denver Metropolitan Group
of Intermountain Network Stations
KIMN-KYSN-KGHF
DENVER COLORADO SPRINGS PUEBLO
IS
DOMINANT ALL DAY
IN
THIS GREAT
INTER-URBIA
*45 MARKETS, 7 STATES
Get Your Copy From Your Avery-Knodel man

The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

derived its earnings primarily from the field of entertainment."

New Image • In delineating the "new picture of RCA," Mr. Burns noted that the company is contributing to 200 defense projects, with its defense sales running possibly $100 million ahead of last year's $300 million, and with orders on hand for 25 of its new RCA 501 electronic data processing systems. In addition, he said, RCA is "intensifying its efforts in the home entertainment field, especially in stereophonic sound, broadcasting and color television."

Mr. Burns also reported that NBC's first-quarter billings were ahead of those for the same period last year and that advertisers have been making "unusually early commitments" for sponsorships next fall. NBC, he said, has "lined up a majority of the automotive industry's television billings" for the fall season.

NBC Radio made a 15% gain in billings in 1958 and NBC-owned radio and television stations boosted their revenues by 8% "to achieve their most properous year." He made no direct reference to billings by the NBC television network.

NBC Chairman Robert Sarnoff, in response to questions, said NBC-TV expects to be sold out for fall, that its fall sales already are ahead of last year's and that NBC Radio's losses now are "manageable."

President Burns said "RCA is rapidly approaching the point where it will begin earning a profit on its color investment," and that "over the next several years we expect this profit to mount up."

Interruptions • Barney Young and Gloria Parker, who have separate suits against the networks, were shouted down in early efforts to get the floor. John Cahill, RCA counsel, charged at one point that Mr. Young was "a publicity seeker." He said that "they want to sell their music to us and we don't want to buy it—that's what it comes down to." In another interlude Miss Parker took a slap at another stockholder who she claimed had called her a "tramp."

A tribute to Gen. Sarnoff capped President Burns' report. "No man," he said, "has contributed more outstandingly or with greater effectiveness. . . . For more than a half-century he has uniquely combined the vision to foresee opportunities with the ability to translate them into practical realities. His contributions to our company—and to our nation in war and in peace—have been broad in scope, eminent in quality and lasting in significance," the tribute stated.

Eastman-Kodak shows improved color film

In a simultaneous three-city preview, Eastman Kodak Co., Rochester, N.Y., last Tuesday (May 5) demonstrated advantages of its new high speed 35mm color negative motion picture film, Type 5250. Delegates to the Society of Motion Picture & Television Engineers' convention in Miami Beach were told the Type 5250 will provide "new artistic freedom and major economic advantages for producers who are shooting color now with an eye towards future color tv re-runs and residual income overseas."

The new color film, which will be available commercially in July, is said to have twice the speed of Eastman's present color negative film, but without increase of graininess over present materials. Lower light conditions are made possible, permitting savings in costs. Smaller lens apertures may be used which gives more control over depth of field. With lower production costs possible, the new film is expected to encourage more tv film package producers to shoot original footage in color. Added profit potential comes from anticipated tv re-runs in color, according to the company.

Radio-tv manufacture rises in 1st quarter

First quarter production of radio receivers rose sharply and tv output exceeded the same period a year ago, according to Electronic Industries Assn.

A total of 3,597, 676 radios, including 1,363,822 auto sets, came off the lines in the quarter compared to 2,604,244 radios, including 853,035 auto sets, in the same 1958 period. Fm radio sets totaled 32,994 in March, 29,145 in February and 30,235 in January, or 92,374 fm sets during the quarter. FM data are not available for the first part of 1958.

Tv output totaled 437,026 in January, 459,492 in February and 494,032 in March, or 1,390,550 in the first quarter compared to 1,221,299 in the same 1958 quarter. Tv sets with uhf tuners totaled 32,112 in March, 34,678 in February and 35,841 in January, or 102,631 uhf sets in the first quarter.

EIA reported radio sales were up in March whereas tv sales showed a decline. Radio sales totaled 1,690,941 during the first quarter of 1959 compared to 1,324,283 in the same 1958 period. Retail sales do not include auto radios.

Tv sales totaled 1,375,626 during the first quarter of 1959 compared to 1,446,969 in the same 1958 period.



New Ampex • Charles P. Ginsburg (l), video engineering manager, Ampex Corp., Redwood City, Calif., and Neal K. McNaughten, Professional Products Div. manager, inspect the company's new Model VR-1000B Videotape recorder (AT DEADLINE, May 4). VR-1000B will be delivered starting in June, sells for $52,950. Innovations include guaranteed signal-to-noise ratio of 36 db, faster tape start (two seconds), automatic brake release to aid threading and splicing, and tape playback speed control to permit two recorders to be lip-synchronized or to synchronize with an external audio recorder. Seven design modifications simplify maintenance and set-up procedures. Tapes are interchangeable with the earlier VR-1000 recorder.

Gates sales helpful to Harris-Intertype

Harris-Intertype Corp. had a very healthy 1958—$58 million in sales, thanks partly to its electronics arm, Gates Radio Co.—and is shooting for the $100 million mark within five years. That was the word Wednesday from George S. Dively, H-I president and board chairman, in a speech before the Cleveland (Ohio) Society of Security Analysts.

He reported parent company third quarter earnings (ended March 31) of $3,235,797 ($2.97 per share) compared with $2,030,164 ($0.75 a share) a year ago. Cleveland-headquartered H-I makes equipment and supplies for the publishing industry and acquired Gates in late 1957. Commercial broadcasting equipment now accounts for about 10% of its sales, Mr. Dively revealed. Gates is having the best year in 37 years in sales and profits, he reported. At the same time Gates acknowledged appointment of Sander Rotkin Adv., Chicago, to handle its advertising account.

Continuing its diversification and acquisition program, Mr. Dively said H-I is directing its "most active discussions [toward] possible acquisitions in communications and related areas of the electronics field."

• Technical topics

• Like Admiral and Zenith Radio Corp. (BROADCASTING, May 4), Motorola's sales and earnings spiraled during the first quarter of 1959. The financial report, delivered to shareholders last Monday, showed sales up 56% over the same period last year—from $40,894,492 to $63,653,184. Earnings four times greater—from $677,782 (35 cents per share) to $2,616,427 ($1.35 a share). Reasons for the sharp upturn: (1) increased acceptance of car radios and other consumer products; (2) cost reduction efforts.

• Rohn Manufacturing Co., Peoria, Ill., has introduced No. 50 Tower for heavy-duty communication use, recommended for extreme windloading and height requirements. The tower is available in heights up to 450 ft. for mounting antennas for microwave, radio communications, tv reception, amateur uses and others. Engineering data and prices available from Rohn, 116 Limestone, Bellevue, Peoria, Ill.



CHET THOMAS

CHET THOMAS

General Manager, KXOK, St. Louis, and a pioneer radio executive, graciously composed this endorsement:

Dear Jock:

We want you to know that we are highly pleased with your news service. Particularly are we pleased with the coverage you and your staff give to news coverage from Washington. In our opinion, our listeners are more interested in news from the nation's capital than they are of events overseas. Washington is your "beat" and you do an exceptionally good job of covering it.

The KXOK Washington News Bureau is a vitally important factor in the overall news coverage of this radio station. Congratulations to you and your associates on a job well done for the past two years.

Your listeners accept Jock as your employee, managing your new Washington newsroom. Thus you beef-up your newscasts—sell more newscasts.

BEEPER OR AIR-MAIL-SPECIAL TAPE —EVERY STORY EXCLUSIVE—NO REHASHES—AND MORE THAN HALF OF THE REPORTS INCLUDE THE VOICES OF THE NEWSMAKERS.

WASHINGTON CORRESPONDENT



JOCK LAURENCE

Gives your call-letters and sponsor identifications; and, because of volume clientele, his fees are lower than those of his new competitors.

For a free, tailored audition, write to Jock at 1701 16th St., N.W., Washington, D. C., Suite 715.

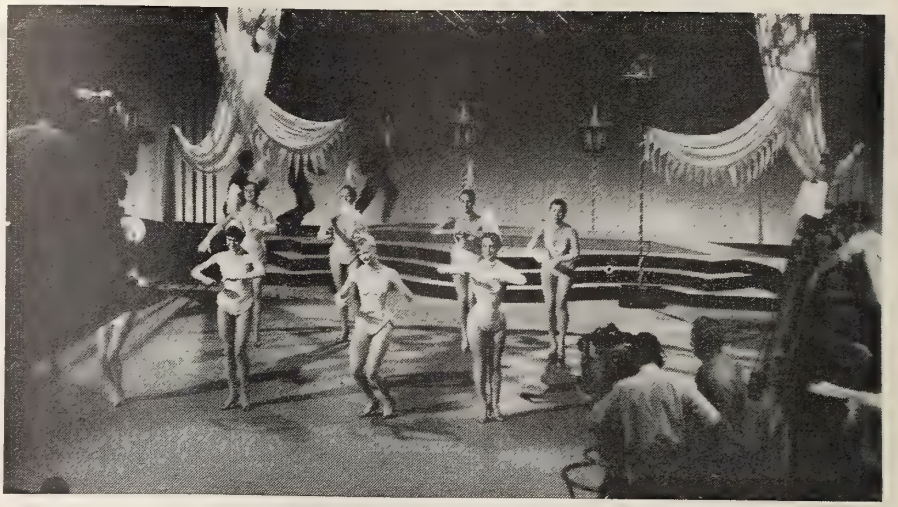
BRITISH TV
Program contractors round profit corner

Commercial television in Great Britain is prospering. The various contractor companies, while serving their own areas and contributing to a general program pool, have converted early losses into huge profits. This is detailed in a series of four articles on the Independent Television Authority and its program contractors written for the British Information Services, New York.

Writer of the first three articles—"General Set-up," "Financial Side" and "Programs"—was L. Marsland Gander, tv and radio correspondent of *The Daily Telegraph,* London. The final part, "Tv for Children," was prepared by Mary Field, consultant on children's programs for Associated Television Ltd. and ABC Television which is owned by the Associated British Picture Corp.

"The most remarkable reversal of fortune," according to Mr. Gander, "is that of Associated-Rediffusion Ltd., contractor company for Monday through Friday programs in London. Two years ago the company . . . had losses of 3.5 million pounds ($9.8 million). For 1957-58 its trading profits amounted to 5.1 million pounds ($14,280,000)."

Following closely behind was Associated Television Ltd., contractor for weekend programs in London, which showed profits last year of more than 5 million pounds ($14 million). Also said to be "happily prosperous" are: ABC Television Ltd. (midland and northern weekend programs); Granada Television Ltd. (Manchester); Southern Television Ltd. (southern counties between London and the south coast); Scottish Television Ltd.; Television Wales and West Ltd., and Tyne-Tees Ltd. (northeast England).



SATURDAY GIRLS IN ATV'S WEEKLY SPECTACULAR
Multiple camera positions, extensive production utilized

In 1958 the gross income of tv advertising was 50 million pounds ($140 million) or one-tenth of Britain's total ad revenue. Deducted from this were agency fees of 15% and another 15% for price reductions to constant advertisers in the medium. At peak viewing hours in London, the top charge is 1,250 pounds ($3,500) per minute.

Program Balance Improves • In Britain there is no direct sponsorship of programs by commercial firms. Editorial control of programs is held by the contractors. Emphasis is still on "light-hearted fare," but the ITA commented in its last annual report that there has been "significant progress towards achieving proper balance."

The majority of programs, Mr. Gander reports, consists of variety shows with British and American artists. Although American film series are popular, "the play's the thing," Mr. Gander says, as the contractors have achieved outstanding successes with drama. Three hour-long plays are presented each week. Plays by Ibsen, Shaw and O'Neill, as well as original plays specially written for tv, have been performed.

Two 15-minute news shows daily are supplied by Independent Television News, a separate company formed by the contractors and supplying news to them all. It also produces an interview program, *Tell the People,* in which political leaders are quizzed, and *Roving Reporter,* which covers foreign events with film illustrations. Currently there are five network public affairs programs. They are: *Free Speech,* political debates; the British version of *Youth Wants to Know; Under Fire,* which submits public figures in London to a barrage from questioners in Manchester; *This Week,* a news roundup, and *What the Papers Say,* an analysis of news and opinion in the newspapers.

Children's Tv Fare • In a typical week approximately four and one-half hours are devoted to school programs, all produced by Associated-Rediffusion and networked to all regions except the North of England. An additional five and one-half hours consist of cartoons, quiz shows, sports, wildlife stories and several serial films from various sources.

Children's program producers, Miss Field says, have been helped by the Society of Film Teachers, a voluntary association of young teachers who encourage film appreciation among their classes and who are turning their attention to training in tv appreciation. The children's advisory committee of the ITA, headed by Sir John Wolfenden, vice-chancellor of the U. of Read-

ALLIED always has the BROADCAST TUBES you need



IMMEDIATE DELIVERY ON
RCA 7034

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.



See your ALLIED 452-page 1959 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

ing, advises the ITA on quality and scope of its children's programs. The contractors also have their own committee, but there is no official liaison between the two groups.

Schwerin issues call for 'bold creativity'

"Only those advertisers daring enough to be boldly creative, both in new product concepts and in how they employ the television medium, will survive the next decade," Horace S. Schwerin of Schwerin Research Corp., stated at the 44th annual convention of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, on May 5.

Schwerin told some 2,000 Canadian advertisers and agency executives that his statement was based on surveys made by his firm in Canada, the United States and Great Britain. In Canada, Schwerin tests for English-language commercials in Toronto and for French-language commercials in Montreal.

He pointed out that his research has shown "that the overall effectiveness of commercials is declining, that the overriding fact to emerge from this survey was an unmistakable drift toward mediocrity" in the past three years. He listed as causes of the decline, viewer resistance, competitors using the same advertising ideas, increased brand competition, and abuse of certain basic advertising techniques.

Schwerin stated that research has shown that in our very competitive economy "creativity is not just one of the alternate paths to the promised land. It is the price of survival itself."

Radio and television were high on the agenda of the three-day ACA meeting, May 4-6, which dealt with the theme "Creativity: Mass Marketing Magic." Patrick J. Robinson, co-ordinator of marketing research of Imperial Oil Ltd., Toronto, dealt with broadcast measurement which had been surveyed thoroughly by the ACA's Canadian Advertising Research Foundation.

Doris Clark, women's editor of CJAD Montreal, urged advertisers to "Know Your Women," pointing out that advertisers may on occasion direct their sales approach to an immature level, forgetting that many young housewives today have careers or professional backgrounds.

Other speakers included Dr. Maurice L. Tainter, Sterling-Winthrop Research Institute, Rensselaer, N.Y., who dealt with sales increases among drug and pharmaceutical manufacturers, and Dr. C.F. Philips, Bates College, Lewiston, Maine, who discussed creative marketing.

Wm. Hamilton, postmaster-general of Canada, was awarded the ACA gold metal for outstanding accomplishments and leadership in the field of advertising during his term of office as executive secretary of the Federation of Canadian Advertising and Sales Clubs and for his contributions to the development of university marketing courses.

(For election of new ACA officers, see, FATES & FORTUNES, page 94.)

Japan-U.S. live tv possibility by 1965

The possibility of live telecasts between the U.S. and Japan by about 1965 was indicated in an announcement from Tokyo, where FCC Chairman John C. Doerfer is discussing with the Japanese Ministry of Communications the proposed laying of a cable from Japan to Hawaii.

The American Telephone & Telegraph Co. and the Japan Overseas Radio & Cable Co. will start laying the cable sometime next year and complete it by 1965 or 1966 at a cost of about $70 million. The two governments still must approve the project.

The U.S. and Hawaii are connected by a cable but it cannot carry live tv in the present state of the art. AT&T Long Lines Department spokesmen in New York said last week they have no information on whether the proposed cable could be used for live tv and that the technical standards of the Hawaii-Japan cable have not been finalized.

• Abroad in brief

• Canadian Broadcasting Corp., Toronto, and Screen Gems (Canada) Ltd., Toronto, will produce and share costs of five pilot television episodes of *Portia Faces Life* with Canadian acting and writing talent. If the pilot episodes meet CBC production standards and are acceptable to Screen Gems, it is planned to start full production on tape early this summer for presentation in the fall as an afternoon program on CBC television network. There is also the possibility that the series will be distributed in the U.S.

• Registered television sets numbered 2,530,000 in West German and West Berlin on April 1. Licensed radios numbered 15,510,000.

• Pakistan is expanding its radio network. Under construction are 10 kw transmitters at Peshawar and Dacca; three transmitters at Karachi.

• Austrian radio set production in 1958 was 278,700 units. A total 53,600 television receivers were produced in the same period.

effective May 11, 1959

the name is

HAMILTON-LANDIS & ASSOCIATES, Inc.

formerly

(HAMILTON • STUBBLEFIELD • TWINING and Associates, Inc.)

WASHINGTON, D. C.
1737 DeSales St. N.W.
EXecutive 3-3456

DALLAS
1511 Bryan Street
RIverside 8-1175

SAN FRANCISCO
111 Sutter Street
EXbrook 2-5671

CHICAGO
Tribune Tower
DElaware 7-2754

IN THE SPRINGTIME

PGW thoughts turn to summertime radio

Peters, Griffin, Woodward is hot on summer radio.

The station representative has equipped its radio sales force with a dossier of facts and figures based on seasonable retail sales, listening audiences, automobiles (and auto radios), out-of-home radio, radio sets, and a market-by-market study.

The theme of the campaign is that the summer is a sales season and along with this an observation that the hot months actually feature increased radio listening (for example, auto listenership alone swells the total audience) although the audience peaks occur at different hours than during the other seasons of the year.

PGW, however, emphasized last week that the salesman has time to promote summer radio and sales. It did so by emphasizing that "summertime is a time for growing."

Vice President and Radio Director Robert H. Teter armed PGW salesmen (Radio Colonels in the PGW terminology) with newly-prepared marketing kits embodying this information for agency executives.

Seeds for sales • In keeping with the "growing" or "seed planting" idea, Mr. Teter had packages of seeds distributed with this message: "Seeds for sales—plant 'em now, for big summer spot radio sales gains."

To implant the seed-growing season theme in the minds of the PGW staff, a special "Summertime Island" trip from the firm's Park Ave. office was staged. The location was Randall's Island in midstream in New York's East River.

The kit is crammed with statistics such as : 25.1% of all retail sales in the U. S. are in June, July and August; radio is the only medium that increases its audience during the summer period; more than 55 million radio sets are used for out-of-home listening; out-of-home listening is more than 25% higher than in-home during the three months of the summer; retail sales are even higher than the average 25% for certain fields such as food and grocery stores, hardware and appliance retailers, filling stations and lumber and building materials.

Target for the kits: Advertisers and agencies throughout the U. S. in an aim to bring new advertisers to spot radio and increased budgets from those already using spot radio.



Seed planting • John A. Thompson (l), Peters, Griffin, Woodward vice president and radio sales manager, and Robert H. Teter, PGW vice president and director of radio, demonstrate planting for "summer radio, the only medium that grows during the months of June, July and August." The site is Randall's Island midstream in New York's East River. The station representative ventured to the island last week to kick off the drive.

Wish you were here

Radio stations around the country this week are preparing to launch their fourth annual direct mail campaign under the guidance of Radio Advertising Bureau.

Sixteen "picture postcards" have been prepared for member stations to send their local and regional advertisers. Each card carries a single, self-explanatory fact on the power of radio as an advertising medium. Space is left on the cards for the stations to add their own individual messages to advertisers. RAB, which last year supplied 128,000 of the cards, also offers "merchandising" suggestions for use of the cards as sales stimulators. Some 150,000 of the cards, a new high, are expected to be distributed this summer to agency and advertiser prospects.

Tasteful approach

KODE-TV Joplin, Mo., believes in taking the proverbial way to a man's heart. For a month, KODE-TV's Snack-Pak wagons cruised two nights a week through residential areas of Joplin and nearby Pittsburg, Kan., distributing gift packages to 50 residents in each city, even if they were not watching tv. Heavy air promotional support the preceding day and the day of each wagon trip was utilized but areas to be covered were not designated. Contents of the packs were supplied by KODE-TV advertisers free. The station's only costs were for printing the sacks and distributing them. Each pack contained two bottles of Pepsi-Cola, two pints of Tastemark Ice Cream, a bunch of Bobo bananas, a bag of Brooks potato chips, a *Tv Guide*, a package of cocktail picks, a KODE-TV program schedule, plus one surprise gift.

If the viewer was watching ch. 12 a Newport cigarette lighter also was awarded. A total of 800 packs were distributed.

Burnett apples healthy sign

Leo Burnett Co. added a new fillip to its reception rooms last week, a booklet telling "The Apple Story."

The broadcast-oriented agency, now in the $100 million billing class, put out the two-color pamphlet in answer to several inquiries about the origin of its trademark—offering apples on reception desks for callers. Copy was prepared by Dewitt O'Kieffe, senior vice president, and art by Howard W. Andersen, vice president in charge of Burnett's art department.

The booklet traces the history of the Burnett agency from its start in the 1935 depression with apples in its reception rooms in the London Guarantee Bldg. A crack by a newspaper columnist ("It won't be long till Leo Burnett is selling apples on the street corner instead of giving them away") "sort of got our dander up," according to Mr. O'Kieffe. "We became more determined than ever to make better and better ads and give away more and more apples," he explains.

Meanwhile, back on the ranch

WBAL-TV Baltimore, Md., made a concession to the opposition one Saturday night. The station had pulled out all stops to line up viewers for a movie feature, "Call Northside 777" with Jimmy Stewart, and wanted to make sure it didn't lose any western fans. So they were promised intermission-time resumes of cowboy shows on other channels. The night of the showing, a WBAL-TV announcer dressed in a ten-gallon hat and cowboy boots gave quick summaries of the storylines then appearing on the competitive channels.

Pre-show promotion included a heavy tv announcement schedule, radio plugs, newspaper ads and a telephone answering tape for those who answered the invitation to "talk to Jimmy Stewart." Response forced the answering machines out of order and wrong-number dialings reached major nuisance

proportions, WBAL-TV reports. One doctor said he got more than 250 "Jimmy Stewart" calls in a 25-hour period.

• Drumbeats

• Dominating the ID's, calling cards, stationery and other advertising-promotion of KOLO-TV Reno, Nev., is the station's channel number, shown as VIII to tie in with the VIIIth Winter Olympic Games to be held in nearby Squaw Valley. (The games are always identified with Roman numerals in keeping with their ancient origin.)

• Editorials on legislative matters by WTVJ (TV) Miami, Fla., are sent to each state senator and representative. News vice president Ralph Renick, who delivers the editorials on his 6:30 p.m. newscast, has them printed and sent to Tallahassee where they are delivered to the politicians the morning after the editorial was broadcast.

• WGAR Cleveland featured its "This Is Your Wife" celebration of Mother's Day Friday (May 8). For the sixth consecutive year, wives of WGAR air personalities took over their husbands' duties to broadcast as disc jockeys and newscasters. The station paid baby-sitters so the mothers could be away from home.

• WWDC Washington received 2,350 postcard requests in a month for bumper stickers in connection with a promotion in which it gives away watches, transistor radios and cameras and other gifts. In a heavy on-the-air campaign, WWDC invites listeners to send in their names and automobile license numbers. About five times a day a number is pulled out of the hat and announced. If the owner of the tag number telephones WWDC within the hour he receives a prize. So far there has been a winner each day.

• Educational-noncommercial WGBH-TV Boston has a viewer who has put the service on a pay-tv basis. The station has received $1.80 from a man who drops a dime each day in a glass on his tv set. WGBH-TV is kept going by educational and cultural institutions and private contributions.

• Of 111 enrolled in the KVTV (TV) Sioux City, Iowa, course "Marriage and the Family," 103 came to the classroom for midterm exams. The eight absentees have arranged to take the test later. The classes are telecast in *Saturday Semester* (7:30 a.m.) with the cooperation of the city's Morningside College.

• WIIC (TV) Pittsburgh held a theatre party for more than 600 women at the local Squirrel Hill Theatre in connection with the outlet's *Luncheon At the Ones* (Monday-Friday 1:30 p.m.). The show's cast, Bill Cardille, Mary Eythe, Walt Galla and Chuck Welsh, were in attendance for the premiere of a movie. Guests received souvenirs and gift certificates from WIIC.

• CFRN-AM-FM-TV Edmonton, Alta., drew more than 6,500 dancers and spectators to the second annual Square Dance Garden Party. Saturation radio and tv promotion included such approaches as exchange of radio and tv personalities all over the schedule and a "Ticket-thon" competition between air performers in a downtown store two evenings prior to the big dance party.

• WBKB (TV) Chicago is distributing free quantities of its 48-page *Weather by Radar* booklet to sponsors of the daily weathercasting show. Written by Warren Culbertson, staff meteorologist, the book is offered with sponsors' sales messages printed on front and back covers. The booklet contains an explanation of midwest meteorological conditions and tracking of weather by radar. The station's sales promotion department also produces *Weather by Radar* display units to advertisers for use in store windows, lobbys or reception rooms.

• A weekly ad column in 30 area newspapers is being used by WIIC (TV) Pittsburgh, Pa. to promote its personalities and programs. Titled "WIICy Says," the column is an informal, chatty two-column by 10-inch feature designed to reach viewers in outlying areas.

• WNCT (TV) Greenville, N.C., has inaugurated an industrial progress contest to award communities for their efforts to bring new industry into the state. Winner of the $500 first prize was the community of Farmville, which landed a $6 million formica flakeboard

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PIRACY — PLAGIARISM
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COPYRIGHT VIOLATION

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EXCESS INSURANCE
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EMPLOYERS REINSURANCE CORPORATION
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New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

EVERYONE WATCHES
WREX-TV
IN
ROCKFORD
ILL.



METROPOLITAN ROCKFORD ARB — FEBRUARY 9 - MARCH 8, 1959 DEMONSTRATES AGAIN WREX-TV'S COMMANDING AUDIENCE LEADERSHIP

23 OF TOP 25 PROGRAMS ALL ON
WREX-TV

STATION SHARE OF SETS IN USE

	WREX-TV	STATION B
SIGN ON TO NOON	62.2	40.3
NOON TO 6:00 P.M.	62.0	37.0
6:00 P.M. TO MIDNIGHT	54.7	44.5
SIGN ON TO SIGN OFF	59.9	39.6

WREX-TV
CHANNEL 13 ROCKFORD

One hundred eleven* national and regional spot advertisers know
Terre Haute is not covered effectively by outside TV
*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas



He ran all the way • Virginians crowd around Hardrock Simpson, distance runner who dramatized the first birthday of WEZL Richmond by running the 50-mile primary coverage area to the birthday party. Starting at 5:15 a.m. from the Southside Virginia community of McKenney, the 55-year-old athlete made the trip in 11 hours and 21 minutes, counting two quarter-hour stops for broadcast pickups. He gathered crowds and publicity all the way and was greeted by thousands of listeners at the end of the line.

Mr. Simpson, holder of two world's records in distance racing, was accompanied by a half-dozen teenage challengers at the start of the race, but they dropped out. He was fed snacks en route by the WEZL staffers who manned a pace car. The runner twice has crossed the country on foot and now is a mail carrier in Burlington, N.C. William Page, general manager of WEZL, says Hardrock Simpson "will gladly do this stunt for any other station."

plant. Each of 12 communities, which entered the first contest, reported the establishment of several smaller industries, employing several hundred persons. Winner and runners-up, which included Clinton and Selma, announced they would use prize money for community advertising.

• When the Evanston (Ill.) Junior Chamber of Commerce celebrated its first annual "Jay-Cee Radio Day" over WNMP there, the station gave maximum supporting promotion. Jaycees sold over 275 half-minute radio spots to suburban merchants and members read the announcements from the store window of Maurice L. Rothschild in which WNMP installed a broadcast booth. The radio station also parked its remote unit in front of the window, complete with loudspeaker. All day, WNMP piped music from the studios, switching to the store for commercials.

WNAX: From kitchen to bowling alleys

A cake contest in which eight WNAX Yankton, S. D., male staffers were the contestants attracted 3,000 recipes. The broadcasters promised $2 to senders of the eight recipes chosen by the would-be cooks. An additional $5 was given to the person who submitted the winning recipe. It was cooked by news director Bob Hill. His prize: one day off. The offer of a booklet containing the chosen recipes drew 2,000 requests from listeners.

The 10th annual WNAX sponsored Six-State Bowling Tournament attracted 12,358 bowlers in teams, doubles and singles and 2,765 in all events from North and South Dakota, Minnesota, Iowa, Nebraska and Wyoming. Billed as America's largest regional bowling tournament, the event offers about $45,000 cash, $5,500 worth of merchandise and 44 trophies in prizes. WNAX Sports Director Les Davis headed the bowling promotion this year.

WBT research: bread & butter study

Teenagers earn only 2% of the nation's income, according to WBT Charlotte, N.C., in a study designed to show that WBT's "adult radio programming" appeals to people who have money to spend.

An analysis of income by age of persons, prepared by Jack Burney, WBT research manager, shows that three of the seven age groups (ages 25 through 54) account for over 70% of the aggregate income. Mr. Burney's study is based on figures supplied by the U.S. Census Bureau covering 1955 incomes.

In another table showing income of families and unrelated individuals by age groups in 1957, the highest median income, $5,573, occurs in the group where the head of the house is between 45 and 54 years old.

The table showing estimated aggregate income by age of persons 14 and over for the U.S. in 1955 follows:

Age (years)	Percent
14-19	2
20-24	6
25-34	23
35-44	25
45-54	23
55-64	14
65 and over	7
Total	100

WGAR greets Seaway's first

WGAR Cleveland chartered a ship and went out on Lake Erie to greet the first Cleveland-bound vessel to sail through the St. Lawrence Seaway. With WGAR Vice President-General Manager Carl George, Sales Manager Bob Forker and newsmen Les Clark and Norm Hall were Cleveland Mayor Anthony J. Celebrezze and local businessmen. WGAR broadcast from the ship as she escorted the Seaway forerunner.

Critical four seconds

Tarlow Assoc. Stations are testing an anti-dial twisting campaign on the group's New Orleans outlet, WJBW.

"A station's biggest problem is not to find the listener but keep him," Allan W. Roberts, executive vice president for the Tarlow stations, is convinced. WJBW plays music from the :58 to :02 and :28 to :32 positions on the

clock. No commercials go in here.

Programs flow past the hour mark and end on the quarter-hour. None of the "music maker" personalities uses a theme song, but at the quarter-hour change point, the one on duty announces who's up next and what music is on tap. This is followed by a "T.N.T." (time, news, temperature) segment of two minutes and then the programming announced previously. The new show is not introduced until the first tune is over. WJBW programs newscasts 15 minutes before each hour, with an eye to beating the competition.

In its effort to stabilize dials at the WJBW frequency, the station has added a monkey mascot. The animal makes promotional appearances in a shirt labeled, "Don't monkey with the dial. Leave it on WJBW."

Other Tarlow stations are WWOK Charlotte, N.C.; WHYE Roanoke, Va.; WARE Ware, Mass., WHIL Boston.

Fast windup

WFBC Greenville, S.C., had to wind up an auto treasure hunt 10 days ahead of schedule as the search reached an early fever pitch. The treasure: buried keys to a Renault automobile. At the climax of the promotion there were 10,000 Greenville people scouring grounds of the city's Cleveland Park. The search ended a half-hour after the final clue was broadcast. Indicators of community interest: office personnel in Greenville businesses were required to type lists of clues for workers to use during lunch and off-duty hours; 25 policemen were needed for traffic at the height of the hunt; the sound of WFBC dominated the hunt search area, and the event got a five-column picture spread in the morning paper after a dairy worker claimed the automobile. It took listeners 18 days to run down the treasure, which originally was scheduled to take 28 days to find.

'Party Line' pasttime

Two announcements on the KDKA Pittsburgh conversational program, *Party Line* (nightly 10 p.m.-midnight), brought more than 3,000 requests for lists of 101 baseball players' nicknames.

The list was compiled by the show's host, Ed King, after two listeners sent in a few baseball players' nicknames for him to quiz the audience. Mr. King added names to the list and many listeners have submitted others.

For quiz purposes the list is divided into categories such as geographical (Germany Schaefer, Dixie Walker), occupations (Butcher Boy Benz, Preacher Roe), food (Pie Traynor, Pepper Martin), menagerie (Hippo Vaughn), chorus line (Minnie Minoso), rhymes (Ping Bodie, Bing Miller; Rube Waddell, Boob McNair) and others.

Baseball is a popular *Party Line* topic following KDKA coverage of the Pittsburgh Pirates' games.

Food for thought on KOA

KOA Denver, Colo., received more than 600 letters after an Army neuropsychiatrist's talk about communist methods of brainwashing. Without exception the letters asked for more of the same type of programming.

In answer to the requests, KOA has scheduled *Challenge to Thought* (Sunday 8:05-9:30 p.m.). The series includes tapes of talks given at universities and other institutions of learning.

Arlett takes NTA prize

Don Arlett, promotion manager, KTVU (TV) Oakland, Calif., has been named first place winner in NTA Television Network's "Shirley Temple Promotion Contest," Martin Roberts, NTA promotion director announced Thursday (May 7). Mr. Arlett receives a vacation trip for two in Mexico for his promotion last fall of NTA's *Shirley Temple Film Festival* series. Other promotion managers receiving prizes include: Steve Shannon, KPHO-TV Phoenix; Vera Schulte, WCPO-TV Cincinnati; Murray Tesser, WHYN-TV Springfield, Mass., and Katie Ferguson, KONO-TV San Antonio.

Political pull

Who listens to radio during the evening hours? Who, to narrow it down a bit farther, listens to "talk" programming in the evening? Who, to be specific, listens to *Opinion Please*, program featuring telephone calls from people who want to speak for or against some topic of current public interest, broadcast 9:05-10 p.m. on KNX Los Angeles?

To get the answer, KNX offered a map of Los Angeles County Assembly and Congressional Districts with a roster of public officials free on request in one announcement on *Opinion Please*.

The result: 1,508 requests.

Says KNX: "Only mature radio programming directed to attentive audiences can bring that kind of results."

Lincolnesque listeners

WKCB Berlin, N.H., took the occasion of Lincoln Sesquicentennial Year to find its own candidates for the Lincolns of tomorrow. In a high school contest, conducted with the cooperation of teachers and civic leaders, four students were found with "characteristics and morals exemplified by Abraham Lincoln."

A tour of Washington, D. C., accompanied by WKCB news director Charlie Ross was awarded the winners. New Hampshire listeners heard them in a beeper phone interview broadcast by WKCB. The youngsters also took back

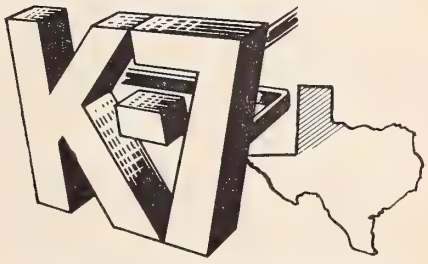
FAMOUS BRANDS OF TEXAS



3 D's

A blacksmith's mistake gave Dan Waggoner a new cattle brand —three backward D's. Dan decided to keep it.

ANOTHER FAMOUS BRAND OF THE TEXAS PANHANDLE



There's no mistake about the mark that the K-7 brand is making on the great High Plains! It's first in Amarillo in total rating points, three nights out of the week—with four of the top ten shows. Let the enterprising K-7 outfit introduce your brand to a vast, rich marketing area.

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a half-hour taped interview they had with New Hampshire's congressman and senators. This also is slated for broadcast.

Mental hospital mission

Entertainers of WBT-WBTV (TV) Charlotte, N.C., for the past year have been traveling 75 miles one Sunday each month to perform for mental patients at State Hospital, Morganton, N.C. For many patients these shows provide their "strongest link with 'outside' activities," according to the head of the hospital.

The Charlotte stations produce and pay all expenses for the monthly mission to mental patients. Some 200 entertainers have participated so far, including WBT-WBTV talent and other professional musicians, dancers and athletes (two complete wrestling cards have been staged for patients). Robert L. Rierson, WBTV program operations manager, co-ordinates the shows.

The hospitalized, even those from "closed" wards, react as typical audiences and regularly record their enthusiasm for the WBT-WBTV shows in the monthly hospital publication. Charles H. Crutchfield, executive vice president and general manager of the stations, calls the undertaking "one of our most important public service ventures" and says station people "have been overwhelmed with the tremendous response at Morganton. If other broadcasting companies are interested in setting up a similar project, we will be delighted to send them full details on our program."

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

April 30 through May 6. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATION

Douglas, Ariz.—Douglas Telecasting Co., vhf ch. 3 (60-66 mc); ERP 0.595 kw vis., 0.3 kw aur.; ant. height above average terrain -238 ft., above ground 220 ft. Estimated construction cost $26,000, first year operating cost $38,000 revenue $43,000. P.O. address Box 5570, Dallas, Tex. Studio & trans. location West of Douglas. Geographic coordinates 31° 21′ 00″ N. Lat., 109° 33′ 49.5″ W. Long. Trans. Electron, ant. Andrew. Applicant is owned by Electron Corp., which is wholly owned subsidiary of Ling-Altec Electronics Inc. Ann. May 4.

New Am Stations

ACTIONS BY FCC

Paris Ark.—Logan County Bcstg. Co. Granted 1460 kc, 500 w D. P.O. address 434 W. 2nd St., Corning, Ark. Estimated construction cost $11,300, first year operating cost $24,000, revenue $30,000. Equal partners **Eulis** and **Bob Cochran** are in retail merchandising. Ann. May 6.

Lexington, Miss.—Holmes Bcstg. Co. Granted 1150 kc, 500 w D. P.O. address Box 552, Houston, Miss. Estimated construction cost $18,424, first year operating cost $28,000, revenue $36,000. **Marvin Robin** and **Ralph Mathis** each own 30%. Mathis brothers also have interest in WSJC Magee and WCPC Houston, both Mississippi. Ann May 6.

Middleport-Pomeroy, Ohio—Radio Mid-Pom Inc. Granted 1390 kc, 1 kw D. P.O. address Box 464, Athens, Ohio. Estimated construction cost $20,238, first year operating cost $33,000, revenue $42,000. Owners are **John E. M. Kerr** (39%), **Roy E. Stephenson, Frank L. Nolan** and **Frank X. Rauch Jr.** (each 19.5%) and **R.J. Jones Jr.** (2.5%). Mr. Kerr is advertising and commercial manager of **WATH Athens, Ohio.** Mr. Stephenson is public accountant; Mr. Nolan and Mr. Rauch are theatre operators; Mr. Jones is attorney. Ann. May 6.

APPLICATIONS

Wickenburg, Ariz.—Wickenburg Radio Co. 1250 kc, 500 w D. P.O. address Box 1254, Wickenburg. Estimated construction cost $14,741, first year operating cost $47,200, revenue $54,000. Equal partners are **Paul E. Mullenix,** deputy sheriff, Maricopa County, Ariz., and **Mamie E. Gander,** recreational director, Flying "A" Ranch. Ann. May 5.

Fowler, Calif.—Morris Mindel, 1220 kc, 250 w D. P.O. address 474 W. Third St., Scottsdale, Ariz. Estimated construction cost $7,930, first year operating cost $62,000, revenue $75,000. Mr. Mindel has majority interest in KPOK Scottsdale, Ariz. Ann. April 30.

Danbury, Conn.—WPD Inc., 1490 kc, 250 w. P.O. address 93 Perkins St., Torrington, Conn. Estimated construction cost $25,000, first year operating cost $45,000, revenue $55,000. Applicants are **Edmund W. Waller** (51%), **Alfonso Della Pietra** (24½%) and **Edo Pasetto** (24½%). Mr. Waller is majority owner WTOR Torrington, Conn. Mr. Della Pietra is surgeon and Mr. Pasetto is radiologist. Application is contingent upon FCC grant of frequency change requested by WTOR from 1490 kc to 610 kc. Ann. April 30.

Bonita Springs, Fla.—Lee County Bcstg. Inc., 1440 kc, 5 kw. D. P.O. address Box 306, Ft. Myers, Fla. Estimated construction cost $45,479, first year operating cost $60,000, revenue $70,000. Applicants are **Frank L. Edwards** (50%), and **Frank Nardone, James Welborne, William Kunkle** and **Robert Harmon** (12½% each). None has previous broadcast interests. Ann. April 30.

Dodge City, Kan.—Seward County Bcstg. Inc. 1550 kc, 1 kw D. P.O. address Box 311, Liberal, Kan. Estimated construction cost $50,669, first year operating cost $60,000, revenue $70,000. Applicant is licensee KSCB Liberal, Kan. Ann. May 4.

Greenfield, Mass.—Arthur A. Deters, 1430 kc, 500 w D. P.O. address 458 Main St., Biddeford, Me. Estimated construction cost $14,655, first year operating cost $42,000, revenue $60,000. Mr. Deters is general manager WTAL Tallahassee, Fla. Ann. May 6.

McCook, Neb.—Regional Bcstg. Corp., 1360 kc, 1 kw. D. P.O. address 1440 E. Sixth St., Loveland, Colo. Estimated construction cost $17,118, first year operating cost $36,000, revenue $48,000. Owners include **William R. Voegel** (80.5%), **Jack R. Caldwell** and **William H. Farnham** (9.2% each). Regional owns KLOV Loveland, and KVRH Salida, both Colorado. Ann. May 4.

Canandaigua, N.Y. — Canandaigua Bcstg. Inc. 1550 kc, 250 w D. P.O. address 51 N. Main St., Estimated construction cost $16,893, first year operating cost $41,454, revenue $47,282. Applicants are **Charles H.** and **Anne A. Keeney** (22½% each), **Westley G.** and **Marion L. Kimble** (20% each) and **Robert P. Kennedy** (15%). Mr. Kimble is general manager WPAM Pottsville, Pa., Mr. Keeney is general contractor and Mr. Kennedy is assistant district attorney, Ontario County, N.Y. Ann. April 30.

Vancouver, Wash.—Gordon A. Rogers., 1550 kc, 1 kw. D. P.O. address 11516 Oxnard St., North Hollywood, Calif. Estimated construction cost $13,675, first year operating cost $72,000, revenue $75,000. Mr. Rogers owns KBLA Burbank, Calif. Ann. April 30.

Existing Am Stations

ACTIONS BY FCC

WAMS Wilmington, Del.—Granted change of operation on 1380 kc from 1 kw, DA-1, Unl., to 1 kw, DA-2 Unl., 5 kw specified hours daytime only when WAWZ Zarephath, N.J., which shares time with WBNX New York, on 1380 kc, is not operating; engineering conditions and, further that grant does not constitute finding on, or resolution of, multiple ownership issues in dockets 12795 and 12622. Ann. May 6.

KLPW Union, Mo.—Granted increase of power from 250 w to 1 kw continuing operation on 1220 kc, D. Ann. May 6.

APPLICATIONS

KBTA Batesville, Ark.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1340 kc). Ann. April 30.

WBSR Pensacola, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 5.

WTSL Hanover, N.H.—Cp to increase daytime power from 250 w to 1 kw and

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$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

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98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

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JINGLE MILL
201 West 49th St., New York City

make changes in transmitting equipment. (1400 kc). Ann. May 4.

WRNB New Bern, N.C.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1490 kc). Ann. April 30.

WMFD Wilmington, N.C.—Cp to increase daytime power from 1 kw to 5 kw, make changes in DA-D system and install new trans. (Request waiver of sec. 3.28(c) of rules) (630 kc) Ann. May 4.

WHIZ Zanesville, Ohio—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1240 kc) Ann. April 30.

WTWN St. Johnsbury, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 4.

WCLO Janesville, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc) Ann. May 6.

New Fm Stations

ACTIONS BY FCC

Louisville, Ky.—Fidelity Radio Inc. Granted 97.5 mc, 17.5 kw. P.O. address 300 W. Broadway St. Estimated construction cost $17,500, first year operating cost $24,000, revenue $28,000. **Mr. and Mrs. Stephen A. Cisler Jr.** (50% of KEAR [FM] San Francisco) are owners. Ann. May 6.

Westminster, Md.—Carroll County Bcstg. Corp. Granted 110.7 mc, 4.6 kw P.O. address Box 28. Estimated construction cost $12,345, first year operating cost $3,000, revenue $3,000. Permitee owns WTTR Westminster. Ann. May 6.

Beaver Falls, Pa.—WBVP Inc. Granted 106.7 mc, 16.5 kw. P.O. address Box 719. Estimated construction cost $19,265, first year operating cost $3,000. Ann May 6.

APPLICATIONS

Chattanooga, Tenn.—Radio Dixie Inc. 106.5 mc, 67.82 kw. P.O. address Box 180, Lafayette, Ga. Estimated construction cost $35,192, first year operating cost $35,000, revenue $36,500. Radio Dixie Inc. is licensee of WLFA Lafayette, Ga., and is owned by **Charles W. Gwyn** (40%), **J.A.** and **Virginia F. Gallimore** (30% each). The Gallimores also have interests in WSNW-AM-FM Seneca, WBAW Barnwell and WSSC Sumter, all South Carolina. Mr. Gallimore has additional interests in WABV Abbeville, WBHC Hampton, and is permitee of new am station in Conway, all South Carolina. Ann. May 5.

Fort Atkinson, Wis.—Blackhawk Bcstg. Co. 106.1 mc, 2.95 kw. P.O. address Box 358, Monroe, Wis. Estimated construction cost $22,200, first year operating cost $28,000, revenue $32,000. Equal partners are **Robert K. Brown**, manager KMAQ; Maquoketa, Iowa. **Nathan L. Goetz, Robert W. Goetz** and **Merlin J. Meythaler** (25% each). Last named are each one-third owners of KMAQ. Ann. May 6.

Existing Fm Stations

ACTIONS BY FCC

KVFM (FM) San Fernando, Calif.—Granted SCA to engage in functional music operation on multiplex basis. Ann. May 6.

Good Music, Inc. Shreveport, La.—Granted SCA to engage in functional music operation on multiplex basis; engineering condition. Ann. May 6.

WSWM (FM) East Lansing, Mich.—Granted SCA to engage in functional music operation on multiplex basis. Ann. May 6.

Ownership Changes

ACTIONS BY FCC

WTLS Tallassee, Ala.—Granted assignment of license from **The Confederate Bcstg., Inc.** to **Ned Butler**; consideration $15,000. Ann. May 6.

KOFA Yuma, Ariz.—Granted transfer of control from **Henry H. Schechert** to **Thomas Williams** (interest in KVAS Astoria, Oreg.); consideration $10,500. Ann. May 6.

KGHI Little Rock, Ark.—Granted assignment of license from **Harold E.** and **Helen W. King** to **K.G.H.I., Inc. (Michael J. Heller,** president); consideration $115,000 including $15,000 for covenant not to compete in area for 5 years. Ann. May 6.

KLX Oakland, Calif.—Granted assignment of license from **Tribune Building Co.** to **KEWB Bcstg. Corp.** (formerly Collier Bcstg. Co.); consideration $750,000. Comr. Bartley dissented. **Robert M. Purcell,** assignee president, is president of KFWB Los Angeles, and 50% owner of KEVE Minneapolis, Minn., and several officers are officials of **Crowell-Collier Publ. Co.** Ann. May 6.

KTUR Turlock, Calif.—Granted assignment of license from **Turlock Bcstg. Corp.** to **KTUR, Inc. (Danny Landau,** president); consideration $115,000 plus agreement that assignor and its shareholders not compete within 50 miles of KTUR for five years. Ann. May 6.

KDZA, Pueblo, Colo.—Granted (1) renewal of license and (2) transfer of control from estate of **Zula Seaton,** deceased, to **Dee B. Crouch** (son) pursuant to will. Ann. May 6.

WTTT Arlington, Fla.—Granted assignment of license from **Harold E.** and **Helen W. King** to **WTTT, Inc. (Theodore Weber,** president); consideration $177,500. Ann. May 6.

WEAR-TV Pensacola, Fla.—Granted assignment of cp and license from **Gulfport Bcstg. Inc.** to **Rollins Telecasting Inc.**; consideration $1,075,000 plus agreements not to compete within 80 miles of Pensacola for 10 years and purchase of real estate for $325,000. Assignee's parent corporation owns WPTZ-TV North Pole, N.Y., WAMS Wilmington, WJWL Georgetown, both Delaware; WNJR Newark, N.J.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WBEE Harvey, Ill., and KATZ St. Louis, Mo. Ann. May 6.

WALT Tampa, Fla.—Granted transfer of control from **Emil J. Arnold, Robert Wasdon** and **Jack Siegel** to **Consolidated Sun Ray, Inc.** (WPEN-AM-FM Philadelphia, Pa.); consideration $210,000. Ann. May 6.

WWTB Tampa, Fla.—Granted assignment of license and cp from **W. Walter Tison** to **WPIT, Inc.** (WPIT-AM-FM Pittsburgh, Pa.); consideration $240,000. **J. J. Laux,** president, and other assignee stockholders have interest in WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; WPAR, WAAM-FM Parkersburg, W. Va.; KMLB-AM-FM Monroe, La., and WHTO-TV Atlantic City, N.J. Ann. May 6.

KEVL White Castle, La.—Granted transfer of control from **J. E. Van Valkenberg,** et al., to **Charles Ernest Schwing Jr.**; consideration $50,000. Ann. May 6.

KSRC Socorro, N.M.—Granted assignment of license from **John Blake** to **Socorro Bcstg. Co. (C. E. Franklin,** president, owns WCEF Parkersburg, W. Va.); consideration $50,000. Ann. May 6.

KWON Bartlesville, Okla.—Granted assignment of license from **Bartlesville Bcstg. Co.** to **Horace C. Boren** in exchange of facilities with KZEE Weatherford, Tex., with Mr. Boren paying $25,000. Ann. May 6.

KTXL San Angelo, Tex.—Granted assignment of license from **Warren J. Fortier** to **Burkhart Bcstg. Corp. (Charles K. Burkhart,** president); consideration $55,000. Ann. May 6.

KTER Terrell, Tex.—Granted transfer of control from estate of **Paul Wnorowski** to **Orval Pirtle**; consideration $43,000. Ann. May 6.

KGKB Tyler, Tex.—Granted assignment of license to **Oil Center Bcstg. Co. (L. S. Torrans,** president); consideration $141,089. Ann. May 6.

KZEE Weatherford, Tex.—Granted assignment of license from **Horace C. Boren** to **Bartlesville Bcstg. Co.** in exchange of facilities with KWON Bartlesville, Okla., with Mr. Boren paying $25,000. Ann. May 6.

WEER Warrenton, Va.—Granted assignment of license from **O. K. Bcstg. Corp.** to **Radio Associates, Inc. (Thomas H. Strothman,** president); consideration $65,000.

APPLICATIONS

KAFY Bakersfield, Calif.—Seeks transfer of control from **Benton Paschall** to **Howard L. Tullis** and **John P. Hearne,** each present one-third owners. Consideration: See KFXM San Bernardino (below). Ann. May 4.

KFXM San Bernardino, Calif.—Seeks transfer of control of **KFXM Bcstg. Co.** from **L. Benton Paschall,** present 30% owner to **Howard L. Tullis** (40%) and **John P. Hearne** (30%). Consideration: transfer of interests owned by Messrs. Tullis and Hearne (12% each) in KWIZ Santa Ana, Calif. for Mr. Paschall's interests in KFXM and KAFY Bakersfield, Calif. (one-third owned by Mr. Paschall). Ann. May 4.

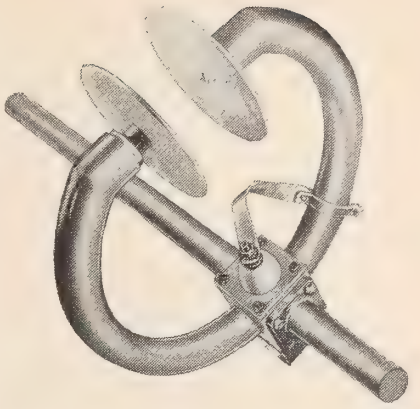
WAGA-AM-FM Atlanta, Ga.—Seeks assignment of license from **Storer Bcstg. Co.** to **Plough Radio Inc.** for $830,000. Plough Inc. owns WMPS-AM-FM Memphis, WJJD Chicago, WCAO-AM-FM Baltimore and WCOP-AM-FM Boston. Ann. May 4.

WPLK Rockmart, Ga.—Seeks assignment of cp from **Polk Radio (James G. McGarity, Stephens B. McGarity** and **Leslie E. Gradick Jr.)** to **Georgia Radio Inc. (Mr. Gradick** and **John P. Frew,** 50% each), for $210. Mr. Gradick owns interest in WLAW Lawrenceville, Ga. Mr. Frew is assistant to president of Decatur (Ga.) Chemical Co. Ann. May 6.

WKAN Kankakee, Ill.—Seeks assignment of license from **Kankakee Daily Journal Co.** to **WKAN Radio Inc.,** to be wholly owned by Kankakee Daily Journal Co. Ann. April 30.

WSAR Fall River, Mass.—Seeks assignment of license from **Fall River Bcstg. Inc.** to **K & M Publishing Inc.** Transfer represents merger of **Schenectady Union Publishing Co.** and **Fall River Herald News Publishing Co.,** owner of Fall River Broadcasting Inc. Ann. April 30.

WABM Houlton, Me.—Seeks assignment of license from **Aroostook Bcstg. Corp.** to



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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 6

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,321	34	125	670
FM	562	43	140	78
TV	455[1]	67	104	106

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 6

	VHF	UHF	TOTAL
Commercial	440	82	522[3]
Non-commercial	33	9	42[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1959

	AM	FM	TV
Licensed (all on air)	3,313	562	450[1]
CPs on air (new stations)	31	32	67[2]
CPs not on the air (new stations)	123	141	104
Total authorized stations	3,467	735	667
Applications for new stations (not in hearing)	496	49	42
Applications for new stations (in hearing)	146	23	61
Total applications for new stations	642	72	103
Applications for major changes (not in hearing)	535	38	41
Applications for major changes (in hearing)	48	0	15
Total applications for major changes	583	38	56
Licenses deleted	0	0	0
CPs deleted	0	0	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Westminster Bcstg. Co. for $49,000. Westminster is owned by **Clifford G. Kemberling** and **Glenn H. Hilmer**, and is licensee of WCME Brunswick, Me. Application anticipates purchase of 49% of WABM from Westminster by **Bernard E. Esters** after FCC approval of sale to Westminster from Aroostook. Mr. Esters is majority owner of **Houlton Publishing Co.** Ann. May 6.

WKES Newport, N.H.—Seeks assignment of cp from **Kenneth E. Shaw** to **Carlson Enterprises (W. Richard** and **Norah B. Carlson)** for $3,500. Carlsons are employes WLYC Williamsport, Pa. Ann. May 6.

WSNB Islip, N.Y.—Seeks assignment of cp from **Great South Bay Bcstg. Inc.** to **South Shore Bcstg. Corp.** for $15,000. Purchasers are **Maurice S. Weiss, Herbert P. Hoffman, Eugene Kleinman** (25% each), **Irving Hoffman** and **A. Irwin Kleinman** (12½% each). Mr. Weiss has interest in WHOO-AM-FM Orlando, Fla. Ann. April 30.

WBAZ Kingston, N.Y.—Seeks assignment of cp from **Austin E. Harkins** to **Big River Bcstg. Corp.**, wholly owned by Mr. Harkins. Ann. April. 30.

KPAM, KPFM (FM) Portland, Ore.—Seeks assignment of licenses from **Broadcasters Oregon Ltd. (Stanley M. Goard, George W. Phillips, James L. Murray** and **Dolores E. Sabelle)** to **Gospel Bcstg. Co.** for $200,000. Purchasers include **F. Demcy Mylar** (45%), **Emil Boesch** (20%), **William J. Ashley-Cole** (15%) and others. Mr. Mylar is 50% owner KRWC Forest Grove, Ore., and is Baptist minister, as is Mr. Ashley-Cole. Ann. April 30.

KIBL Beeville, Tex.—Seeks assignment of license from **V. L. Rossi** and **John D. Rossi**, equal partners in **Bee Bcstg. Co.** to John D. Rossi for $40,000. Ann. April 30.

***KUHT (TV) Houston, Tex.**—Seeks assignment of license from **Houston Independent School District** and **U. of Houston** to U. of Houston. No financial consideration, as U. of Houston owns all physical assets of station. Ann. May 6.

WILA Danville, Va.—Seeks assignment of license from **WILA Inc.** to **Eastern Bcstg. Corp.** for $45,000. Majority owner of applicant is **Roger A. Neuhoff.** Eastern Bcstg. Corp. owns WCHV Charlottesville, Va. Ann. May 5.

WHYE Roanoke, Va.—Seeks assignment of license from **Jefferson Bcstg. Corp.** (WHIL Medford, Mass., WLOB Portland, Me., WARE Ware, Mass., WWOK Charlotte, N.C. and WJBW New Orleans, La.) to **Roanoke Bctrs. (Joseph Mullen,** 90% and **Jon A. Holiday,** 10%), for $125,000. Mr. Mullen is in livestock and poultry feed manufacturing business and Mr. Holiday is program director WIST Charlotte, N.C. Ann. May 5.

Hearing Cases

FINAL DECISION

By order, commission made effective immediately March 18 initial decision and granted application of Radio Mid-Pom Inc., for new am station to operate on 1390 kc, 1 kw, D, in Middleport-Pomeroy, Ohio. Comrs. Bartley and Ford dissented. Ann. May 6.

INITIAL DECISIONS

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of William F. Huffman Radio Inc., to change facilities of WFHR Wisconsin Rapids, Wis., from 1340 kc, 250 w, Unl., to 1320 kc, 500 w-N, 5 kw-D, DA-N. Ann. May 5.

Hearing Examiner Basil P. Cooper issued supplement to initial decision looking toward granting application of Hall Bcstg. Inc., for new class B fm station to operate on 102.7 mc in Los Angeles, Calif. Ann. May 1.

OTHER ACTIONS

By memorandum opinion and order, commission reopened record in proceeding on applications of Radio Associates Inc., and WLOX Bcstg. Co. for new tv stations to operate on ch. 13 in Biloxi, Miss., and remanded same to Examiner for further hearing in accordance with U.S. Court of Appeals decision, and for preparation of supplemental initial decision. Comr. Lee concurred in result and issued statement; Comr. Cross not participating. (Aug. 6, 1957 decision granted application of Radio Associates and denied WLOX Bcstg. Co.). Ann. May 6.

By memorandum opinion and order commission granted motion by Salina Radio Inc., Salina, Kan., to extent of enlarging certain issues in proceeding on its application and that of Kansas Bcstrs. Inc., for new am stations to operate on 910 kc, 500 w, DA-D, in Salina; made KJSK Columbus, Neb. and KGLC Miami, Okla., parties to proceeding. Ann. May 6.

By order, commission dismissed petition by Tri-County Bcstg. Co. for enlargement of issues in consolidated hearing on its application and that of Brinkley Bcstg. Co. for new am stations to operate on 1570 kc, 250 w, D, in Brinkley, Ark. rendered moot because Brinkley application has been dismissed without prejudice at applicant's request. Ann. May 6.

By memorandum opinion and order, commission dismissed protest by WLBZ Television, Inc. (WLBZ-TV ch. 2), Bangor, Me., directed to March 11 grant of application of

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Bangor Bcstg. Corp. to change facilities of am station WGUY Bangor, from 1230 kc, 250 w, U, to 1250 kc, 5 kw, D; engineering condition. Comr. Lee dissented. Ann. May 6.

Commission further postponed oral argument from May 21 to date to be later announced in Miami, Fla., ch. 10 remand proceeding. Comr. Craven not participating. Ann. May 6.

Commission granted request by Tucumcari Television Inc., and scheduled oral argument on May 22 on its exceptions to initial decision which looked toward denial of Tucumcari application for new tv translator station on ch. 70 in San Jon, N.M. to translate programs of station KFDA-TV (ch. 10), Amarillo, Tex. (On April 22 commission denied motion by Tucumcari to dismiss its application without prejudice, and denied said application.) Ann. May 6.

S.L. Goodman, Bassett, Va.—Designated for hearing application for new am station to operate on 900 kc, 250 w, D, in consolidated proceeding with 900 kc applications of Granite City Bcstg. Co., Mount Airy, N.C., andn Cumberland Publishing Co. (WLSI), Pikeville, Ky. Ann. May 6.

STAFF INSTRUCTIONS

Commission on May 6 directed preparation of documents looking toward:

Reopening record for further proceeding, pursuant to U. S. Court of Appeals remand on application of Western Nebraska Television Inc., for new tv station to operate on ch. 13 in Alliance, Neb.

Denying petition by Deep South Bcstg. Co. for reconsideration of Sept. 3, 1958 decision which denied mod. of cp of WSLA (TV) Selma, Ala., to move trans. site to location 50 miles from Selma and 25 miles from Montgomery, specify main studio site one-half mile from city boundary of Selma, increase ant. height from 387 to 1993 ft., and increase power from 2.51 to 316 kw.

Denying petition by Huntington-Montauk Bcstg. Inc. for reconsideration of Nov. 12, 1958 decision which denied application to change location of trans. site and main studio of station WGSM (740 kc, 1 kw, D) from Huntington, Long Island, N.Y., to Deer Park, Long Island.

Denying petition by Jackson Bcstg. and Television Corp. for rehearing and reconsideration of Sept. 3, 1958 decision which granted applications of Television Corp. of Michigan Inc., and State Board of Agriculture for new tv stations—WILX-TV commercial and WMSB (TV) educational, respectively—to operate on ch. 10 on share-time basis in Onondaga, Mich., and which denied competing applications of Triad Television Corp., Booth Bcstg. Co., and Jackson Bcstg. & Television Corp. seeking same channel in Parma, Mich.

Routine Roundup

By memorandum opinion and order, commission denied petition by Community Broadcasters Association Inc., to postpone from May 16 to Aug. 15 effective date of amendments to Part I of procedure rules adopted by report and order of April 8 which set forth new procedure for processing am applications and established new "cut-off" dates determining time and order in which these applications will receive consideration.

By separate memorandum opinion and order, commission denied similar petition by the Association of Federal Communications Consulting Engineers requesting 30-day postponement. Comr. Craven dissented. Ann. May 1.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 1

WKNB New Britain, Conn.—Granted cp to install new trans. as auxiliary trans.

WMBR-FM Jacksonville, Fla.—Granted cp to decrease ERP to 40 kw and change studio location.

WCRB-FM Waltham, Mass.—Granted cp to increase ERP to 20 kw and change type trans.; condition.

WRNL-FM Richmond, Va.—Granted mod. of cp to change type ant.

KLAY-FM Tacoma, Wash.—Granted mod. of cp to decrease ERP to 830 w and change type trans.

***WIPR-FM San Juan, P.R.**—Granted mod. of cp to increase ERP to 3.8 kw; decrease ant. height to 720 ft.; and change type ant. trans.

KTWR (FM) Tacoma, Wash.—Granted mod. of cp to change ERP to 830 w.

WBNT Oneida, Tenn.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: KYA-FM San Francisco, Calif. to June 1; WWIL-FM Fort Lauderdale, Fla. to Aug. 15; KWG-FM Stockton, Calif. to Nov. 24; WBBW-FM Youngstown, Ohio to Aug. 10; WSID-FM Baltimore, Md. to Sept. 19.

Actions of April 30

KACT Andrews, Tex.—Granted assignment of license from **Clint Formby** to **KACT Radio Inc.**

KIEM Eureka, Calif.—Granted cp to replace expired permit to change from DA-1 to DA-N; remote control permitted.

WNCN (FM) New York, N.Y.—Granted mod. of SCA to change frequency from 32.5 to 67 and 32.5 kc and make changes in transmitting equipment; condition.

WCRB-FM Waltham, Mass.—Granted mod. of SCA to change frequency to 67 and 41 kc and make changes in transmitting equipment; condition.

WRVB-FM Madison, Wis.—Granted mod. of cp to change studio location; type ant. trans.; ERP 3.9 kw; ant. 185 ft.; remote control permitted.

KADO Marshall, Tex.—Granted extension of authority to remain silent for period ending June 1.

KDWD (FM) San Diego, Calif.—Granted authority to remain silent for period ending May 25.

KCEF (FM) Oklahoma City, Okla.—Granted request to cancel cp and mod. of permit. Call letters deleted.

KOKA Shreveport, La.—Granted request to cancel license for auxiliary trans.

WMBH-FM Joplin, Mo.—Granted request to cancel license. Call letters deleted.

Following stations were granted extensions of completion dates as shown: WSBB New Smyrna Beach, Fla. to Sept. 19; WTMJ-FM Milwaukee, Wis. to June 30; KUTE (FM) Glendale, Calif. to July 19; KFIL (FM) Santa Ana, Calif. to Aug. 9; WROC-FM Rochester, N.Y. to Sept. 1; KRCW (FM) Santa Barbara, Calif. to Sept. 15; *WRFK (FM) Richmond, Va. to Aug. 21.

Actions of April 29

KORD Pasco, Wash.—Granted assignment of license from **Music Bcstrs.** to **KORD Inc.**

KDAD Weed, Calif.—Granted assignment of cp to **Jay C. Lemire.**

WNIB (FM) Chicago, Ill.—Granted mod. of license to change studio location; remote control permitted.

WNBC (TV) New Britain, Conn.—Granted mod. of cp to change ERP to vis. 191 kw, aur 102 kw; trans location, type trans.-ant. and make changes in equipment; ant. 940 ft.

WSIL-TV Harrisburg, Ill.—Granted mod. of cp to change type trans. and make other equipment changes; ant. 880 ft.

KASE Austin, Tex.—Granted mod. of cp to move trans. location (same description of site) and change studio location; conditions.

KMIL Cameron, Tex.—Granted authority to sign-off at 6 p.m., CST, for period ending Sept. 30, except for special events when station may operate up to licensed sign-off time.

KVEN Ventura, Calif.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: WARD-TV Johnstown, Pa. to Nov. 13; WPTZ (TV) North Pole, N.Y. to Nov. 1; WTLM (TV) Laurel, Miss. to Oct. 20; KASE Austin, Tex. to Aug. 24.

WFUR Grand Rapids, Mich.—Granted request for correction to application for voluntary acquisition of positive control of licensee corporation, as granted Jan. 23, to show acquisition by **William Kuiper Sr.**, and **Mary Kuiper**, jointly through purchase of stock from Mr. Kuiper.

WBNR Beacon, N.Y.—Rescinded action of April 6 granting application for voluntary assignment of cp to **Robert Gessner** et al., d/b **West Shore Bcstg. Co.**

Actions of April 28

WEJL Scranton, Pa.—Granted involuntary assignment of license to **Scranton Times** (Co-Partnership) **Edward J. Lynett**, executor of estate of **Elizabeth R. Lynett**, deceased.

WCOW Sparta, Wis.—Granted involuntary acquisition of positive control of **Sparta-Tomah Bcstg. Inc.** by **Vena H. Rich**, individually, and as executrix of estate of **Z. S. Rice**, deceased.

South Lane Television Inc., Cottage Grove, Ore.—Granted cp to change primary tv station from KGW-TV (ch. 8), Portland, Ore., to KPTV (ch. 12), Portland.

Lanford Telecasting Co., Alexandria, La.—Granted mod. of cp to make changes in ant. system of tv STL station.

WTOM-TV Sheboygan, Mich.—Granted mod. of cp to change ERP to 26.9 kw; aur. 16.2 kw; make changes in ant. system and other equipment, correct geographic coordinates; ant. 620 ft.

***KPFK (FM) Pasadena, Calif.**—Granted mod. of cp to increase ant. height to 2,830 ft.; change trans. location; change type ant. and make changes in ant. system; ERP 48 kw.

WSMI Litchfield, Ill.—Granted authority to sign-off at 7 p.m. DST, for period ending Sept. 30, except for special events when station may operate up to licensed sign-off time.

KUIK Hillsboro, Ore.—Granted authority to sign-off at 6 p.m., PST, for period ending Sept. 30.

WOCH North Vernon, Ind.—Granted authority to sign-off Monday through Saturday at 6 p.m. for period ending Aug. 31, and sign-off Sundays at 5 p.m. for period ending Sept. 30.

KBRX O'Neill, Neb.—Granted authority to sign-off at 6:30 p.m. for period ending Sept. 30.

Action of April 27

WEJL Scranton, Pa.—Granted authority to sign-off at 5:45 p.m., EST, for period ending April 30, and sign-off at 7 p.m., EST, for period May 1 through Aug. 31.

Actions of April 24

WMBA Ambridge, Pa.—Granted authority to sign-off at 6 p.m., EST (7 p.m., EDT), for period ending Sept. 30.

KHIT Walla Walla, Wash.—Granted authority to sign-off at 6:30 p.m. for period ending Aug. 31.

Action of April 22

WJAX-FM Jacksonville, Fla. — Granted authority to remain silent for period ending May 23.

Actions of May 1

KTYM-FM Inglewood, Calif.—Granted mod. of cp to decrease ERP to 390 w; increase ant. height to 390 ft.; and change type ant.

KOOO Omaha, Neb.—Granted authority to sign-off at 7 p.m., for period ending Aug. 31.

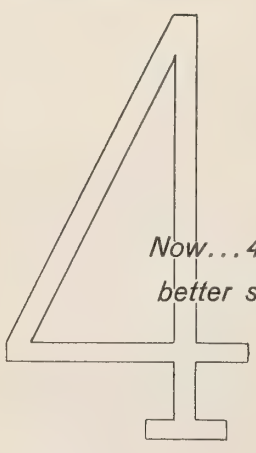
WCMY Ottawa, Ill.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31, except for special events when station may operate up to licensed sign-off time.

WPRE Prairie Du Chien, Wis.—Granted authority to sign-off at 6:15 p.m., CST, for period ending May 31.

WADK Newport, R.I.—Granted authority to sign-off at 7:30 p.m., EDT, for period ending Aug. 31.

WKAI Macomb, Ill.—Granted authority to

Continued on Page 115



R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

CINCINNATI, O.
Paul E. Wagner
Fifth Third Bank Bldg.
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WOodland 9-0770

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- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
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- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Need assistant manager for station in market of 50,000, within 175 miles of New York City. Require family man with car, recent announcing and sales experience. $6,000 a year plus expense account and override. Eventual full managership certain. Send tape, photo and resume immediately. Box 750K, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Need sober, proven station manager who can sell, sell, sell in rough, tough market of New Orleans. All Town and Country music. Past record of performance and all other aspects of applicants will be checked out F.B.I. style. Salary range $9,000 to $12,000 with override above $200,000. Apply by letter only to: Connie B. Gay, Town and Country Network, Inc., 3000 39th St. NW., Washington, D.C.

Sales

Sales opportunity. 5 kw midwest medium market. Salary while starting. Guarantee against 20% when billings climb. Full details to Box 548K, BROADCASTING.

Wanted: Experienced salesman-announcer, emphasis on selling, some announcing required. West coast station. Reply Box 556K, BROADCASTING.

Two qualified salesmen wanted by west coast independent. Station will pay RERB registration fee. Box 635K, BROADCASTING.

Sales opportunity available in long established, mid-Atlantic regional network station. Married, 26-40. Previous experience. Send photo and resume. Box 654K, BROADCASTING.

Salesman wanted by small market Minnesota radio station. Good guarantee. Excellent opportunity for hard worker. Box 731K. BROADCASTING.

Sales manager upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 736K, BROADCASTING.

Texas single market station seeking aggressive salesman with substantial small market background including announcing. $100.00 week. References, experience, tape in first letter. All applicants answered. Box 765K, BROADCASTING.

Sales manager. Major central Ohio market. Top money and future for man who loves to sell. Box 791K, BROADCASTING.

Radio salesman in northwest college community of 40,000. We want industrious, reliable, ambitious professional salesman. Box 817K, BROADCASTING.

Florida—If you are an aggressive, experienced salesman and want to live in beautiful sunny, south Florida, earn top salary plus bonuses and commissions, then send your resume, picture and references immediately to Box 539, Hollywood, Fla.

Experienced, aggressive salesman needed immediately by young station. Rapidly expanding market of 15,000. Income will match efforts. Write, wire, call—KCCR, Pierre, South Dakota.

Need experienced salesman-announcer. $75 per week plus commission. 5 kw CBS station, new building, ideal working conditions. Send tape, picture, and application to KOLT, Scottsbluff, Nebraska.

Help Wanted—(Cont'd)

Sales

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman-announcer. Experienced. Salary, draw, car allowance. WLDB, Atlantic City, New Jersey.

I need an experienced sales and public relations man for a new station Chase City, Virginia. Base $100 week and ten percent commission. 18 to 20 hours week on mike. Send full details and tape on first contact to John L. Cole, WMEK, Chase City, Va. All replies will be promptly answered.

Ohio, WWIZ, Lorain's only station. Personal interview necessary.

Managers-Sales managers—sell for the south's top-rated negro station group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunity unlimited for aggressive, executive types between 28 to 39. Send complete resume and photo first letter. McLendon Ebony Radio, Suite 509, Lamar Life Building, Jackson, Mississippi.

Radio time salesman—New York metropolitan area. Opportunity great. Scott: 550 Fifth Avenue, New York City. OX 7-5895.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Country and western dj opportunity with west coast independent. Station will pay RERB registration fee. Box 636K, BROADCASTING.

Pennsylvania chain looking for top dj. Good financial future for right man. Send tape. Box 637K, BROADCASTING.

Eastern chain needs experienced men. $90 to start, regular raises. Require smooth and enthusiastic professionals. Personal interview also necessary, but first send tape and resume. Box 751K, BROADCASTING.

Announcer for Pennsylvania station. Good pay for experienced man at ten year old independent. Profit-sharing, insurance plan and paid vacation. Box 770K, BROADCASTING.

Needed now. Young dj who wants to learn. You'll handle mobile unit, some news and disc show. Pay not the greatest but hops will help. This is Ohio station that swings. Rush tape to Box 783K, BROADCASTING.

Negro woman—Must have experience broadcasting gospel program. Strong on commercials. Station located eastern metropolitan city. Send tape, past experience and picture. Good pay. Box 803K, BROADCASTING.

50,000 watt outlet in 500,000 plus market needs bright, personable morning man, operate own board. 24-hr. operation, aggressive sales, heavy commercial load. Your ability determines your salary. Rush tape and resume if you'd like to locate in Texas. Box 808K, BROADCASTING.

Have a full staff—but need experienced, ambitious, creative announcer who wants to go far. Will make room for such a man if program conscious and creative minded. Send necessary credentials. Box 816K, BROADCASTING.

Staff announcer, single station market; duties include news plus opportunity for commercial work. Job worth investigating. Box 829K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Major southwest station desires experienced, permanent record emcees. Generous profit-sharing plan. No rock and roll. Some tv. Send record show tape, picture and biography. Box 848K, BROADCASTING.

Immediate openings. Wendal Broadcast Personnel, Box 61 Dishman, Spokane, Washington.

KBUD, Athens, Texas needs experienced staff announcer. Prefer applicants from Texas or adjoining states. $325.00 month.

Announcer-Engineer—Must have 1st class ticket but emphasis on voice, light maintenance, experienced. Starting salary $80 per week. Send tape and resume to KNIM, Maryville, Missouri. Tapes cannot be returned.

Increasing one thousand watts. Need first phone deejay interested in sales on commission. Up to $450 per month start plus fifteen percent sales. Red blooded for live people. Newly furnished apartment. Phone, wire, write, KPRK, Livingston, Montana.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Immediate opening! Top Negro dj—personality—program director for Cleveland's only all Negro market station. Send tape, resume to: P. G. Tuschman, WABQ Radio, 2323 Chester Avenue, Cleveland 14. Ohio.

Immediate opening announcer with sports background to handle sports show, play-by-play, live interviews and general routine. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume, or call for interview.

North Florida fulltime network station needs 2 men. 1 combo, announcer-chief engineer. 1 capable announcer. Pleasant living and working conditions. Opportunity for advancement with growing chain. Send tape and references (which will be carefully checked) to Ted Powers, General Manager, WDSR, Lake City, Fla.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Announcer some experience. Preferably single. No Rock n Roll. Must fit into our type operation. Send photo with qualifications. Do not telephone. Salary open. Write: WEPM, Martinsburg, W. Va.

Announcer-salesman. Experienced. Salary, draw, car allowance. WLDB, Atlantic City, New Jersey.

Pulse rated #1 "Hot Operation" fulltimer in playground area North Carolina. Looking for young, eager announcer. Send tape, photo and qualifications to WRNB, New Bern.

Ohio, WWIZ, Lorain, salary based on experience.

Announcer-copywriter with good voice and typing ability. First class ticket preferred, but not essential. Capable announcer-operator with first class license. Excellent salary and future. Colorado Network, Montrose, Colorado. Phone Cherry 9-4546. Contact George Cory.

"Radiomanship Guide"; "2400 Anecdotes"; "Comedy Hints"; $2.95: "Deejay Gags by Hiley"; "Two comedy patter books"; "Comedy Hints"; $5.25. DeBu Features, 20 E. Huron, Chicago, Illinois.

Help Wanted—(Cont'd)

Announcers

TV station has openings for announcers with or without tv experience. Good voice and neat appearance a "must". Phone John Turner, Monroe, Louisiana, FA 5-5656 or El Dorado, Arkansas, UN 2-3488.

Hawaii: Number one station in the 50th State offers opportunity for announcer. Must have crisp, clever top 40 style delivery. Production ability an asset. Applicants Pacific Coast States preferred, but not necessary. Details first letter with tape. Air mail % P.O. Box 1479, Honolulu.

Technical

Midwestern regional station has opening for engineer with control room and transmitter experience. Good opportunity and starting salary. Write Box 819K, BROADCASTING.

Chief engineer: Opening for qualified man for maintenance and installation. Little or no board work no announcing. Send complete details and salary requirements first letter. Radio Station KIDD, Monterey, California.

Experienced man first class license. Capable making equipment installation and maintaining station 1st class technical condition. Car necessary. Permanent job for right man. Send photo with qualifications. Do not telephone. Small amount of announcing required. Start $100 per week. Write: WEPM, Martinsburg, W. Va.

First class engineer opening July 1. Some air time. Radio WPDM, Potsdam, New York.

Engineer-announcer. Good daytime station. Good town. P.O. Box 497, Trenton, Missouri.

Engineer-announcer, good air salesman able to keep up routine maintenance and repair. Equipment in good condition now. J. B. Delzell, Georgetown, S.C.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Immediate opening for fulltime, experienced news director. Tell all in your letter. Send tape, salary requirement, recent snapshot. Box 657K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Experienced traffic girl for top rated independent major market. Ideal working conditions, beautiful city, all benefits. Send full information and photo. Box 725K, BROADCASTING.

Attention all top Storz and McLendon type program directors. Have immediate opening at executive salary for right man to program top rated independent. Must have proven record. Send full information, photo, tape, immediately. Box 726K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

News director radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

Mature gentleman. Continuity director with emphasis on production spots. Must be experienced. Prefer good announcing voice. Box 852K, BROADCASTING.

Newsman, night shift, to start about June 1. Must have previous experience. If interested, send tape, resume, and photo. Fred Epstein, KSTT, Davenport, Iowa.

Immediate opening Michigan. Copywriter experienced. Contact Leo A. Jylha, WBCM, Bay City, Michigan.

Continuity writer—Experience and "know how" can find its reward in this excellent opportunity with leading Michigan station. Send sample copy, resume and photo to WFDF, Flint, Michigan.

Ohio, WWIZ, Lorain, program director.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K BROADCASTING.

General manager topping industry sales records seeks new opportunity for revenue expansion. Box 569K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager-top radio-family man available shortly. I'll make you good manager, strong on sales. Box 626K, BROADCASTING.

Want top sapient savvy running your station? With authenticated management history, here is a man available for solid opportunity regional-small markets south of D.C. Box 767K, BROADCASTING.

Manager/sales manager. 9 years. Experienced all phases of small to medium size markets. First phone, good announcer. Now operating successful small market in the southwest; station changing hands and will be operated by new owners. 29 years old, sober and have good references. Available June first. Prefer Texas. Box 790K, BROADCASTING.

General manager available for small or medium market. Eleven years radio. Presently commercial manager. Chicago. Want smaller market again. 35, married. Box 795K, BROADCASTING.

Station manager or commercial manager available. Finest references from present employer. Sale of station reason for move. Contact Box 799K, BROADCASTING.

Aggressive, young sales manager will relocate for solid opportunity. Prefer western states. Excellent references. Box 822K, BROADCASTING.

Eleven years in radio-tv. All phases. Announcing, sales, programming, management. Single station and highly competitive markets. 35 years old, married, one child. Prefer small station management in upper midwest. Box 826K, BROADCASTING.

General manager. Very successful in small market. Know all phases: Sales, play-by-play, programming. ticket, award winning announcer. Active community, state and industry affairs. Desire salary and percentage or possibility of investment to acquire stock. Minimum $750.00 month. Box 843K, BROADCASTING.

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential. Box 852K, BROADCASTING.

Manager/Sales executive: Now employed as over-all supervising-director for eleven radio and television properties. Veteran experience; high caliber reputation and record of sales results. Tired of constant travel; seeking quality association. Confidential. Box 857K, BROADCASTING.

General manager available June 1st. Fifteen years experience from ground up. Have proven sales abilities. Would consider management-part ownership. Family man. Forty years of age. Prefer Georgia but would consider any Southern state. Box 859K, BROADCASTING.

Sales

Salesman/announcer. Good general background, capable for switch to broadcasting. Box 807K, BROADCASTING.

Announcers

Female, announcer plus. Good background. Women's programs, plus. Reliable, versatile. Box 697K, BROADCASTING.

Personality dj; strong commercials, gimmicks. Operate board. Steady, creative. Cooperative. Box 698K, BROADCASTING.

Young man determined to succeed. Well trained. Any reasonable offer? Box 700K, BROADCASTING.

Announcer, young. Eager to learn. Cooperative. Prefer Penna. Operate board. Box 701K, BROADCASTING.

Country/western music. My strongest suit. Capable-staff controls, sales. Box 703K, BROADCASTING.

Negro announcer/dj intelligent, versatile. Good background. Salesman. Handle controls. Box 704K, BROADCASTING.

Make your RADIO and TV future secure
with a
First Class F. C. C. License

Grantham Training Prepares You

Grantham School of Electronics **specializes** in preparing students to pass F.C.C. examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. A beginner may qualify for his first class F.C.C. license in as little as 12 weeks.

Learn by Mail or in Residence

The Grantham F.C.C. License Course in Communications Electronics is available by correspondence or in resident classes. You may enroll for either type course at any of the three Grantham Schools — at Washington, Hollywood, or Seattle. Watch for the opening of a new Division of Grantham School of Electronics soon in Kansas City.

HERE'S PROOF . . . that Grantham students prepare for F. C. C. examinations in a minimum of time. Here is a list of a few of our recent graduates, the class of license they got, and how long it took them:

	License	Weeks
Roy E. Alexander, Pikeville, Kentucky	1st	12
Robert J. Conley, 129 W. 46th St., New York 36, N. Y.	1st	14
W. R. Smith, 1335 E. 8th St., Long Beach, Calif.	1st	12
Howard E. Martz, 301 S. Penn. St., Fairmount, Ind.	1st	24
James D. Hough, 400 S. Church St., East Troy, Wisc.	1st	12
Odie B. Perry, Jr., Rt. #3, Zebulon, N. C.	1st	12
Milton C. Gee, Rt. #1, Washington, N. J.	1st	11

MAIL COUPON TO SCHOOL NEAREST YOU

(Mail in envelope or paste on postal card)

To: **GRANTHAM SCHOOL OF ELECTRONICS**

821-19th, NW Washington • 1505 N. Western Hollywood • 408 Marion Seattle

Gentlemen:
Please send me your free booklet telling how I can get my commercial F.C.C. license quickly. I understand there is no obligation and no salesman will call.

Name____ Age____
Address____
City____ State____
I am interested in: ☐ Home Study, ☐ Resident Classes **99-E**

Washington Division — 821-19th Street, N.W. Washington 6, D.C. (Phone: ST 3-3614)
Hollywood Division — 1505 N. Western Ave. Hollywood 27, Calif. (Phone: HO 7-7727)
Seattle Division — 408 Marion Street Seattle 4, Wash. (Phone: MA 2-7227)

Situations Wanted—(Cont'd)

Announcers

Personality dj, program director. Six years experience. College. Seeking permanent position with power station, radio and/or tv. Previous experience includes 250-50,000 watters. Married. Available June 1st. Box 708K, BROADCASTING.

Announcer—Radio school graduate. professional training all phases. Operate board. Tape, resume available. Box 709K, BROADCASTING.

Two air salesmen; top rated personalities with 12 years experience, one strong on news, sports—one strong on production. Both familiar with all music. Box 794K, BROADCASTING

Mature professional knows good music and production. Smooth voice, seven successful years in large market doing adult appeal programming. College, conscientious, references. Presently employed, will relocate to better market. Request personal interview, will forward resume and tape upon consideration. Details Box 796K, BROADCASTING.

Top flight announcer personality—7 years radio-tv. Presently freelancing Philadelphia. Morning or afternoon show specialist. Desire solid position metropolitan market only. Box 797K, BROADCASTING.

Professional disc jockey ready to move up in midwest opening with commercially minded, progressive operation. Disc jockey-businessman. Experienced, sophisticated delivery. Commercial success, presently sold out on the air. Veteran, university graduate. Box 805K, BROADCASTING.

Experienced announcer, sales, wants permanent position; no top forty stations. Box 806K, BROADCASTING.

Student. Announced three years at college station. Desires summer replacement position. Write well. Box 812K, BROADCASTING.

Pair of humorous dj's. Desire team job. College radio experience. Just listen to our tape. Box 813K, BROADCASTING.

Announcer-dj with first phone, excellent voice, would like to relocate. Presently dj at 5 kw, no maintenance. Box 815K, BROADCASTING.

Announcer young, experienced. Seeks larger market. Box 818K, BROADCASTING.

Top news man available, recognized by Press Association. Gather, edit, air either radio or television. Twenty years experience. Tape, recommendations, picture available. Prefer Florida, southeast. Presently employed. Box 831K, BROADCASTING.

Stop the music. Announcer with 8 months experience. Beautiful authoritative voice. Desires position as dj, free to ad-lib. Apt 219, 3000 Connecticut Ave., N. W,, Wash., D. C., HO 2-4300. Box 832K, BROADCASTING.

Radio-tv newsman, 27, MSJ Northwestern, employed, looking for job with a challenge in Western U. S. Box 833K, BROADCASTING.

Michigan—want to relocate in. Two years commercial experience as dj and newsman. Married. University graduate. Tape, resume available. Box 835K, BROADCASTING.

First phone deejay/newsman. Experienced. $100 forty hours. Presently employed. Box 836K, BROADCASTING.

Staff announcer—28, single, reliable, King's English, authoritative news, light experience. Prefer northeast. Box 838K, BROADCASTING.

Young man, 24, veteran, seeking opportunity as beginning sportscaster. Thoroughly trained in all phases of broadcasting. Box 839K, BROADCASTING.

Recent young graduate of broadcasting school—personality plus! Wishes to obtain job as announcer-dee-jay. Box 844K, BROADCASTING.

Young announcer. Mature voice, Skillfully trained. College background. Sincere pitch. Tape on request. Box 845K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention Florida, announcer-dj, young, experienced, tape and resume. Box 846K, BROADCASTING.

Three years dj—announcer. Authoritative newscaster, relaxed personality, convincing sell; Excellent voice, appearance, references. University grad, draft exempt. Go anywhere for right offer. CHarter 6-2065, New Jersey or Box 854K, BROADCASTING.

First phone airman. Experienced all phases. Will accept trial basis. Box 837K, BROADCASTING.

Versatile radio-tv announcer, six years experience. Sports, news, dj, tv director. Box 851K, BROADCASTING.

Top young negro disc jockey. "The Junior King of Rock n Roll". Experienced. Travel. Box 853K, BROADCASTING.

Looking for new talent, good production and potential? No experience. Married. Vet. Box 872K, BROADCASTING.

Sport announcer. Married, veteran. 5 years experience. Strong on the three major sports, copywriting. Box 873K, BROADCASTING.

Bright, young man desires 1st job as announcer. Hard worker, with sincere delivery. Limited experience at local 1000 watter. Will travel. Draft exempt. Proctor L. Dutton, Springfield, Vermont.

"Rise an' Shine" pepper in the ayem . . . or a relaxed deep-voiced, mature-minded, sho-biz, nite-time fella. Two years in the business. Available and cooperative. Call Johnny Edmund, 42402 or 214 W. 11th Street in Wellston, Ohio. Salary open. What have you?

Experienced announcer. Strong on news, pop, country and gospel music. Family man. Desire Georgia, Tennessee or Alabama. Phone Wes Hendrix, Rockmart, Georgia 2870.

Staff announcer. Recent graduate of Midwestern Broadcasting School. College education. Single. Will locate anywhere. Prefer small market. Ambitious and capable. Tape and resume available. Jack Miller, 4844 W. Arthington, Chicago 44, Illinois. Esterbrook 8-6173.

DJ-announcer. One year experience working eastern market. Married. Available immediately. Guy Moody, 1425 Broadway, New York City. JU 2-2800.

Situations Wanted—(Cont'd)

Announcers

Announcer, 1st phone, $85, no car. Berkshire 7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Alert dj eager to ring up sales for big station with hep ideas. Present position pleasant but without opportunity in my best line. More than ten years experience (still young). If interested call, write my present employer, Dick Smith, Mgr., Radio—KMBC, Kansas City, Missouri.

About-to-be air salesman. Have first ticket, need first job; prefer California station that wants genuine listener-attracting wit. Miles Swayer, 850 Wisconsin, San Francisco, California, AT-2-9946.

Personality announcer and air salesman with distinctive delivery. Young, ambitious to progress. Will travel. Ron Thorne, 2604 W. Montana, Peoria, Illinois. Phone 7-4031.

Announcer-dj. Fine background. Smooth, crisp delivery for "on the air" sellability. Family man, 29, versatile and dependable. Sales also. Locate anywhere. Stability a "must". Bob Walzer, 10812 S. Ridgeway, Chicago, Ill.—PRescott 9-6557.

Now, staff man, CBS affiliate, news plus the guldarnest disc show you ever heard. Station victim of depressed area. Along with other staff members am seeking relocation, preferably within 200 miles of N.Y.C. One of country's top ten negro deejays. Call or wire WJLS, Beckley, West Virginia.

Technical

Experienced chief engineer desires daytime station in Florida. Strong on maintenance fair announcer. Reply Box 683K, BROADCASTING.

Experienced first phone engineer. Do anything except announce. Available immediately. Box 792K, BROADCASTING.

Chief engineer-announcer thoroughly experienced construction and maintenance am da fm and mobile. Married, sober, prefer technical, will accept combo. Good reason for change. Texan, will move. Box 824K, BROADCASTING.

Chief engineer-announcer. Good morning man. Experienced directional. Desire position in south with no Saturday or Sunday announcing. Box 850K, BROADCASTING.

TO A SINGLE OR MULTIPLE STATION OPERATOR

Are You Looking for a General Sales Manager who

will increase your revenue

can manage your operation(s) someday with your own vigilance for profits, efficiency and quality.

knows how to keep national reps on their toes with personal calls and fact-filled data that agencies and accounts buy from.

applied new sales concepts and successfully directed sales for 50 kw when rate was 3 to 4 times higher than closest station in 12 station, 6 million market.

will initiate or rigidly maintain one-rate card.

never sold ratings and can eliminate most merchandising expenses without sales loss

offers you next 30 years (Lord willin') in exchange for chance to participate in profits and purchase part ownership.

needs chance to earn around $20,000 first year.

has 10 solid years experience, management and sales in radio, advertising, food and appliances, married, BA.

AVAILABLE FOR PERSONAL INTERVIEW—NOW.

Box 774K, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Seattle-Tacoma area. First phone, presently employed, 2 years transmitter engineer 5 kw directional, maintenance, light announcing. Box 841K, BROADCASTING.

Chief engineer-announcer. Top announcer and engineer. $125 minimum. Tape on request. Box 851K, BROADCASTING.

First phone desires employment. No experience, willing to learn. Will locate anywhere. Contact: Samuel Copenhaver, 504 Broadway, Rochester 7, New York.

Radio chief or tv technician, seven years radio, one tv. Joe McClain, WLW-I, Indianapolis.

First phone. 1½ years educational fm. Junior college graduate. Available immediately. Single, will travel. Also can do construction work. Gary Smith, 10603 Olive, Temple City, California.

Production-Programming, Others

Manager-program manager. 18 years radio-tv. All phases of business in all size markets. 38 years old. Much executive and administrative experience. College. Best references. Box 779K, BROADCASTING.

Program - production manager - announcer. Heavy sports, play-by-play included. Revenue ideas. Married. Age 34, college. Prefer small-medium market. Box 814K, BROADCASTING.

Five years announcing—sales. Want program director post in Ohio. Others considered. $125—Contract. Box 863K, BROADCASTING.

Gal Fri. Recent radio-tv school graduate, all phases broadcasting, production. Bright, conscientious, attractive. Resume, tape, references. Box 869K, BROADCASTING.

TELEVISION

Help Wanted—Sales

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

Exceptional opportunity for effective and experienced sales manager in large Texas market vhf. Box 760K, BROADCASTING.

Announcers

Persuasive air-salesman for south Texas vhf. Box 762K, BROADCASTING.

Announcer-switcher for Texas station. Box 764K, BROADCASTING.

TV announcer for commercial duties, news, weather who can also assume copywriting duties. New NBC affiliate in midwest. State salary requirements. Reply to Box 800K, BROADCASTING.

Fastest growing tv outlet in the south has opening for experienced on-camera and booth man. Will consider neat appearing radio man with no tv experience. Phone John Turner, Monroe, Louisiana, FA 5-5656 or El Dorado, Arkansas, UN 2-3488.

Technical

Chief engineer—for community television system in southern city. $700 monthly. Good television maintenance ability only requirement. We will finish your training on the job. Plenty of technical assistance available. Completely supervisory position. Box 786K, BROADCASTING.

Southeastern seacoast vhf station. Opening for transmitter-studio control engineer. Must have technical ability to correct equipment failures. Send complete background resume, availability, and salary requirements for 48 hour week. Reply to Box 809K, BROADCASTING.

Two television technicians wanted at once by full power station in midwest. Good chance for advancement by well grounded men. Please send complete resume and state starting wages expected to Box 820K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

Production-Programming, Others

Experienced newsman capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

Promotion and presentation writer-designer wanted by southwestern station. Box 761K, BROADCASTING.

Texas vhf needs experienced staff artist with high degree of creativity. Box 763K, BROADCASTING.

Experienced floorman, cameraman, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

Experienced commercial copywriter for top Miami television station. Prefer station experience in stations doing most of own copy work or major radio experience in same type of station. Submit resume, copy samples and salary expected to Personnel Director, WTVJ, P.O. Box 2770, Miami 31, Florida.

Continuity writer: to join writing staff of midwest tv station. TV experience not necessary, must have radio or school background. Send sample copy and personal data to Jack Kelin, Program Director, WTVO, Rockford, Illinois.

Situations Wanted

Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Experienced salesmanager (12 years). Seeking position with income and advancement based on ability. Box 669K, BROADCASTING.

5½ years in tv sales in highly competitive market. Ready for sales manager. 11 years total experience in all phases radio and tv. 35 years old, married, one child. Looking for secure position in upper mid-west. Box 827K, BROADCASTING.

Sales manager-General manager. Ten years experience. All phases television. Strong on national spot. Thorough working knowledge New York along with Chicago and other midwestern agencies. Know all departments of station operation. Network experience. Can work staff and self hard and maintain good morale. Profit conscious. Best industry references. College graduate. Early thirties. Family. Prefers midwest or northwest. Box 860K, BROADCASTING.

Sales

Young, aggressive salesman, experienced in highly competitive market. Desires Rocky Mountain or western market. Box 802K, BROADCASTING.

Announcers

Top announcer, on camera personality. 7 years experience. Presently freelancing Philadelphia. Desire solid position metropolitan market. Box 798K, BROADCASTING.

I am a Canadian woman commercialist who has received special training in this field and in audio, as well as in continuity writing, but I have had little experience. My age is twenty and I am a professional singer and model. I desire employment as a television commercialist if possible. Box 810K, BROADCASTING.

Capable, sincere, experenced announcer. Able to handle spots—news—weather—late shows. Proven results—Best references. Currently in major market seeking advancement. Personal interview desired. Box 823K, BROADCASTING.

Situation Wanted—(Cont'd)

Announcers

New station? Let me embark in television with you. Good delivery and appearance. Radio Experience. Box 865K, BROADCASTING.

Experienced and schooled in most phases of television and cinematography plus good voice and "on camera" news presentation. Young man presently with big aircraft manufacturer as writer-director of motion picture desires return to television—southwest. Pix, tape and resume upon request. Box 849K, BROADCASTING.

Paste-up type news announcing stint. Youngish, clean-cut, serious appearance. Good elivery. Radio announcing experience Desire to enter television. Box 866K, BROADCASTING.

Technical

Chief engineer. 9 years experience. Planning, construction and operation. Past five years assistant chief engineer. Proven ability, excellent references. Box 771K, BROADCASTING.

College-man—seeking summer position. 5 years technical and on-the-air experience. Will travel. Box 778K, BROADCASTING.

TV engineer. Experienced studio-transmitter. Desires permanent position any location. Box 793K, BROADCASTING.

Chief engineer, 11 years tv experience, 9 years supervisory. Administration, maintenance and construction. Best references, available for interview. Box 825K, BROADCASTING.

Vacation relief, first phone, two years experience tv and am. College junior EE. Excellent references. Edward Westenhaver, RFD 2, Box 471, Auburn, Alabama.

Production-Programming, Others

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 644K, BROADCASTING.

TV program and production manager. Ten years experience. Currently heading own agency but desirous of getting back in tv harness. Willing to locate anywhere. Box 732K, BROADCASTING.

Versatile production man. B.S. in Television. Limited experience, but unlimited ambition. Available immediately. Write D. L. Slater, 1705 Locke Avenue, Waterloo, Iowa.

FOR SALE

Equipment

Transmission line. 1⅝" teflon line 20 ft. sections unused. Get maximum coverage with highest efficiency. Box 723K, BROADCASTING.

Schafer program automation deluxe package including program preparation unit, plus Schafer remote control model 400R, relay tester and spare relays. All new (delivered just before Chicago Convention) never used. $11,712.00 value at substantial saving, all or part. Inquiries invited. Box 766K, BROADCASTING.

FM-GE BT-1A 1 kw fm transmitter. Presently on air. In A-1 condition. $2,600.00. 2 Ampex 300 tape recorders in good shape. $850.00 each. Reply to Box 804K, BROADCASTING.

General Radio 475-C frequency monitor with 681-B deviation meter. Rust 108-14 A.M. remote control R. F. preamplifier tuned for 1330 kc. Collins tower lighting choke. Three wire type. Box 834K, BROADCASTING.

Nineteen 600 MA regulated power-supplies, identical to RCA WP-33 rack mounted. Excellent condition. Also other tv equipment. Make an offer Plaza 7-3721 NYC or Box 870K, BROADCASTING.

Two field-type RCA chains; lights, mikes, Rek-O-Kut turntables, transcription arms, etc. Box 871K, BROADCASTING.

FOR SALE—(Cont'd)

Equipment

10 kilowatt RF power amplifier and power supply. In original crates. Never been used. Attractive price. 964 Pinocchio Drive, Salt Lake City, Utah.

Western Electric 25B speech imput console, includes pre-amps, power supply—complete, ready for installation. You pay shipping charges. $350.00 will buy. KLEO, Wichita, Kansas.

Two Tapak duplex newscaster recorders, like new condition, cost $349.50, send best offer to KRCO, Prineville, Oregon.

Two Gates CB-11 three speed turntables. KXIT, Dalhart, Texas.

1 REL 518-B-DL 1 kw fm transmitter using the Armstrong method of modulation. 1 REL 520-DL 10 kw amplifier. This equipment now operating in good condition. Available in approximately 30 days. Make us a price. WGBR, Goldsboro, North Carolina

172 foot guyed steel tower. Available soon. Has withstood 125 MPH wind. Write WLPM, Suffolk, Virginia.

250' guyed antenna in excellent condition. WNVY, Pensacola, Fla.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

T.C.A. Radio Tower Company—We have 7 used 200-ft. guyed towers for sale. These towers are ready for immediate shipment, complete with lighting. Also, have any mature, any type micro-wave towers of any height. Write, wire or call; H. C. Tant, T.C.A. Radio Tower Company, 2615 Bankhead Highway, Atlanta, Georgia. Phone: SYcamore 9-1203.

Tv—fm—am transmitters, cameras, studio equipment, terminal equipment, microwave relay, etc. If you need anything in broadcast lines please contact us. Technical Systems, Inc., 12-01 43rd Ave., L.I.C. 1, N.Y.

$15,000 worth 6⅛" RCA transmission line and hangers bargain at $3,000 fob Buffalo, New York. 30 lengths MI 19387-1 and MI-19387-INA. 25 6⅛" expansion hangers MI-19314-32. 1 elbow MI-19387-2. 2 elbows MI-19387-6. Formerly used Channel 17 by NBC. Will provide SWR measurements made by General Electric engineers April 1959. Excellent condition. Transcontinent Television Corporation, 70 Niagara Street, Buffalo 2, New York, telephone MOhawk 2300.

WANTED TO BUY

Stations

Revenue problems? Will invest and contribute successful management experience. Top records in revenue expansion. Box 769K, BROADCASTING.

Experienced owner and operator desires to buy metropolitan am station at unusually low down payment and long terms. Willing to pay premium price. Confidential. Box 801K, BROADCASTING.

Small. Cp or daytime station. Write full details to Box 828K, BROADCASTING.

Responsible radio-television executive interested in buying Arizona—New Mexico radio station. Box 830K, BROADCASTING.

Former radio station owner will buy or participate in radio station or CP in South. Prefer Georgia, but will consider others. Modest down payment. Only realistic priced properties considered. Give 1958 gross-net in first letter. All replies confidential. Box 858K, BROADCASTING.

Financially sound owners of small market Louisiana and Texas stations interested in purchase of single market station in Louisiana, Texas, Arkansas. Strict confidence assured. Ralph L. Hooks, KDLA, P. O. Box 46, DeRidder, Louisiana. Phone 7600.

WANTED TO BUY

Equipment

Dry modulation transformer for a 10 kw, BTA 10-F RCA broadcast transmitter using two 892-R tubes on Class "C". Box 652K, BROADCASTING.

Disc cutter, Presto 6N or equal, equipped with standard and microgroove feed screw (model SM) with or without amplifier. Box 811K, BROADCASTING.

Everything from microphones to antenna for 250 watt am station. Box 842K, BROADCASTING.

1 kw transmitter, dual or single channel board, not over 5 years old. Chief Engineer, KWBY, Colorado Springs, Colorado.

Urgently need tv cameras, all makes, models, any condition. Video and audio consoles—fm—am—tv transmitters, film chains. All type of studio and transmitting equipment. Technical Systems Inc., 12-01 43rd Avenue, L.I.C. 1, N.Y.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Tuition of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV, 510 16th St., Oakland, California. TWinoaks 3-9928.

MISCELLANEOUS

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 4¼x5½, $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Sales

SALES ENGINEER

Broadcast equipment manufacturer has immediate opening for sales engineer to travel and call on radio stations in Pennsylvania. This is a once-in-a-lifetime opportunity. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. Technical background essential. Permanent position. Many company benefits. Send resume.

Box 748K, BROADCASTING.

Announcers

OPPORTUNITY
LIVE WIRE DJ
OR TEAM OF TWO
Prominent N.E. Station
Send Tape
Box 840K, BROADCASTING

Situations Wanted

Announcers

SPORTS

Play-By-Play Man Available

For Collegiate or Network Broadcasts



Charles N. Jones

"Arkansas' Ace Sportscaster"

Seven years experience in Radio and TV coverage of Football, Basketball, Baseball, Golf and Tennis.

Toastmasters International Speaking Champion—1957

For further information write:

Charles N. Jones
KFPW - Radio
Fort Smith, Arkansas

TELEVISION

Help Wanted

Sales

TV STATION

in booming 2-station market **in West Texas has excellent opportunity for experienced local salesman. Established billings for the right man. Immediate start. Send full details and photo to**

BOX 867K, BROADCASTING

Situations Wanted

Production-Programming, Others

Available for
TV-RADIO ADVERTISER

Administrative assistant to relieve busy executive of big bulk detail on TV-Radio operations.

- solid TV-Radio experience in 4A advertising agencies
- equipped to check and recheck estimates, schedules, costs, ratings, programming, time opportunities, etc.
- experienced in efficient and economical national timebuying methods for sales results based on spot timebuying background experience.
- Have proved diplomacy, and personality to act as liaison with advertising agency.

Details on request. Salary open to discussion.

Box 855K, BROADCASTING

Situations Wanted—(Cont'd)

Production-Programming, Others

Available for TV-Radio Station Operations

GAL FRIDAY

Administrative assistant to sales manager in station operations for bigger net gains. Traffic, scheduling, research, programming, budgets, administrative details, etc. Imaginative and flexible. Interested in selling. Solid experience in 4A advertising agencies. National TV-Radio spot timebuying background—broad contacts.

Box 856K, BROADCASTING

FOR SALE

Equipment

FOR SALE EQUIPMENT

Ling low cost TV broadcast equipment (Channels 7-83). Complete including transmitter, live cameras, film and slide chain, monitor, lenses, antenna, audio facilities and accessories, for SMALL COMMUNITIES, colleges, school district or educational TV requirements—$18,000.00 to $26,000.00.

Economical programming packages are available for such stations. Amateur TV Video transmitters (420-450 mc), camera, tripod, monitor, lens, converter, transmission line, antenna, etc. $2875.00. Financing arrangements 24 months or more.

Also complete line monitors—$215.00 to $285.00. 16 mm C Mount and Zoom Lenses, Vidicon tubes, Vidicon cameras for broadcast use, Video cables, connectors, etc. Gene O'Fallon & Sons, 639 Grant Street, Denver 3, Colorado. Phone AM 6-2397.

FOR SALE—(Cont'd)

Equipment

450-FOOT EMSCO TOWER

40 lb. windloading, complete with lighting, guys, foundation and erection plans. Also 900 feet 3⅛-inch transmission line in 20-foot sections with interconnectors, dual hangers, and elbows. Sacrifice price for quick sale.

Contact John Adams
Technical Supervisor

KFDX-TV

Wichita Falls, Texas
Box 2040 — Phone 692-4530

STATIONS • FOR SALE

500-WATT DAYTIMER

in metropolitan area of Arkansas. Dept free. $36,000 cash buys 100% of stock.

Box 847K, BROADCASTING

Licensed Station Brokers . . .

California	250 watts	$40,000
Arizona	5000 watts Days	$175,000
Arizona	1000 watts	$75,000

WILT GUNZENDORDER AND ASSOCIATES

8630 W. Olympic Los Angeles 35

FOR SALE
TV OR FM TOWER
Priced to Sell

400 ft. Stainless Triangular Guyed Tower.
Only Four Years Old
Will support RCA 12 Bay High Band TV Antenna

IDEAL FOR TV OR FM
Write Box 681K, BROADCASTING

1000 WATT DAYTIMER

Station in fast growing central Florida city. One other 250 watter in city. More than 25,000 people live within the city, and more than 100,000 live within a 15 mile radius. This station has an unlimited potential. Price $85,000 one-third down, balance over 10 years at 6 per cent. Write
Box 868K, BROADCASTING.

Southern regional daytimer. Making money. Top medium market. Valuable real estate included. $97,500, 29% down, 10 yrs. payout* Southwest fulltimer, top semi-major market. In the black. $149,500, 29% down, 10 yrs. payout.* Southwest regional fulltimer. Semi-major market. Making money. $180,000, 29% down, 7½ yrs. payout. * To BUY or SELL a radio or TV station, see: Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

Ind.	Small	1kw-D	$158M	terms
La.	Single	250w-D	35M	terms
Fla.	Small	5kw-D	115M	terms
Ga.	Small	1kw-D	47M	cash
W.Va.	Small	250w-F	30M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Ala.	Medium	1kw-D	65M	terms
Mich.	Medium	1kw-F	250M	terms
S.E.	Major	5kw-D	250M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Small	VHF-TV	450M	terms
S.W.	Small	AM-TV	375M	terms

PAUL H.
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1182 w. peachtree

chicago
205 w. wacker

new york
1270 ave. of americas

santa barbara
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Nation-Wide Service
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Confidential Negotiations
Security Bldg. Davenport, Iowa

BUSINESS OPPORTUNITY

WHAT ARE YOU GONNA DO WITH ALL THAT LOOT?

If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

GREAT WESTERN MERCHANDISE
6013 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
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HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

Continued from Page 108

sign-off at 6:05 p.m., CST, for period ending Sept. 30, except for special events when station may operate to licensed sign-off time.

KXGI Fort Madison, Iowa—Granted authority to sign-on at 5:30 a.m., sign-off at 7:00 p.m., weekdays and sign-on at 7:30 a.m., signoff at 6:15 p.m., Sundays through Aug. 31.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

Scheduled prehearing conference for May 14 in proceeding on applications of North Shore Bcstg. Inc., and Suburbanaire Inc., for am facilities in Wauwatosa and West Allis, both Wisconsin. Action May 4.

By Hearing Examiner Thomas H. Donahue

Pursuant to agreement reached at May 4 prehearing conference in proceeding on am applications of Cannon System Ltd. (KIEV), Glendale, Calif., et al., scheduled following timetable of dates which will govern future course of proceeding: May 14 oral argument on motion by Southland Communications Co., Anaheim, for leave to amend; June 29 exchange of non-engineering testimony; and continued hearing from May 18 to July 13. Action May 4.

Issued memorandum of ruling granting request by Pan American Radio Corp., Tucson, Ariz., to delay action on petition by Broadcast Bureau to place its am application in pending file and for issuance of limited decision. No action will be taken prior to May 28. Action April 29.

By Hearing Examiner Charles J. Frederick

Scheduled prehearing conference for 2 p.m., May 6, in proceeding on am applications of Alkima Bcstg. Co., West Chester, Pa., et al. Action May 5.

Granted motion by Ox-Wall Products Mfg. Inc., Oxford, N.J. for continuance of hearing from April 30 to May 14 in matter of cease and desist order to be directed against Ox-Wall for operation of industrial heating equipment in violation of Part 18 of Commission's rules. Action April 27.

By Hearing Examiner Millard F. French

By agreement of parties in Lake Charles-Lafayette, La., tv ch. 3 proceeding, scheduled further prehearing conference for 9:15 a.m., May 5, and extended time for exchange of exhibits between parties from May 6 to May 13. Action April 30.

Scheduled prehearing conference for 9 a.m., May 14 in proceeding on am applications of Graves County Bcstg. Inc., Providence, Ky., et al. Action April 29.

Granted petition by Evangeline Bcstg. Inc. for leave to amend its application for new tv station to operate on ch. 3 in Lafayette, La., to show its new corporate secretary and director. Action April 28.

By Hearing Examiner Isadore A. Honig

Issued order following prehearing conference formalizing certain agreements reached in proceeding on am application of Sussex County Bcstrs. (WNNJ), Newton, N.J.; continued hearing from May 27 to June 9. Action May 4.

By Hearing Examiner Annie Neal Huntting

Granted petition by WJMJ Broadcasting Corp., for leave to file late its proposed findings of fact and conclusions in proceeding on its application and that of Young People's Church of Air Inc., for fm facilities in Philadelphia, Pa. Action May 4.

Granted petition by Louis W. Skelly, Conneaut, Ohio, for continuance of dates for various procedural steps in proceeding on its am application and that of Mon-Yough Bcstg. Co. (WMCK), McKeesport, Pa.; continued hearing from June 1 to June 17. Action April 29.

By Hearing Examiner H. Gifford Irion

Granted petition by Broadcast Bureau for extension of time from April 27 to May 14 to file proposed findings in proceeding on am application of Booth Bcstg. Co. (WBBC), Flint, Mich. Action April 29.

By Hearing Examiner Jay A. Kyle

Scheduled hearing for June 5 in proceeding on application of Easton Bcstg. Co., for am facilities in Easton, Md. Action May 5.

Dismissed as moot petition by Malrite Bcstg. Co., Tiffin, Ohio, to enlarge issues re application of Dale Windnagel, former competing applicant in am proceeding; application dismissed April 2. Ann. May 1.

By Hearing Examiner Forest L. McClenning

By order formalized certain agreements reached at April 29 prehearing conference, and continued hearing from May 26 to June 23 in proceeding on application of Southbay Bcstrs. for am facilities in Chula Vista, Calif. Action April 30.

By Hearing Examiner Herbert Sharfman

On oral request of counsel for Jane A. Roberts, extended time for filing reply findings of fact and conclusions from May 4 to May 13 in connection with hearing on her application for license of KCFI Cedar Falls, Iowa. Action May 1.

By Hearing Examiner Elizabeth C. Smith

On petition by Southern General Bcstg. Inc. (WTRO), Dyersburg, Tenn., continued hearing to June 4 on its am application. Action May 4.

Scheduled prehearing conference for 2 p.m., May 8 in proceeding on applications of George T. Hernreich and Patteson Brothers for new tv station to operate on ch. 8 in Jonesboro, Ark. Action May 1.

License Renewals

Following stations were granted renewal of license: KADA Ada, KOCY Oklahoma City, KSIW Woodward, KBIX Muskogee, KUSH Cushing, KWCO Chickasha, KGWA Enid, KWOE Clinton, KNOR Norman, KWSH Wewoka, KCCO Lawton, KOLS Pryor and KWON Bartlesville, all Oklahoma. KRNY Kearney, KOGA Ogallala, KODY North Platte, KNEB Scottsbluff, WJAG Norfolk, KWBE Beatrice, KRGI Grand Isle, KOIL Omaha, KMMJ Grand Island, KLIN Lincoln, KHUB Fremont, KHAS Hastings, KBRL McCook and KBON Omaha, all Nebraska. KAKE Wichita, KARE Atchinson, KFBI Wichita, KFH Wichita, KNCK Concordia, KGNO Dodge City, KSAL Salina, KVGB Great Bend, KWBB Wichita, and KOFO Ottawa, all Kansas. WTIM Taylorville, WAAF Chicago and WCRW Chicago, all Illinois. KOLR Sterling, KCOL Fort Collins and KFKA Greeley, all Colorado. WHOT Campbell and WONE Dayton, both Ohio. KGHL-AM-TV Billings, KOOK Billings, KPRK Livingston and KOJM Havre, all Montana. KYNT Yankton, KRSD-AM-TV Rapid City and KDSJ Deadwood, all South Dakota. KMRS Morris, WISK St. Paul and KBUN Bemidji, all Minnesota. WCKI Greer, S.C.; WAIP Prichard Ala.; KUDL Kansas City, Mo.; WDSM Superior, Wis. and KNDC Hettinger, N.D.

NARBA Notifications

CANADA

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcasting Agreement engineering meeting.

560 Kc

CFOS Owen Sound, Ont.—1 kw, DA-2, Unl. Class III. Now in operation.

1150 Kc

CHSJ Saint John, N.B.—10 kw D, (PO: 1150 kc, 5 kw DA-N), DA-2, Unl. Class III. EIO 4-15-60.

1220 Kc

CKSF Cornwall, Ont.—1 kw, DA-2, Unl. Class II. Now in operation.

1230 Kc

CKSF Cornwall, Ont.—0.25 kw, Unl. Class IV. Delete assign. vide 1220 kc.

1240 Kc

St. Hyacinthe, P.Q.—0.25 kw, Unl. Class IV. EIO 4-15-60. New.

1450 Kc

CFJR Brockville, Ont.—1 kw D, 0.25 kw N, DA-D, ND-N, Unl. Class IV. EIO 4-15-60.

1470 Kc

Pointe Claire, P.Q.—1 kw, DA-2, Unl. Class III. EIO 4-15-60. New.

CFOS Owen Sound, Ont.—1 kw, DA-N, Unl. Class III. Delete assign. vide 560 kc.

1570 Kc

St. Hyacinthe, P.Q.—5 kw, DA-N, Unl. Class II. EIO 4-15-60. New.

INSTRUCTIONS

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts May 29. Send for folder and list of positions available.
Call DEcatur 2-5580



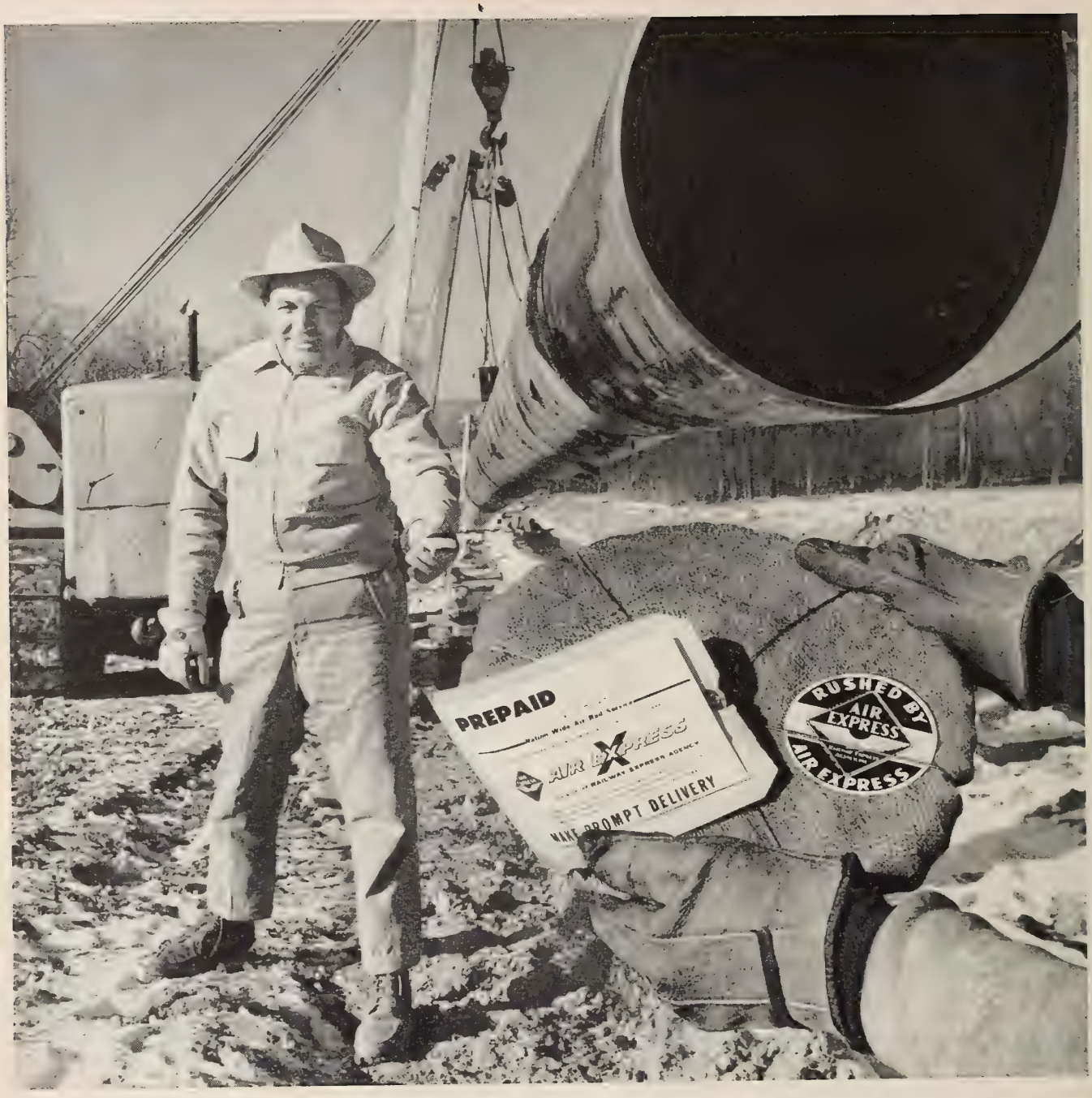
AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

. . . have been proven in service.

Write for information and catalog.

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.



Pipeline to new savings . . . low cost Air Express

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

Wgt.	City to City...Door to Door	Miles	Cost	You Save
10 lbs.	NEW YORK to MOBILE	1,063	$5.38	**$1.13 to 8.00**
15 lbs.	DENVER to DALLAS	656	5.15	**1.40 to 7.40**
20 lbs.	CINCINNATI to BALTIMORE	521	4.92	**2.53 to 6.38**
25 lbs.	ATLANTA to GALLUP, N. M.	1,421	12.85	**2.70 to 9.43**

A gas pipeline costs $125,000 an average *mile* to build. It snakes through as many as 14 states. And vital parts must be delivered all along the line. Delays can cost thousands of dollars. So builders turn to Air Express for on time delivery—and open a "pipeline" to *new savings* with low Air Express rates! . . . See the chart on left for *your* savings.

AIR EXPRESS

GETS THERE FIRST** via **U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of **RAILWAY EXPRESS AGENCY**

OUR RESPECTS TO . . .

John Morgan Davis

It's hard to tell to what extent John Morgan Davis found his legal and political careers to be stepping stones to broadcasting or discovered broadcasting augmented his efforts in politics and the law. But there's no trouble arriving at the conclusion that he has been remarkably successful in all.

At this point in his lifetime of multiple activities, Mr. Davis, at 52, is lieutenant governor of Pennsylvania, elected in last November's Democratic sweep for a four-year term. He is controlling owner of WALL Middletown, N.Y., and WSPB Sarasota, Fla., both 250-w fulltimers. He has behind him three decades in broadcasting, from announcer to sales and executive positions and finally to station ownership, and almost the same length of time at the bar, topped off by nearly seven years on the bench.

He was born Aug. 9, 1906, in Shenandoah, Pa., went to high school in Reading, received a B.S. degree in economics from the U. of Pennsylvania's Wharton School of Finance & Commerce in 1929 and was awarded his LL.B. degree from the university law school in 1932.

Behind the Mike • Mr. Davis entered broadcasting while a student in November 1929, serving without pay as an extra announcer for WLIT Philadelphia. He also announced special programs at WRAW Reading and WIP and WHAT in Philadelphia until January 1931, when he hit the money: he began fulltime announcing, for pay, at WCAU Philadelphia.

One of his associates at WCAU was chief announcer Paul Douglas, now of the movies. In late 1931 he took over as night supervisor at WCAU, becoming a freelance announcer shortly before receiving his law degree in June 1932.

Mr. Davis claims credit for scooping the nation while at WCAU in announcing the celebrated Lindbergh baby kidnaping. He also worked with the late Boake Carter in news reporting on the Lindbergh case.

From 1932 to 1937 he combined his law practice with that of salesman for WCAU, WLIT, WDAS, WHAT, WFI, all in Philadelphia, and WRAW. For a short time he was radio director of John Falkner Arndt advertising agency in Philadelphia.

Ownership Interest • When WLIT and WFI were merged to become WFIL Philadelphia in 1935, Mr. Davis became an announcer-salesman there. Later the same year he became a minority owner and vice president and general counsel for WIBG, then a 250-w station operating in Glenside but covering parts of Philadelphia. The station went to 10 kw in 1942. WIBG-AM-FM (fm was added in 1948) was sold, along with WPFH (TV) Wilmington, Del., to Storer Broadcasting Co. for $5.7 million in 1957. WPFH, later WVUE (TV), now is off the air. Last Feb. 23, Mr. Davis represented Gov. David L. Lawrence at a ceremony marking WIBG's increase to 50 kw.

In August 1944 Mr. Davis was named general counsel and labor relations director of NAB under then-President J. Harold Ryan, now vice president of Storer and who, Mr. Davis feels, is the "finest man in broadcasting." Remaining there till April 1946, Mr. Davis set up NAB's first separate labor relations department. He worked with Rosel H. Hyde, then FCC assistant general counsel, in preparing FCC forms which "satisfied both FCC and broadcasters"; helped attack fm and tv allocations problems; helped set up a hearing consultation system for FCC and Washington communications lawyers and otherwise "hashed and rehashed industry problems to get a spirit of cooperation."

In 1945, Mr. Davis acquired controlling ownership of WALL, with Roger W. Clipp holding the rest of the stock. The company purchased WSPB last December from John B. Browning and associates.

Public Service Exponent • In 1949 Mr. Davis helped incorporate the Philadelphia Radio & Tv Broadcasters Assn. and remained as general counsel until January 1952. At that time he took office as judge of Philadelphia Court of Common Pleas No. 4, an elective office which he won in November 1951. Mr. Davis served as judge in this court until he resigned last year to run for lieutenant governor.



PENNSYLVANIA'S LT. GOV. DAVIS
Three decades in broadcasting

Active in public life and Democratic politics during all his career, Mr. Davis was chief counsel for a committee of the Pennsylvania House of Representatives which investigated housing in Philadelphia from March-July 1931; he was secretary of the Pennsylvania Labor Relations Board from July 1937 to February 1939; he ran on the Democratic ticket in 1941 for the same judgeship he held from 1952-58 and he ran in 1945 for judge of the Pennsylvania Superior Court.

On National Scene Too • He was a presidential elector in the Roosevelt-Truman victory in 1944. He has sat on the Philadelphia Council of Defense's trial board and was commander of the control center there during World War II.

Mr. Davis, reflecting on what radio has done and can do, has some ideas of his own about the medium's achievements in the past and its outlook for modern times. It has developed from its early novelty as "one of the entertaining media" into a news and entertainment service on which everyone depends, he says, and "has made all of us conscious of the great value of news." Through creative programming, he feels, it has become the greatest public information and entertainment medium.

But it's his opinion broadcasters shouldn't forget the elements which gave radio its top position. "I believe the popularity of *Lawrence Welk's Champagne Music* on television should serve as a beacon to radio station operators throughout the U.S."

Mr. Davis doesn't mind getting to specifics: "I firmly believe that were the networks to give thought to recreating the network programming of the 1930s and 1940s, they would give newspapers real competition for the advertising dollar. It is my belief that the format of news, music, weather, time and special events which made network radio a household necessity can bring it back to its former strength, usefulness and financial profit to both the outlets and the networks."

This format has been stressed at WALL and WSPB and the stations' "real interest" in public service aspects is added to "make up a well-balanced program for the listeners in the true tradition of the public welfare, interest and convenience of our communities and their residents."

Mr. Davis married Eva B. Pierson of Conshohocken, Pa., in 1932. They have three children—Patricia Anne 22, Carole Joan 16 and John Morgan Jr. 10—and live in Philadelphia.

Ethics can be expensive

FOR the past three years the Television Code Review Board has been advising stations that the commercials for Preparation H, a hemorrhoid remedy, are unacceptable.

For the same three years a growing list of stations has been accepting them.

At latest count 142 stations, 60 of them code subscribers, were carrying the commercials, despite the action of the NAB Television Board a fortnight ago in withdrawing the code seal from eight stations.

Code subscribers or no, 27% of all operating commercial television stations are carrying a campaign which has been repeatedly denounced by the Television Code Review Board. Or, to put it another way, by the code board's measurement television is now only 73% pure.

This would be an alarming degree of impurity indeed—if Preparation H were clearly and unarguably undesirable. But to judge from the division of opinion, it is not. The code board and the majority of code subscribers say the commercials are offensive to the degree of violating the code. But a substantial minority of code subscribers disagrees.

The minority is big enough to damage the code if the conditions of rebellion persist. One side has to give. It would be easier for us to suggest which side it ought to be if we were convinced that the issue was being argued strictly on principle. But it isn't. Economics are involved.

With a number of prominent exceptions the code subscribers that have defied the code board are carrying Preparation H because they need the business, or at least think they do. With an equal percentage of exceptions, the subscribers that have accepted the board's ruling are stations that have less trouble in finding accounts.

To over-simplify, the haves are ranked against the have-nots. This leads to the question: Is the code only for the affluent? If the answer to that is yes, television must try to live with a double standard of morality. Anyone who has seen people try to live that way knows the insecurity of their lot.

The big image

THE five-man committee appointed last week to implement the massive public relations program for television has a bigger job than its announced assignment. Inexorably involved is the future shape of the NAB itself.

The predecessor Television Information Committee, which on a crash basis evolved a broad PR plan, was formed because of obvious, if undisclosed, dissatisfaction with the NAB's handling of public relations affairs. Ostensibly, the five-man NAB Tv Board committee is to "investigate the financial, organizational and functional relationships between the proposed program and the NAB and other industry organizations."

Actually, however, the new committee, headed by veteran broadcaster Clair McCollough, must approach its work with regard to the bearing it will have upon the NAB's existing organization and its future.

In recent months, serious questions have been raised about NAB's stewardship in practically all areas except labor relations. Individual broadcasters as well as networks have expressed misgivings about the association's current effectiveness and whether it has kept pace with the times.

Financially, concern is being evinced over the million dollar budgets for the NAB, TvB and RAB, aside from dues paid to special interest organizations created because of "conflicts of interest" which have caused NAB to straddle in matters before regulatory agencies and Congress.

The critical "image" problem of television provoked the establishment of the Petersmeyer Committee. Because of concern about NAB's ability to undertake this assignment, the enabling resolution specified the campaign "is to be conducted in liaison with the NAB, but is to be undertaken as a major new effort and separately staffed, operated and financed."

The Petersmeyer Committee did what was expected of it and did it well. It developed a fully-integrated plan in little more than a month. This did not meet with the complete approval of the NAB Tv Board. If it had, there would have been no reason to appoint the new committee.

Even should the McCollough Committee confine its report, due June 17, to the television PR issue, the combined NAB Radio-Tv Board inevitably must cope with the whole question of trade association status. About $4 million is being paid by broadcasters annually for trade association activity. The big question to be resolved is whether the time has come for a "federation" to supersede these various disjointed activities, with the critical assignments in government (lobbying) and public relations to be handled by the core of what now is the NAB. To us the answer is an obvious "aye."

Tinkering with time

THE FCC, to paraphrase one of the sages, must love the radio daytimers because it has created so many of them.

Now the daytimers, most of them authorized after World War II, are snapping at the FCC. They don't want to be restricted to sunrise to sunset operation. They want to operate from 6 a.m. to at least 6 p.m. And they're importuning Congress to do something about it.

These stations are not strictly "little fellows." Many of them operate on regional and clear channels with from 1 to 5 kw. To permit them to operate before sunrise and after sunset would cause interference with dominant stations which, in the case of most regionals, have installed expensive directionals to suppress interference and maximize service.

What the advocates are trying to do is to substitute political action for sound engineering. That is the intent of HR 6676 introduced by Rep. Shipley (R-Ill.). Interference is bad enough in the broadcast band as it is. To permit some 900 daytimers on regional channels to transmit before sunrise and after sunset, without providing directional protection, would make a further shambles of the broadcast band.



Drawn for BROADCASTING by Sid Hix

". . . And for the most outstanding maintenance job in any studio . . ."

this is the Piedmont Industrial Crescent

The Piedmont Industrial Crescent is a unique concentration of buying power stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.

and it's dominated by

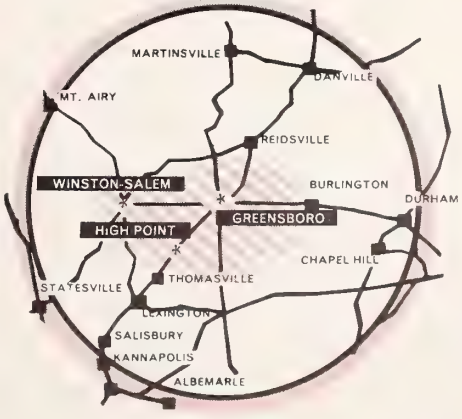
wfmy-tv



this is North Carolina's Interurbia

GREENSBORO-HIGH POINT-WINSTON-SALEM
(2 Stations)
Greensboro-High Point—Guilford County—Map Location F-3
Winston-Salem—Forsyth County—Map Location
See SRDS consumer market map section of the State Area

. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.



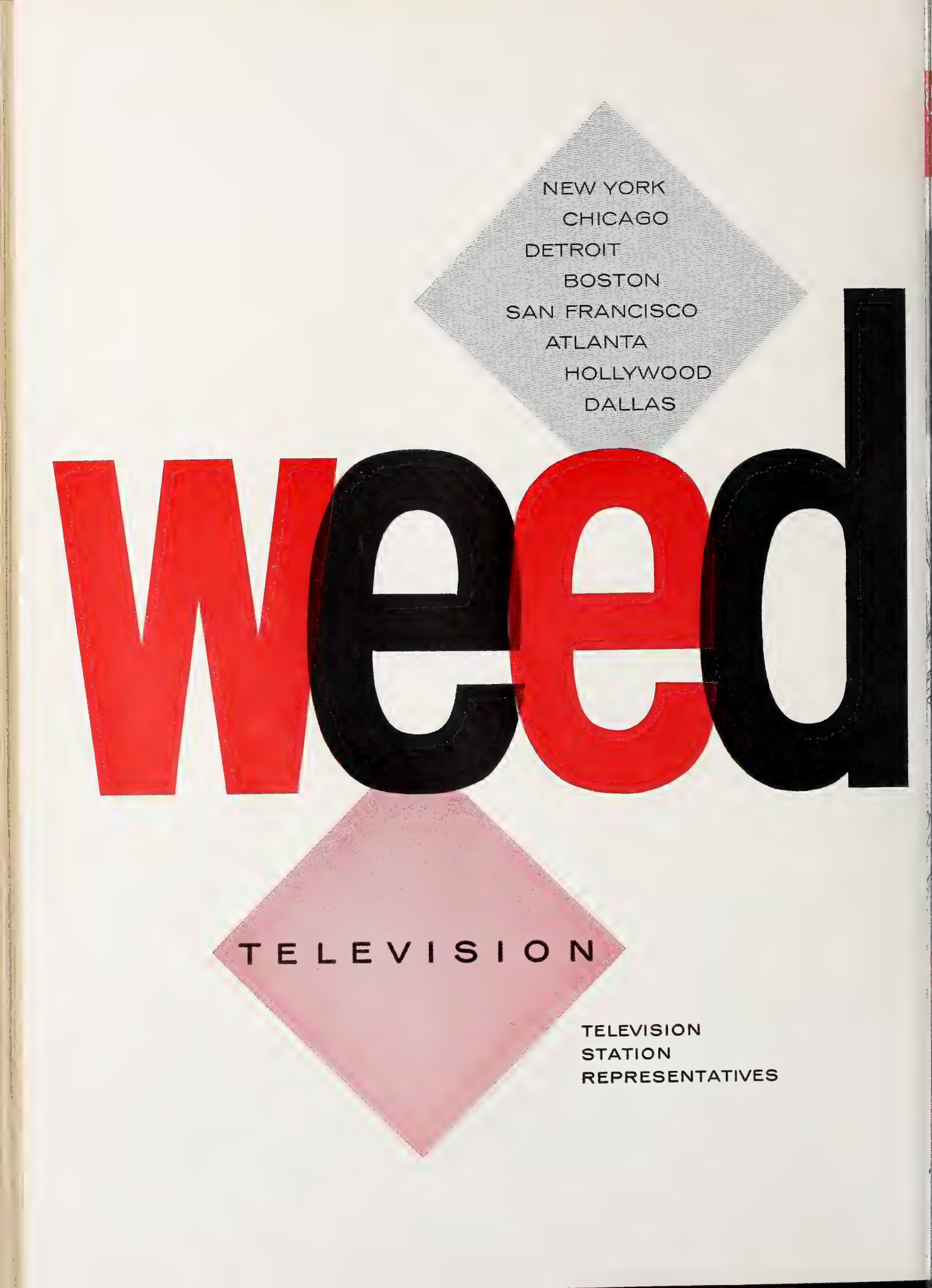
CBS

OUR 10TH ANNIVERSARY YEAR
1949-1959

wfmy-tv

GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco, Atlanta, Boston, Detroit


NEW YORK
CHICAGO
DETROIT
BOSTON
SAN FRANCISCO
ATLANTA
HOLLYWOOD
DALLAS
weed
TELEVISION
TELEVISION
STATION
REPRESENTATIVES

MAY 18, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

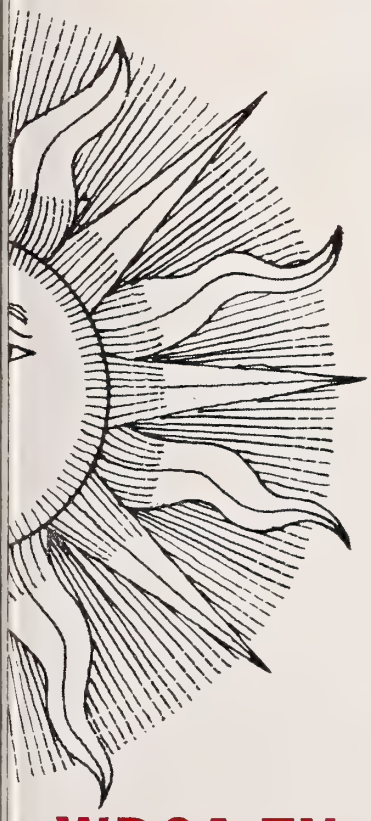
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Elgin's media strategy: how it turned a sales curve up Page 48

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sunrise to supper...



WRCA-TV LEADS NEW YORK DAYTIME TV!

From 6 a.m. to 6 p.m., Monday through Friday, WRCA-TV is No. 1 in New York—delivering more homes than any other station! More homes, more total viewers, more adults . . . at rates well under those of the nearest competitor. Programming is what makes the difference. New York prefers Channel 4's variety of daytime entertainment and service programs, including such shows as: The Price Is Right, Today, Hi Mom, Dr. Joyce Brothers, Treasure Hunt, Tic Tac Dough, County Fair and Movie • 4. Dawn to dark, no matter what you're selling, the proper setting for your product is WRCA-TV!

WRCA-TV•4

NBC IN NEW YORK SOLD BY NBC SPOT SALES

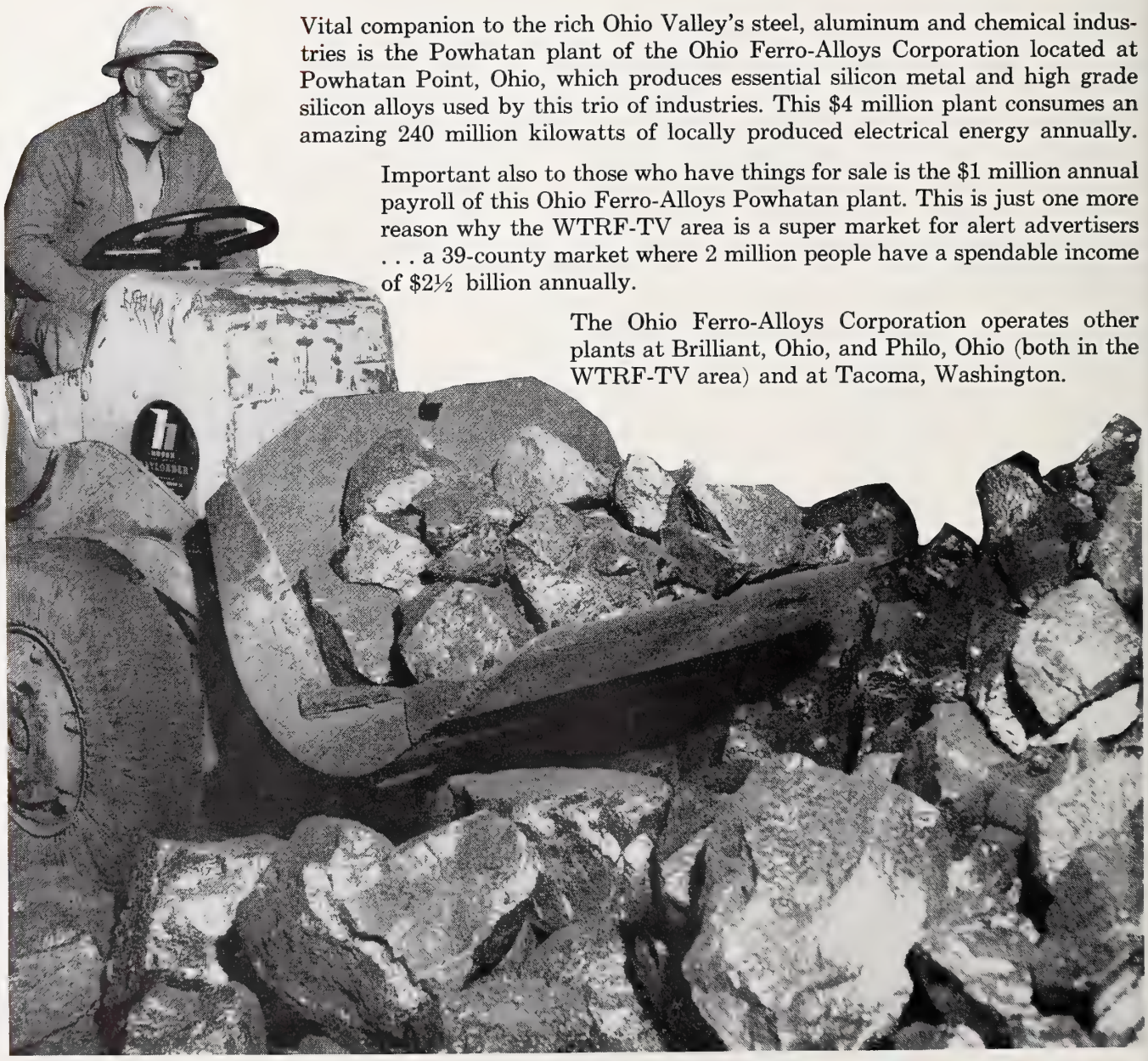
Source: New York NSI, April '59 (average ¼ hour homes) / New York NSI, Mar.-Apr. '59 (audience composition)

WHEELING: 37*TH TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley

No. 12 IN A SERIES: ALLOYS



Vital companion to the rich Ohio Valley's steel, aluminum and chemical industries is the Powhatan plant of the Ohio Ferro-Alloys Corporation located at Powhatan Point, Ohio, which produces essential silicon metal and high grade silicon alloys used by this trio of industries. This $4 million plant consumes an amazing 240 million kilowatts of locally produced electrical energy annually.

Important also to those who have things for sale is the $1 million annual payroll of this Ohio Ferro-Alloys Powhatan plant. This is just one more reason why the WTRF-TV area is a super market for alert advertisers . . . a 39-county market where 2 million people have a spendable income of $2½ billion annually.

The Ohio Ferro-Alloys Corporation operates other plants at Brilliant, Ohio, and Philo, Ohio (both in the WTRF-TV area) and at Tacoma, Washington.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

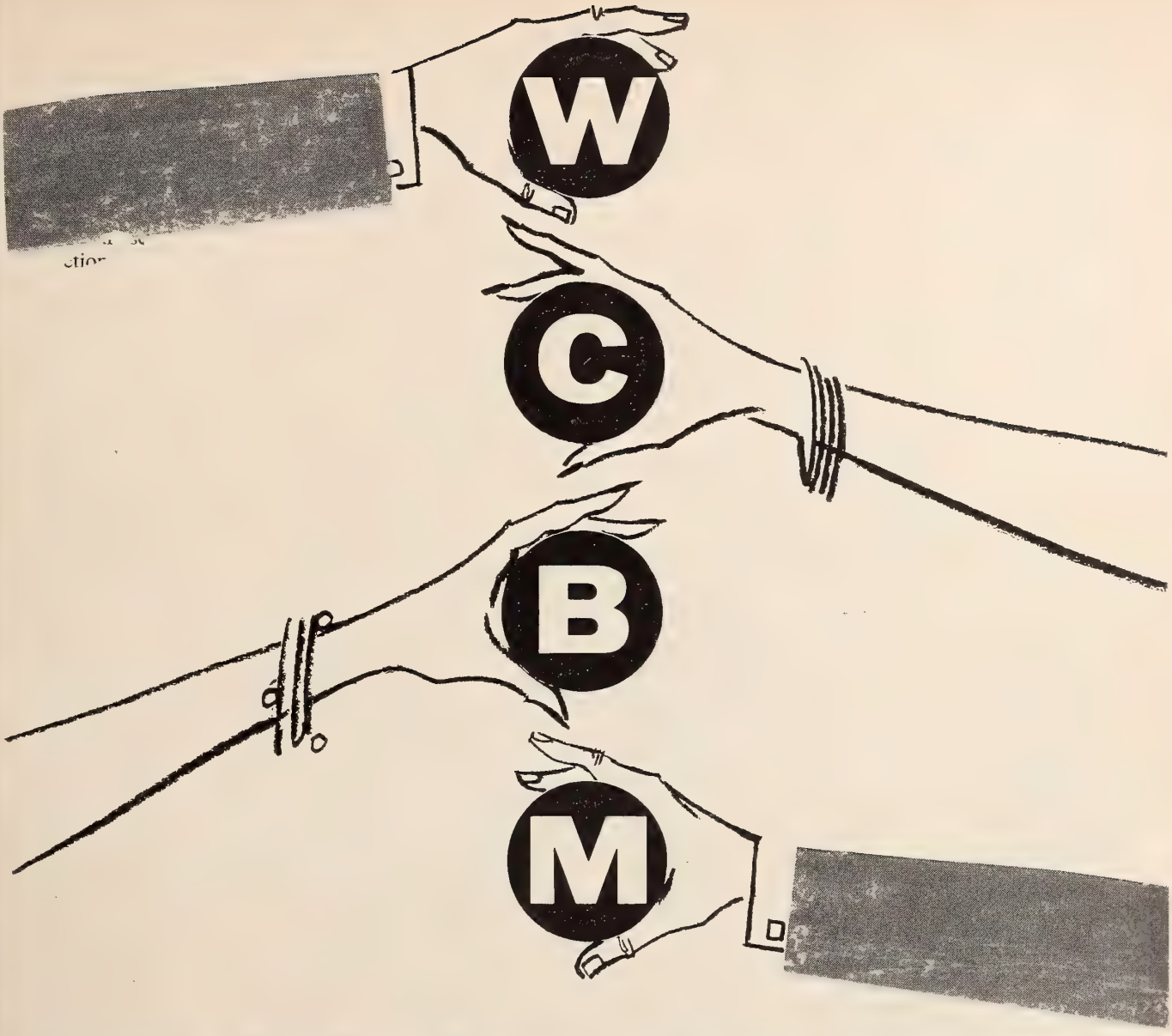
National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv 7

reaching a market that's reaching new importance!



PREFERRED TWO WAYS IN BALTIMORE RADIO

❶ Survey after survey proves that the adult audience in Baltimore—the *spending* audience—*prefers* the kind of programming featured on WCBM Radio. ❷ Aggressive advertisers and agencies *prefer* the adult audience WCBM consistently delivers in the huge Baltimore market. Get all the facts and you'll see why WCBM should be at the top of *your* radio schedules in Baltimore!

WCBM

10,000 watts on 680 KC • Baltimore 13, Maryland

A **CBS** *Radio Affiliate*

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



STILL "TOPS IN TEXAS"

The dominant influence in the powerful Dallas-Fort Worth market area is still KRLD-TV, Channel 4 in Dallas . . . it covers more counties, reaches more TV homes and has a greater circulation than any other area television station . . . "tops" in every way you measure coverage values.

Call your Branham man to quote further figures from NCS No. 3 and the Nielsen Jan. '59 study of TV Homes.

KRLD-TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Special events • Nighttime tv on networks next fall will have split personality, say network programmers. It'll be Hollywood or motion picture product for regular series and Broadway-type production of live specials (either as series or one-shots) with accompanying pattern of fat contracts and name stars. Departing from scene: Shows with radio origin like audience participation, quizzes, weekly comedy.

Coming up is season of tv specials. As many as 150-200 specials will be on networks in 1959-60, and advertiser orders for them now are said to be piling up faster than they can be accommodated.

Skirmish • Attorneys for RCA-NBC have held several secret talks with Justice Dept. representatives to scout possibility of out-of-court settlement of government's antitrust suit which seeks to undo NBC-Westinghouse swap of stations in Cleveland and Philadelphia. Talks are described as exploratory only, and no deal is in immediate offing.

Magnet for moviemen • Hollywood's major movie makers are heading toward full-scale tv film syndication. Aside from those already in field, United Artists Television has targeted next month for its entry as peddler of new product to stations and regional advertisers, and MGM-TV may not be too far behind.

MGM-TV, despite "setbacks" in network tv (Colgate-Palmolive's decision to drop Thin Man *after two seasons and fall-through of* Jeopardy, *hour-long mystery drama which tentatively was considered for NBC-TV's next season schedule), says it will continue to produce properties for tv. It has board of directors support on this and in fact will go ahead with plans to build additional tv facilities at Culver City, Calif., studios.*

Omitted detail • Published reports of departure of *Voice of Firestone* from its Monday night period on ABC-TV, largely critical of network for "ousting" this program of good music from air because of low ratings, have omitted one pertinent fact: Firestone failed to renew its contract before April 30, when its option expired, thus freeing ABC-TV to sell time to another client. For reasons best known to ABC-TV, no publicity has been given to this part of story, which Oliver Treyz, ABC-TV president, revealed to group of network's executives in Hollywood during his western trip early this month.

Court cases • FCC's much-litigated fm multiplexing decision is headed for U. S. Supreme Court. Solicitor General has agreed to go along with FCC in petition for certiorari from U. S. District Court of Appeals decisions twice overturning FCC's ruling that fm stations must multiplex if they provide functional music service. Lower court held last December that simplexing of functional music constitutes broadcasting and that FCC is in error in insisting upon dual service on fm.

No decision yet reached on what FCC will do about Appeals Court latest rebuke—on ch. 2 Springfield-St. Louis case wherein court held private conversations with Commissioners even in rule-making cases constitutes ex parte *representations. Case, involving transfer of ch. 2 to KTVI (TV) St. Louis in deintermixture, was sent back to FCC for further action. Whether FCC will seek lower court reconsideration, ask for Supreme Court review, or follow court's mandate, will be decided within next couple of weeks.*

Lengthening string • In final contract stage is sale of KVI Seattle by Vernice Erwin and family to Gene Autry group for $770,000. KVI, MBS-Don Lee, was established in 1926, acquired by present owners in 1928. It operates on 570 kc with 5 kw full time. Autry stations are KOOL-AM-TV Phoenix; KOLD-AM-TV Tucson; KMPC Los Angeles and KSFO San Francisco.

Tape syndication • Jack Wrather's Independent Television Corp. plans to arrange for taping facility on West Coast which it probably would lease. Reason: ITC wants to tape 65 half-hours of *Ding Dong School* to which it has distribution rights. (For other news of tape syndication, see story page 33.)

Approach to Mobile • Ch. 3 WEAR-TV Pensacola, recently acquired by Rollins Telecasting Inc. for $1,075,000, shortly will become primary ABC-TV outlet for Mobile-Pensacola market. Station, which recently received authorization for 1449 ft. tower 20 miles from Mobile and 40 miles from Pensacola, will switch to ABC as soon as existing secondary affiliation commitments with Mobile stations are adjusted. Alfred Beckman, ABC station relations vice president, negotiated affiliation with Wayne Rollins, president and operating head of Rollins stations. Mel Wheeler, general manager of WEAR-TV under former ownership, continues in that capacity.

Success story • Revere Camera Co., newcomer to tv, has been so gratified with early results of eight-week test spot campaign it is (1) expanding from initial 8 to about 16 stations (10 to 30 spots per week per station) in key markets and (2) reportedly curtailing its print advertising to pour more money into video spot. Test drive started in New York, Chicago, Los Angeles and Philadelphia April 20, promoting new Electric Eye-Matic and Cine-Zoom Electric Eye 8mm movie cameras, so-called luxury items. In some markets, it's learned, company is back-ordered six months. Agency for Revere (radio-tv only): Keyes, Madden & Jones, Chicago.

Long suspension • FCC last week scanned lightly staff report on eight Atlanta, Ga., radio stations whose license renewals have been held up for more than year on questions of programming imbalance. Since only four commissioners were present at last Wednesday's meeting, it was decided to put over case until this week when full complement of seven commissioners is expected to be sitting. Staff memorandum gives FCC various alternatives: group hearing, individual hearings, blanket renewals, individual renewals for some, hearings for others.

Stations involved in Atlanta programming case—all of which were charged with little or no agricultural, educational and religious programming—are: WAKE, WAOK, WEAS, WERD, WGST, WQXI, WTJH (East Point, Ga.), and WIIN (Decatur, Ga.).

Meanwhile at Mutual • Broadcast veteran Adolf (Ade) Hult reportedly will rejoin Mutual network as vice president, but not in sales area where he functioned from 1949-55. Mr. Hult played principal role as intermediary in effecting sale of Mutual to group headed by Malcolm E. Smith Jr. and Richard Davimos. Since leaving network he has served as consultant to Screen Gems, RKO Teleradio Pictures, MBS and several agencies and advertisers. It is believed he will work on "special assignments" in new job.



PEOPLE WHO KNOW ATLANTA TV KNOW WAGA·TV IS THE BUY!

People who know you best can judge you best . . . and for *nine straight years* the Atlanta Gas & Electric Company has put its money on WAGA-TV! Its informative "Blue Flame Kitchen" program is a must with thousands of Georgia women every Thursday morning at 10:30 AM.

Every week new advertisers are joining the ranks of old-timers like this, because folks who know Atlanta TV are learning from the acid test of actual *results* that "live channel 5" is more than ever *the* buy. That's because WAGA's strong local programming, featuring top Warner Brothers, RKO, United Artists, and Screen Gem Movies, is delivering a big and growing family audience at remarkably low cost.

See your KATZ man today.

"Famous on the local scene"



STORER BROADCASTING COMPANY

Storer Television

WAGA-TV	WSPD-TV	WJW-TV	WJBK-TV	WITI-TV
Atlanta	Toledo	Cleveland	Detroit	Milwaukee

VIDEOTAPE

WEEK IN BRIEF



MR. ZLOWE

Market selectivity puts punch in spot • The media department and timebuying team must be an integral part of the agency creative team if individual product marketing problems are to be licked most effectively, according to Irwin Zlowe, president, The Zlowe Co., New York. How different product situations call for different broadcast media strategy is explained by Mr. Zlowe in this week's MONDAY MEMO. Page **23.**

Home-grown syndicates • Local stations starting to dispense their creative programming efforts around the nation on film, getting more mileage out of productions. Page **33.**

Radio spot soaring • Several leading representatives point to upward trend but aren't ready to predict it will continue climbing through summer and autumn. Page **44.**

Elgin likes tv time • Watch company mixes tv network shows, radio-tv spot for a media melangé that garners more sales *and* profits. Pleased with the results, Elgin Co. plans to increase broadcasting ad budget next year. Page **48.**

Cost-per thousand and sponsors • Vice President Stern of FC&B takes shot at "apples and oranges" comparisons among media and generalizations in area of commercial retention. Page **52.**

Cost-cutting on tape • CBS-TV experimenting with low-budget techniques in producing recorded tv shows, including more efficient production and equipment. Page **58.**

Disc jockey convention grows bigger • Second annual International Radio Programming Seminar and Pop Music Disc Jockey Convention expected to hit 4,000 mark for Miami Beach May 29-31. Ratings, records, formula programming, network vs independent and news are among panel topics for meeting sponsored by Storz Stations. Page **60.**

Autumn network negotiation • United Artists Television and NBC-TV dickering on proposed new anthology series. Page **64.**

Educational funds opposed • House opposition grows as second round of Congressional hearings are held on proposals to grant each state up to $1 million for etv. Proponents claim money is necessity if medium is to reach its full potential. Page **70.**

Uncle Sam's tax muddle • Tv stations may be victims of unrealistic Internal Revenue Service policy if local amortization ruling on theatrical films becomes general practice. Page **70.**

New Sec. 315 bill • Sen. Holland introduces seventh bill relieving broadcasters from FCC interpretation of Sec. 315 as proponents continue push for hearings. Twelve senators sign as cosponsors of Sen. Hartke's proposal. Page **72.**

U.S. tv homes • Size and location of 1959 audience by states and counties as estimated by A. C. Nielsen Co., first county-by-county listing since spring of 1958. Page **105.**

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SELL the family board of directors...

with your local Meredith Station!

These days, more and more family purchases are voted on by the entire "board of directors" — mother, father, sister and brother. To reach this select group, make sure your schedule is included with other discriminating advertisers on the Meredith Station . . . *appealing* to the entire family, *motivating* the entire family. Meredith Stations are well-established in the community they serve . . . have earned the respect and confidence of the audience *and* the advertiser.

Contact the Meredith Station manager or the rep . . . get the facts on audience loyalty, coverage area and low cost circulation.

Meredith Stations Are "One Of The Family"

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

NBC, NABET agree; tv tape dispute ends

Members of National Assn. of Broadcast Employes & Technicians voted Friday (May 15) ratification of agreement reached by union and NBC officials to end three-week work stoppage at network. Results of voting were unavailable late Friday night.

Agreement was reached by negotiators a few minutes before midnight last Thursday (May 14), paving way for settlement of work stoppage that began April 27. Though neither side would divulge terms of agreement, it was reported that concessions made by NABET went beyond original issue in dispute—jurisdiction of programs taped overseas.

It was understood agreement called for following: NABET relinquishes tape jurisdiction of programs produced outside United States and retains jurisdiction over tape in U.S. in areas defined in contract agreed upon in May 1958; NBC has right to determine method of operation and work assignments; any employe who refuses to follow instructions or does not perform duties satisfactorily is subject to disciplinary action or dismissal without pay; writing of grievances by personnel, when it interferes with company operations, is prohibited; NBC now has right to file grievances and process them through to arbitration; contract formulated in May 1958, which NBC rescinded two weeks ago, is reinstated.

NABET continued its picketing in cities where NBC maintains owned and operated stations while members voted upon agreement. NBC continued programming, as it has since first day of strike, with about 300 supervisory workers replacing about 1,500 NABET members involved in work stoppage.

Union employes walked off their jobs in New York April 27, declining to handle *Today* program, claiming tapes of show had been produced in Paris with non-union French technicians in some "basic operating jobs." NBC had flown nine NABET men to Paris to work on project. Dispute spread across country, with NABET charging "a lockout" and NBC claiming action was "strike." Disputants had been in mediation sessions off and on since beginning of work stoppage.

Siepmann honored

First Frank Stanton Award for meritorious research on media of mass communication was awarded Friday night (May 15) to Charles A. Siepmann, author of *Tv and Our School Crisis* (published by Dodd, Mead & Co.). Award presented at meeting of American Assn. for Public Opinion Research at Lake George, N. Y. Current award, which includes scroll and $500, was for two-year period (1957-59) with subsequent awards to be made every two years. Award was established by Profs. Paul F. Lazarsfeld and Robert K. Merton, associate directors of Bureau of Applied Social Research at Columbia U., to encourage interest in research in mass media of communication and recognizes contributions made in field by Dr. Stanton, CBS Inc. president, during past 20 years. Mr. Siepmann was major contributor to FCC's *Blue Book* on programming, March 7, 1946.

FTC consent decree cites Hammell firms

Federal Trade Commission announced today (May 18) it has affirmed consent order requiring Arthur Hammell and companies with which he is affiliated to stop misrepresenting advertising promotional plans sold to radio and tv stations and local merchants, and to discontinue withholding money due broadcast stations or endorsing checks made payable to stations without authority.

Companies named in addition to Mr. Hammell are Advertisers Assoc. of America Inc., Teleradio Advertisers Inc. and United Publicity Inc. (BROADCASTING, Nov. 24, 1958).

Complaint issued last November explained that firms and Mr. Hammell entered into contracts with stations and local merchants for promotional projects and contests. Stations were supposed to receive from one-half to one-third of merchants' payments, while merchants were promised radio and tv spots for specified number of weeks. Complaint alleged many checks were made payable to respondents instead of stations, that respondents endorsed some checks made out to promotional companies and stations jointly, keeping entire amount.

Also false, FTC charged, were representations that defendant firms provided free trips to Las Vegas or cash substitutes, changed commercial copy monthly, exhibited subscribers' merchandise on tv and had it picked up, advertised promotion in local newspapers or furnished subscribing merchants with display bearing station call letters. Or, that all leading area businessmen were participating, that only one business of kind in area would be permitted to sponsor promotion, that backdrop for tv advertising would conform to samples exhibited and that firms' salesmen were stations' agents.

Some contests by Hammell firms: "A Millionaire's Weekend Trip to Las Vegas," "Juvenile Delinquency Essay Contest," "Safety on the Highways Essay Contest."

Respondents' agreement to discontinue practices complained of is for settlement purposes only and does not constitute admission of violations, FTC explained.

Oversight panel-quiz is to start June 15

House Legislative Oversight Subcommittee will begin its panel-hearings June 15 covering problems of six major regulatory agencies (BROADCASTING, May 11), Chairman Oren Harris (D-Ark.) announced Friday (May 15). Panels will consist of members of agencies, other government officials, attorneys and members of regulated industries.

Four topics, all on tentative basis, will be discussed in two groups. Each of agencies—FCC, FTC, Civil Aeronautics Board-Federal Aviation Agency, Federal Power Commission, Interstate Commerce Commission and Securities & Exchange Commission—will make up first group, with each appearing on separate days. Second group of panelists will be made up of representatives of Federal Trial Examiners' Conference, trade associations, bar associations.

Subcommittee Chief Counsel Robert Lishman has scheduled meeting with general counsel John FitzGerald of

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

FCC, as well as general counsels of other agencies, for today (Monday) to finalize plans for panels. Proposed topics of discussion:

"(1) What legislative or administrative measures should be taken to preclude attempts to influence commission members or employes by means which do not afford a fair opportunity to present their case to interested persons who will be materially affected by commission action, and at the same time preserve the necessary access of the commission to information from the regulated industry? (2) The role of hearing examiners. (3) The role of commissioners and their staffs and the division of responsibilities. . . . (4) The efficiency of the commissions. What changes, if any, in the existing statutory provisions relating to substance or procedure are needed to enable the commissions to cope with the increasingly enormous volume of business coming before them?"

Appearing with FCC panel, on date yet to be determined, will be chairman, general counsel, chief hearing examiner, technical staff chief, two private attorneys, and two officials from regulated industry. This panel will discuss all four problems. Second group of panelists, to follow six agencies, will devote two days to first and fourth problems.

Am-fm set gains aid Conelrad defense

Major breakthrough in am-fm receivers permitting low-cost sets that will respond to Conelrad attention signal automatically disclosed Friday (May 15) as all Florida radio stations started monitoring signals of Florida fm network. New technical developments, which FCC says are classified, make possible use of multiple fm communications channels along with am Conelrad stations during Conelrad alerts and weather emergencies.

Simple modifications of equipment are involved in fm transmission facilities. Florida fm hookup is backed by Florida Assn. of Broadcasters.

FCC, Atomic Energy Commission and Office of Civil & Defense Mobilization are testing many devices to provide audible warnings through radio receivers in case of fallout. RCA, for example, has geiger-counter device that feeds receiver audio circuit. Tracerlab and other firms also have devices. AEC and OCDM announced jointly Friday they have been testing radio-radiation detectors and will strongly recommend them to public if tests show they are satisfactory. They voiced hope successful devices can be developed at early date, since they would give public (1) broadcast information and civil defense instructions and (2) show presence of radioactive contamination.

Monroney's kind word

Television programming's chief congressional critic took floor of Senate Friday (May 15) to praise planned network efforts, rather than condemn as has been case often in past (AT DEADLINE, April 27, et seq). "A few rays of light are shining through the gloom of television programming," Sen. Mike Monroney (D-Okla.) said in citing upcoming plans of CBS and NBC for public service programming in prime time. "All of us can take off our hats to NBC and CBS for such creative programming. . . ." Sen. Monroney has spearheaded Senate Commerce Committee investigation of rating services and Committee Chairman Warren Magnuson (D-Wash.) said Friday Oklahoman would conduct resumption of hearings, probably in mid-June.

• Business Briefly

• P. Lorillard Co., N.Y., through Lennen & Newell there, and General Foods Corp., White Plains, N.Y., through Benton & Bowles, N.Y., will co-sponsor new comedy-drama series, *Hennesey* over CBS-TV, starting Oct. 5 (Mon. 10-10:30 p.m.). Jackie Cooper will be star and co-producer.

WEEK'S HEADLINERS

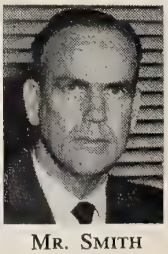


MR. ANDERSON

HOWARD ANDERSON, central division sales manager of ABC Films in Chicago, named vp and supervisor of sales of company's New York headquarters. Mr. Anderson's successor will be RICHARD C. HURLEY, formerly Chicago city sales manager of ABC Films. Promotions are first phase of reorganization of domestic sales staff, said Henry G. Plitt, company president. Mr. Anderson joined ABC Films in 1954 as manager of Dallas office. Two years later he was transferred to Chicago as midwest sales manager. Mr. Hurley started with company in 1957 as account executive in Chicago. He will assume duties of both city sales manager and his new post until his successor is named.



MR. JOSEPH



MR. SMITH

MICHAEL T. JOSEPH and DANIEL H. SMITH appointed vp in charge of radio operations and vp and director of engineering, respectively, of Capital Cities Television Corp., radio-tv station ownership group. Mr. Joseph, previously program consultant, Avery-Knodel, has also served in various radio positions for Fetzer Broadcasting Co. and Founders Corp. He will supervise radio operations for Capital Cities at WROW Albany, N.Y., and WPRO Providence. Mr. Smith, electrical engineer since graduation from Virginia Polytechnic Institute in 1932, has been associated with Western Electric Co., WCHS-TV Portland, Me., WTVT (TV) Tampa, Fla., and WFLA-AM-TV Tampa. Prior to joining Capital Cities, he was manager of WEDU Tampa. Other Capital Cities stations are WTEN (TV) Albany, WTVD (TV) Raleigh-Durham and WPRO-TV Providence.



MR. CLARKE

C. B. (PETE) CLARKE JR., sales manager of WDGY Minneapolis-St. Paul, promoted to general manager, succeeding JACK THAYER, resigned. Mr. Clarke joined WDGY in 1956 when Storz stations bought Twin Cities outlet. He was previously with Scott Paper Co., Chester, Pa., and served at WTCN Minneapolis as account executive. Other Storz stations: WTIX New Orleans, WQAM Miami, WHB Kansas City and KOMA Oklahoma City.

ROBERT KESNER, assistant advertising manager of Coca-Cola Co., N.Y., moves to Lennen & Newell, N.Y., as senior vp and management account supervisor on Newport filter cigarettes. Mr. Kesner, wth Coca-Cola for ten years, was its radio-tv manager before being appointed assistant advertising manager.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

IT COMMUNICATES!

By anyone's standards, Paul Revere's midnight ride was a screaming success. The whole countryside sprang into action! He really communicated. Today, WOOD-TV is communicating with the same phenomenal success. Western Michigan prefers WOOD-TV. Better yet, WOODwatchers are WOODbuyers! Why not put your client on WOOD-TV and get a sample of that "Paul Revere-type" action from the WOODlanders. Just flash the signal to your Katz man — that's one lamp for AM, two for TV.

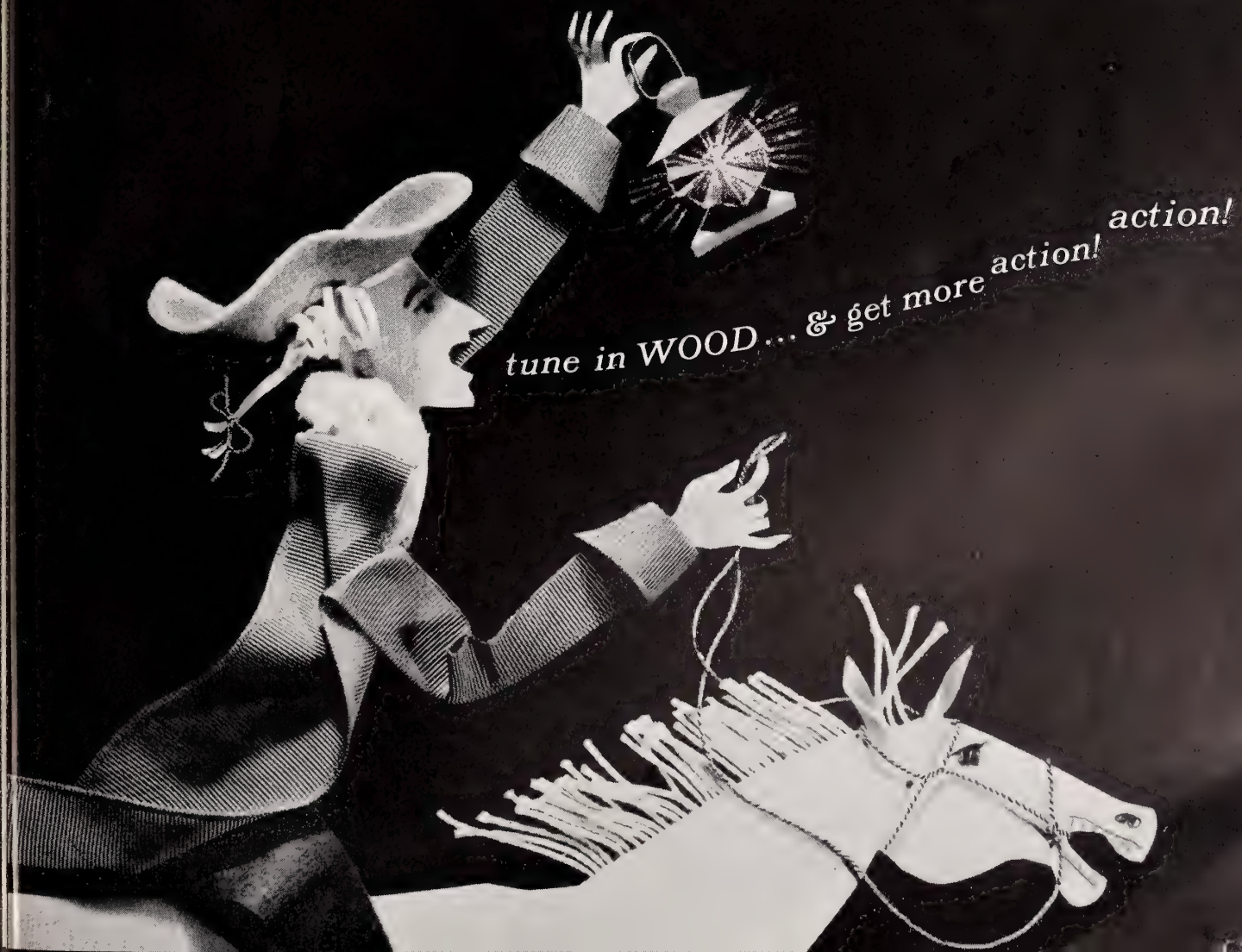
WOOD-TV is first—morning, noon, night, Monday through Sunday February '59 ARB Grand Rapids
WOOD-AM is first—morning, noon, night, Monday through Sunday April '58 Pulse Grand Rapids



WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.





THE FAMOUS FURY

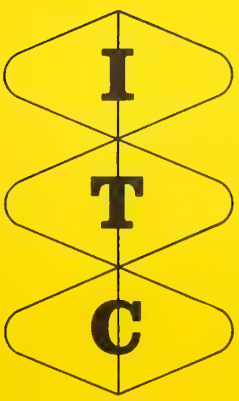
All-family favorite, renewed for fifth year on NBC-TV network
by General Foods Corp. and The Borden Company!
64.1% Share of Audience (Nielsen, July-Dec., 1958)
the highest attained by any series!
17.8 Rating (Nielsen 4-season average, July '55 to Jan. '59)
proof of continued popularity!

RUNAWAY SALES SUCCESS
SOLD IN 74 MARKETS

INCLUDING: BOSTON, MIAMI, DENVER, SEATTLE, TAMPA, SAN DIEGO, ATLANTA, NEW ORLEANS, SPOKANE, FORT WAYNE, SALT LAKE CITY, CHARLESTON, W. VA.!

BRAVE STALLION

Some choice markets still available! Phone or wire collect or talk to your local ITC representative today!



INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22
PLaza 5-2100



America's Newest RADIO TIE...

Makes WKMH A Major Network Station!

WKMH

IS DETROIT'S NEW CBS AFFILIATE



Adding to its present powerful list of radio personalities, WKMH will bring to its listeners such top CBS attractions as Art Linkletter, Robert Q. Lewis, Mitch Miller, Galen Drake, Amos 'N' Andy, Arthur Godfrey, the Metropolitan Opera, and the New York Philharmonic . . . plus CBS world-wide news coverage. Yet it will retain its identity as the foremost *family* station in the Detroit area . . . with programming for everyone. Get the facts on Detroit's *NEW BEST BUY* from Edward Petry and Company.

WKMH Detroit - Dearborn
John Carroll, Managing Director

Effective May 24, 1959



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

May 18-20—Annual Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 19—Wisconsin Broadcasters Assn., Plankinton Hotel, Milwaukee. H.V. Kaltenborn, pioneer news commentator, and Charles H. Tower, NAB personnel-economics manager, will be speakers.

May 19—Broadcasting Day, **Emerson College,** Boston. Theme is international broadcasting. Panel moderator will be Franklin A. Tooke, WBZ-TV Boston. Banquet follows at Hotel Vandome with Henry Loomis, Voice of America director, as speaker.

***May 19—Film Producers Assn. of New York,** annual achievement dinner, Plaza Hotel, New York. Awards will be presented to members of film industry. Carl Reiner, comedian, will be m. c.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor. Officers will be elected.

***May 20-22—Assn. of National Advertisers,** spring meeting, Edgewater Beach Hotel, Chicago. Sec. of Defense Neil H. McElroy will speak at May 21 luncheon. Speakers at special management session following luncheon will be W. H. Burkhart, Lever Bros. chairman; Henry Schachte, Lever executive vp; J. A. Jewell, Westinghouse Electric marketing vp; Dr. G. Rowland Collins, dean, New York U. graduate school of business. Douglas L. Smith, S. C. Johnson & Son, is chairman of ANA program committee.

May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, **Highlights for Children** magazine, will be chief speaker.

May 21-23—Montana Radio Stations Inc., Rainbow Hotel, Great Falls.

***May 22—American Bar Assn.-Radio Television News Directors Assn.,** joint committee meeting on Canon 35, Metropolitan Club, Washington.

May 22—Chesapeake AP Radio-Tv Assn., Sheraton-Belvedere Hotel, Baltimore. Topic: "Opening closed doors to radio and tv newsmen."

May 23—California AP Television & Radio Assn., El Cortez Hotel, San Diego.

***May 23—Tennessee AP Radio Assn.,** Mountain View Hotel, Gatlinburg.

May 23-24—Kansas Assn. of Radio Broadcasters, Lassen Hotel, Wichita. Douglas A. Anello, NAB chief attorney, will speak.

***May 24-26—Assn. of Independent Metropolitan Stations,** Houston.

***May 24-26—Life Insurance Advertisers Assn.,** western roundtable, Ambassador Hotel, Los Angeles.

May 25—Testimony commences in FCC's study of use of spectrum in 25-890 mc region. Witnesses permitted to spend 15 minutes on position already stated in comments filed in March. Broadcast representatives bring up tail of witness list. Hearing is before FCC en banc. Docket 11,997.

***May 26—FCC Chairman John C. Doerfer** addresses Federal Communications Bar Assn. on extra-record material in rule-making cases. Willard Hotel, Washington.

May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

May 27—New Jersey Broadcasters Assn. spring meeting, Rutgers U. campus, Rutgers. Topics include single vs. multiple rate and station appraisals.

***May 29—**National Tv Repeater Assn., Denver.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

JUNE

June 1-3—National microwave symposium, **Professional Group on Microwave Theory & Techniques, Boston Section,** Paine Hall, Harvard U., Cambridge, Mass.

June 2—Special NAB Tv Public Information Committee, formed to draw up national program, will hold first meeting in New York.

June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

June 4-6—Fm Multiplexing Seminar under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va. Agency panels on fm and its future are planned. Other topics—FCC multiplexing regulation; is multiplex a broadcast or nonbroadcast service; must background and store services be broadcast on a subchannel only; music licensing fees; stereo; fm sales prospects; fm promotion. Dan Hydrick Jr., WGH-FM general manager, is in charge of planning.

June 4-6—First meeting of new **FM Assn. of Broadcasters,** Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.

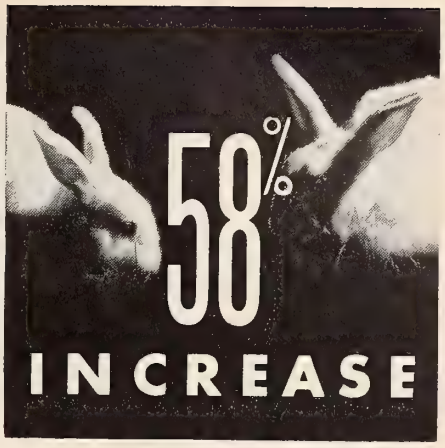
June 5—NAB Tv-Music Advisory Committee, NAB hdqrs., Washington.

***June 6—UPI Broadcasters of Wisconsin,** Milwaukee.

June 7-9—North Carolina Assn. of Broadcasters, Morehead Biltmore Hotel, Morehead City.

***June 7-9—American Women in Radio & Television,** board of directors meeting, Statler Hilton Hotel, Washington.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James



IN CINCINNATI METROPOLITAN AUDIENCE IN

ONE YEAR

Jan.-Feb. '58 avg. ¼ hr. rating 3.0
Jan.-Feb. '59 avg. ¼ hr. rating 4.7
6 AM - 6 PM, Mon. - Fri.

AND WCKY gives you a larger percentage of women buyers than any other Cincinnati station. Compare the percentage of women in WCKY's audience to the other Cincinnati stations. These figures are from the latest Nielsen Report (Jan.-Feb. 1959):

Station	Women	Men	Teen-agers and Children
WCKY	68%	14%	17%
Sta. A - Ind.	51%	20%	29%
Sta. B - Net	61%	22%	17%
Sta. C - Net	66%	20%	14%
Sta. D - Ind.	43%	8%	45%

MORE AUDIENCE and MORE BUYERS mean MORE SALES

Let us show you how we can sell your product or service on WCKY. Call CHerry 1-6565 in Cincinnati; in New York, call Tom Welstead, EL 5-1127; in Chicago and on the West Coast, call AM Radio Sales.

WCKY
50,000 WATTS OF SELLING POWER
Cincinnati, Ohio



S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

June 8-9—Panel on spectrum allocations before Communications Subcommittee of House Commerce Committee.

*June 12—NAB Tv Code Review Board, NAB hdqrs., Washington.

*June 12—Pennsylvania AP Broadcasters, Pittsburgh.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

*June 13—UPI Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden.

June 13—UPI Broadcasters of Pennsylvania, Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio.

June 13-14—Louisiana-Mississippi AP Broadcasters Assn. Jacksonian Motel, Jackson, Miss.

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

Junt 15-19—NAB Combined Boards of Directors, NAB hdqrs., Washington. Committee meetings and indoctrination of new directors June 15-16; Tv Board June 17; Radio Board June 18; joint boards, June 19.

June 15-26—Summer workshop for communications librarians, Syracuse U. School of Journalism and School of Library Science, Syracuse, N.Y.

June 17-19—American Marketing Assn., national conference, Hotel Statler, Cleveland.

*June 17-19—Virginia Assn. of Broadcasters, Tides Inn, Irvington.

*June 17-19—Catholic Broadcasters Assn., Pick Fort Shelby Hotel, Detroit.

June 17-20—National Assn. of Radio-Television Farm Directors convention, Hotel Statler, New York.

June 18—Maryland-D.C. Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

June 18-20—Florida Assn. of Broadcasters convention, DuPont Plaza Hotel, Miami.

June 18-21—Pet Milk's second annual Grand Ole Opry talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for promotion prizes and for all expense-paid trips to Nashville.

*June 19—Rhode Island Broadcasters Assn., Viking Hotel, Newport.

*June 21-22—Colorado Broadcasters & Telecasters Assn., Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

*June 22—Comments due on FCC proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859.

*June 22-26—First Advertising Agency Group, annual conference, Belmont Hotel, Cape Cod, Mass.

June 22-Aug. 15—Summer Radio-Tv Institute,



WHO'S BURIED IN LENIN'S TOMB?

The quick answer is Lenin. The complete answer is Lenin and Stalin! Just a detail? Possibly—but it points up how misleading news can be in capsule form. Most folks want all the details, all the facts—not mere headline reporting. They get it on WJR.

Nine times daily, WJR newscasters will take the air for detailed 15-minute reports; twice every evening there are quarter-hour news commentaries. Other programs, such as interviews with the people who make news, probe the significance of current events. Listeners appreciate this—as one writes: "The newscasters of WJR fill in the background information that gives news more meaning."

Accurate, honest and complete news coverage is just another reason why advertising on WJR reaches the most people with the most money, most often. Check your advertising manager, agency or Henry I. Christal representative for all the facts on WJR, the dominant station in the fifth richest market in America.

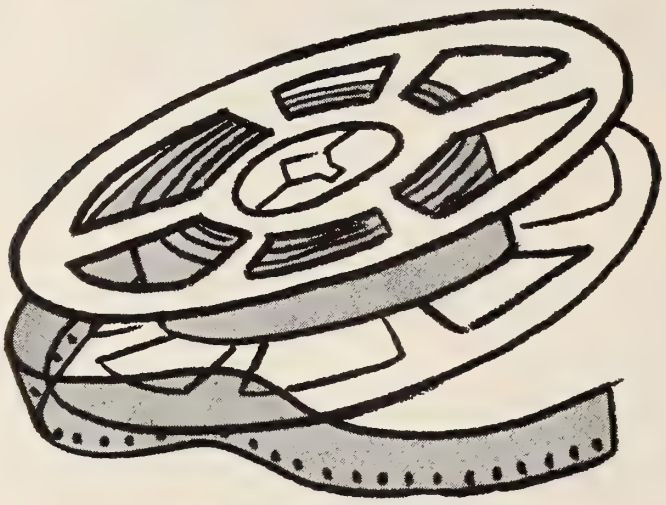


WJR's primary coverage area—over 17,000,000 people.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

WCSH-TV 6

NBC Affiliate Portland, Maine



Why a bigger more receptive audience?

(one answer is on that film)

WCSH-TV has pioneered in bringing legislative action from the state capitol to its viewers. It has initiated sound-on-film coverage from both houses in the current session, and has been mainly responsible for easing traditional barriers against photo coverage.

"News on 6" was FIRST with -

Sound-on-film of the senate.
Sound-on-film of house debate.
Film coverage of Governor and Executive Council in session.
Sound-on-film of an important legislative committee hearing.

Legislator reaction has been favorable. Frequently heard comment: "I didn't know it could be done with so little fuss."

Viewer reaction has been more than favorable. Well known fact: "If you want to know what happened in Augusta today, see it on Six."

Your Weed TV man has five straight years of surveys that similarly show you get a bigger, more receptive audience on Six.

A MAINE BROADCASTING SYSTEM STATION

WCSH-TV—(6), Portland
WLBZ-TV—(2), Bangor
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

A matching schedule on ch. 2 in Bangor saves an *extra 5%*.

Stanford U., Stanford, Calif. George A. Willey, director.

*June 23-25—National Community Television Assn., Sheraton Hotel, Philadelphia.

*June 23-Aug. 1—Broadcasting Symposium, Northwestern U. Radio-Tv-Film Dept., Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, Saturday Review; John O'Brien, Voice of America; Eric Barnouw, Columbia U.

*June 28-29—South Carolina Broadcasters Assn., William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 2—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe City, Calif.

*June 28-July 4—National Advertising Agency Network, management conference, Del Monte Lodge, Pebble Beach, Calif.

*June 29-July 1—Military electronics convention sponsored by Professional Group on Military Electronics of Institute of Radio Engineers, Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

JULY-NOVEMBER

*July 5-11—Advertising Federation of America management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Speakers to include Dr. Frank Stanton, CBS president.

July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job.

*July 14-15—Idaho Broadcasters Assn., Shore Lodge, McCall.

*Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco.

*Aug. 21-23—Arkansas Broadcasters Assn., Hot Springs.

*Aug. 24-28—American Bar Assn. annual convention, Miami, Fla.

*Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

*Sept. 10—Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

*Sept. 17-19—Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

*Sept. 21-22—Louisiana Assn. of Broadcasters, Monroe.

*Sept. 21-23—Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

*Sept. 29-Oct. 3—Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

*Oct. 7-9—Institute of Radio Engineers Canadian Convention, Toronto, Canada.

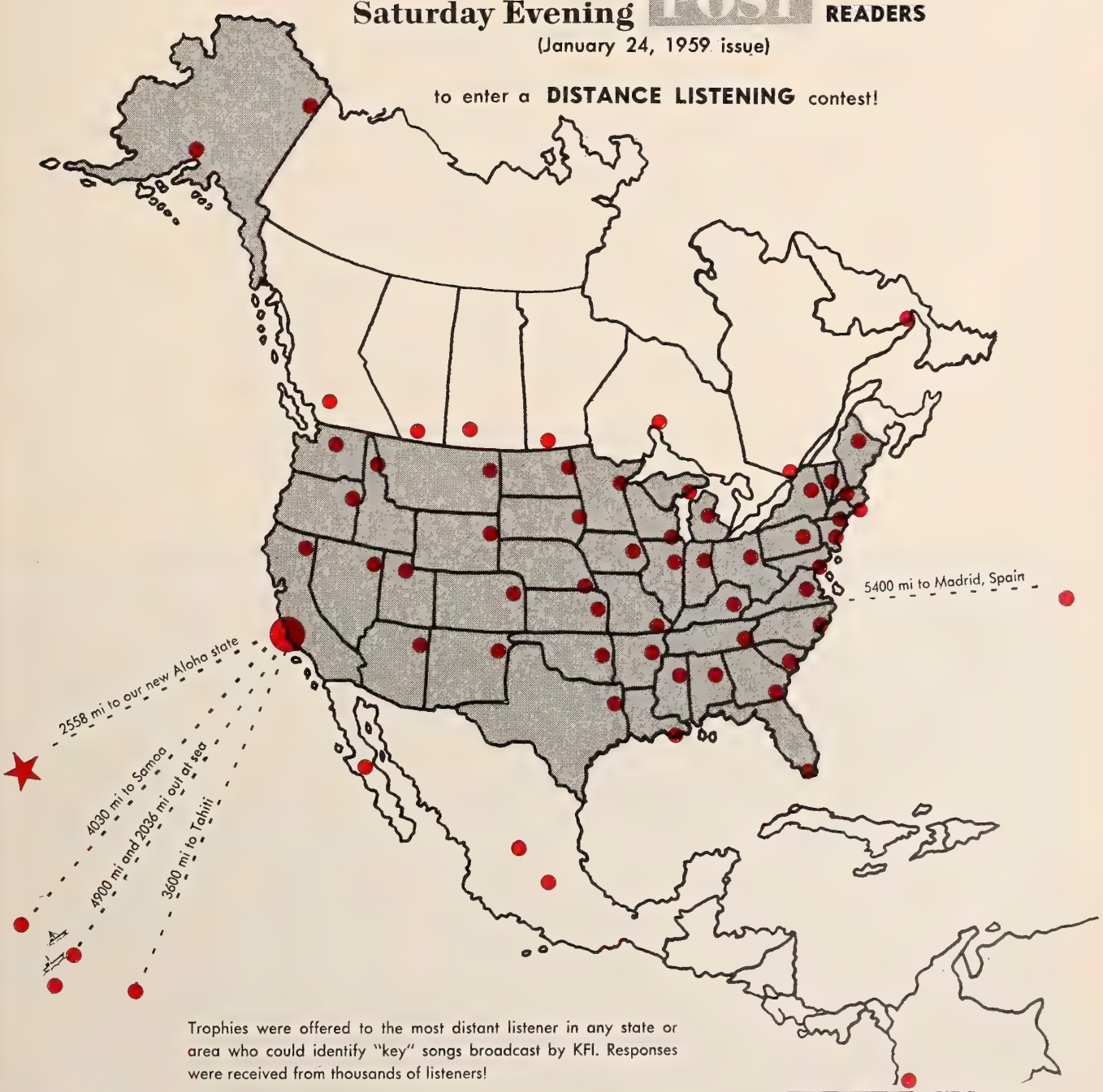
*Oct. 12-14—National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

KFI ASKED

Saturday Evening POST READERS

(January 24, 1959 issue)

to enter a **DISTANCE LISTENING** contest!



Trophies were offered to the most distant listener in any state or area who could identify "key" songs broadcast by KFI. Responses were received from thousands of listeners!

The winners, represented by red dots, responded from 49 states, 6 provinces of Canada and many foreign countries! Yes, wherever you may be, chances are you can hear California's "covering" station — KFI!

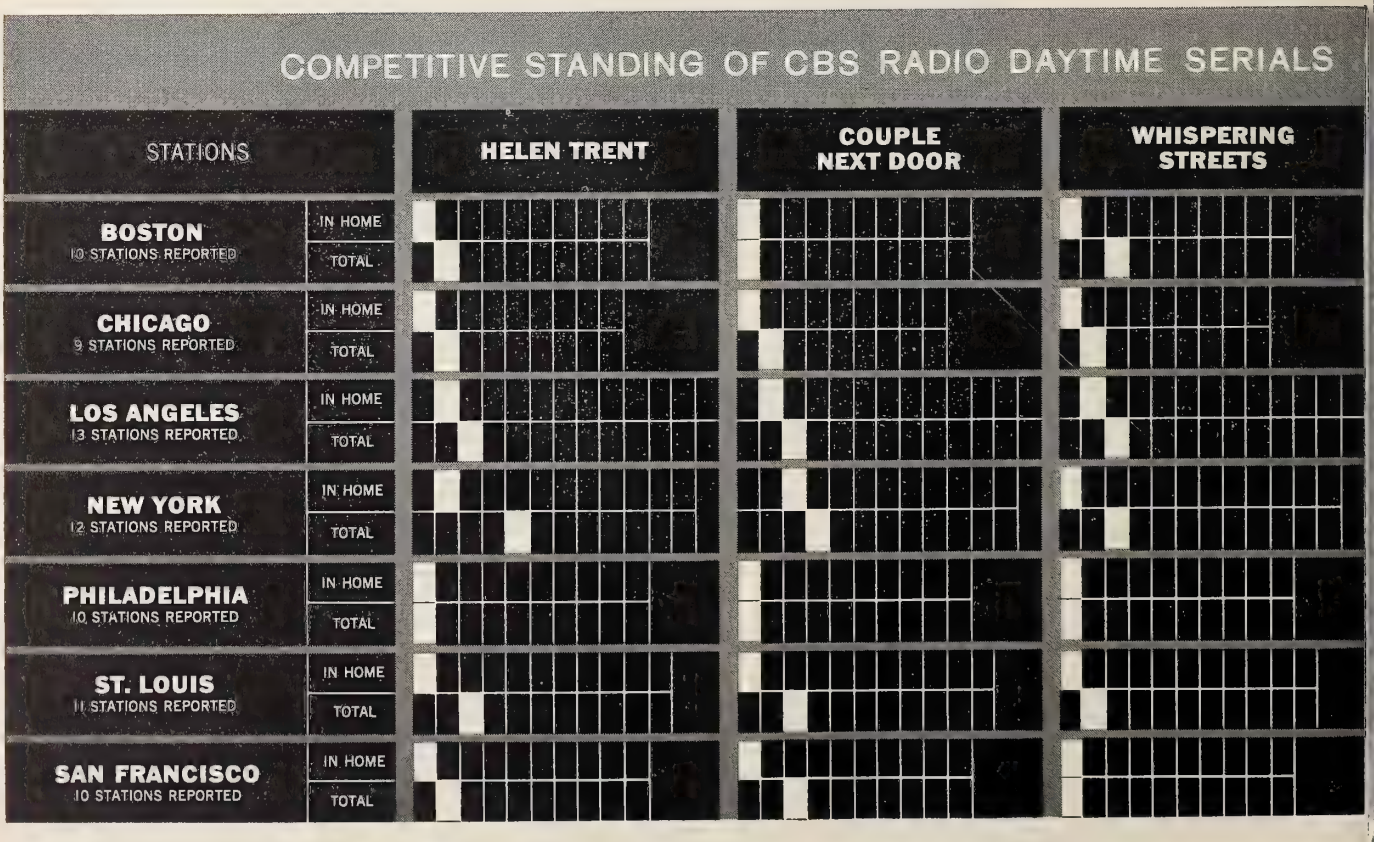
P.S. It's interesting to note that while only the farthermost county in California could be a winner, we heard from every one of the 58 counties! *THIS* IS THE COVERAGE WE WANT YOU TO KNOW ABOUT!

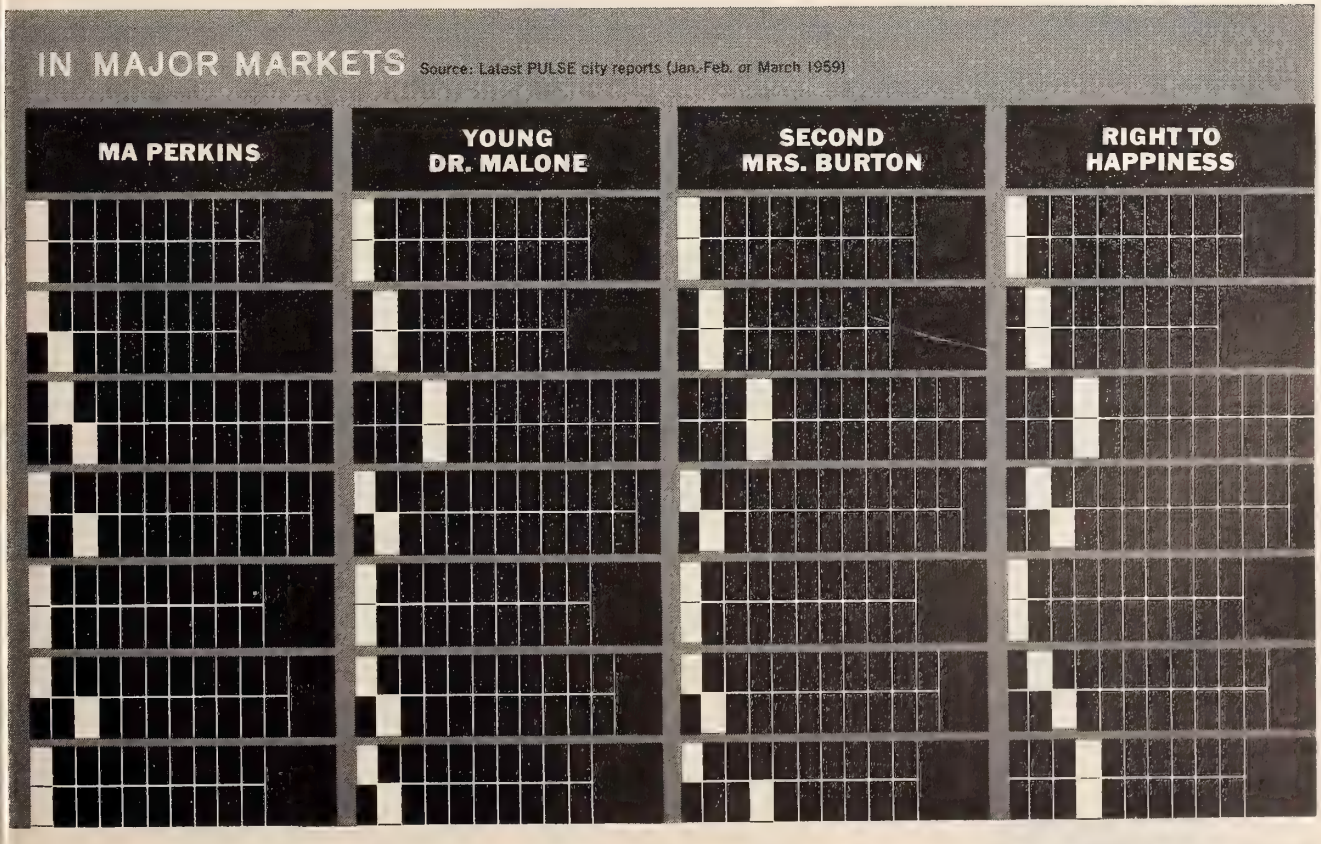
KFI NBC for Los Angeles

50,000 WATT CLEAR CHANNEL

Earle C. Anthony Inc.

This chart is THE MOST telling demonstration we have found of the audience sweep of CBS Radio Network daytime drama. The significance is very clear when programs score so high–in 7 of the toughest (and most sophisticated) markets in the U.S. And it goes on year in and year out. It must be that housewives really want these programs. These are the facts.





THE CBS RADIO NETWORK

36% UP

Nothing succeeds like selling for one's advertisers . . . the big reason why KNX Radio's first quarter local sales have shot up a full 36% over the same quarter last year! (And first quarter '58 was 12% over the same '57 period!) Good broadcasting means good business. More than ever, KNX is Southern California's leading radio station — in quality programming, attentive audiences — and in commercial ***success!***

KNX CBS RADIO LOS ANGELES

REPRESENTED BY CBS RADIO SPOT SALES

MONDAY MEMO

from **IRWIN ZLOWE,** *president, The Zlowe Co., New York*

Market selectivity puts punch in spot

We consider the media department as a key member of our creative team because spot timebuying cannot be reduced to a formula. The challenge is as varied as each product with its own set of marketing problems. Only if the timebuyer is closely involved in the total marketing and advertising strategy can you plan spot schedules intelligently.

The diversity of accounts in our agency does not allow for any rut. The marketing and merchandising concepts for one client bear little resemblance to those for the rest, other than the basic concept of selling more goods. It is imperative that the timebuyer get into the early planning stages to understand fully each client's marketing aims. Only then can the timebuyer do more than a routine job.

For example, we have two noncompetitive clients in one field. Both have national distribution, yet for Client A we buy primarily regional or local media. Are we neglecting the national for budgetary reasons? That's only a fraction of the answer. Other factors include the sales strategy and the competitive situation. Chipping away at one market at a time has produced continuing increase in sales, while larger competitors with more lavish budgets have declined.

Planning a spot radio campaign for a cosmetic firm whose budget was extremely limited necessitated a good deal of soul-searching. We could not hope to compete with the cosmetics giants on television. The media department reasoned that our client could dominate radio in this large market. Since the visual could not be neglected, strong ads, using the copy theme of the radio commercials, were placed in newspaper Sunday supplements.

Quantity or Quality? • Media had to decide whether package deals with a profusion of spots would best serve the client or whether fewer carefully selected time spots at a premium rate would do a better job. Since all women are interested in cosmetics, the media director had to know what segment of the female audience represented the best potential customers for our client's line of products.

A selection of spots on programs conducted by well known radio personalities was carefully chosen. Live commercials delivered by these people added to the authenticity and genuineness of soft sell copy. The message was believable and it sold merchandise. The media buyer's recommendation for fewer but select spots paid off.

Perhaps the most challenging product to launch was in the food field. There was no sizeable capital investment set aside for promotion. The total budget depended entirely upon percentage of sales volume. Here budget growth was contingent upon sales growth. Broadcast media offered the flexibility required with sales progress. The start more than 15 years ago represented a very modest appropriation. With the concept of proceeding "from the known to the unknown," the first audience we tried to reach were the health- and food-conscious people who would be receptive to the distinctive characteristics of the product. The next audience we sought was comprised of sophisticated, well-traveled people who were more venturesome in their eating.

Time to Change • Then the pattern had to change to meet the challenge for growth. A tv spot campaign on independent stations was within budget reach of the client and 60 second spots were plentiful then. The filmed commercials were designed primarily to break down consumer resistance to the product itself. People in all walks of life, in all age groups were shown eating the various forms of the product.



Irwin Zlowe b. Hartford, Conn., and was graduated from school of arts and pure sciences of New York U. 1930. His first job after college was as salesman for Women's Wear Daily. *He started his own agency in 1936 and has been in business continuously since then, except for two years during World War II when he served in the European theatre as a sergeant with the 12th Army Group. As a medium-sized agency, Zlowe Co. is proud that two accounts have continued with the agency for over 23 years and eight have been with the company more than 10 years.*

We broadened our audience by the use of spot packages on network tv stations. Here, however, the budget limited us to daytime and fringe time only.

But however good the sales picture, it was obvious that there still existed a major portion of consumers who had resisted trying the product.

Consumer Education • We learned that an education job was still to be done among adults. For this broader coverage, nighttime tv could have provided the large audience, but budget limitations and lack of good minute availabilities precluded this.

In turning to radio, we set very basic criteria for our spot buys. Since our commercials were designed to appeal to the mature, we sought spots where the radio audience is listening as attentively as possible. The answer seemed to lie in newscasts and adjacencies. We favored the frequency of impressions at a given time rather than using saturation on any one station.

It is obvious that this was not the cheapest method of buying spot radio. If we were merely pursuing the cost-per-thousand gambit, it would have been discarded pronto. Fortunately, the client's awareness of our tailoring the schedule to the entire promotional stategy made the success of this campaign a rewarding one for everybody.

Teen-Age Audience • Reaching a teen-age audience offers problems of its own. It often seems that there are seven commercials in a fifteen minute segment of radio broadcasting by teen-age idols. To select the time period is not as difficult as tailoring the commercial. It must not talk down or over the heads of your audience. It must compete with the chatter of the disc jockey and numerous competing commercials. To do a sound job for a client, the media buyer needs the able assistance of the researcher and the copy department.

The hundreds of jingles heard on the air tend to blend into the hundreds of songs played and sung on most radio stations. We have used jingles successfully but frequently resort to quiet, believable sell. Such commercials should be spotted carefully. Media must watch adjacencies.

The key word in time buying at Zlowe is flexibility. A rigid buying pattern limits the product's potential, weakens a major pillar in the over-all promotional effort.



FIRST FAMILY

You are looking
at the most famous address
in the nation . . .
the White House, home of
Presidents and symbol
of America, as seen through
the lens of Fred Maroon
in the continuing WTOP-TV
series on
Washington landmarks.

WTOP-TV 9
WASHINGTON, D. C.

AN AFFILIATE OF THE CBS TELEVISION NETWORK

REPRESENTED BY CBS TELEVISION SPOT SALES

OPERATED BY THE WASHINGTON POST
BROADCAST DIVISION

WTOP-TV, *Channel 9, Washington, D.C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP Radio [illegible] *Washington, D.C.*

In Rochester
THE PEOPLE
will tell you . . .

WHEC is the radio voice of AUTHORITY In responsible, comprehensive News Coverage, presented by a staff of trained newsmen, backed by the complete staffs of Rochester's two daily papers—which, like WHEC, are owned by the Gannett Company . . . an AP subscriber, supplemented by the Gannett News Bureaus in Washington and Albany and on the national level by CBS News.

WHEC is a FRIENDLY voice Because we believe in the warm personalities of our staff. Rochester's most widely read columnist, Henry Clune, wrote of morning man Ed Meath ". . . he dearly loves his audience . . . he gets close to his people . . . that's the secret of his rousing success." And Meath starts the WHEC day.

WHEC offers VARIETY In programming with favorite local personalities and the best from CBS . . . always GOOD TASTE with a select schedule of pop, standard and concert music.

ADD TO THIS, CHANGING IDEAS FOR CHANGING LISTENING HABITS: In 34 years, we've never rested on our award-winning laurels! Our 1959 daytime schedule has a bright NEW feeling with a welcome hour of luncheon music and news at noon . . . a bright NEW afternoon personality in Jack Friel . . . a NEW Saturday morning record show for the "born to dance" set!

IN ROCHESTER, N. Y., WHEC IS A THOROUGHLY BROAD INVITATION TO ANYBODY'S LISTENING

WHEC
the Station LISTENERS Built!

BASIC CBS • NATIONAL REPRESENTATIVES: EVERETT-McKINNEY, INC.

OPEN MIKE

'Tinkering with time'

EDITOR:

Thank you ever so much for your most excellent appraisal of the daytimers' case in your editorial "Tinkering with time" (page 118, May 11).

F. C. Sowell
WLAC Nashville, Tenn.

EDITOR:

We wish to vigorously protest your editorial "Tinkering with time" . . .

Your thinking is solely concerned with engineering standards laid down in 1934 and completely ignores the most important phase of broadcasting: namely, programming. . . .

There is nothing sacro-sanct about rules that deprive over 1,200 "second class" communities of service they badly need in favor of entrenched frequencies owned for the most part by big-town newspapers, networks and equipment manufacturers many of whom use their high power to broadcast programs of purely local interest. . . . Perhaps the FCC should look into the matter of the waste of the broadcast spectrum by stations using high power to broadcast programs of local interest.

The ten year delay by the Commission in even considering the matter of the daytimers indicates that the members of that "august" body heed the mandate of the big interests and ignore the pleas of the small fry. . . .

George C. Udry
WSIV Pekin, Ill.

No more 'pay' discs

EDITOR:

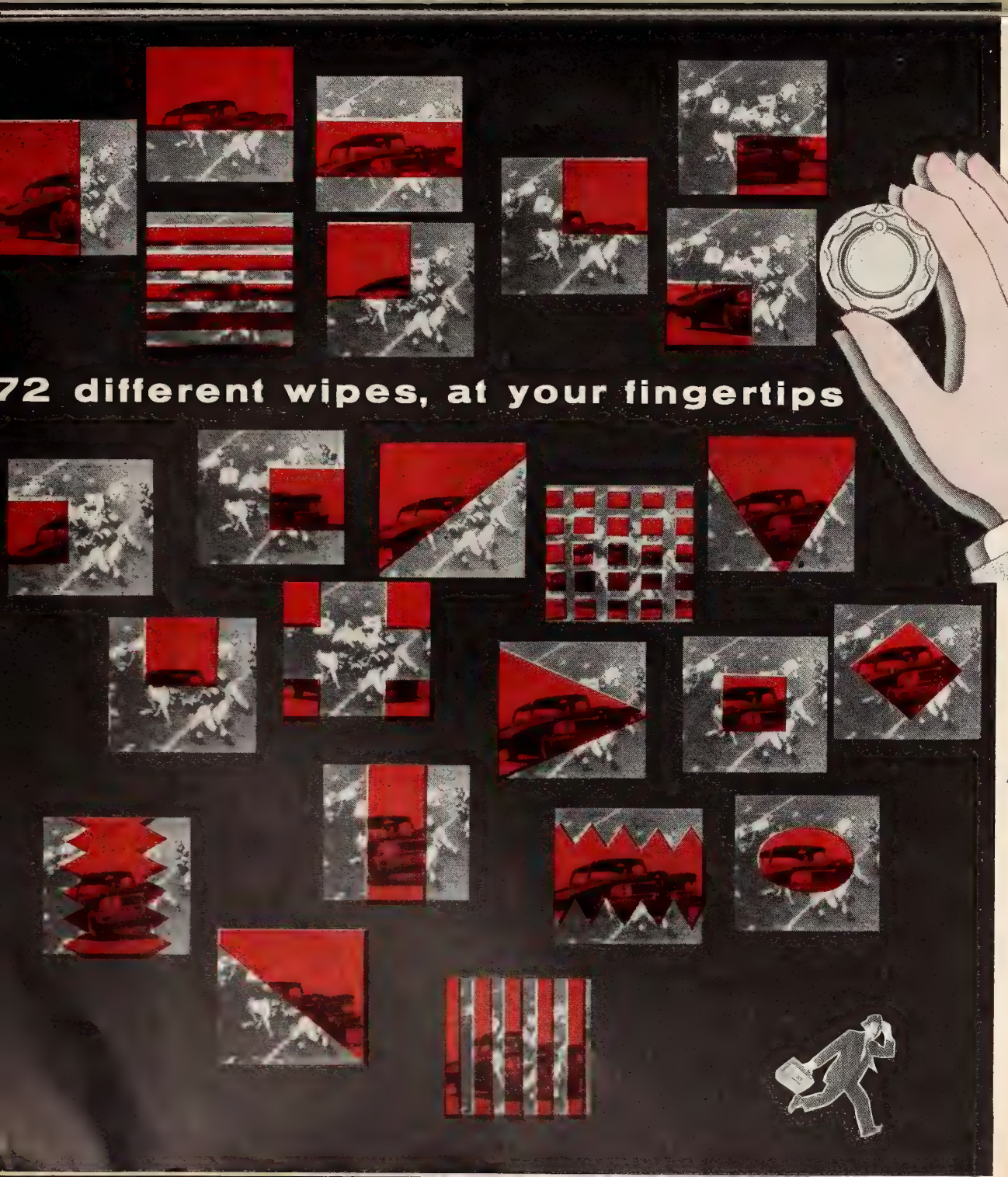
. . . We are discontinuing the airing of recordings not furnished to our station free by record manufacturing companies. This has been a problem for quite some time with stations not blessed with being in a 100,000-population city and this is no bluff with us. We would like to call upon other operators in the same position to do the same thing we are doing.

Clarence Jones
WBPD Orangeburg, S.C.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular Issues 35¢ per copy; Yearbook Number $4.00 per copy.

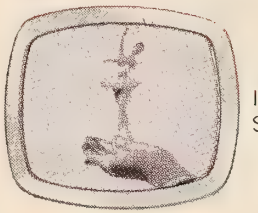
SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.



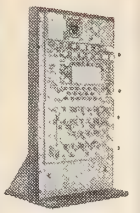
Telechrome brings to TV broadcasters a vastly improved system for producing a wide variety of dramatic wipes, inserts, keying and other special effects. The superb engineering of the Telechrome Special Effects System provides outstanding reliability and technical performance when used for either color or monochrome TV. Simplicity of pattern selection and wipe speed is provided by manual switches on the remote control unit.

- Unusual compactness and portability make possible the creation of special effects even in field locations.
- Simplest to operate. All 72 wipes available at all times.
- Stabilized black balance between pictures. Millimicrosecond transition time eliminates edge effects.
- Additional camera input allows keying from camera signal.
- Its versatility permits use in live, video-tape or film programming.

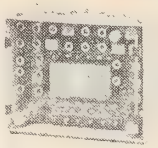
TELECHROME
SPECIAL EFFECTS GENERATOR
FOR WIPES & MATTING, MODEL 490A



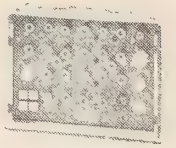
Insert Keying with Super Stability



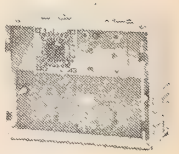
Rack Mounted



490W1 Waveform generator. Generates keying signals for the 72 different wipes.



490S1 Switching Amplifier. Combines two picture signals in accordance with applied keying waveform.



490R1 Remote Control Unit. Selects and controls desired effect. Designed for console or desk mounting. Easily modified for integration into existing studio facilities. Complete with power supply — 512CR.

Designed for 19″ rack mounting, or portable cases
Full specifications and details available on request.

AVAILABLE FOR IMMEDIATE DELIVERY.

COLOR TV • INDUSTRIAL INSTRUMENTATION • TELEMETRY

TELECHROME MANUFACTURING CORP.

AT THE FRONTIERS OF ELECTRONICS

TELECHROME MFG. CORP.
28 RANICK DRIVE, AMITYVILLE, N. Y., LIncoln 1-3600
CABLE ADDRESS. COLORTV • TWX AMITYVILLE NY2314

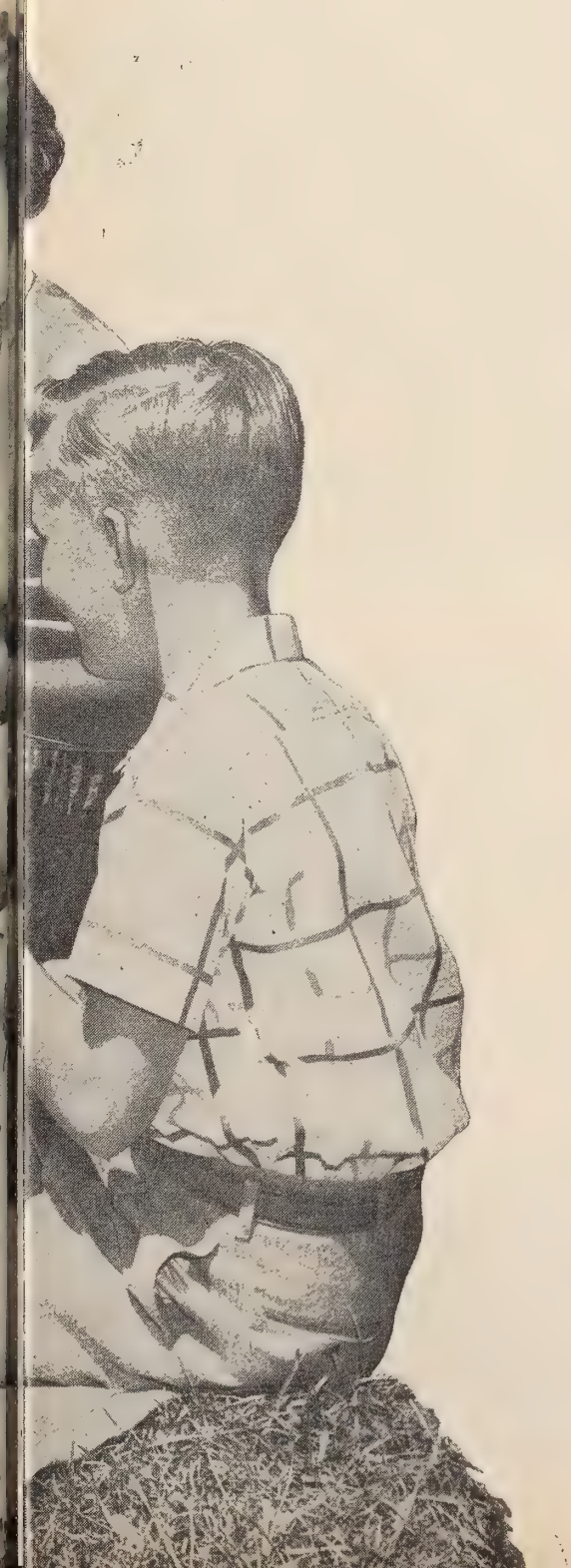
WESTERN ENGINEERING DIVISION • 13635 Victory Blvd., Van Nuys, Calif., STate 2-7479
MIDWESTERN ENGINEERING DIVISION • 106 W. St. Charles Rd., Lombard, Ill., MAyfair 7-6026
SOUTHWESTERN ENGINEERING DIVISION • 4207 Gaston Ave., Dallas, Tex., TAylor 3-3291

Demonstrated at N.A.B. SHOW & I.R.E. SHOW

summer spot radio goes



where the family goes



SPOT RADIO is the most effective summer medium you can use because Radio goes where the family goes.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

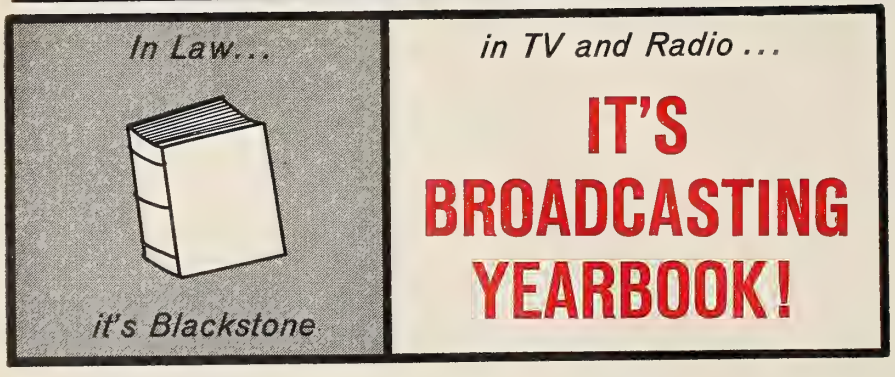
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MAY IS NATIONAL RADIO MONTH





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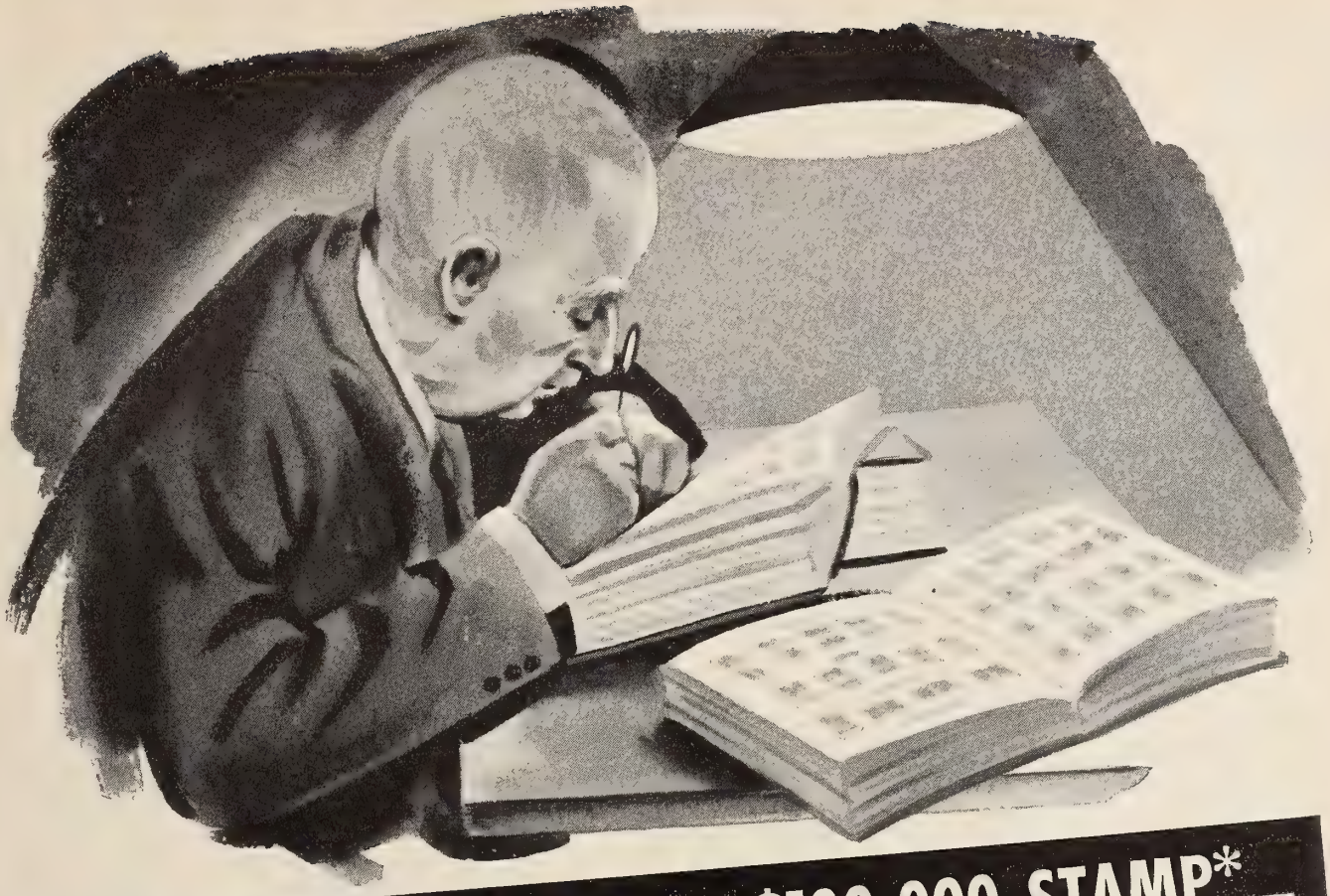
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* Reg. U. S. Patent Office

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YOU MAY NEVER FIND A $100,000 STAMP*—

BUT... WKZO-TV Will Increase Your Mail From Kalamazoo-Grand Rapids!

PLEASE NOTE! As shown below, WKZO-TV delivers 94.9% more homes than Station "B," Sunday through Saturday, 9 p.m. to midnight!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(Jan. 25-Feb. 21, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
6 a.m.-9 a.m.	17,600	17,300	50.4%	49.6%
9 a.m.-Noon	55,500	32,300	63.2%	36.8%
Noon-3 p.m.	69,400	35,200	66.3%	33.7%
3 p.m.-6 p.m.	68,000	54,500	55.5%	44.5%
Sun. thru Sat.				
6 p.m.-9 p.m.	148,700	95,500	60.8%	39.2%
9 p.m.-Midnight	134,300	68,900	66%	34%

WKZO-TV reaches far more homes than any other station in the Kalamazoo-Grand Rapids area. The recent NSI Survey proves it (see left)—also shows that *WKZO-TV leads Station "B" nearly 6-to-1 in quarter hours surveyed!*

Further—the Kalamazoo-Grand Rapids 9-county ARB Survey (Jan. 12-Feb. 8, 1959) covering 300,000 TV homes, gives WKZO-TV first place in 60.6% of all quarter hours measured!

Remember—if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac to your WKZO-TV schedule.

**World's most valuable stamp is the British Guiana 1c black on magenta dated 1856, which is insured for $100,000.*

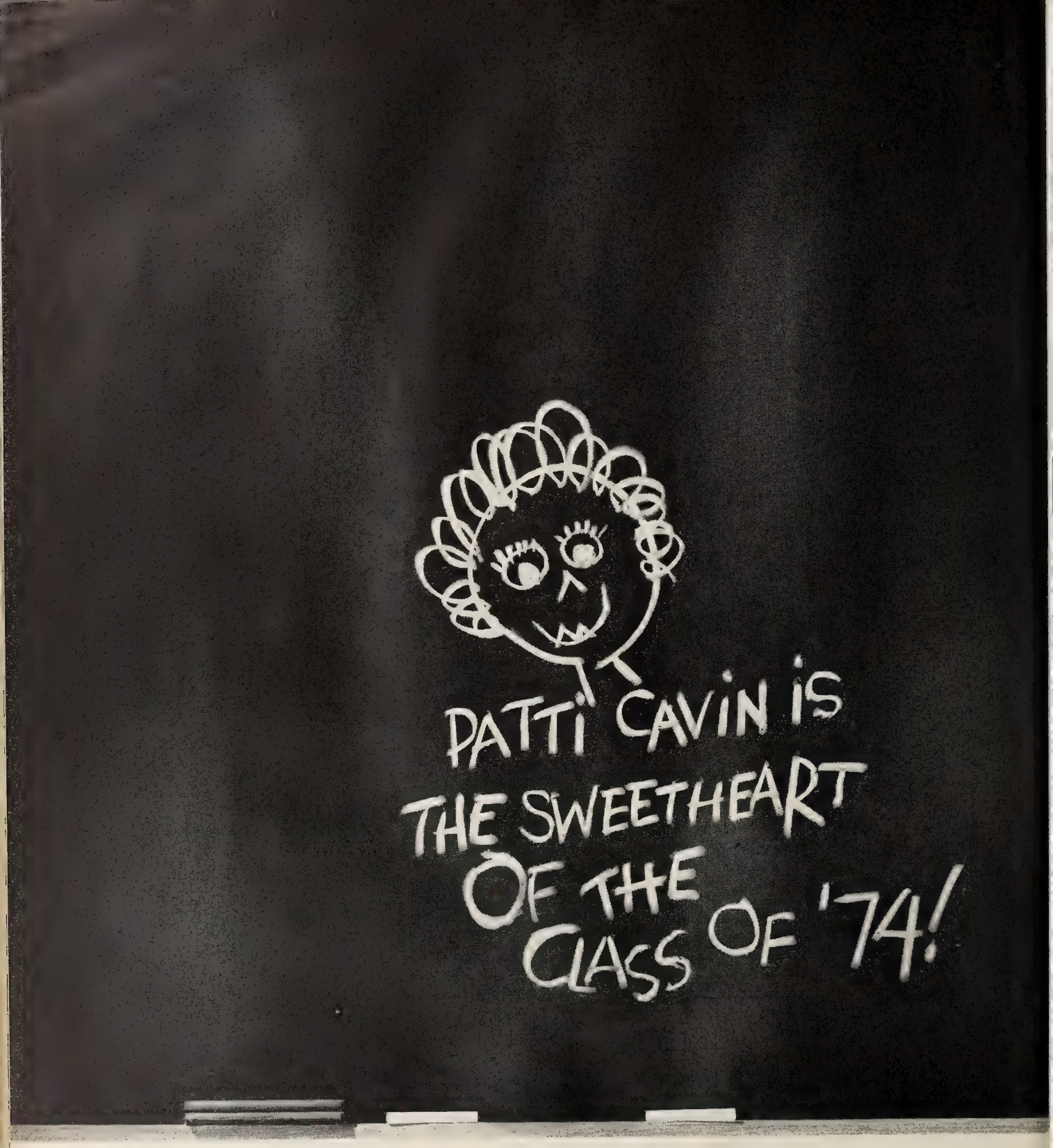
AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

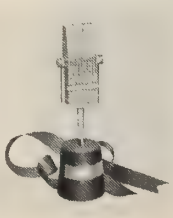
WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives



Because she has championed their cause so brilliantly, lots more youngsters of today will be college-bound in years to come. This is the sentiment expressed in McCall Magazine's "Golden Mike" award to WRC Radio's Patti Cavin. On her regular WRC Radio program, "Capital Byline," Patti embarked on a crusade, "Deadline, 1970," to create an awareness of the student's plight in 1970—when he stands only a 50-50 chance of college attendance because of teacher and facilities shortages. Mrs. Cavin toured every campus in the Washington area to add first-hand facts to her program. Many educational, business and congressional leaders participated, and when her vigorous compaign was concluded, grateful educators praised her "outstanding contribution to community life." "Deadline, 1970" was one month long, but its after-effects will be felt for years as the Washington area, and the nation, work to prepare for the educational needs of the future. Cheers to Patti Cavin, she's the sweetheart of WRC, too!





WRC

NBC RADIO IN WASHINGTON, D. C.
SOLD BY NBC SPOT SALES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 18, 1959
Vol. 56 No. 20

DO-IT-YOURSELF SYNDICATION

- **Demand for tv product is creating a new program source**
- **Stations are producing their own shows for sale to others**
- **Aim is to get good shows with chance of recovering cost**

The average U.S. tv station is on the air something over 100 hours every week. Take into account over 500 stations and it comes to over 50,000 hours. As the operators of those stations will tell you, that's a lot of time to fill.

The search for audience-attracting programs to fill it is never-ending.

Station executives have dealt in the past with many sources, the three largest being the tv networks, the independent producers and syndicators of film series and the libraries of Hollywood movies.

Now a fourth element is emerging—the station-produced series, run locally and then offered in syndication to others. As in the case of other program sources, most have sprung up from New York and Hollywood. As would be expected, most of the producing stations are independents.

Spurring this development is videotape, which has enabled tv operators to produce and capture in permanent form, at relatively low cost, a variety of programs made in the medium with which they have most experience—live tv. KTTV (TV), KCOP (TV), KTLA (TV) and KHJ-TV in Los Angeles, WNTA-TV in New York and the New York headquartered Westinghouse Broadcasting Co. have all started videotape ventures. A notable exception to the tape trend is WPIX (TV) New York, one of the most successful in the home-grown programming department, which is syndicating on film.

The Motives • While the programs and the techniques used by these new program enterpreneurs differ, their "reason why" is the same. They need the shows themselves, and the extra syndication mileage enables them to produce more elaborate shows than could be supported on a purely local budget. And if in the process they can make still extra money, so much the better.

By volume alone, WNTA-TV New York and KTLA (TV) Los Angeles appear to be the pacesetters. Through parent National Telefilm Assoc. WNTA already has offered or is preparing five of its local shows for syndication. KTLA has six to sell this fall.

From the standpoint of longevity KTTV (TV) claims honors with its *Divorce Court*, which went into syn-



Longest run • *Divorce Court*, originated by KTTV (TV) Los Angeles, has been in syndication longer than any other station property now on the market. It was put into distribution through Guild Films last August. This series is typical of most of the station offerings now in syndication. It is produced with live technique (see live tv cameras at left) and recorded on tv tape. Widespread distribution of tv tape recorders among television stations has encouraged stations originating shows to syndicate them by tape instead of film.



Biggest seller • "The Russian Revolution," a film documentary produced by WPIX (TV) New York, so far holds the record for syndicated sales. It was bought by 36 stations. Picture above is frame from old film clip in the program and shows Lenin addressing followers. Another WPIX production, "Cold War—Berlin Crisis," also a one-hour documentary assembled from film clips, has just been offered by the station and is already sold in 20 markets.

dication last August. From the standpoint of sales, WPIX has gained the longest station lists with its one-shot "Russian Revolution" (36 stations) and "Cold War—Berlin Crisis" (20 stations).

Getting Them Around • When it comes to selling and distributing these program series, there are several variations. Some, like WPIX, do it themselves. Others, like WNTA-TV and KCOP (TV), rely on an established distributor (NTA and Guild Films, respectively). There are advantages and disadvantages to each of these arrangements, the big advantage in doing-it-themselves being that they don't have to cut an outside distributor in on the profits. It is generally estimated that a distributor will take a 30-40% cut of gross receipts for his part in moving a series.

The stations that have been most active in this new programming area, and the work they've done in it, are detailed below.

NTA Activity • The most ambitious tape production-distribution blueprint in the east has been sketched by National Telefilm Assoc., parent of WNTA-TV New York and KMSP-TV Minneapolis, which is using the resources of various of its units in "Operation Tape."

NTA Productions produces programs for distribution by NTA Program Sales, and using the facilities of NTA Telestudios, WNTA-TV serves as the showcase for initial exposures of the video-taped offerings. On occasions the station buys an outside package, or the distribution arm takes on a taped series produced outside its orbit, and, in one instance, an outside producer uses Telestudios' facilities and NTA program sales' services.

NTA's activity is in various stages of development. WNTA-TV has been carrying the following taped programs: *Peter Potter's Juke Box Jury, Bishop Sheen Show, Alex in Wonderland, Open End, Henry Morgan & Company, Mike Wallace Interview, One Night Stand* and *Jai Alai.*

The programs that are "wholly NTA" include all but Mike Wallace, Peter Potter and *Jai Alai.* Newsmaker Productions owns *Mike Wallace Interview,* which is taped at NTA Telestudios and is syndicated by NTA Program Sales. KTTV (TV) Los Angeles produces *Juke Box Jury* in conjunction with Mr. Potter for distribution by NTA Program Sales, and *Jai Alai* comes out of XETV (TV) Tijuana (see below).

The sales chalked up by NTA on tape shows thus far have been restricted to *Juke Box Jury,* sold in 12 markets, and *Bishop Sheen,* in seven markets. Spokesmen say they now will "make a push" for sales on *Open End, One Night Stand, Alex in Wonderland* and *Mike Wallace Interview.* One-, two- and three-hour versions of *Open End* will be offered.

On the production side, two half-hour programs are in preparation, *Xavier Cugat Show* and *Mel Allen Show.* In addition, NTA has plans—not crystallized—for producing specials, including variety shows, that would range one hour or more in length.

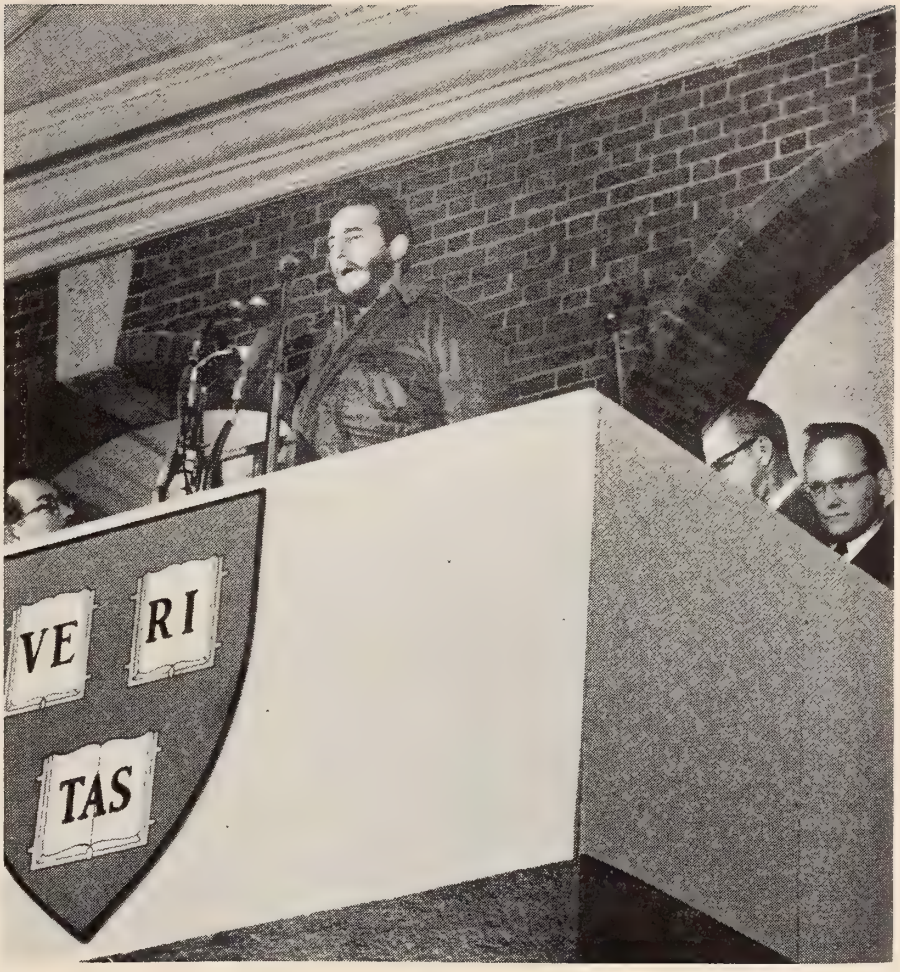
Michael M. Sillerman, president of NTA Program Sales, explained the company's concentration on video-tape activity by saying: "We know there is a market for certain types of programming on tape. We hope to fill the need for quality shows that can compete favorably with other types of programs.

Through syndication, we hope to recoup some of the investment we make in programs we produce for initial showing on our stations. And we feel tape can develop into a profitable business."

Westinghouse Activity • Westinghouse broadcasting's major station group is also in the syndication field, but principally in the areas of "public service" programming. The two main guns in its arsenal are *Youth Wants to Know* and *American Forum of the Air*, both veterans of network programming (and both produced by Theodore Granik).

WBC's first interest in these programs is for its owned stations, WBZ-TV Boston, KYW-TV Cleveland, KPIX (TV) San Francisco, KDKA-TV Pittsburgh and WJZ-TV Baltimore. Ironically, neither *Youth* nor *Forum* is produced at an O&O, but rather, because their participants are most often in either New York or Washington, both are taped at WNEW-TV New York and WTTG (TV) Washington, both owned by Metropolitan Broadcasting. *Youth Wants to Know* also has been sold to four tv stations outside the Westinghouse complex.

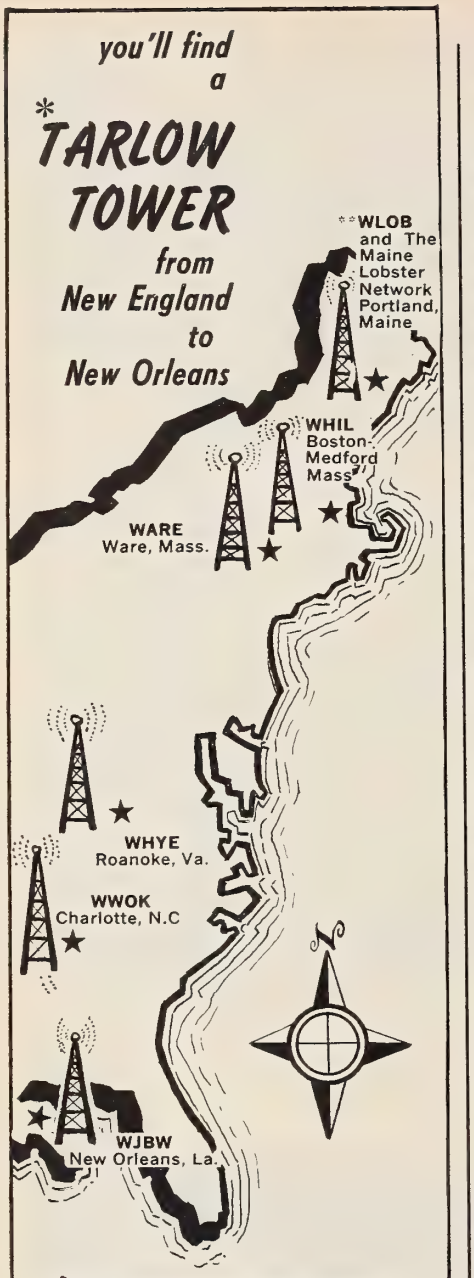
Richard M. Pack, WBC's vice president for programming, says that "fundamentally, WBC is not in the syndication business" at all. He points out that WBC has offered several series free to educational stations and institutions, including the previously produced *Adventures in Numbers and Space* and *Benny (Goodman) in Brussels* programs. *Adventures* has also been offered



Information series • Westinghouse Broadcasting is syndicating weekly *Youth Wants to Know*. When Fidel Castro spoke to students at Harvard (above), Westinghouse taped him to replace regular *Youth* format. Usually panel of youngsters questions public figures on program.



Biggest inventory • National Telefilm Assoc. is syndicating five shows that originate on its WNTA-TV New York—the biggest single block of syndicated programs now on the market from any station. One of the shows is *Open End*, a talk program featuring David Susskind, tv producer (at far left in group above). Others in this picture are (l to r) Peter Glenville, a theatrical director, Margaret Leighton, actress, and Kenneth Tynan, theatre critic for the *New Yorker* magazine. In addition, NTA is syndicating shows originating in other stations.



* a TARLOW TOWER stands for

TOP AUDIENCE PROGRAMMING TALENT RESULTS

**Associated with WLOB and The Maine Lobster Network, Portland, Me.; WHIL, Boston-Medford, Mass.; WARE, Ware, Mass.; WHYE, Roanoke, Va.; WWOK, Charlotte, N.C.; WJBW, New Orleans, La.

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to commercial stations on a "nominal cost" basis.

Activity at WPIX • In New York City, still another solution to the programming problem has been worked out by WPIX (TV), an independent which competes not only with three network affiliates but also with three other independents. Its answer: the one-shot, do-it-yourself documentary, designed to build audience and prestige for WPIX and, in the process, make a buck or two.

Fred Thrower, general manager of WPIX, can show you how well it's worked by pointing to (1) the ratings, (2) the stacks of audience mail in the corner of his office, and (3) the orders from other stations across the country which are in line to buy future WPIX-produced documentaries on a "sight unseen" basis.

It all started something over a year ago when Mr. Thrower and his programing chiefs went into a huddle for a new way to put life into the programming schedule. Walter Engels, news and program manager, and William Cooper, film manager, were eager to tackle an ambitious project. Mr. Engels, a longtime newsman (he covered the Hauptman kidnap trial for the *New York Daily News*), knew there was a wealth of program material in 20th century history, and Mr. Cooper knew there were miles of yet-unpublished film lying around waiting for someone to find them. Out of all their ideas came "The Russian Revolution," a one-hour history of the years "from Czar Nicholas II to Lenin."

Mr. Thrower told them to shoot the works. They did, scouring libraries, tracing both wild and fruitful tips, gathering thousands of feet of film never before seen in this country. They spliced, cut, hired writers to do the accompanying script, composers to supply musical background, Westbrook *(March of Time)* Van Voorhis to do the narration. Their finished product went on the air in New York April 1 last year—and pulled in a 25.8 ARB, 4,000 pieces of mail (nearly all asking for a repeat performance) and, eventually, orders from 36 other stations which wanted to buy the program.

The viewers who wanted to see it again got their chance on Jan. 20 this year—this time sponsored by Savarin coffee (the first telecast was sustaining). Rating for the repeat was 13.1 Arbitron, and again mail was heartening.

By this time the WPIX team was back on overtime with other projects. Their second—"The Secret Life of Adolf Hitler"—was nearly ready to be released, and preparations were well along on "The Evita Peron Story." But Khrushchev's ultimatum on Berlin intervened, and Mr. Thrower called for a quick shift in signals to prepare a timely summary of the events that led up to today's front page story. Result: 11 stations bought "Cold War—Berlin Crisis" within four hours after WPIX announced its availability, and some (WTVJ [TV] Miami, was the first) beat WPIX in putting it on the air. At the last count 20 stations had ordered it, largely unsolicited.

Fred Thrower had a sleeping giant on his hands. What had started out as a purely local effort, largely promotional, was rapidly becoming a commercial success. (He figures 35 other stations have to buy one of the documentaries before it can break even.) Even now, however, there's no elaborate syndication organization involved—he does most of the selling himself, by phone, on an "in addition to" basis.

Activity at KTTV • One of the first stations to install tv tape machines and one of the first to use them to prepare local programs for syndication, KTTV (TV) Los Angeles currently has three shows on the road via video-tape.

First to leave the home nest and strike out into the world was *Divorce Court* which was placed with Guild Films last August. Today, nine months later, this hour-long courtroom series is on the air in 19 cities, for the station and giving KTTV "profits in six figures," Robert Breckner, program vice president, reported at the station's second vtr clinic. (BROADCASTING, May 4).

Months elapsed before the second KTTV program was put into syndication, *Peter Potter's Juke Box Jury*, with NTA as the distributor. This series, like *Divorce Court* a weekly hour-long program, is now being seen in 14 markets. Last month, KTTV put tapes of its half-hour, five-a-week Paul Coates feature-story interview type program on the market, this time handling the syndication itself. Mr. Breckner and Dick Woollen, film director, have made road trips, producing sales in four markets and "avid interest in at least a dozen others where station operators want the program but haven't yet been able to clear time for a half hour series five nights a week," Richard A. Moore, KTTV president and general manager, told BROADCASTING.

Plans for syndicating the Paul Coates programs have been in the works since last fall, Mr. Moore reported. "At that time we began tailoring it for use nationally," he said, adding that the original plan had been to put it into syndication this fall. But the date was moved up to spring following the station's success in placing tapes of Mr. Coates' Jan. 12 program (an interview show with U.S.S.R. Deputy Premier Anastas Mikoyan) on stations in 17 other markets (BROADCASTING, Jan. 19).

Asked how self-syndication com-

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WDIA combines exclusive Negro programming, high powered salesmanship and outstanding public service. Result: **WDIA-Memphis is more than just a radio station—it's an advertising force!** No matter what your budget for the Memphis market—no matter what other media you're using—a big part of every advertising dollar must go to WDIA. Otherwise, you're missing a big share of this big buying market!

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BASIC NBC-TV AFFILIATE

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. . . with the *only* basic NBC coverage of 760,000 TV set owning families.

Tv tape standards talks begin at NAB

Agencies and program producers will be asked to join NAB's move to set up standards for video tape, Harold P. See, KRON-TV San Francisco, said Thursday (May 14) at the conclusion of the first meeting of NAB's new Tv Advisory Committee on Video Tape Usage. He is committee chairman.

Mr. See and two NAB staff members—Thad H. Brown Jr., tv vice president. and his assistant Dan W. Shields—met in New York the next day with David W. Dole, Leo Burnett Co.; Harry Saz, Ted Bates & Co., and Dorothy Copeland, American Assn. of Advertising Agencies. Mr. Dole is chairman of the AAAA video tape subcommittee and Mr. Saz is a subcommittee member.

Explaining the industry effort, Mr. See said, "We are seeking complete coordination among program producers, advertising agencies and stations to establish 'bed rock' standards for the operational use of tape."

The committee work is confined to tv broadcast use. Other standards for video tape include basic engineering criteria to be met under FCC licenses, engineering standards governing equipment performance and manufacturers' standards centering around design of machines capable of recording and reproducing a standard compatible tv picture by magnetic tape means. NAB will deal with pre-roll time or leader length, titling, client numbers on commercials and similar items.

Sitting at the committee meeting with Mr. See were Kenneth Tredwell, WBTV (TV) Charlotte, N.C.; Bill Michaels, WJBK-TV Detroit; Stokes Gresham Jr., WISH-TV Indianapolis; Benjamin Wolfe, WJZ-TV Baltimore; Virgil Duncan, WRAL-TV Raleigh, N.C., and John Koushouris, CBS, New York.

Representing NAB were President Harold E. Fellows; A. Prose Walker, NAB manager of engineering, and Messrs. Brown and Shields.

pared with placing a program with an outside program distribution group, Mr. Moore said that KTTV was studying the problem but as yet has reached no conclusion. "The one thing we have learned in the short time we've been trying to sell the Coates program is that one series is not enough to support a station's own syndication organization," he said.

By fall, KTTV expects to have at least two more of its programs ready for distribution on tape, Mr. Moore said. By then he hopes a decision will have been reached whether or not KTTV should distribute them on its own.

Mr. Moore pointed out that KTTV is a buyer as well as a seller of programs on tape. The station is already broadcasting two WBC programs, *Youth Wants to Know* and *American Forum of the Air*, and "we're in the market for others," he said.

Activity at KTLA • In preparation for an extensive program of tape production and distribution, KTLA (TV) Los Angeles has spent six months in planning and development, according to James Shulke, vice president in charge of the station.

In the programming sphere, the station has developed a minimum of six programs to be made available this fall —a half-hour daytime serial, *Naked Heart*, and five half-hour programs, *Youth Court, Municipal Court, Emergency Ward, Dixieland Small Fry* and *Secret Jury*.

Along with this creation of programming, the station has upgraded its production and editing techniques, Mr. Shulke said, so that the tape shows to be offered for sale will be of "superior caliber when they are seen on the tv set." He claimed that "the problem of duplicate tapes has been solved."

The station has engaged Albert Goustin, formerly with Ziv Television Programs, to head the tape syndication organization, and he now is installed in New York, calling on advertising agencies with the station's new product.

Mr. Shulke reported that KTLA has been telecasting some of the taped programs it will offer for syndication in the Los Angeles area since last fall, and these presentations have served as a "pilot project" for its nationwide effort. The station's programs are produced at the Paramount Pictures studio (KTLA is owned by a subsidiary of the motion picture company, Paramount Television Productions). Recently, the parent company assigned Paramount Television Productions studio space amounting to 16,000 square feet for tape program production.

A sidelight to KTLA's involvement with tape concerns the *Police Station* program. According to Mr. Shulke, the one-hour tape program proved "so successful" that Official Films, New York, bought the series under these condi-

wherever they be

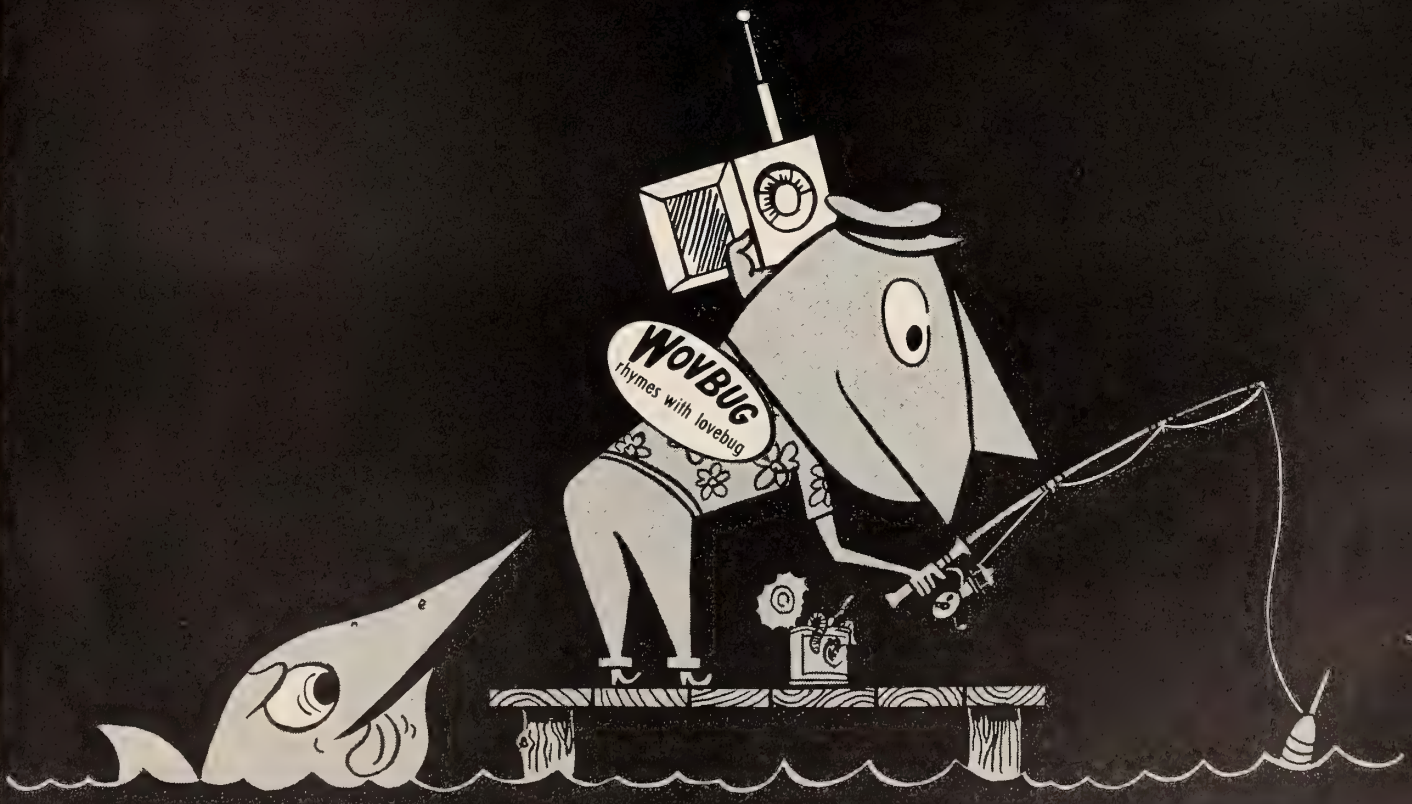
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the combined audience
of all other stations
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CHANNEL 8
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NBC and CBS

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tions: the tape program be withdrawn and a half-hour version be produced on film by Paramount Television Productions in conjunction with Sandy Howard Productions. Official plans to distribute the series this fall.

Mr. Shulke paints a rosy picture for the tape syndication business, provided the programs are satisfactory and technical quality is "high." At KTLA, he added, "we look on tape programs largely as a source of new business for our operation, though, of course, it helps provide programming for the station".

Activity at KCOP (TV) • KCOP (TV) Los Angeles, with four of its local program series already put into distribution in other markets, looks for this activity to become a major part of the station's operations, according to Henry R. Flynn, head of the KCOP syndication division. The station's four owners —Bing Crosby, George Coleman, Joseph Thomas and Kenyon Brown, KCOP president—are setting up the syndication activity as a separate corporation, which they will own equally as they do KCOP but which will be divorced from the station operation.

The quartet currently has 50-50 distribution arrangements with the producers of four programs now on KCOP and now also being offered for syndication. Jack Douglas Productions, for example, produces *Seven League Boots*, a filmed travel-adventure series. JDP and the Crosby-Coleman-Thomas-Brown combine jointly own Seven League Enterprises, formed to distribute *Seven League Boots*. First 13 episodes, with introductions which Mr. Douglas does live on KCOP now filmed like the rest of the program, were delivered early this month to Screen Gems, which will handle the national syndication of the series.

Similarly, the KCOP owners and Bill Burrud Productions have organized Wanderlust Sales Inc. to distribute the filmed *Wanderlust* series, also of a travel-adventure nature. The program, under the title *Vagabond*, has been sold to KNXT (TV) Los Angeles, and Guild Films is handling national sales. Other Burrud programs, *Treasure, Holiday* and *Animal Kingdom* also may be put into syndication by Wanderlust Sales, probably on tv tape.

KCOP is taping *Peoples' Court of Small Claims* under a cooperative distribution deal with George Mackensie, producer of the series of simualted courtroom actions, and has 23 of these programs on tape. Guild Films is doing the selling and the show is now on the air in eight markets outside Los Angeles — WNTA-TV New York, KMSP-TV Minneapolis, WGR-TV Buffalo, WHDH-TV Boston, KTNT-TV Tacoma, KLOR-TV Provo, Utah, KFMB-TV San Diego and WJAR-TV Providence.

Space Fiction • Guild Films is also syndicator of the *Adventure Tomorrow* science of the space age series of which KCOP now has about a dozen on tape, under the same sort of coopera-

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending April 18

TOTAL AUDIENCE†

Rank	No. Homes (000)
1. Academy Awards	24,200
2. Wagon Train	19,360
3. Gunsmoke	17,864
4. Rifleman	15,840
5. Have Gun, Will Travel	15,664
6. Ed Sullivan	15,092
7. Bob Hope	14,916
8. Danny Thomas	14,828
9. Perry Mason	14,520
10. Maverick	14,344

Rank	% Homes*
1. Academy Awards	55.7
2. Wagon Train	44.8
3. Gunsmoke	41.2
4. Rifleman	37.4
5. Have Gun, Will Travel	36.2
6. Bob Hope Show	34.9
7. Ed Sullivan	34.8
8. Danny Thomas	34.2
9. Maverick	34.1
10. Perry Mason	33.8

AVERAGE AUDIENCE‡

Rank	No. Homes (000)
1. Academy Awards	20,284
2. Gunsmoke	17,072
3. Wagon Train	16,148
4. Have Gun, Will Travel	15,004
5. Rifleman	14,740
6. Danny Thomas	13,860
7. Real McCoys	13,024
8. Father Knows Best	12,540
9. Red Skelton	12,452
10. Wyatt Earp	12,364

Rank	% Homes*
1. Academy Awards	46.7
2. Gunsmoke	39.4
3. Wagon Train	37.4
4. Rifleman	34.8
5. Have Gun, Will Travel	34.7
6. Danny Thomas	32.0
7. Real McCoys	31.3
8. Red Skelton	29.4
9. Wyatt Earp	29.3
10. Father Knows Best	29.2

† Homes reached by all or any part of the programs, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

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ARB

TOP 10 NETWORK PROGRAMS

Tv report for April 6-12

Rank	No. Viewers (000)
1. Wagon Train	49,230
2. Gunsmoke	46,570
3. The Rifleman	41,870
4. Perry Como	38,600
5. Perry Mason	36,250
6. Have Gun, Will Travel	36,240
7. Chevy Show	33,960
8. Real McCoys	33,700
9. I've Got a Secret	33,320
10. Danny Thomas	33,200

Rank	Rating
1. Wagon Train	46.6
2. Gunsmoke	44.4
3. 77 Sunset Strip	39.6
4. The Rifleman	38.8
5. Ernie Ford	35.6
6. Perry Como	35.5
7. I've Got a Secret	35.3
8. Maverick	35.2
9. You Bet Your Life	34.1
10. Have Gun, Will Travel	33.8

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Academy Awards (NBC-187): Academy of Motion Pictures Arts & Sciences, April 6th 10:30 p.m.-12:15 a.m.

Perry Como (NBC-172): various sponsors, Sat. 8-9 p.m.

Father Knows Best (CBS-154): Lever Bros. (JWT), Scott (JWT), Mon. 8:30-9 p.m.

Gunsmoke (CBS-176): Liggett & Myers (D-F-S), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-170): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-183): Bristol Myers (Y&R), Sun. 9:30-10 p.m.

Bob Hope (NBC-153): Buick (M-E), April 15, 9-10 p.m.

Maverick (ABC-136): Kaiser (Y&R), Drackett (Y&R), Sun. 7:30-8:30 p.m.

Perry Mason (CBS-148): various sponsors, Sat. 7:30-8:30 p.m.

Peter Gunn (NBC-182): Bristol Myers (DCS&S), Mon. 9-9:30 p.m.

Playhouse 90 (CBS-158): various sponsors, Thurs. 9:30-11 p.m.

Real McCoys (ABC-134): Procter & Gamble (Compton), Thurs. 8:30-9 p.m.

Rifleman (ABC-152): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

77 Sunset Strip (ABC-132): American Chicle, Carter Products, Whitehall (all Bates), Harold Ritchie (K&E), Fri. 9:30-10:30 p.m.

Red Skelton (CBS-171): Pet Milk (Gardner), S. C. Johnson (FC&B), Tues. 9:30-10 p.m.

Ed Sullivan (CBS-179); Eastman Kodak (JWT), Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Danny Thomas (CBS-194): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-180): National Biscuit Company (M-E), R. J. Reynolds (Esty), Ford Motor Company (JWT), Wed. 7:30-8:30 p.m.

Wyatt Earp (ABC-142): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Loretta Young (NBC-145): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

tive distribution arrangement with Dr. Martin Klein, producer of his series, as with the others. *Adventure Tomorrow* has been sold in San Diego, where it is now running on KFMB-TV, and negotiations are in progress for a multiple-market sale to a regional advertiser.

Mr. Flynn pointed out that the existing situation, with most major markets having one or more tv stations equipped with tv tape recorders but virtually no programs being offered them on tape by the film program production companies, has created a vacuum which can be filled by taped programs created and developed by individual tv stations but suitable for use on a broader than local scale. As head of KCOP's new syndication subsidiary, he said, his function will be to work with producers and arrange for the distribution of their programs, on tape or on film, either through existing syndication organizations or possibly with a sales force of his own. The foreign market seems to offer a good field for station programs, as well as other U.S. cities, he noted.

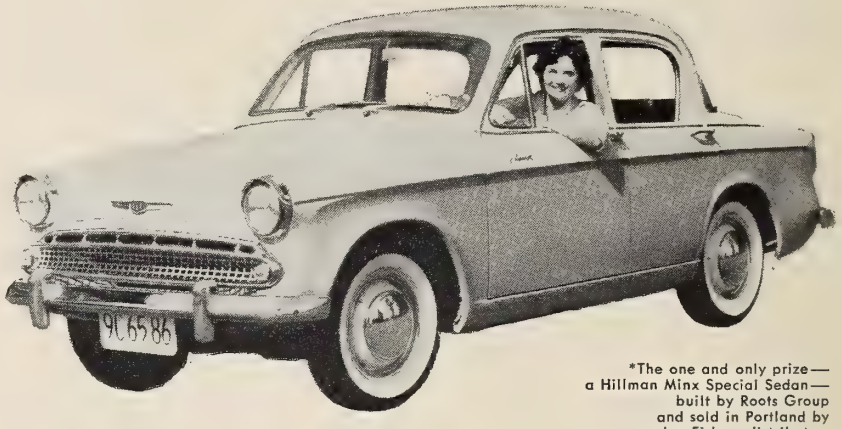
Activity at KHJ-TV • KHJ-TV Los Angeles taped the *Don Sherwood Show* when it was a weekly feature on the station and sold the tapes to KPIX (TV) San Francisco, handling the sale itself. KHJ-TV has tapes of the 90-minute talk and interview-and-music programs of Oscar Levant and his guests and is planning to extract program highlights and revamp them into 30-minute shows for syndication. The program's integrated local commercials, many of them delivered by Mr. Levant, would make complete tapes of the show unusable in other markets, so the editing is necessary, the station explained. KHJ-TV will probably hande its own syndication of the series, although this is not definite as yet.

Of the three network-owned tv stations in Los Angeles, NBC's KRCA (TV) and CBS's KNXT (TV) have no plans for syndicating any of their local shows. KABC-TV, ABC-owned station, has considered the idea, Selig Seligman, vice president and general manager, said last week.

Activity at XETV • Newest station entry into the program syndication arena is XETV (TV) Tijuana, just over the line from San Diego. Appropriately enough, its offering is a sports package of the Latin American game, jai alai (the series carries the same title). It's being distributed in the U.S. by Guild Films, which made its first sale to WNTA-TV New York (see above).

Jai Alai also is a taped show, and runs a full hour. The series is produced by Julian M. Kaufman, general manager of XETV, at the Fronton Palacio, the jai alai court in Tijuana.

DESIGN YOUR OWN EYE PATCH
WIN A FREE HILLMAN MINX!*



*The one and only prize— a Hillman Minx Special Sedan— built by Roots Group and sold in Portland by Joe Fisher, distributor. We'll deliver it to your door.

HERE'S HOW

Fill the adjacent blank page with an ad layout, including copy, that will convince your account executive, time buyer or advertising manager that the new combination of KGW-TV and the NBC-TV Network means greater sales and the most exciting television ever seen in Portland, Oregon. That's all there is to it. We call it TOTAL TELEVISION. You will, too.

Here's what you're selling:

1. KGW-TV the top station in Portland for Entertainment — News — Special Events — Sports — Personalities — Color. (And we are not keeping this leadership a secret. Bob Hope, Dinah Shore and friends are pitching in with promos. Newspaper, outdoor, direct mail and car cards spread the word.)
2. KGW-TV's Clear Picture and Sound—Big power—316,000 watts on Channel 8, with the highest powered transmitter available (100,000 watt) and low gain antenna. This means complete saturation coverage of Western Oregon and Southwest Washington.
3. This new combination of KGW-TV and NBC-TV produces TOTAL TELEVISION for Portland.

RULES (for some reason we've got to have 'em):

1. Neatness counts, but not much. Originality does.
2. Only bona-fide employees of advertising agencies are eligible (and no fair getting your secretary to help you).
3. The contest closes July 4 (a bang-up day). Entries may be submitted on that blank page over there that you've been wondering about (that's what it's there for), but you can use a layout pad if you want. Send it to KGW-TV, Broadcast House, Portland 5, Oregon.
4. Decision of the judges will be final — and that's final.

KGW-TV
Channel 8
Portland, Ore.

NOW! Get to work and win yourself a Hillman Minx



HANDY ENTRY BLANK

Send to KGW-TV, 1139 S. W. 13th, Portland 5, Oregon

NATIONAL RADIO SPOT ON UPGRADE

Top representative firms see climb, but say at worst it might be temporary and not last into fall; another "if" is the national economy

The downward curve in national spot revenue has bottomed out and is pumping its way upward again.

This is the report given by several top representative firms who see a revival of good radio business days from the national advertiser. But theirs is a cautious optimism predicated on these indeterminables:

That the obvious upturn does not turn out to be temporary and is sustained through the critical doldrum days and months of the summer and into the fall.

That the uphill pull of the nation's economy does not falter, permitting advertiser allocations to be flexible enough to consider radio spot along with other media expenditures.

Supplemental • This last factor was expounded upon by a time-buyer for a major advertising agency in New York. His prognostication: despite national spot radio's attributes as a medium, top advertisers with heavy investments in television and other media look to national spot basically as "supplementary" or "tertiary."

But the signs of an upturn are many and station representatives frequently recount them. These include:

• Expectation that Station Representatives Assn's. estimate for the first quarter of this year will lag "only slightly behind" that of the first quarter of 1958. In that quarter, national spot radio ran 2.5% ahead of the same period of 1957.

• Good local business signs being posted by radio stations throughout the country. This is seen as *prima facie* evidence that radio is selling its wares strongly and will succeed in attracting national business with its grass-rooted momentum.

• A consensus among time sales executives that March was a "fair" month but April and now May are progressively better. As for May, the reaction ranges from "a little better" than 1958 to a "record for May among our stations."

Automobile allotments for spot radio are holding up in the important spring months. One of the large representative companies reported that its Detroit office has "more than enough" automotive accounts for May.

The summer period, according to another top representative in the radio field, "will be above last summer." But a too-far-ahead projection trips the man with the crystall ball: "We are fighting on a month-to-month basis," says one executive.

In advertiser product categories, executives single out food products as showing signs of drumming up additional business. Automotives are hot at least until the summer. Tobaccos are strong (see Radio Advertising Bureau report on cigarette advertisers, page 46) and gasoline advertisers appear to be increasing their activity.

What dampens some of the enthusiasm: many of the markets around the country are not showing the same growth in national spot revenue as others. One reason may be late starts in national spot this year by some of the advertisers.

Only a partial list of advertisers active in national spot would include such top names as Tetley Tea, Texaco, Eskimo Pie, Eastern Airlines, Diamond charcoal briquets, Kelvinator, National Biscuit Co., Ford and Chevrolet.

Activity from soap advertisers—an important spending product category—has been weak this year, though Procter & Gamble and Colgate-Palmolive have been spot testing markets, and, one spokesman said, "If it catches hold, the field will explode for spot radio."

Where's Bottom? • Just where is the bottom in national spot? For the year 1958 itself, comparing each quarter, the bottom was in the summer—a period that traditionally shows a slump in advertising revenue—but the fourth quarter and lapping into January of this year actually was the "bottom" as viewed by those who keep a close watch on national spot business.

According to SRA's estimates, the fourth quarter of 1958 was 8% behind the same period in 1957 even though more than $44.5 million was placed in the medium. The second quarter comparison was not quite that severe—a 7.1% drop. The first two quarters of 1958 actually were up as compared to 1957 (a 6.7% gain was scored in the second quarter).

In general, February was pegged as



RAB's SWEENEY SRA's WEBB

In unison: slight lag won't prevent good year for radio



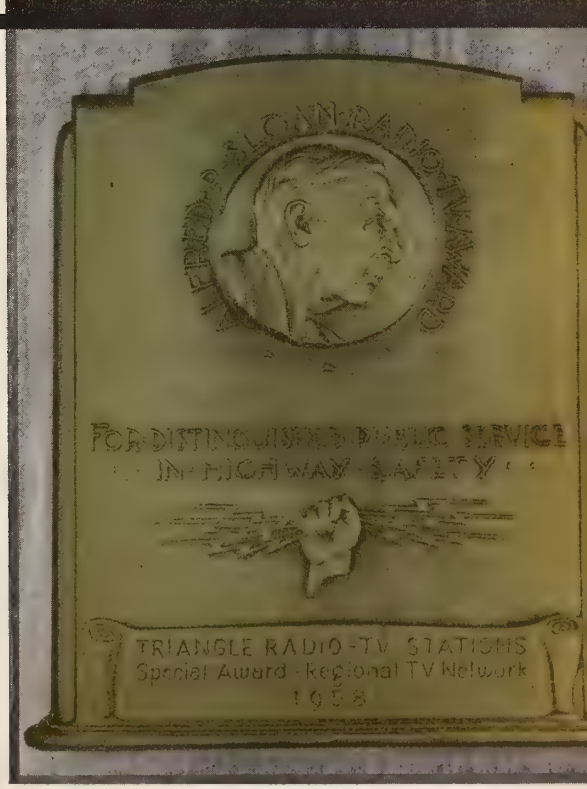
FIRST TIME IN SLOAN AWARD HISTORY

The Triangle Stations' "Hitch Horse Sense to Horsepower" traffic safety campaign has just been honored with two Sloan Awards in one year—the first time that any broadcaster has been so honored.

Added to previous Awards in 1949 and 1957, Triangle has won more Sloan Awards than any other broadcaster in America.

We are grateful for this recognition of our stations' continuing efforts to be good citizens in the communities we call home.





Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N. Y. / **WLYH-TV,** Lebanon-Lancaster, Pa.

WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM,** Fresno, Cal.

Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Tobacco spots up

A special study released last week by the Radio Advertising Bureau indicates that spot radio expenditures of leading cigarette companies in the first quarter of 1959 topped those of the comparable 1958 period by more than 6%.

The study, conducted for RAB by Executives Radio Research Service, is a measurement of radio's activity in the top 100 markets. It reveals that the top spender for the quarter was Liggett & Myers with $1.4 million, followed by R. J. Reynolds Tobacco Co., $900,000; P. Lorillard, $660,000; American Tobacco Co., $600,000 and Philip Morris, $400,000.

the month in which national spot business appeared to "come back." It has been showing signs of a continuing climb ever since.

SRA's estimates for the first quarter of this year are expected to be reported this week or next. According to Lawrence Webb, SRA's managing director, the totals should be "lagging slightly behind the year 1958." But, he told a luncheon meeting of the Nebraska Assn. of Broadcasters Friday (May 15): "There are strong indications that year end figures will show another banner year."

RAB President Kevin B. Sweeney only two weeks ago appeared to sound the enthusiastic note: national business, he said, was sluggish but his national sales department forecasts a substantially better half with a clear gain over the second half of 1958.

Mr. Sweeney also took the occasion to report on local billing which he said would be responsible for swelling the total radio revenue this year (BROADCASTING, May 11).

Tv co-op market

More than two out of three manufacturers that offer tv co-op materials furnish tv film commercials to their dealers, Television Bureau of Advertising summarized in an announcement today (May 11) of its second annual edition of "Manufacturer Cooperative Television Plans and Dealer Aids."

The 1959 co-op catalogue covers 370 listings of which 249 companies offer film commercials. Designed primarily as a sales tool for TvB member stations, the book is available to manufacturers, wholesalers, retailers and advertising agencies at $8.50 per copy.

PETROLEUM'S POWER IN TV

Gas-oil budget last year: $26.5 million

Television is getting a greater share of its "fuel" (gross time purchases) from gasoline and oil companies.

So says Television Bureau of Advertising in reporting gasoline and oil company investments in time (at gross rates) totaling $26,538,400 in 1958, or an increase of 9.3% over 1957.

The gasoline-oil advertisers in 1958 spent 9.2% more in spot tv and increased 9.5% in network as compared with the previous year.

The TvB study of the petroleum product group in tv found the gains (1958 vs. 1957) in the tv medium to be greater than for other media. Magazines was the only other medium to show an increase (4.1% in 1958 over 1957 in gasoline and oil advertising expenditures, newspapers suffering a decline of 4.1% and outdoor a drop of 8.2% from its total for the previous year.

Tv Near Print Level • In total expenditures in various media, the petroleum advertisers' $26.5 million gross billing in tv ($23.4 million in spot and $3.1 million in network) comes close to the advance estimate of the newspaper advertising field of a $29 million investment in newspapers in 1958.

Of the petroleum "majors" ($1 million or more spent in tv last year) Shell Oil topped the list of 10 advertisers, chalking up an investment that was 64% above what it spent season before last (1956). In the percentage gains (1958 vs. 1956), Sunoco was the leader with a fantastic 3,027% increase in the two-year hop. Other standouts in the rate of expenditure increases: Atlantic Oil & Refining, Phillips Petroleum and Standard Oil of Calif.

Million Dollar Drive—Major Petroleum Advertisers in Tv

	1956 (Add 000)	1957 (Add 000)	1958 (Add 000)	% Change '58 vs. '56
ATLANTIC OIL & REFINING	$ 475.8	$ 857.8	$1,144.3	+ 141%
ESSO STANDARD OIL	2,190.8	3,649.1	2,338.9	+ 7%
PHILLIPS PETROLEUM	618.6	1,372.3	1,595.1	+ 158%
SHELL OIL	2,000.2	2,993.1	3,272.4	+ 64%
STANDARD OIL (California)	474.4	600.7	1,004.1	+ 112%
STANDARD OIL (Indiana)	1,417.6	1,648.5	1,621.0	+ 14%
TEXAS CO.	1,053.4	2,225.1	1,860.5	+ 77%
SUNOCO	63.0	80.1	1,970.2	+3,027%
SOCONY MOBIL OIL	1,228.7	1,515.5	1,711.2	+ 39%
GULF	2,320.8	1,280.0	2,465.0	+ 6%

Source: Spot Tv; TvB-Rorabaugh; Network Tv; LNA-BAR

Gasoline & Oil Totals in Various Media

	Newspapers	Magazines	Outdoor	Spot Tv	Network Tv	Total Tv
1956	$32,357,000	$11,010,955	$19,235,075	$15,372,000	$4,198,000	$19,570,000
1957	30,224,000	12,430,525	20,942,430	21,426,000	2,861,400	24,287,400
1958	29,000,000*	12,937,093	19,217,213	23,406,000	3,132,400	26,538,400

Source: Newspapers: "Expenditures of National Advertisers in Newspapers" (1956, 1957, gross space costs only)
*Advance Estimate by Bureau of Advertising, ANPA
Magazines: PIB (gross space costs only)
Television: Spot Expenditures: TvB-Rorabaugh
Network Expenditures: LNA-BAR
(gross time charges only; does not include production costs)
Outdoor: Outdoor Advertising Inc.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., May 7	Playhouse 90 (9:30 p.m.)	CBS-TV	22.3
Fri., May 8	77 Sunset Strip (9:30 p.m.)	ABC-TV	22.7
Sat., May 9	Gunsmoke (10 p.m.)	CBS-TV	25.4
Sun., May 10	Alfred Hitchcock Presents (9:30 p.m.)	CBS-TV	23.8
Mon., May 11	Ann Sothern (9:30 p.m.)	CBS-TV	25.6
Tue., May 12	Rifleman (9 p.m.)	ABC-TV	27.3
Wed., May 13	Wagon Train (7:30 p.m.)	NBC-TV	31.8

Copyright 1959 American Research Bureau

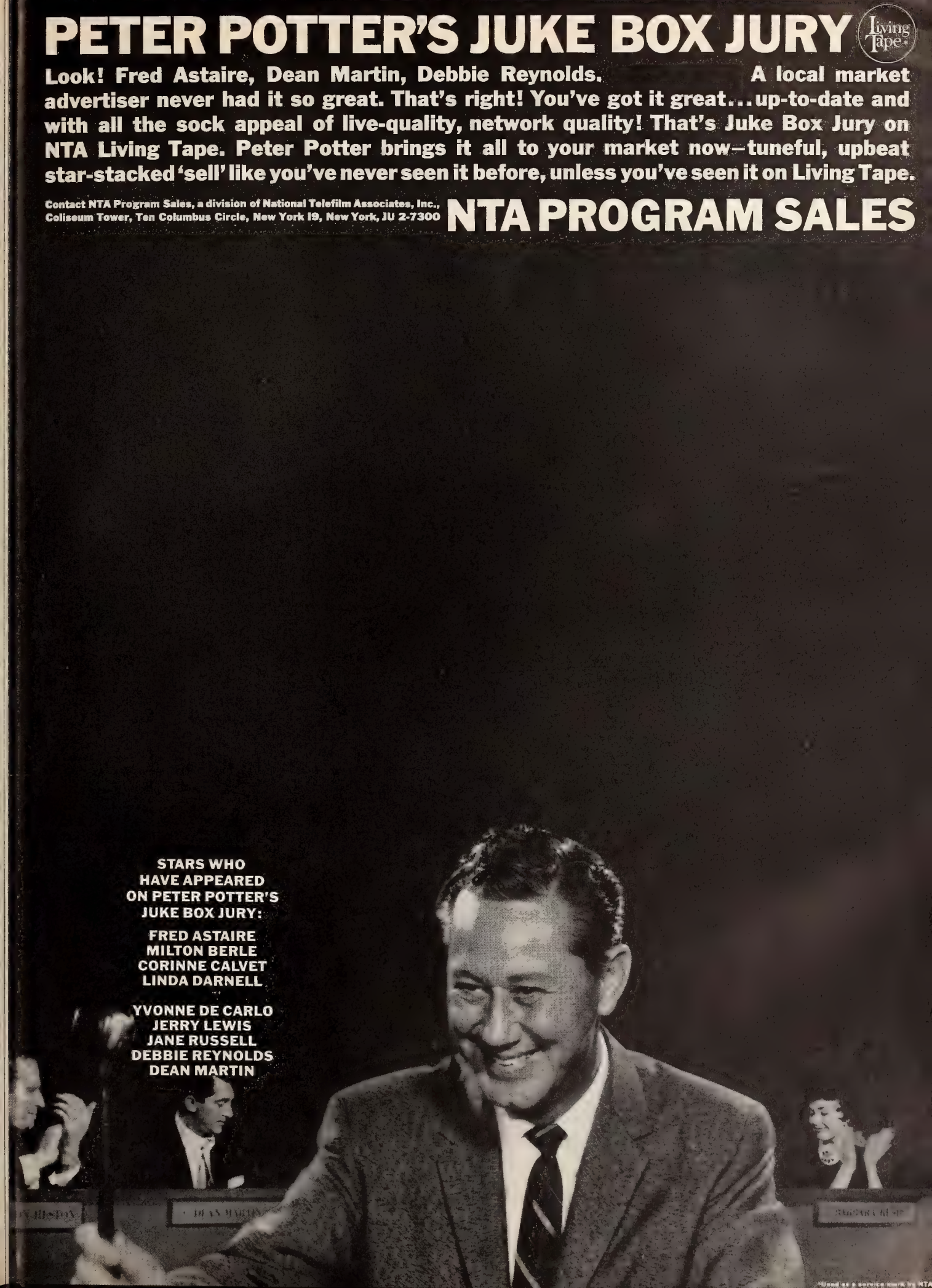
PETER POTTER'S JUKE BOX JURY

Living Tape

Look! Fred Astaire, Dean Martin, Debbie Reynolds. A local market advertiser never had it so great. That's right! You've got it great...up-to-date and with all the sock appeal of live-quality, network quality! That's Juke Box Jury on NTA Living Tape. Peter Potter brings it all to your market now—tuneful, upbeat star-stacked 'sell' like you've never seen it before, unless you've seen it on Living Tape.

Contact NTA Program Sales, a division of National Telefilm Associates, Inc., Coliseum Tower, Ten Columbus Circle, New York 19, New York, JU 2-7300

NTA PROGRAM SALES



*Used as a service mark by NTA

ELGIN MARCHES BACK UP SALES HILL

Short-term network tv buys, spot radio-tv aid market strategy

Heavy investment in short-term tv network programs, supported by national radio and tv-radio spot, are proving to be a successful media mix for one modest-budget advertiser—Elgin National Watch Co., Elgin, Ill.

Elgin reports an 81% increase in unit orders and 40% increase in dollar volume for all products for January-February this year over the same period of 1958. The gains include Elgin's new jeweled watch line.

The company has diverted about 80% of its estimated $1 million-plus budget to broadcast media (primarily network tv) and will siphon off more —thanks to the gratifying results of the short saturation campaigns placed through J. Walter Thompson Co. late last year.

Low Price Scramble • Elgin has geared itself competitively for Bulova, Benrus and Timex, with much of the activity concentrated in the lower-priced ($20-$30) field.

Once a $2.5 million spender in national advertising, Elgin's budget dropped 1955-57. But with sales up about 12% last year, it has earmarked more advertising money for 1959—perhaps as much as $1.8 million. Radio and tv will derive at least two-thirds, according to an estimate.

Among the ingredients in Elgin's comeback story: close cooperation among client and agency representatives; a reappraisal of the watch industry (with intensive market research); careful broadcast buys; aggressive promotion and merchandising, and creative commercials.

Heading the JWT contingent are Sherril Taylor, radio-tv group head; Richard Hyland, associate media director; George Dibert, Elgin account supervisor; Jack Baity, account executive. Broadcast activities are channeled upwards to John E. Mosman, vice president ad radio-tv director, responsible for programming, and through John DeBevec, vice president and media director. Creative activities are handled by Mark Forgette, manager, radio-tv department, and Hooper White, producer of Elgin's well known baby and "Ed and Joe" commercials. They work closely at Elgin with S. D. Moorman, vice president in charge of marketing, and Gordon Howard, advertising manager.

Marking It Count • Says JWT's Mr. Taylor: "The most significant thing about Elgin's experience is that it shows what can be done by an advertiser with a medium-sized budget." He cited the purchase of CBS-TV's *Playhouse 90* segments this past March ("For Whom the Bell Tolls") and ABC-TV's *American Bandstand* as examples of "the show, prestige, merchandisability and client enthusiasm—all these pluses." CBS-TV network promotion and publicity tie-ins with dealer efforts for the Ernest Hemingway classic also were cited.

After a modest start in magazine advertising in 1903, Elgin turned to radio in the early 1930s with Floyd Gibbons' *Adventurers' Club,* Kay Kyser, Benny Goodman and others, including a radio "spectacular" during the Thanksgiving-Christmas holiday season in World War II. It went into network tv in 1948 with *The Elgin Hour* (alternating with U.S. Steel) and into Edward R. Murrow's *Person to Person* in 1953.

Elgin switched its account to Young & Rubicam in 1951, returning to Thompson in early 1956, but stayed out of broadcast media pending a reappraisal of advertising strategy. (Actually, JWT had handled the Elgin account for nearly 30 years save for 1950-55.)

Hurt by the influx of Swiss imports and low-priced non-jeweled watches after 1950, Elgin watched its share of market hit a low point in 1957 (reportedly below 10%) and set about with JWT to recoup its lost business.

Setting the Stage • The strategy called for market research (dealing with water- and shock-proof watches), controlled and broadened distribution, greater appreciation of dealer problems, a re-establishment of its "corporate personality," a desire to be "more competitive," an expansion of price ranges, improvement in product line and packaging features, a more direct pitch to the nation's youthful consumers and an aggressive advertising approach.

This set the stage for Elgin's excursion into short-term network and spot tv buys during the 1958 Thanksgiving-Christmas holiday season (which normally brings 60% of all watch sales). The network buys were supported by spot tv-radio buys in several major markets.

Elgin's Mr. Moorman said, "we believe, with the agency, we have the kind of product that can be demonstrated on television and can leave an impression on people apt to result in sales. We know that our own business for November-December was substantially ahead of 1957." He con-



MESSRS. BAITY, HYLAND, TAYLOR, CBS-TV ACCOUNT EXECUTIVE BOB SCHROEDER . . . talk over CBS-TV's "Rawhide," current Elgin sales vehicle

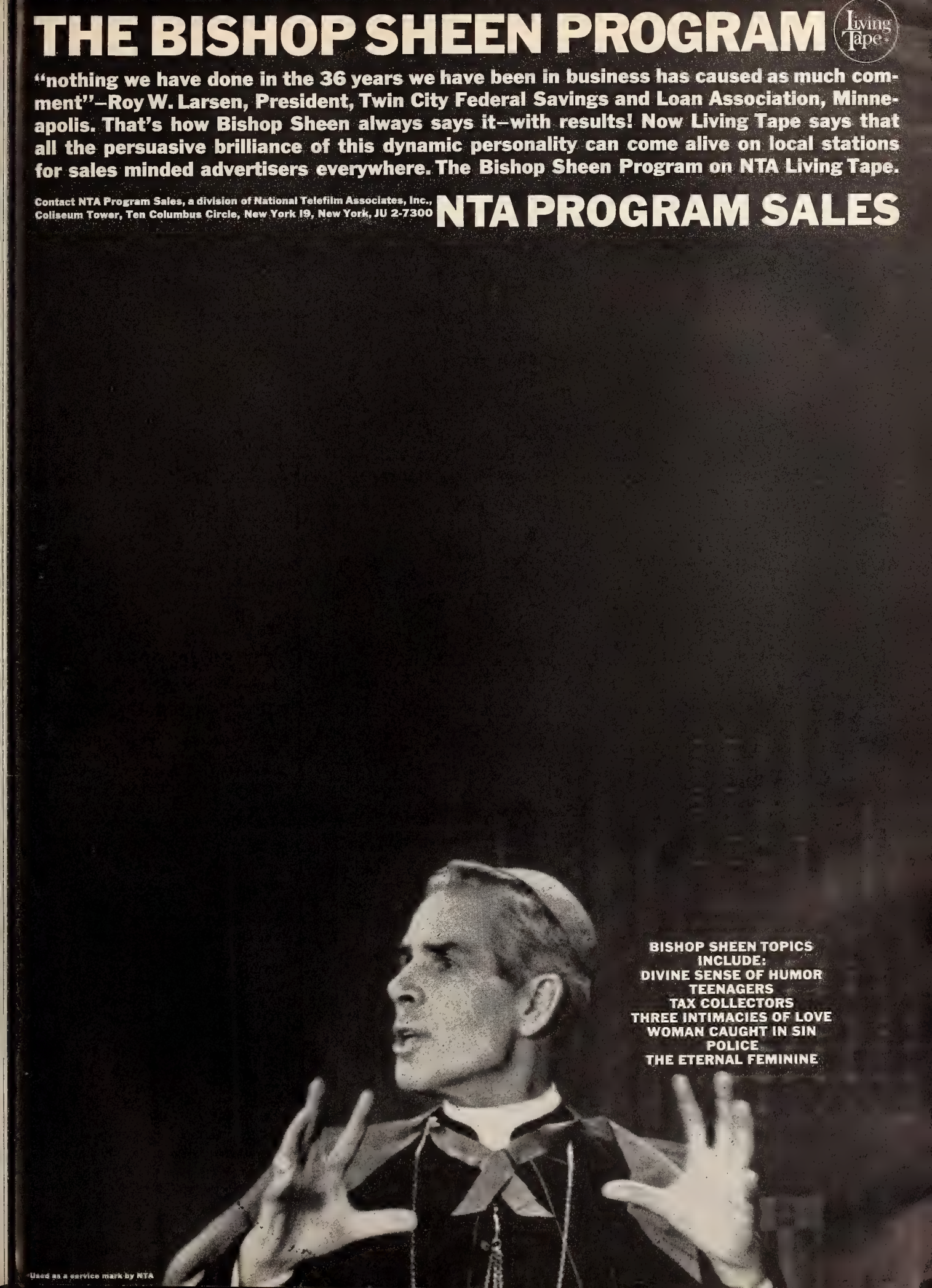
THE BISHOP SHEEN PROGRAM

Living Tape®

"nothing we have done in the 36 years we have been in business has caused as much comment"—Roy W. Larsen, President, Twin City Federal Savings and Loan Association, Minneapolis. That's how Bishop Sheen always says it—with results! Now Living Tape says that all the persuasive brilliance of this dynamic personality can come alive on local stations for sales minded advertisers everywhere. The Bishop Sheen Program on NTA Living Tape.

Contact NTA Program Sales, a division of National Telefilm Associates, Inc., Coliseum Tower, Ten Columbus Circle, New York 19, New York, JU 2-7300

NTA PROGRAM SALES



*Used as a service mark by NTA

tinued, "We think the best guide on the movement of goods is reflected in the return of warranty cards from purchasers. Our business in December in retail was over 10% ahead of that month in 1957. We also believe our sales increase was higher than the industry increase for the month, indicating an extraordinary response on our baby commercials. Moreover, retailers' inventories as of early 1959 were down by 20% from early 1958." (Returned warranty cards, it is understood, approximate about 20%.)

Flexible Tv Networks • Mr. Moorman noted that network tv now is more flexible than, say, two years ago and should strive to "help seasonal opportunities for seasonal advertisers, reflecting our position that we shouldn't be committed to buy 26, 39 or 52 weeks."

Of radio, Elgin's Mr. Howard says: "It has had an important impact on our advertising. It is probably not a major medium for us but we can see



MR. HOWARD



MR. MOORMAN

in several instances where it would be a good supplementary medium." In Milwaukee during NBC radio's *Monitor* and *News on the Hour* schedules last Dec. 8-12, he recalled, local salesmen managed to acquire large orders from local jewelers, giving the high frequency radio effort considerable credit.

Mr. Howard added that dealer demand for radio scripts has been "excellent" and estimated more jewelers are utilizing or considering local radio.

As a result, Elgin may intensify its own advertising promotion efforts along this line, he said.

The desire to appeal to the teenager and the "bargain-minded" adult runs throughout Elgin's broadcast media strategy, as reflected in its current four-week use of CBS-TV's *Rawhide,* participations on Dick Clark's *American Bandstand* on ABC-TV, and just recently a schedule of local air personalities (four to five weeks) on 20-35 key power radio stations.

Getting Its Share • Basis for the new strategy at Elgin (which has sold some 58 million watches since 1864) is simple, according to Mr. Moorman. It wants to capture its share of a market he describes as relatively untouched with "tremendous growth potential."

Statistics provided in a market study conducted by the Jewelry Industry Council (comprising dealers) in 1957 show that about eight million jeweled watches are sold annually in the U.S. —67% purchased as gifts, with men accounting for 60% of all sales. Elgin emphasizes, in pointing the trend to lower-priced watches, that 40% of all watches sold the last two years cost less than $30—and that 60% of those acquired by teenagers and 42% of those by adults fall in the same category.

RADIO PREVIEW:

Fertilizer fun • Bandini Fertilizer Co. revived some of the personalities of radio's golden era of yesterday to sell its product with the light touch. These included Bert Gordon (The Mad Russian), Jimmy Wallington, June Foray and Vick Knight. About 125 spots are being placed on eight radio stations in the Southern California area by Davis, Johnson, Andersen and Colombatto, Los Angeles agency for Bandini. Here's one typical script:

THE MAD RUSSIAN AND ANNOUNCER

(SOUND: Crowd walla-walla b.g.—fade for)
ANNOUNCER: Ah! Here is Comrade Petrovich, the Russian delegate who recently stood up before the Assembly and said:
MAD RUSSIAN: How do you do!
ANNOUNCER: Comrade Petrovich, what do you think of new Bandini FUN . . . the spectacular new fertilizer that keeps lawns greener, but gives you fewer grass clippings by eliminating top growth . . .
MAD RUSSIAN: In Rossia, we are always eliminating top growth!
ANNOUNCER: Yes, I-uh see, but in Russia have you a fertilizer like Bandini FUN, in the pink bag?
MAD RUSSIAN: In Rossia, everything in pink bag.
ANNOUNCER: Well, you certainly haven't anything like Bandini FUN . . . it feeds everything that grows . . . lawns and plants . . .
MAD RUSSIAN: In Rossia, we are in-venting planting.
ANNOUNCER: You invented planting? Amazing! And what do you plant in Russia?
MAD RUSSIAN: Each other.
WALLINGTON: Thank you, Comrade Petrovich. And folks, try new Bandini FUN lawn food. New Bandini FUN keeps lawns greener . . . but gives you fewer grass clippings because Bandini FUN eliminates heavy top growth. Try Bandini FUN this weekend, and remember . . .
GIRL: Bandini is the word for fertilizer.

Belittling little cars • To counter the barrage of midget car advertising in Southern California, one of the happy hunting grounds for the sellers of small imported sports cars, Leo Rule Oldsmobile Co., Compton, Calif., has been getting good response from a commercial, created by Maryalyce Rivard of Columbia-Pacific Adv. Agency, Long Beach, Calif., and broadcast on KPOL Los Angeles. It is in a vein similar to certain natural advertising that advocates full-size cars for full-size people. The Leo Rule commercial:

(Open with ringing of phone in background.)
MAN: Hello . . . Double Bubble Car wash . . . who? . . . Oh, Hi Charlie. OK, just a minute I'll check . . . (off mike) Hey, Cuthbert, is that little red sports car through the wash rack yet? Whatta you mean, what little red sports car . . . that little red one Charlie brought in this morning. Whatta you mean you can't find it? Look behind some of the big cars . . . Oh, you did?
(Back to phone) hold on Charlie . . . (off mike again) Cuthbert, I hate to even think of it but did you look in the bottom of the wash rack? . . . it is? (groans) well, get the chain and tow it out of there again . . . (back to phone) we found it Charlie . . . Say, Charlie, Cuthbert says why don't you break down and get a regular car . . . This little one keeps slippin off the rack. . . .
(Merry Oldsmobile tag down and under . . .)
SULTRY WENCH: Cuthbert's right, honey . . . Little cars are cute for little boys . . . But you deserve a man-sized car . . . Why not see Leo Rule Oldsmobile, 505 South Long Beach Blvd. in Compton? . . . That's the home of the golden rule plan . . . You know about the golden rule, honey . . . Do unto others as you'd like to have them do unto you . . . Now you can't beat an arrangement like that, can you? That's Leo Rule Oldsmobile . . . come on down and get that "Olds feeling."

Michigan ad topics: research, marketing

Advertisers have been warned by an agencyman that they are going to have an increasingly hard time probing the minds of the public. Charles F. Rosen, executive vice president of W. B. Doner & Co., Detroit, made this prediction at the U. of Michigan's Advertising Conference Thursday (May 14). He said, "Considerable exposure to the techniques of the psychological researchers has tended to make the consumer relatively immune. No matter how cleverly worded our questions or how innocently our association tests appear, we must soon face the fact that consumers are 'wise' to us. We may soon be getting answers no one will be able to explain."

In another address, G. Maxwell Ule, marketing vice president, Kenyon & Eckhardt, said a "marketing elite" is emerging in American business management. He said the new marketing concept will give sharper definition to the specific role of advertising by measuring the amount of advertising needed to meet marketing objectives. He contrasted the marketing concept, where business adjusts to the market place, to the "production concept" where a business adjusts outside forces to its production capacity.

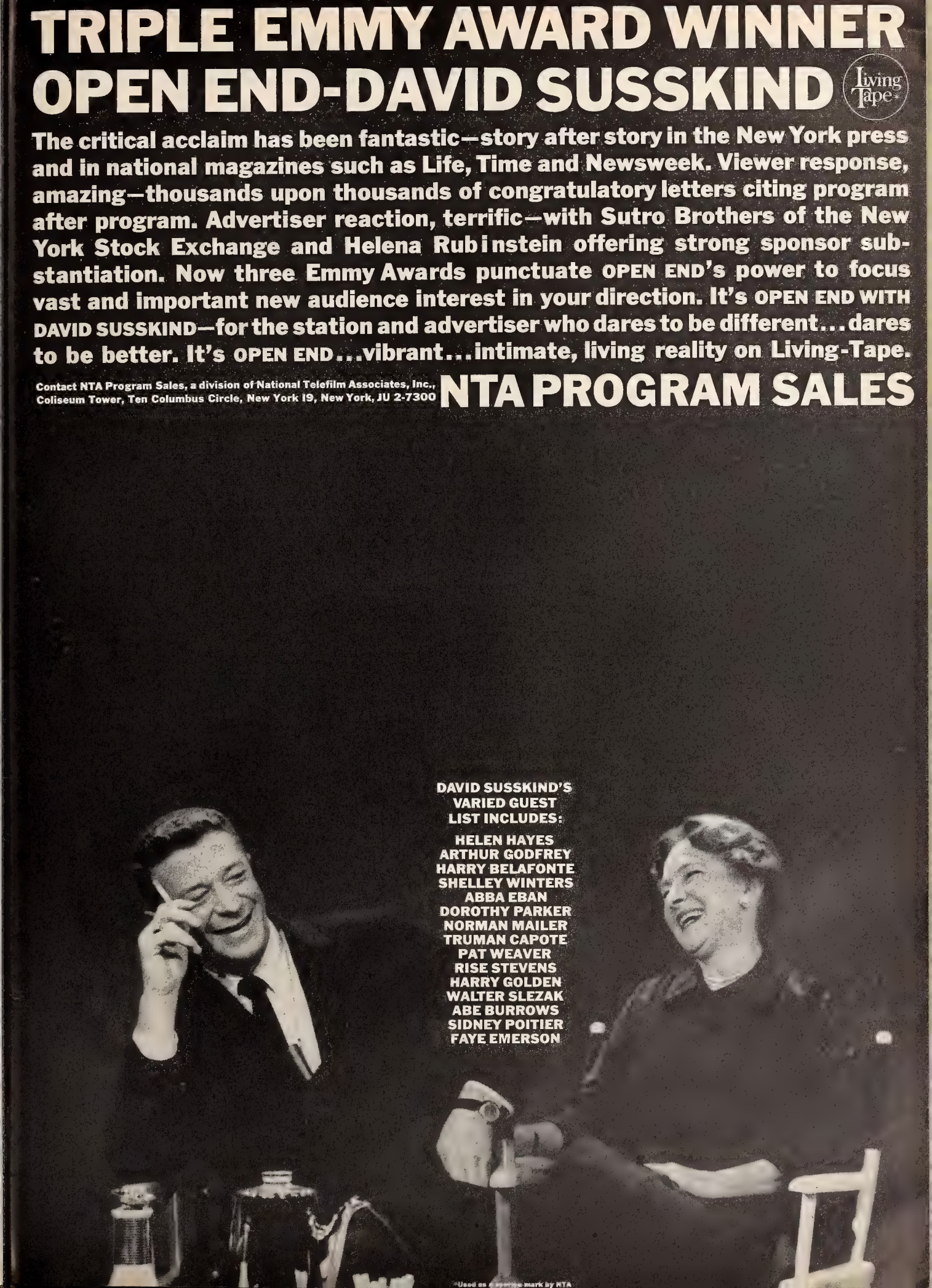
TRIPLE EMMY AWARD WINNER
OPEN END-DAVID SUSSKIND

Living Tape*

The critical acclaim has been fantastic—story after story in the New York press and in national magazines such as Life, Time and Newsweek. Viewer response, amazing—thousands upon thousands of congratulatory letters citing program after program. Advertiser reaction, terrific—with Sutro Brothers of the New York Stock Exchange and Helena Rubinstein offering strong sponsor substantiation. Now three Emmy Awards punctuate OPEN END's power to focus vast and important new audience interest in your direction. It's OPEN END WITH DAVID SUSSKIND—for the station and advertiser who dares to be different... dares to be better. It's OPEN END...vibrant...intimate, living reality on Living-Tape.

Contact NTA Program Sales, a division of National Telefilm Associates, Inc., Coliseum Tower, Ten Columbus Circle, New York 19, New York, JU 2-7300

NTA PROGRAM SALES



DAVID SUSSKIND'S VARIED GUEST LIST INCLUDES:

HELEN HAYES
ARTHUR GODFREY
HARRY BELAFONTE
SHELLEY WINTERS
ABBA EBAN
DOROTHY PARKER
NORMAN MAILER
TRUMAN CAPOTE
PAT WEAVER
RISE STEVENS
HARRY GOLDEN
WALTER SLEZAK
ABE BURROWS
SIDNEY POITIER
FAYE EMERSON

*Used as a service mark by NTA

SELLING IN '70
Consumer's profile to differ greatly

By 1970, that important American, John Q. Buyer, will be spending most of his money on what he wants to, not what he has to.

Roy E. Larsen, president of Time Inc., speaking May 7 at the Advertising Club of Minneapolis, made this prediction on the basis of estimates by *Fortune* magazine editors of the U.S. economy a decade hence.

While the great change in income distribution five years ago, he said, was the "emergence of the big, middle-income group" (cash income of $4,000-7,000 a year after taxes), the fastest gain since has been made by the top group ($7,500 or more a year after taxes). This top group, said Time Inc.'s president, now includes better than "one family in five."

By 1970, say *Fortune's* editors, this group will have doubled—in terms of 1959 purchasing power—and this increase will be entirely at the expense of the lowest group.

U.S. Revolution • Because, continued Mr. Larsen, $4,000 a year is "roughly the point at which family discretionary spending begins, these changes in income distribution will revolutionize the U.S. consumer market, and the key to the revolution will be continuing widening choice."

This income shift has begun and will continue to destroy social barriers, argued Mr. Larsen: "the man at the wheel of a sports car or on the beach at Miami may be a millionaire or he may be a carpenter; it is no longer easy to tell."

A second major prediction made by Time's top executive was that "competition *between* industries . . . will be just as intense as competition now is *within* industries." With more money available in the hands of more people, he reasoned, "Buicks and Lincolns will be competing not just with Ramblers and Volkswagens, but with power boats, European vacations, larger homes and stereophonic sound."

Mr. Larsen began his talk by rebutting the book, *The Affluent Society*, by Harvard U. Professor John Galbraith. Prof. Galbraith, said Time's president, talks of our country's making "a materialistic Mammon-God out of production," and concludes that "as a consequence of high production, the advertising industry must go busily about inducing people to want what has been produced."

Wrong Notion • "However," stated Mr. Larsen, "the notion that advertising can create desires for goods, simple because those goods have been produced and need to be moved off the shelves, is one that even the smallest advertiser or advertising agency might wish were true but they know is tommyrot."

Mr. Larsen ended on a highly optimistic note: "Members of the free world look to the American economy as the guide-star for their own higher aspirations. It was we who created the concept of higher expectations for humankind, who exported that concept and who have the means, the skill, the know-how to make it evolve into a worldwide reality."

In addition to *Time, Life* and *Fortune* magazines, Time owns the following stations: KLZ-AM-TV Denver; WTCN-AM-TV Minneapolis; WFBM-AM-TV Indianapolis; WOOD-AM-TV Grand Rapids, Mich., and KDYL-AM-FM and KTVT (TV) Salt Lake City.

FC&B's Stern asks thorough ad research

There is "far too much emphasis" on the cost-per-thousand formula and most comparisons among media "only scratch the surface," an agency executive charged last week.

It is also "very dangerous or misleading" to generalize in the area of sponsor identification, Edward M. Stern, vice president and media manager of Foote, Cone & Belding's Chicago office, told a meeting of the American Legion Advertising Post in Chicago. Actually, he asked, who knows just what sponsor identification really means?

Mr. Stern acknowledged his agency "doesn't have the answers yet, but we are sure we will have to probe deeper than simply combining data from Nielsen and Trendex."

Discussing "Tv Ratings, and How's Your Cost Per Thousand?" he said that much of the media research information available today is not used and that media do not have unlimited funds for research. For that reason, he suggested they check with agency media and research departments "before they embark on studies that may be totally rejected because of poor techniques." In fact, they ought to consult the Advertising Research Foundation's technical committee when considering a major research project.

Mr. Stern observed that advertising problems are not "exercises in mass statistics" but efforts to change consumer attitudes and actions. "It is not enough in media planning to solve the problem of directed coverage," he warned. "We must devise a strategy that will effectively communicate the ideas and feelings we want to register."

WLOF-TV winner of Seven-Up contest

WLOF-TV Orlando, Fla., and nine other tv stations have been named winners of a contest conducted by J. Walter Thompson's Chicago office and Seven-Up Co. for station promotion managers.

The contest was set in motion by the agency's broadcast exploitation specialists. It was designed to promote product sales and the client's ABC-TV *Zorro* series among network affiliates. Promotion managers were asked to push *Zorro* and "Freshup Freddie" as a salesman by preparing presentations based on merchandising aids for the soft drink. It was held March 9-April 10. (Since it got underway, Seven-Up announced it is dropping *Zorro* for the 1959-60 season.)

Other station winners were KUAM-TV Agana, Guam; KID-TV Idaho Falls, Idaho; KHSL-TV Chico, Calif.; WFAA-TV Dallas, Tex.; KMMT-TV Austin, Minn.; WSOC-TV Charlotte, N.C.; KOCO-TV Oklahoma City, Okla.; KONO-TV San Antonio, Tex.; WTVC (TV) Chattanooga, Tenn., and KWTX-TV Waco, Tex.

The agency and client reported receiving about 65 entries—representing slightly less than half the ABC-TV affiliates carrying *Zorro*. Some station promotion managers refused to participate because of station policy against entering merchandising-promotion-exploitation contests, a practice frowned on by the Broadcasters' Promotion Assn.

In a brochure to promotion managers, J.M. Thul, advertising manager of Seven-Up, explained the contest this way: "From our standpoint, we want to sell more Seven-Up and help our developers sell more Seven-Up. We also think that many of you want to help us do that, too, through the medium of our *Zorro* purchase where "Freshup Freddie" receives his greatest—pardon the word—exposure. With a little imagination on your part and the materials we will send you, we think it will be possible to create an important broadcast promotion case history. . . ." He stressed "ideas and imagination" would count most, "not the dollars invested in preparing the entry."

Every station promotion chief received a bronze Seven-Up bottle opener for participating, but the winner WLOF-TV profited the most. Promised was (1) a $500 expense account, authorized through the Diners' Club, and (2) "an individual market station image research study" to be underwritten by the Seven-Up Co. and undertaken by Seymour Smith Assoc., New York market research counsel. Mr. Thul promised the study would be "con-



"It just hit me! -- WCIA is the 46*th tv market!"

A true AREA market located with transmitter approximately 129 miles from Chicago, St. Louis, and Indianapolis.

NCS #3 again proves WCIA's predominant audience in 54 wealthy, industrial, and rich black-soil counties.

Five metropolitan markets (BLOOMINGTON, CHAMPAIGN-URBANA, DECATUR, DANVILLE, and SPRINGFIELD) plus 1,912 cities and villages create a larger market than offered by twenty-one states and territories such as Arizona, Arkansas, Colorado, or Oregon.

*Television Magazine, Dec. 1958

WCIA

CHAMPAIGN, ILL.



CHANNEL 3 CHAMPAIGN

CBS OFFICIAL CBS OUTLET for CHAMPAIGN URBANA BLOOMINGTON SPRINGFIELD DECATUR DANVILLE

George P. Hollingbery, Representative



IDEAS IDEAS IDEAS

GIMMICKS PRODUCTION FEATURES CONTESTS SALES AUDIENCE CONTESTS

THIS MAY BE THE MOST PROFITABLE DISC YOU'LL EVER SPIN!

From Top-Rated Stations Coast to Coast . . .

the SUCCESSFUL IDEAS

that INCREASE AUDIENCE AND PROFITS

Send now for your audition package of Radio Recorders new Audio Air-Check Service. Containing an expanded profile of five of the nation's most aggressively programmed stations . . . WNEW, KFWB, WHB, KNX, WOR . . . it lets you hear for yourself how easily you can now keep up with the best in radio throughout the year.

This new low-cost service brings you the programming ideas that work . . . the features major stations are using *today* to build audiences and increase sales. These are *proved* ideas you can duplicate with your own staff.

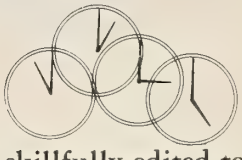
Each Audio Air-Check is completely indexed to give you an accurate profile of the nine different top-flight stations monitored every month. With Radio Recorders Audio Air-Check Service you can keep abreast of each shift in sales strategy, programming gimmicks, ad formats. It's all yours right while it's happening . . . available to you exclusively in your market . . . at a price you can easily afford.

Hear for yourself. The special Audio Air-Check Audition Package is available now at $15 per copy. If your order for the complete service is received within 20 days, the $15 will be credited to your first quarter's subscription.

The first order received for the Audition Package from each market reserves the exclusive subscription service for a 10-day examination period. So send your check *now.*

Here's the key to ratings and sales . . . the only complete source of proved broadcasting ideas across the nation. If you want to lead in your market, send right now for the special Audition Package of Audio Air-Check Service.

Every month 36 hours of top-rated programming is recorded from 9 different stations . . .



. . . skillfully edited to give you only the outstanding audience-building, sales-producing ideas . . .



. . rushed to you every 10 days on a 12" double-face LP.



MP-TV SERVICES, INC., National Distributor B-5 9
Radio Recorders Audio Air-Check Service
7000 Santa Monica Blvd., Hollywood 38, California

Please rush the SPECIAL AUDITION PACKAGE of your new Audio Air-Check Service and reserve the exclusive subscription in this market for a ten-day period.

_____ Enclosed is my check for $15.

_____ Send informational brochure.

NAME_____

POSITION_____ STATION_____

ADDRESS_____

CITY_____ STATE_____

SEND THIS COUPON NOW!

. . WIRE . . WRITE . . OR PHONE . .

for your Special

Audio Air-Check AUDITION PACKAGE

fidential," with neither Seven-Up nor ABC-TV being permitted "to see these results."

Thompson's Chicago office has long pioneered in broadcast program and product exploitation for its clients. At one time JWT maintained a station relations representative for field activities. Two years ago, it held a similar contest for promotion managers of CBS radio affiliates involving Weco Products (Dr. West toothbrushes) and Arthur Godfrey's morning show.

Second and third prizes for station promotion managers were Polaroid cameras, plus "Freshup Freddie" plaques, while six others will receive battery-operated transistor clock radios. Secretaries won Bonwit imported soap.

Borden's commercial wins Blair radio poll

Borden's instant coffee, through Doherty, Clifford, Steers & Shenfield, New York, emerged the winner of the latest best radio commercial poll conducted semi-annually by John Blair & Co., radio station representative, New York.

With nine of the top ten winners rated as volume-sellers in the supermarket field, the poll results indicate the extent advertisers are using radio to stimulate sales in supermarkets, according to Arthur H. McCoy, executive vice president of John Blair & Co.

Following closely behind Borden's in the poll were the commercials for Chesterfield (McCann-Erickson), Clark Gas (Tatham-Laird), Tetley Tea (Ogilvy, Benson & Mather) and Oasis Cigarettes (McCann-Erickson), Others in the top ten, listed alphabetically, were: Alka-Seltzer (Wade Adv.), Budweiser (D'Arcy), L&M cigarettes (Dancer-Fitzgerald-Sample), Piel's beer (Young & Rubicam) and Zee Paper products (Cunningham & Walsh).

In announcing the results Mr. McCoy pointed out the value of assigning creative personnel to the development of spot radio commercials. In addition to the continued popularity of catchy music and lyrics in commercials, he noted a rise in commercials built on situation-dialogue or humorous characterization. Also, sounds used to identify and dramatize the character of products, or of users, illustrate the effective use of image builders, he said.

• Business briefly

Time sales

The Many Loves of Dobie Gillis (CBS-TV, Tues., 8:30-9 p.m.), which has its debut next fall, will be presented by the Pillsbury Co., Minneapolis, and Philip Morris (Marlboro cigarettes), N.Y. Agency for both advertisers: Leo Burnett, Chicago.

• The Noxema Chemical Co., Baltimore, will be an alternate-week sponsor of *Love and Marriage* (NBC-TV Mon. 8-8:30 p.m.) when the situation comedy series has its debut Sept. 21. Agency: Sullivan, Stauffer, Colwell & Bayles, N.Y.

• The Aluminum Co. of America, Pittsburgh, through Fuller & Smith & Ross there, and the Goodyear Tire & Rubber Co., Akron, through Young & Rubicam, N.Y., have renewed *Alcoa Theatre* and *Goodyear Theatre* respectively. The shows are scheduled to alternate in their accustomed slot over NBC-TV next season (Mon. 9:30-10 p.m.).

• Kimberly-Clark Corp. (Kleenex, Delsey products), Neenah, Wis., buys co-sponsorship of CBS-TV's *Wanted, Dead or Alive* for the 1959-60 season, Sat., 8:30-9 p.m. EST. It previously bought network's *Twilight Zone,* Fri., 10-10:30 p.m. EST. (Co-sponsors: Brown & Williamson for *Wanted* and General Foods for *Twilight.*). Agency for Kimberly-Clark: Foote, Cone & Belding, Chicago.

• The U.S. Brewers Foundations Inc., N.Y., on June 1 will present an hour-long ice skating special over NBC-TV (Mon., 10 p.m.). Taped in Hollywood and produced and directed by Alan Handley, *Summer on Ice* stars Rosemary Clooney, Tab Hunter, Tony Randall and the entire cast of "Ice Capades of '59." It pre-empts *The Arthur Murray Party* for the one night. Agency: J. Walter Thompson, N.Y.

• Hills Bros. Coffee Inc., San Francisco, will sponsor *Bat Masterson* on western stations of NBC-TV for 52 weeks beginning Oct. 1. Agency: N.W. Ayer, Philadelphia, which previously ordered *Masterson* for Sealtest Foods Div. of National Dairy Products, Philadelphia, covering 116 NBC-TV stations in Sealtest markets.

• The William Wrigley Jr. Co., Chicago, effective June 29 has renewed *Just Entertainment* (CBS Radio Mon.-Fri. 2:15-2:30 p.m.). The 52-week buy is said to involve more than $1 million in net billings. It will be the show's fourth year for Doublemint gum. Agency: Erwin Wasey, Ruthrauff & Ryan, Chicago.

• The Drug Research Corp. (Regimen tablets), N.Y., on May 20 begins a 13-week sponsorship of *Keep Talking* (CBS-TV Wed. 8-8:30 p.m.). Agency: Kastor, Hilton, Chesley, Clifford & Atherton, N.Y.

• P. Lorillard Co., N.Y., has renewed its alternate-week sponsorship of *The Arthur Murray Party* which moves into a new time slot on NBC-TV next fall (Tues. 9-9:30 p.m.). Agency: Lennen & Newell, N.Y.

• Esso Standard Oil Co., N.Y., will sponsor *The David Niven Show* (NBC-TV Tues. 10-10:30 p.m.) on June 9, June 23, July 7 and July 21. Products advertised on the dramatic anthology series will be household oils and waxes and Flit insecticide. Agency: McCann-Erickson, N.Y.

• B.T. Babbitt Inc., N.Y., on Wednesday (May 20) begins a three-week spot campaign on NBC Radio. Over 75 spots are to be used on Wednesday, Thursday, and Friday, adjacent to news broadcasts, promoting new Savoy car shampoo and Cameo copper cleaner. Agency: Brown & Butcher, N.Y.

Agency appointments

• Colgate-Palmolive Co., N.Y., and Cunningham & Walsh there, officially parted company last week, with Super Suds, C&W's lone C-P account transported to Street & Finney Inc., N.Y. The somewhat-under $500,000 Super Suds billings are said to bring to approximately $5 million the amount of C-P business at S&F.

• Fulham Bros. Inc. (seafood processor), Boston, names Charles F. Hutchinson Inc. there to handle its 4 Fisherman products.

• Borg-Warner Corp., Chicago, appoints Clinton E. Frank, same city, to handle estimated $1.5 million corporate account, succeeding J. Walter Thompson Co. B-W has been relatively inactive in broadcast media.

• Alexander's Markets, Southern California chain, appoints Compton Adv. Inc., L.A., for radio-tv advertising.

• Cherry Brand Meat Packing Co. (fresh, frozen meats), Chicago, appoints Powell, Schoenbrod & Hall, same city. A test campaign, being developed for the Chicago area, may include broadcast media.

• State Street Council, Chicago, appoints Doyle Dane Bernbach, that city, to handle its account, first to be assigned to the agency's new Chicago office. Radio may be used. The account formerly was handled by Fletcher Richards, Calkins & Holden.

• Also in advertising

• Northam Warren Corp. (cosmetics), Stamford, Conn. and its agency, Doyle Dane Bernbach, New York, last week announced they would part on June 8. The account bills about $1.7 million



Conversation over June Dairy Month recipes inspires quick trip to nearest dairy case.

Ushering in Dairy Month • "All over America . . . something wonderful is happening. It's June!" The white dots on the tv screen get larger and brighter, revealing a three-dimensional map of the U.S. The music tells you it's June, a special month for dairy products in the U.S.A.

The special effects introduce American Dairy Assn.'s new 60-second commercial which will first be seen May 30 on *The Perry Como Show,* as well as on that program each Saturday in June.

With Skitch Henderson conducting the Gold Swan Singers the scene shifts to a very stylized kitchen. A young girl holding a reprint of the June Dairy Month newspaper ad dances over to her mother. A doorbell chimes and another feature—delivery service—enters the picture. The milkman brings a free copy of the dairy month recipe folder (available also at all dairy counters). Mother and daughter prepare a dairy treat. To replenish their supply, they dance to a store displaying the special June Dairy Month signs. The closing shot goes back to the map, now emblazoned with "June Is Dairy Month" slogan.

This upcoming commercial was produced by Joseph C. Spery, radio-tv manager of the New York office of Campbell-Mithun, Minneapolis, agency for the National Dairy Assn. In charge of creative direction were Ted Le Maire, radio-tv creative supervisor in C-M's Chicago office; Scott Park, tv art film supervisor at Minneapolis headquarters, and Paul Ingvaldson, tv production business manager in the Chicago office. Filming was done at Elliot Unger & Elliot, New York.

The basic plan, Mr. Spery said, was to "combine the wholesomeness of dairy products with an atmosphere of bright dancing, settings and based on the 'all over America' theme."

annually and about $600,000 of the budget has been allocated to radio-tv advertising. No new agency has been appointed as yet, according to Richard E. Marsh, advertising manager of Northam Warren.

• Creative PR Inc., New York, independent public relations firm organized at the beginning of this year by the Anderson & Cairns ad agency there, has moved to larger quarters on the 10th floor at 130 East 59th Street.

• The Broadcast Equipment Div. of RCA, Camden, N.J., last Tuesday (May 12) was named Putman award winner for its 1958 advertising campaign by the Poor Richard Club in Philadelphia. Individuals cited for the division's "Planning a Radio Station" campaign, which is still continuing, were Adron Miller, manager, radio equipment field sales; Paul Greenmeyer, advertising and promotion manager, and Willard G. Wooster, account executive at Al Paul Lefton, RCA's Philadelphia ad agency. Each received a plaque contributed by the Putman Publishing Co., Chicago, which annually makes an advertising award in conjunction with the Poor Richard Club.

• Schwerin Research Corp., N.Y., on May 25 will inaugurate a tv commercial and program testing service in Los Angeles, Horace S. Schwerin, SRC president, announced last week. Expansion of the Schwerin operation to the California area has been dictated, Mr. Schwerin said, "by the insistent demands of a number of advertisers who want some hard, cold facts about the West Coast market." Initial clients include national as well as regional advertisers, its reported.

• Erwin Wasey, Ruthrauff & Ryan, N.Y., reports it has acquired W. S. Walker Adv., Pittsburgh, an agency that specializes in industrial accounts, and a new organization has been formed known as Erwin Wasey, Ruthrauff & Ryan, W. S. Walker Div. Frederick R. (Rudy) Etchen Jr., a staff vice president of EWR&R in New York, has been named senior vice president and general manager of the division in Pittsburgh.

• The Eagle Pencil Co., Danbury, Conn., is looking for a new agency. Its marketing vice president, David E. Price, in making known the severance of relations with BBDO, said "There is no disagreement, dissatisfaction or disharmony involved in this decision." Eagle has been using closed-circuit tv in 12 cities to reach stationary dealers, office management and purchasing agents. BBDO, which has handled the account for nearly three years, has agreed to continue until a new agency is selected.

• Allan Jack Lewis Adv., Washington, changes its name to Lewis & Polinger Inc., following the acquisition of a full partnership in the agency by David H. Polinger. Mr. Polinger was formerly general manager of National Telefilm Assoc. Spot Sales, N.Y. Mr. Lewis will serve as president, Mr. Polinger as executive vice president.

• The Los Angeles office of BBDO today (May 18) moves to the new Hancock Park Bldg. at 5820 Wilshire Blvd., occupying three floors to give the agency 50% larger quarters than its present space at 6363 Wilshire.

• Fuller & Smith & Ross Inc., N.Y., on May 1 acquired the 32-year-old Fort Worth-Dallas ad agency of Evans & Assoc. The new branch of FSR will be headed by Stanley Schlenther, former partner of Evans, who has been elected vice president and manager.

• The Kappa Co., Atlanta, has commenced operations to make and distribute animated tv commercials in the southeast. Louis O. Hertz, formerly sales and audience promotion manager, WAGA-TV Atlanta, is president. Address: 1182 W. Peachtree St. Bldg.

in South Florida WTVJ beats every other station by a wide margin



FACTS

MORE SUMMERTIME VIEWING IN SOUTH FLORIDA

. . . than in entire country

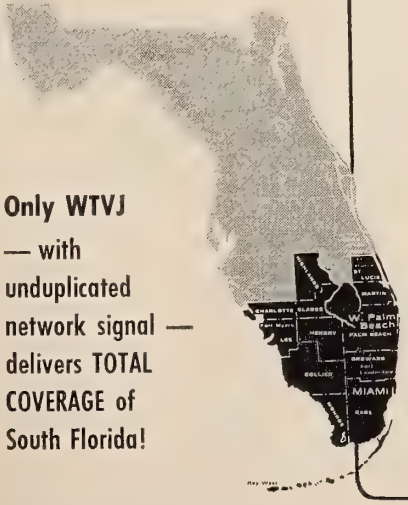
Summertime is viewing time in South Florida — average sets-in-use higher than for all U.S.A. That's why summertime is selling time — with WTVJ!

SETS-IN-USE ARB 1958
(June - August average)

	Noon to 6:00 P.M. Monday - Friday	6:00 P.M. to Midnight Sunday thru Saturday
MIAMI	**19.9**	**43.3**
Eastern Time Zone	17.1	39.1
All U.S.A.	17.0	38.1

WTVJ Sells this Large South Florida Audience of 1,556,000 Persons as No Other Station Can!

See ARB! See NCS #3! See your PGW colonel!



Only WTVJ — with unduplicated network signal — delivers TOTAL COVERAGE of South Florida!

WTVJ-South Florida

CBS Channel **4**

Represented Nationally by: Peters, Griffin, Woodward, Inc.

QUALITY PROGRAM ON SHOE STRING

$15,000 budget on 'off-beat' tv-tape series at CBS Films

It takes about $35,000 to make the average, run-of-the-mill half-hour filmed program. For a dramatic anthology series the cost per program more likely will run $50,000 and up.

It's still experimental, but in New York a tv producer—Robert Herridge of *Camera Three* (CBS-TV) fame—is bringing in *Theatre for a Story*, a "quality" anthology half-hour tv series on tape, for "under $15,000" per show.

Just how successful CBS Films is in this grey area of tape, costs and unusual story material will depend on the amount of interest it can spark from a network, an advertiser, or, failing either, from tv stations in standard syndication.

With two half-hours on tape at this point, CBS Films already had these pluses on its side:

In addition to bringing the programs in on a low budget, Producer Herridge has been given his "head" (that is complete freedom in production) which, CBS Films believes, will encourage exciting, off-beat productions.

New Kine Technique • Along with the taping, CBS Films has a leg on the problem of how to get the show around to stations assuming the series goes into syndication. To head off the problem of peddling tapes to stations which don't have tape playback facilities, CBS Films' production unit has developed a technique that appears to hold promise of a kine (taken from the tape) that preserves some feel of live action while giving a quality close to that of standard grade film.

The tv series is "different" because of a dramatic mood that is heightened through liberal camera work, stark contrasts in lighting and a minimum use of background sets; the employment of Broadway talent who feel the roles they fill offer a professional challenge, and the story material in the adaptations and originals which Mr. Herridge plans to put on tape.

Whether all of this can bring in a national sale, from network or advertiser, is difficult to assess. Two of the three tv networks—ABC-TV and CBS-TV—have shown interest, as have several agencies.

The problem there, however, is to find the "specialized type sale" from an advertiser willing to pick up the tab for this rarity among tv series.

Just How Rare? • The first program taped treats jazz. It features Miles Davis on his trumpet and a studio-full of top-flight musicians. This show sells sound and unusual camera shots. The second program is entitled "A Trip to Czardis," a dramatic adaptation of an O. Henry award-winning short story by Edwin Granberry that was published in 1932 and several years later broadcast on the *Columbia Radio Workshop* series.

Mr. Herridge, who is not a low-budget man by design as he was associated with the highly-expensive *Seven Lively Arts* on CBS-TV two seasons ago, has still other productions to come: adaptations by Robert L. Joseph of classic stories, and three original scripts by S. Lee Pogostin.

"The Herridge concept of television is what we are buying. . . . The concept utilizes all the art forms. . . . The Herridge touch in terms of lighting, scenery, script, actors and direction," is the way Sam Cook Digges, administrative vice president of CBS Films, speaks of the project.

Mr. Herridge achieves his economy by combining several cost-saving devices. He gains these savings by pruning the time schedule, calling for minimum rehearsal time, using few props, and by carefully casting talent attracted to the roles by the opportunity to experiment rather than by high talent fees. Still other devices are common to tape:

Rather than permit a number of re-taping sessions, only one precisely-timed taping is conducted. In film, much more footage is shot than actually is used for a half-hour program and there are retakes in addition.

Since there is no outdoor action in taping, cumbersome and costly equipment for that purpose is not needed. By using few props, the cost of scenery is drastically reduced. Mr. Herridge shoots into the action (best visualized as "theatre in the round" contrasted with lavishly-staged theatre on Broadway). This camera ranging at will intensifies the allusion of movement as does the use of black shadowed areas surrounding a contrasting, bright white center stage.

A Frank Appeal • CBS Films has made some headway in enlightening the critics (and of course in promoting the series). Charles Mercer, an Associated Press radio-tv writer, made a frank public appeal to "responsible executives in the television networks . . . with the hope that somebody will try to make a great viewing treat available to you, an individual viewer."

The unit right now is taking a



How it works • Left photo: Miles Davis, trumpeter and star of the jazz program in the *Theatre for a Story* tape series, and tv producer Robert Herridge on the set at a CBS films' taping session. Mr. Herridge keeps costs down and cameras on the move by doing away with the clutter of background scenery (few walls, and roofs are "hung" from the studio ceiling.)

Right photo: Child actors Luke Halpin, 12, and Kevin Coughlin, 13, in the roles of "Dan'l" and "Jim" and Mildred Dunnock as the mother in "A Trip to Czardis" during a CBS film taping session. Program is another one of the *Theatre for a Story* anthology under preparation. It features: low-budget, stark lighting contrasts and minimum of background sets.



Have Gun Will Travel Travels Farther on WMT-TV.

National rating: 33.8. WMT-TV: 38*

Highest tower between here and the North Pole helps us deliver *Number One* audience in three of Iowa's six largest cities, and cover over half of the tv families in Iowa.

**In a 3-Station market (Station B: 25.2; Station C: 9.2); ARB.*

CBS Television for Eastern Iowa • Channel 2 • Cedar Rapids—Waterloo • Affiliated with WMT Radio; KWMT Fort Dodge • National Reps.: The Katz Agency

breather. But on June 5 the third show will be taped and there'll be one each Friday afterward until the entire 13 are completed.

The new kine technique makes use of quality controls at camera, in studio and in laboratory processing, and modified equipment (new circuitry). CBS has obtained a kine with a sharper (more resolution) picture with less grain. CBS records on a 35 mm negative which is optically reduced to 16 mm. What the development amounts to: "We applied 1959 techniques to a 'lost art' of kinescope recording. For the past four years tv recording has not been receiving any attention."

The shell of the equipment is RCA and 10 years old. The insides, however, have been modernized (actually more than once) with latest circuitry.

The quality controls, however, are the most important. Only a few: care and attention to lighting and to the exposure control on camera, to focus of the camera lens, and careful adjustment of the signal from camera to place it in correct level. Exposure of the film in the lab process "must be precisely controlled," a spokesman said.

But CBS-TV's engineers are not making claims. They cautiously and variously evaluate their kine as "not new," "modernized" and "not yet competitive with film." But this much they do say: the first two kines of the programs taped are good enough to encourage the belief that film recording from a tape recording can be made without appreciable degradation.

One big reason for the caution is that CBS-TV is not quite sure that future kinescoping of this kind will bring in a consistent "top performance." "It's a qualitative judgment," these engineers say, "Who is to say what is 'good or poor' film?"

Should the kine arrive at the point of competitiveness with top-grade tv film, CBS Films may beat a break-through toward greater use of tape for syndication. And, apparently, it can open up new sales fields internationally (tape conversion is a problem overseas where tv standards differ. But kine—as does regular film—bypasses this problem.)

SAG, AFTRA meet

Merger study committees of Screen Actors Guild and American Federation of Television & Radio Artists met the weekend of May 10. The groups discussed research organizations and individuals who may be employed to help SAG and AFTRA study the matter and develop a merger plan for submission to the groups' members. Subcommittees of both unions were named to narrow the list down to a few of the best qualified and submit recommendations to the full committee.

PATTER OF PLATTER VOICES

D.j. meet to double attendance last year

Advance registration for the second annual International Radio Programming Seminar and Pop Music Disc Jockey Convention in Miami Beach May 29-31 hit the 1,800 mark last week, headed for an estimated 4,000 registration double that of last year's initial gathering at Kansas City.

Sponsored by the Storz Stations, the convention will tackle such industry topics as network vs independent radio, ratings, formula programming, record release practices, news, evaluation of station promotion and music trends. Top speakers and panelists will be drawn from all segments of radio, including the advertising agency.

The registration pattern last week at preconvention headquarters of the Storz Stations, 820 Kilpatrick Bldg., Omaha, showed 70% stations (one-half program personalities, one-half management) and 30% record companies and allied service firms.

Major entertainment events are scheduled during the convention with an all-star show of recording artists set for Saturday night.

Evening cocktail party by Mercury Records on Thursday (May 28) will precede the formal sessions which get underway on Friday. Mercury Records' Kenny Meyers is host. United Artists Records President Max Youngstein is tendering the Friday morning breakfast. Todd Storz, president, Storz Stations will open the convention and introduce the keynote speaker Harold Fellows, president, NAB.

Three panel sessions are slated Friday morning. Matthew J. Culligan, executive vice president, NBC Radio, and Gordon McLendon, president, McLendon Stations, will debate network vs independent radio. Morgan Beatty, NBC; Dave Muhlstein, KLIF Dallas, and Dick Schmitz, KAKC Tulsa, will discuss "News Should Be New" while Robert Eastman, Robert Eastman Co.; Art McCoy, John Blair Co., and Adam Young, Adam Young Co., will talk on the subject "Radio Reps Are Salesmen Too."

An Ike-Sponsored Message • Friday lunch sponsored by RCA Victor Records with Bill Bullock as host, will hear Dr. Shayne MacCarthy, executive director, President Eisenhower's Committee on Youth Fitness, discuss youth fitness as "a product to sell." Four panels are set for Friday afternoon:

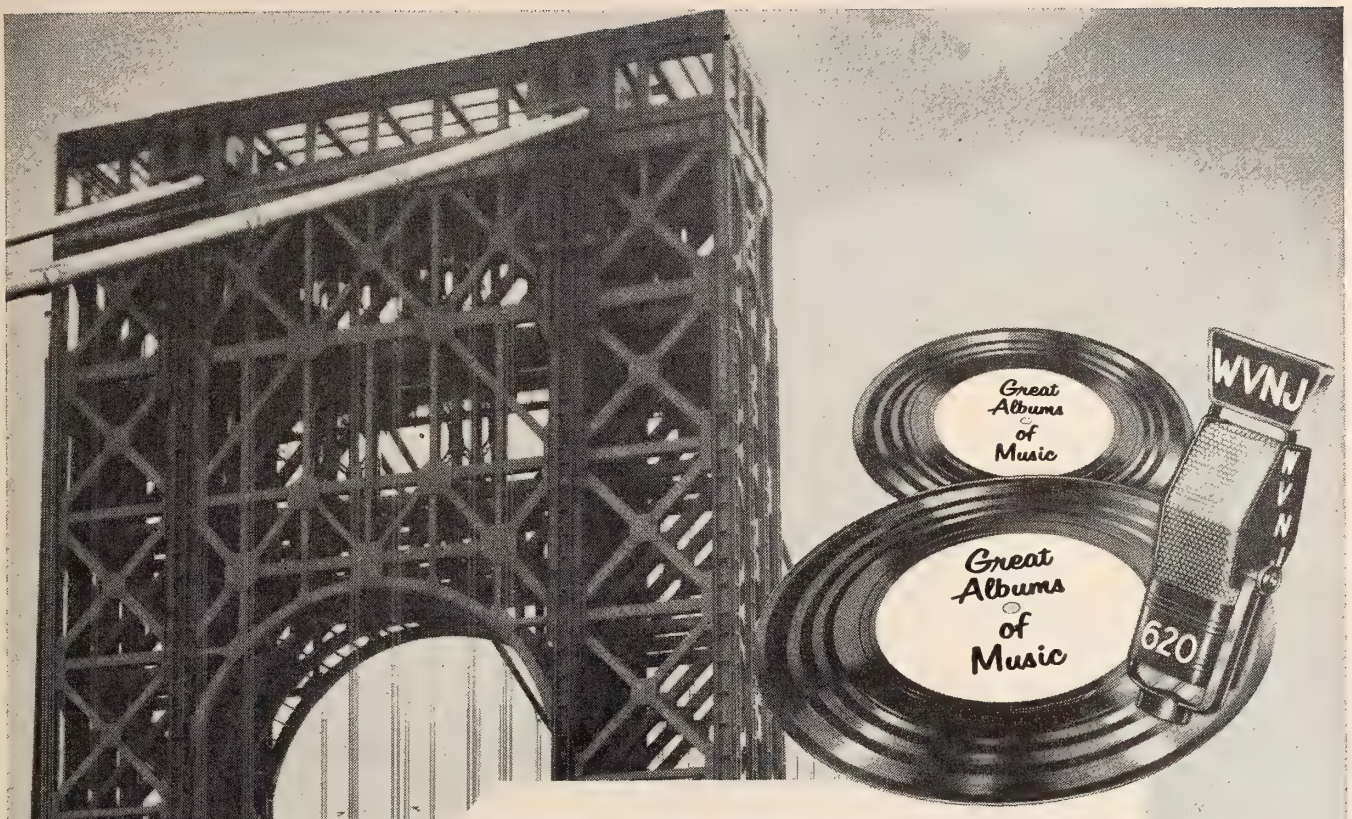
"What Is a Personality Today"—Joe Finan, KYW Cleveland; Jim Hawthorne, KDAY Santa Monica, Calif.; Mike Joseph, Capitol Cities Broadcasting, and Dick Martin, WWL New Orleans. "From Deejay to Management—It's Happening"—Bill Camperson, WHOL Allentown, Pa.; Art Ford, WNTA Newark, and Marty Hogan, WCFL Chicago. "Evaluation of Station Promotion"—Bob Adams, WAKE Atlanta; Paul Cowley, WKLO Louisville; Harvey Glascock, WHK Cleveland, and Duncan Mounsey, WPTR Albany. "Too Many Record Releases?" —Bobby Beers, KOBY San Francisco; Archie Bleyer, Cadence Records; Bob Clayton, WHDH Boston; Buddy Deane, WJZ-TV Baltimore; Mike Maitland, Capitol Records, and Randy Wood, Dot Records.

Late Friday afternoon further discussion will be held on feasibility of a national disc jockey organization and Friday evening Capitol Records will host a cocktail party-stereo recording session featuring Peggy Lee and the George Shearing Quintet.

Atlantic Records' Ahmet Ertegun will host Saturday morning's breakfast with New York publicist Russell Birdwell starting off the day as initial speaker. "Are Live Commercials Dead?" will follow as the topic of a panel to include Al Collins, WNEW New York; Bill O'Connor, Chicago freelance performer; Harry Renfro radio-tv director, D'Arcy Adv., St. Louis, and Joseph Stone, vice president, J. Walter Thompson Co., New York.

Future Trends • Music will be discussed by Joe Carlton, Carlton Records; Dave Cavanaugh, Capitol Records; Hal Fein, Roosevelt Music Publishing; Alan Freed, WABC New York; Jack Karey, WCFL Chicago, and Joe Kolsky, Roulette Records. "Swingin' in the Smaller Markets" is the topic for Charlie Boone, KXGO Fargo, N.D.; Howie Leonard, WLOB Portland, Me., and Al Rockwell, KRNT Des Moines. What the promotion man can do for the d.j. will be outlined by Buddy Basch, New York; George Jay, Hollywood, and Dick LaPalm, Chicago. Columbia Records will give the Saturday lunch.

Saturday afternoon panels include "Do We Live and Die by Ratings?" with John Box, Balaban Stations; Dr. Sydney Roslow, Pulse Inc., and Frank Stisser, C. E. Hooper Co. Another, "Programming—More Than Just Juggling Numbers," will feature Bob Forward, KMPC Los Angeles; Larry Monroe, KXOK St. Louis, and Tom Smith, WNVY Pensacola, Fla. "The Pros and Cons of Formula Radio" panel will hear Bill Kaland, program manager,



Nothing else like it in Greater New York

IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.

IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) WVNJ dominates in audience — in quality of audience — and in prestige.

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WVNJ

Newark, N. J. — covering New York and New Jersey

'Be my guest'

RCA Victor Records during the disc jockey convention is providing a special suite with full recording facilities and photographers so disc jockeys can tape interviews with recording stars not only of RCA Victor but also any competing label. Photos will be sent to hometown newspapers. Wives of convention delegates will be treated to sightseeing tours of southern Florida, courtesy Cadence Records.

Westinghouse Broadcasting Co.; Harold Krelstein, president, Plough Stations, and Bob Purcell, president, Crowell-Collier Broadcasting Co. (KFWB Los Angeles). Late Saturday afternoon Liberty Records will give a cocktail party with Julie London and David Seville as co-hosts.

Saturday evening's annual banquet will be sponsored by Dot Records with Randy Wood as host and Pat Boone as special guest. Miami Beach is renaming Collins Ave. "Pat Boone Blvd." for the day. The second annual all-star recording artist show follows, featuring Pat Boone, Cathy Carr, Chris Connor, Vic Damone, Alan Dean, The Diamonds, Peggy Lee, Playmates, Jimmy Rodgers, Jack Scott, George Shearing, Dodie Stevens, Gary Stites, Kirby Stone Four, Jesse Lee Turner, Andy Williams and Panama Records Orchestra directed by Lon Norman. Sunday 1 a.m. is kickoff for a breakfast dance and bar-b-que sponsored by Roulette Records and featuring the Count Basie Band. Morris Levy will be host.

Panel session moderators will include Bill Stewart, Storz Stations, convention co-ordinator; Paul Berlin, KNUZ Houston; Tom Edwards, WERE Cleveland; Robin Seymour, WKMH Detroit; Robert Larsen, WRIT Milwaukee; Joe Smith, WILD Boston; Ira Cook, KMPC Los Angeles, and Paul Cowley, WKLO Louisville.

Four Star to Republic

Four Star Films Inc., at present in Fox Western Studios, Hollywood, will lease Republic Studios for five years starting next month. Four Star is owned by actors Dick Powell, David Niven and Charles Boyer.

President Powell says that the company has commitments to produce five tv series for next season. Sales of five more are anticipated within the next few weeks. Republic will furnish all back lot labor while Four Star will bring more than 100 permanent employes (producers, directors, assistant directors, transportation, editorial, story and casting departments, etc.). William Morris Agency represented Four Star in the negotiations.

NBC's 'Star Dust' sprinkled further

NBC Radio's "Star Dust" plan goes into effect Today (May 18). The new network programming scheme features top show business personalities in five-minute vignettes 17 times daily. Starting at 7:25 a.m. and continuing until 11:25 p.m., the vignettes will be heard at 25 minutes past each hour on weekdays and are also set at the same time on NBC's weekend *Monitor* schedule.

The expansion of "Star Dust" to seven days a week mean an addition of five hours per week of new network programming, according to Matthew J. Culligan, executive vice president in charge of the NBC Radio network. Mr. Culligan last week said that the segments will have availabilities for one network commercial and one local commercial, offering opportunities for tie-ins by local or regional dealers of network sponsors. Compensation to the affiliates for network sales will be made at the regular rates. Liggett & Myers Tobacco Co., for its L&M cigarettes has signed for the first 13 weeks. Its order was placed through Dancer-Fitzgerald-Sample, New York.

Some tv news coverage has lost zip—Schary

Television's greatest power and attraction is in its immediacy, its spot coverage of national and world events but of late some of the news programs have lost the "sense of urgency . . . They seem to have the salt edited out of them."

Dore Schary, writer-producer of tv, stage and motion pictures, made this point and a few others last week at the final Radio & Television Executives Society meeting for the 1958-59 season.

At a luncheon held at New York's Hotel Roosevelt, Mr. Schary, in the featured address, thought there was nothing wrong in the medium "that a few good programs cannot cure," said he was aware that tv executives were concerned with the future of the medium and offered a few suggestions.

He said tv news programs seem to go out of the way not to offend anybody; he views "with a little bit of alarm the prospect of generations of children growing up with jingles swarming through their consciousness, not to mention the adults"; considering the pressures on tv it is "surprisingly bold"; fiction on television is at "second best" and cannot compete in this area with motion pictures which do it better (the documentary gets tv its biggest audiences, he said).

In the myriad of observations and comments, Mr. Schary made the point also that the "right to offend" is a "theatrical right" and that this is the reason he thinks creative minds are happiest in the theatre.

Acme Labs, Hollywood, to process video tape

With the installation of two Ampex videotape recorders, Acme Film Labs of Hollywood last week became the first motion picture laboratory in the land to be equipped for tv tape. With its four Prescott 16mm kinescope recorders, Acme is now ready to transfer programs from tape to film or film to tape.

Nel Sawelson, vp and general manager of Acme Labs, stressed that Acme is not a program producer but a duplicating service, said that "So many of our customers are talking tape that we recognized it was time for us to add tape facilities."

Mr. Sawelson listed audition kinescopes of taped pilots and filmed copies of taped programs for stations not yet equipped with vtr facilities among tape-to-film needs his new facilities will serve and future taped reruns of current tv film programs as a film-to-tape service. Noting that a single reel of tape can hold two half-hour shows, plus integrated commercials and a station-break, Mr. Sawelson said this "Means a complete hour's package, one that will run automatically on the air. In fact, it is logical to transfer a station's entire daily assortment of film programming to tape. Station breaks and commercial spots can be included in the same reel. Those portions of the station's daily schedule would become virtually a push-button operation."

He suggested that the tape-film combination in one laboratory makes it a natural for sports shows. "The live picture of a ball game or other sports event could be fed into the lab's tape recorder, immediately transferred to 16mm film, edited into a half-hour program and shipped out to stations for broadcast the same night."

Assisting Mr. Sawelson in the new tape operation are Pete Wood, production supervisor of video-recording at Acme, formerly with CBS-TV where he helped set up the vtr department, and Irving Kahn, video-recording sales representative, who has had four years experience in the kinescope recording field.

announcing an entirely NEW 3-SPEED TRANSCRIPTION TURNTABLE

The GATES CB-500



To meet the exacting demands in the broadcasting of transcribed music, GATES offers an entirely new commercial transcription turntable. This exclusive new design reduces the rumble to such a degree that production line turntables now exceed earlier laboratory standards.

Rumble or noise reduction has been accomplished in turntables before, but with the sacrifice of other needed features. The GATES CB-500 turntable will come up to speed at 33⅓ RPM in 1/8 turn and at 45 RPM in 1/6 turn. This is equivalent or superior to other recognized quality turntables which in most cases have higher rumble content.

Speed change is exact and functionally correct. All 3 speeds shift across a single indexed plate. The operator may start his turntable in three modes: (1) slip cueing, (2) start switch, and (3) by moving the speed shift lever from neutral to the speed desired. Any starting method is free of jumping or grabbing.

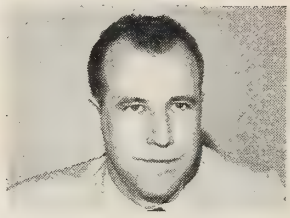
Yes, you will want to know more about this exciting new turntable. Write today for Bulletin 108-B which provides test comparisons of leading friction drive turntables and describes each outstanding feature of the new GATES CB-500.

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E 
says Frank Palmer, Gen. Mgr.
WFBG-TV
ALTOONA, PA.
High ratings are top sales argument with sponsors. And because Warner Bros. features dominate the competition, they're a cinch to sell. Frank Palmer writes:
"Warner Bros. features help us capture the late night audience. In November, for example, we ran four Warner Bros. features from 11:15 p.m. to sign off in one week. They netted us an average share of better than 70% of the audience! How's that for dominating?"
Warner Bros. features have produced such stand-out ratings morning, noon and night... weekdays and week ends. They break records for audiences and sponsorship time after time. Latch on to these profit-makers for your station. They're sure-fire!
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UNITED ARTISTS ASSOCIATED, INC.
NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

NEW TV DEMAND
Mobile tape service is latest enterprise

Mounting interest in taped tv shows has created a sudden demand for services provided by mobile tape units. In recent weeks at least four companies have either been formed or have branched out to meet the specialized needs. Those reported to BROADCASTING are: Intercontinental Television, New York, Paris and Geneva; Mobile Video Tapes Inc., Hollywood; Mobile Video Tape Productions Inc., New York, and Giantview Television Network, Detroit and New York.

Last week, partners Bob Craver and Ted Le Van announced the opening of their MVT Productions Inc., at 40 E. 49th St. in New York. They reportedly have three mobile tape units which will travel anywhere in the U.S. at a basic charge of $500 per day, including the use of an Ampex videotape recorder, truck and driver. Mr. Le Van resigned Friday (May 15) from NBC-TV where he was video tape engineer. Mr. Craver, formerly at tv stations in Norfolk, Charlotte and Atlanta, has spent the past year in research and development for a mobile unit.

Giantview, a closed-circuit organization and manufacturer of the Giantview theatre-type tv projector, also last week reported it has under construction a mobile tape recording unit which will be available in June on an unrestricted rental basis to advertisers, agencies, tv stations and independent film producers. Giantview's mobile equipment includes an Ampex videotape recorder, four studio-image-orthicon cameras, 20 lenses including zoomars, self-contained power supply, kinescope recording unit, and television audio recording facilities.

Previously announced were: Mobile Video Tapes Inc. (BROADCASTING, May 4), headed by Lester E. Hutson, which offers to tape tv programs or commercials either in a studio or via its Ampex-equipped mobile unit. Intercontinental's first assignment was to tape NBC-TV's *Today* program in Paris the last week of April (BROADCASTING, March 30). David Lown is president of Intercontinental.

Color values

That RCA is dead serious about promoting color tv there is no doubt. The extent to which it will go will be evident in New York May 29 when independent WPIX (TV) transmits (in color) a two-hour documentary on Africa entitled *Freedom*—competing for audience against RCA o&o WRCA-TV. WPIX, excited about the potentialities of the *Freedom* show and knowing much of its effect depended on color, asked RCA for a helping hand. Result: RCA will run the show through its color film chains, piping the signal to the WPIX transmitter atop the Empire State Building for broadcast.

NBC, United Artists talk new tv series

United Artists Television and NBC-TV officials were negotiating Thursday (May 14) on a new anthology series along the parent United Artists Corp. pattern (CLOSED CIRCUIT, May 11).

NBC-TV, it was revealed, has offered UA-TV a plan for placing the series on the network in the next fall season, asking for a commitment of 13 programs with options for 26 more.

UA-TV, however, appeared to prefer a contract that would initially commit a network or advertiser (or advertisers) to a 26-program series which gives the stable of independent producers who make motion pictures for United Artists Corp. a hand at tv production.

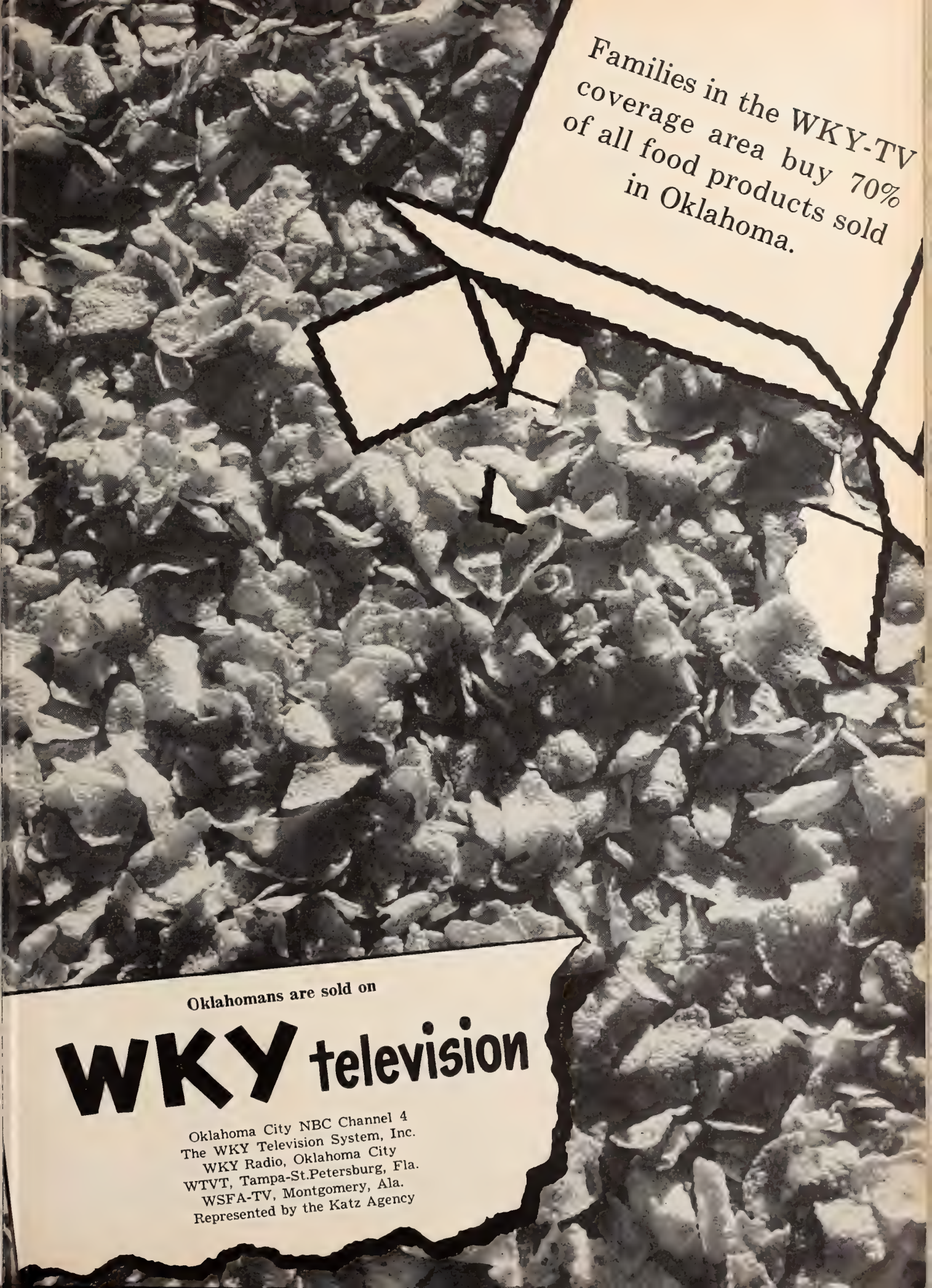
Officials of UA's tv arm appeared unconcerned about a sale "next fall," taking the position they could sit tight and develop programs on a long-range basis.

But the sudden departure from New York of UA-TV President Herb Golden (who also is liaison with parent UA) Thursday to Hollywood where he joined Executive Vice President Burce Eells, who has been negotiating with the independent production companies as well as NBC-TV, revealed no dragging of feet over the proposal.

The UA-TV idea is to use the long list of motion picture properties now held by UA (Warner Bros. library, former UA releases and still other features) for story material, with the independent producer contributing at least one filmed program. More than 60 producers work at one time or another for UA in producing motion pictures, and, UA-TV said, the producer with a name star might join hands with another which has the "right story."

The UA-TV series, tentatively called *United Artists Playhouse*, would have several production companies participating in which Hollywood stars are principals. These name stars probably would not appear in the program but would act in the capacity of introducing the show, thus gaining extra mileage in audience interest.

The programs would be budgeted at


Families in the WKY-TV coverage area buy 70% of all food products sold in Oklahoma.
Oklahomans are sold on
WKY television
Oklahoma City NBC Channel 4
The WKY Television System, Inc.
WKY Radio, Oklahoma City
WTVT, Tampa-St.Petersburg, Fla.
WSFA-TV, Montgomery, Ala.
Represented by the Katz Agency

$100,000 to $150,000 each and would be an hour in length.

UA has such producers as Hecht-Hill-Lancaster (Burt Lancaster), Edward Small (who has produced for tv), Kirk Douglas and Mirsch Bros. among others who already have shown interest in the tv project.

The UA pattern is to finance motion picture producers and to share ownership with them. If the NBC-TV-UA-TV deal is effected, the network also would share in ownership.

Fight on theatre-tv

TelePrompTer Corp., New York, last week was awarded the closed-circuit television, radio and motion picture rights to the Floyd Patterson-Ingemar Johansson heavyweight championship bout at the Yankee Stadium in New York on June 25, for a sum announced at $300,000.

Irving B. Kahn, president of TelePrompTer, announced that the match will be telecast into at least 200 locations throughout the country. He said he is now negotiating to sell the network radio rights in the U.S. and the foreign radio rights in Europe.

$5 million expansion

Jayark Films Corp., New York, which last week announced elections of Jacques Grinieff to board chairman and company director and Jerry Pressman to treasurer and director, says it plans immediate expansion. The two, along with Jayark President Reub Kaufman, were reported to have put $5 million into the corporation. Mr. Grinieff is identified as a distributor of U.S. theatrical and tv films in foreign countries. Mr. Pressman is a financier.

Jayark, which until now has limited itself to the distribution of a children's show, *Bozo the Clown,* says it will proceed with plans to produce and distribute two new half-hour series for exhibition this fall.

New 'mid-50' package

Show Corp of America, N.Y., has made available to tv stations a new package of post-1950 feature films, which it calls "Mid-'50 Movies." The average theatrical release year for the 22 movies in the package was 1955, according to Robert Manby, SCA president. Mr. Manby last week reported the movies were sold in 20 major markets in the opening days of the sales campaign.

• Program notes

• A new NBC-TV weekly panel quiz show, *Who Pays?* will start Thursday, July 2 (8-8:30 p.m. EDT), replacing *The Lawless Years,* which moves to 8:30-9 p.m. slot. This will force out *Too Young to Go Steady* in the 8:30-9 p.m. Thursday slot. The new entry, a Lester Lewis Production, stars Mike Wallace as m.c. and Sir Cedric Hardwicke, Celeste Holm and Gene Klavan as panelists. The panelists will be asked to determine the position of each of three employes of three mystery guests, who will be viewed by the audience only, and then to identify the celebrities.

• MCA-Tv Ltd., New York, announces the sale of its *SA 7* mystery-adventure series to the Kroger Co. (grocery and meat products) in Atlanta, Ga., and the Falstaff Brewing Co. in Los Angeles. The half-hour series, starring Lloyd Nolan as an Internal Revenue agent, is now in 143 markets.

• Screen Gems, N.Y., with the cooperation of the Professional Golfers' Assn. of America, has slated two hour-long golf tournament series, with a total of $1.2 million in prize money over a three-year period. Briskin Productions and Mitchell J. Hamilburg Productions are to begin work on the project mid-summer, for fall airing. Matches will be filmed on courses throughout the U.S. A pool of 65 top golfers, including 30 of the 35 leading money winners, is said to have been engaged for one or both of the series.

• Robert Lawrence Productions (Canada) Ltd., Toronto, has begun building a new film center. Affiliated with the New York firm of the same name, RLP Canada is considered the largest producer of tv commercials in Canada. The new center, which is to house three motion picture stages in 25,000 feet of space, will enable the organization to expand into other realms of film-making plus video-tape.

• Loew's Inc., N.Y., distributor of *Our Gang* comedies, reports it has withdrawn its suit against KARD-TV Wichita, filed by the company in U.S. District Court there last October. Loew's acted after KARD-TV agreed to cease using the name "Our Gang" either as a tv program title or in any other way, a company spokesman said.

• Sterling Television Co., N.Y., is readying for U.S. syndication its *Adventure Today* half-hour film series. It consists of documentaries photographed the world over, some by Ray Forrest, who acts as host on all of the shows. Sterling announces that the Canadian Broadcasting Co. has renewed the series for the second consecutive year.

• Local 776, International Alliance of Theatrical Stage Employes, violated the labor act by depriving Henry A. Carlson of employment by Cascade Pictures of California, L.A., according to an intermediate report and recommended order issued May 16 by David F. Doyle, trial examiner of National Labor Relations Board. The union should notify the film company it has withdrawn objections to employment of Mr. Carlson, a non-member, as an apprentice film editor, according to the recommended order.

• Van Praag Productions, N.Y., has presented a pilot version of its new, live program, *The Ad Libbers.* As each show begins, six actors from a permanent pool of ten are presented with a situation submitted by a viewer. They have 10 seconds to confer, select props and create an appropriate playlet. To pacify those who doubt the spontaneity, Van Praag is posting a $1 million bond payable to anyone who can prove otherwise. The cast includes Kaye Ballard, Dayton Allen, Helen Gallagher, Milton Kamen, Alice Ghostley, Bibi Osterwald, Larry Storch and Gretchen Wyler.

• *Americans At Work,* a series of 52 15-minute film shows produced for the AFL-CIO is currently being shown on more than 80 tv stations. The documentary films, produced by Norwood Studios Inc., Washington, D.C., have a production budget of $175,000 for the entire series. The public service features avoid any direct labor "mes-

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT):

NBC-TV

May 18-22, 25-27 (2:30-3 p.m.) **Haggis Baggis,** participating sponsors.

May 18-22, 25-27 (4-4:30 p.m.) **Truth Or Consequences,** participating sponsors.

May 18-25 (10-10:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell.

May 19-26 (8:30-9 p.m.) **Jimmie Rodgers Show,** Liggett & Myers through McCann-Erickson.

May 20-27 (8:30-9 p.m.) **The Price Is Right,** Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

May 20-27 (9-9:30 p.m.) **Kraft Music Hall,** starring Dave King, Kraft through J. Walter Thompson.

May 21 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

May 21 (10:30-11 p.m.) **Masquerade Party,** P. Lorillard through Lennen & Newell.

May 22 (7:30-8 p.m.) **Northwest Passage,** sustaining.

May 22 (8-9 p.m.) **Ernie Kovacs Show,** Renault through Needham, Louis & Brorby.

May 23 (8-9 p.m.) **Perry Como Show,** participating sponsors.

May 24 (7:30-8:30 p.m.) **Steve Allen Show,** RCA through Kenyon & Eckhardt.

May 24 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

TRIPLE EMMY WINNER

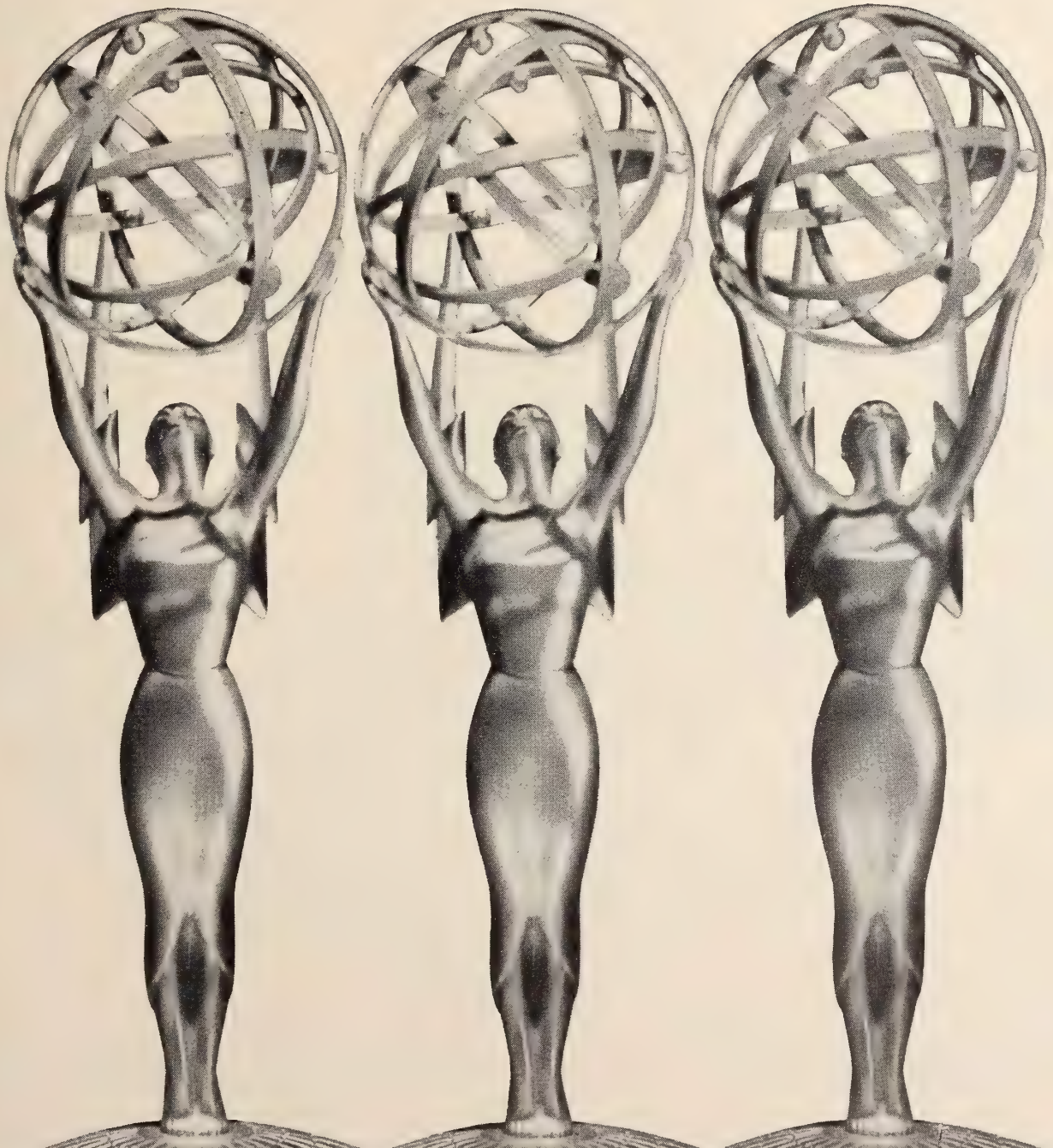
Best New York Program (Open End), Outstanding Male Personality (David Susskind), Station Achievement Award

AND WE'RE ONLY ONE YEAR OLD!

A happy first birthday indeed!

CHANNEL 13 WNTA-TV

the new station in town



Also selected for the Newspaper Guild Page One Citation in Radio and Television for Imaginative and Stimulating Live Programming on a Local Level / WNTA-TV. OWNED AND OPERATED BY NTA

sage" but stress the role played by the working man in American industries, ranging from automobiles and newspapers to pottery.

• Arizona Broadcasters Assn. will present two radio-tv scholarships for the eighth annual High School Fine Arts Summer Session at the U. of Arizona June 7-20. The association will choose candidates by conducting a state-wide essay contest on "Why I would like to make radio my career." Carl Haverlin of BMI gave a scholarship to the university's music session. Thomas W. Chauncey, president-general manager, KOOL-AM-TV Phoenix and KOLD-TV Tucson, both Arizona, also gave scholarships to the university. Two of his scholarships, chosen by a faculty committee, are given in behalf of KOOL-AM-TV. Another two scholarships Mr. Chauncey gives in behalf of KOLD-TV.

• Allen A. Funt of Croton-on-Hudson, N.Y., creator-producer of *Candid Camera* tv programs, has repurchased the 89 episodes of the program from United Artists Assoc. He is updating and placing them into syndication on a worldwide basis. Mr. Funt has an international series of *Candid Camera* in production. His eavesdropping cameras compare an incident in America with a similar event in another country.

• Jerome Balsam Films Inc., New York, announces its national sales representation of *The Big Red Mile,* new tv series dealing with harness racing. Produced by R.J. Crocher of Coral Gables, Fla., the 39-episode series is being filmed at various tracks throughout the country.

• WOR New York starting today (May 18) will air a Monday through Friday program from Washington co-produced by Martha Rountree and Lucy Jarvis (3:15-4 p.m. EDT). WOR announced it will syndicate the program for national distribution, but will retain exclusive radio service of Miss Rountree in the New York area. The programs will feature personalities in the news and a behind-the-scenes look at political and social activities in the Capital.

• Screen Gems Inc., New York, announces sale of 150 feature films and the *Burns and Allen* 239 half-hour film series to WHDH-TV Boston. *Burns and Allen* is now in 89 markets.

• Famous Films Div., NTA Program Sales, New York, places in distribution this week a group of some 200 comedy shorts, averaging 10 minutes running time. Known as *Custard Pie Playhouse,* the package includes performances by Robert Benchley, Willie and Eugene Howard, W.C. Fields, Smith and Dale, Billy House, Chester Conklin, Ford Sterling and a multitude of others.

• Guild Films Co., N.Y., has a one-hour-long jai-alai sports tape show available. XETV (TV) Tijuana-San Diego, which regularly programs the games, shoots them at the local fronton.

• Seven League Enterprises, Los Angeles, has appointed Screen Gems to syndicate *Seven League Boots,* half-hour documentary series produced by Jack Douglas, producer-narrator of *Bold Journey,* now completing its third year on ABC-TV. *Seven League Boots* has been running on KCOP-TV Los Angeles, whose president, Kenyon Brown, is associated with Mr. Douglas in Seven League Enterprises. Although location footage on the final 13 of the first 39 installments of *Seven League Boots* is still being shot, Screen Gems is now offering the series to sponsors and stations.

• *Reckoning,* an anthology of 10 hour-long dramatic programs, will replace *Perry Mason,* during the summer on CBS-TV, starting July 11 (7:30-8:30 p.m.). The summer replacement is a reprise of individual CBS-TV programs originally presented in 1958 on *Pursuit, Studio One in Hollywood* and *Climax.*

• Destiny Productions, new film company, has opened offices at General Service Studios, Hollywood, and announced a 60-minute tv pilot, *Wild Blue Yonder,* comedy with aeronautical background, as its first production, to be filmed in May. De Von Stanfield, former associate producer at Robert Hinkle Productions, is president and executive producer of the new firm. James Seastrand is vice president and business manager. Verland Whipple has been named associate producer.

• Sindee Productions Inc. has been formed by Irving H. Levin, Harry L. Mandell, Maurice Duke and Henry F. Ehrlich to produce filmed tv series. The company's first series is *Pancho Villa,* with actors Harry Carey Jr. and Pedro Armendariz. The initial episode was shot on location near Mexico City. Series' distributor: MCA.

• KOMA Oklahoma City, Okla., has revamped its programming to include modern and popular music on LP phonograph albums. KOMA is the first Storz station to program extensively from albums.

WHICH TWIN CITIES?
Minneapolis - St. Paul?
Kansas City - Kansas City?



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(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.4% SHARE OF AUDIENCE

According to December 1958 ARB we average 79.4% of audience from Sign On to Sign Off 7 days a week. During 363 weekly quarter hours it runs 80% to 98%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
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Represented by
H-R Television, Inc.

Photo: Aerial View Prosperous Twin Cities of Monroe-West Monroe, Louisiana



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TV IS HIT BY FEDERAL CONFLICT

Internal Revenue, Justice film rulings create tax muddle

A new ruling by an Internal Revenue Service office on the amortization of movie films leased by tv stations may prove costly to broadcasters.

The ruling, issued through a unit of the IRS San Francisco regional office, is interpreted as in conflict with the entertainment industry practice of attaching prime importance to first-run showings of movies.

Here is the local IRS decision that has raised key problems in connection with tv station taxes:

"Where the contract (movie film lease to a tv station) provides for a limited number of telecasts during a limited period of time, amortization is to be computed by dividing the cost of the package by the number of telecasts permitted under the contract.

"The cost per telecast, multiplied by the number of telecasts during the taxable year, determines the amount of amortization allowable for that year.

"Where the contract provides for an unlimited number of telecasts during a limited period of time, amortization is to be computed ratably over the life of the lease."

An Auditor's View • A station auditor looked at it this way: Justice Dept. demands that movie films be leased to a tv station individually by a distributor. This helps prevent distributors from hitching a lot of dogs to a few desirable films and requiring purchase of the whole package.

However, IRS under the new ruling insists that a tv station leasing individually a group of, say, 500 movies from one distributor be required to amortize on a package basis. If each film can be shown five times under a lease arrangement, then only 1/2,500th of the total lease value can be amortized for each individual showing of a film.

This auditor added, "The ruling would work a hardship on tv stations by ignoring completely the premium values attached to first runs. It would force them to go into completely unrealistic accounting procedure not properly reflecting profit and loss."

Some movie leasing contracts specify, for example, that if the lessor must repossess a film that has been shown once it is worth only 40% of the base price.

This question was asked: How can the Dept. of Justice contend that a motion picture distributor cannot sell a group of films as a package while revenue officials say a tv station must amortize the films leased from this firm as a package?

IRS No Help • Inquiry at the IRS Washington headquarters and the San Francisco regional office provided no helpful information. The Washington office said it had no record of any ruling on movie leases by tv stations. The regional office took the position it could not comment on a decision issued by one of its district offices in connection with a single taxpayer's tax return.

The regional office said the taxpayer was not forced to accept the ruling but could ask a conference, appeal to the IRS appellate division or go to the Tax Court.

It conceded, however, that IRS regions and even the national headquarters frequently take individual rulings and circularize them to IRS offices to bring uniformity in cases.

In another tv situation, the IRS headquarters office in Washington is studying the problem of tax procedure in the case of films produced solely for tv as distinguished from movie films.

HOUSE GROUP HEARS ETV PITCH

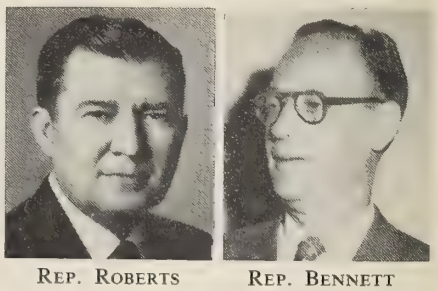
Formidable opposition looms from GOP, some Democrats, against state grants

Educators last week made their second trip to Congress since January in an all-out campaign to secure federal funds for educational television. The forum last Tuesday and Wednesday (May 12-13) was the Communications Subcommittee of the House Commerce Committee, which held hearings on a Senate-passed bill (S 12) and seven House bills each allocating $1 million to each state for etv.

And it soon became apparent the proposal faces rough sledding in the fight for House approval. Republican members of the committee were openly hostile while some House Democrats privately expressed opposition. The GOP Administration, too, reiterated its opposition to the bill through the commissioner of education.

Some 25 witnesses who favored federal funds to help educational television repeated essentially the same arguments given during Senate hearings in January. They were (1) states do not have the necessary money to boost etv to its full potential; (2) etv will help relax the teacher and classroom shortage; (3) etv will make college degrees possible to thousands who cannot otherwise attend college; (4) unless the fallow educational reservations are put to use, repeated commercial demands for the channels can no longer be repulsed, and (5) etv must be built up to its full potential to meet the challenge of Russia in the scientific and cultural fields.

Rep. Kenneth Roberts (D-Ala.), who chaired House etv hearings last summer, made a strong pitch for his version of federal aid over the Senate-passed bill. Rep. Roberts' measure (HR 2926) calls for states to match federal funds granted for etv. "From the viewpoints of economy and local interest, I strongly urge that any legislation which you report authorize matching grants," he said.



REP. ROBERTS REP. BENNETT

They press their views

Rep. Morgan Moulder (D-Mo.), also author of a matching-funds proposal, said such legislation has the best chance for House passage and is less likely to be vetoed by the President. Another etv advocate in Congress, Rep. Stewart Udall (D-Ariz.), said he would vote for additional taxes if necessary to finance federal aid for etv.

An attack on one provision of the



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Roberts-Moulder bills, limiting the proposed grants to tv stations owned or operated by a state, was attacked by Rep. Hale Boggs (D-La.). Rep. Boggs maintained that non-profit organizations and private schools should be eligible for federal money, as provided in his bill (HR 32) and most of the others.

As during the Senate hearing, Comr. T. A. M. Craven appeared for the FCC. He again repeated that the Commission takes no position on the proposals and that it is up to Congress to decide.

John Cunningham, board chairman of Cunningham & Walsh, testified in favor of allocating federal funds to states for etv because, he said, "I have found that tv, next to the printing press, is the most powerful instrument yet devised to reach the human mind." He said tv is the one instrument which can re-awaken an active interest in science, chemistry and the arts.

Rep. John Bennett (R-Mich.), ranking minority member of the committee, keynoted the opposition when he said: "Rapid progress has been made in the development of educational tv without the type of federal assistance sought in these bills. . . . The greatest assistance to be rendered by the federal government is in the assignment of channels for educational purposes and in the encouragement of uhf development."

He pointed out that every Congress is besieged with requests for appropriations to colleges for vitally needed facilities and asked whether refusal of these funds be justified if grants are made to etv.

Both Rep. Bennett and L. G. Derthick, U.S. commissioner of education, said that if Congress does pass an etv bill, they would favor the matching-funds system. Mr. Derthick, who would be responsible for administering the funds to various states if one of the bills becomes law, repeated the position of the Dept. of Health, Education & Welfare that federal aid is not needed.

He maintained etv has been progressing satisfactorily to date without federal assistance. He said much more research and experimentation is needed in the field before the government considers any action and that the pending bills would not accomplish this purpose.

Mr. Derthick pointed out that the 1958 National Defense Education Act appropriated $18 million to be used over four years to conduct surveys and studies of this type. About half of the 69 projects approved (34 last week) under this bill, costing $5 million, are for research in etv, he said, and HEW will be in a better position to know what is needed after these studies are completed. He estimated this would be in two to three years.

EQUAL TIME BILLS
Congress gets No. 7, drive on for hearings

Equal time relief for broadcasters continued to be a major topic on Capitol Hill last week as a seventh bill was introduced in Congress reversing the FCC-Lar Daly decision (BROADCASTING, Feb. 23) and proponents of the legislation continued to push for hearings.

Latest bill (S 1929) to enter the hopper was introduced Wednesday (May 13) by Sen. Spessard Holland (D-Fla.). It would exempt news broadcasts only from the equal time requirements of Sec. 315 and does not go as far in relieving broadcasters as S 1858, introduced a fortnight ago by Sen. Vance Hartke (D-Ind.) (BROADCASTING, May 11).

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, said Wednesday that Sen. Hartke had discussed with him the feasibility of a public airing of S 1858. Sen. Magnuson said hearings are on the future agenda but that the committee would like to get recommended amendments from the FCC before proceeding.

Study Soon • The Justice Dept. has told the FCC to reconsider its Lar Daly decision and it is understood the Commission plans to take the matter up within two weeks. FCC Chairman John Doerfer is scheduled to return from a trip to Japan this week and he has publicly called for Congress to repeal the controversial section.

Sen. Holland indicated that he favored broader changes in Sec. 315 than called for in his bill, which was introduced to correct a "ridiculous situation." By limiting the scope of the bill, he said, he hopes to avoid any major debates and increase its chances for passage.

In addition to exempting newscasts from equal time requirements, Sen. Hartke's measure also exempts broadcasters from libel as a result of political broadcasts and defines "qualified candidates" for President and Vice President. Twelve other senators have signed as cosponsors of S 1858.

Sen. Hartke, a member of the Commerce Committee, said that he planned to amend his bill to further define "qualified candidates" for state and local jobs and to distinguish, for equal time purposes, between public service time donated by a station and time purchased by candidates. The burden of proof for qualification would be placed on the individual, he said.

First Author • Rep. Glenn Cunningham (R.-Neb.) authored the first Sec.

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The latest to join the precision Neumann line. With quality in every way similar to the U-47 series, but its dimensions are amazingly miniaturized.

Frequency Response: 40-15,000 cps ±3 db
Output Impedance: 50/250 ohms (must be specified in order)
Field Pattern: Switchable on microphone: non-directional, bi-directional, and cardioid
Non-linear distortion: Less than 0.8% entire range to 110 db absolute
Dimensions: Microphone: 7/8" dia.; 6" length
Power supply: 8½" x 4" x 4¾"
Weight: Microphone: 4 oz.
Power supply: 5 lbs.

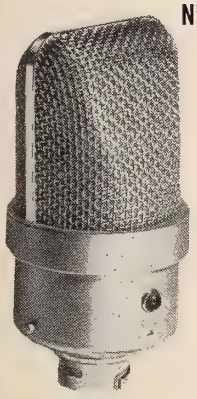
Operates on 115 volt 40-60 cycles. 5/8-27 standard thread Net $490.00

Complete microphone system consists of microphone, power supply (type NKM) interconnect cable (type KC-1) with Z-38 full elastic suspension, AC power cable. U. S. fuse holder, pilot light, power connector, and XLR output receptacle, with mating cable connector.

KM-54a Miniature Condenser Microphone System Net $460.00
(not shown) Same as above but cardioid directional pattern only. Length: 4¾".

KM-53a Miniature Condenser Microphone System Net $440.00
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NEUMANN M-49b Variable Directional Pattern Microphone System



This microphone permits remote control of the directional characteristic. A smooth, continuous fader-control selects any of the basic directional patterns (non-directional, bi-directional, and cardioid) and any intermediate pattern. Wide frequency response with extremely low distortion, 0.6% 40-15kc up to 110 db absolute, a slight roll-off of frequencies below 40 cycles to prevent shock-noise interference, and extreme ruggedness, make the M-49b the ideal "work-horse" for studio and remote recording, as well as single-mike pick ups from concert halls.

Complete microphone system consists of microphone, power supply (type NN-48), interconnect cable (type C-26), AC power cable, XLR output connector, and MZ-49 swivel mounting harness.

Dimensions: Microphone: 3" dia.; 6¼" length; Power supply: 8½" x 4" x 4¾"
Weight: Microphone: 1¾ lbs.; Power supply: 5½ lbs.

Net $540.00

NEUMANN U-47 (U-48) "Studio Standard" Microphone System



The only condenser microphone in its price range featuring a switchable directional characteristic.

Frequency Response: 40-15,000 cps ±3 db
Output Impedance: 50/250 ohms switchable
Field Pattern: Switchable non-directional or cardioid
Non-linear distortion: Less than 1% entire range to 110 db absolute
Dimensions: Microphone: 2½" dia.; 8" length
Power supply: 8½" x 4" x 4¾"
Weight: Microphone: 1½ lbs.
Power supply: 4 lbs.

Operate on 115 volt 40-60 cycles. Net $390.00

Complete microphone system consists of microphone, power supply (type NG) inter-connect cable (type UC-3) with Z-37 full elastic suspension, AC power cable, U. S. fuse holder, pilot light, power connector and XLR output receptacle with mating cable connector.

U-48 System Same as above but Field Pattern selectable either **bi-directional** or cardioid. Net $390.00

NEUMANN Type SM-2 Miniature Stereo Microphone System



Two separate and complete condenser microphones and their respective pre-amplifiers in the same miniature housing. The two condenser capsules are mounted one above the other, the top one being rotatable to achieve the M-S Stereo Recording Technique (also known as **intensity stereo**). Each of the two microphone systems can be separately switched to any pattern (non-directional, bi-directional, and cardioid) or any one of six intermediate patterns. Specifications identical to KM-56 microphone with addition of extreme balance between systems, and numerous intermediate directional patterns.

Complete microphone system consists of microphone, power supply (type NSM), inter-connect cable (type SC-1) with Z-42 full elastic suspension, AC power cable, XLR Cannon output connectors. U. S. standard pilot light, fuse holder, AC receptacle.

Dimensions: Microphone: 1⅛" dia.; 8" length; Power supply: 8½" x 4" x 4¾"
Weight: Microphone: 9½ oz.; Power supply: 5 lbs.

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Update your sound to compete.

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We'll allow you $75.00 for each towards the purchase of each Neumann system you select. Send those old mikes today.

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.....KM-56 @ $490.00

.....SM-2 @ $875.00

.....U-47 @ $390.00

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Of course, deduct $75.00 from the price of each unit that we've ordered because we've sent the old "mikes".

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315 amendment in the 86th Congress soon after the Lar Daly decision. His bill, too, is limited to newscast exemption.

He also favors a much broader revision but feels one step at a time has the best possibilities for congressional action. Rep. Cunningham and other House sponsors of identical legislation are pushing for hearings in that body.

Sen. Kenneth Keating (R-N.Y.) called for a thorough and careful review of Sec. 315 by Congress. He said that he is sympathetic with the objectives of the pending bills but warned that the activities and rights of legitimate third parties must not be curbed.

"I feel that a very careful, overall study of this section of the law should be undertaken by Congress and that special attention must be given to protecting the rights of significant third parties, while at the same time preventing the flooding of mass media by small fringe groups. . ." Sen Keating said.

ABC Position • A week after the other tv networks chimed in quick support of Sen. Hartke's proposal to amend Sec. 315, ABC-Paramount head Leonard Goldenson expressed that network's thinking about the measure.

Reason for his deliberation: (1) Although ABC is unhappy with current interpretations of the equal time provision, it is hesitant to see Congress embark on new proposals which might end in something even worse, and (2) ABC thinks that Congress, by merely clarifying the existing law, could help out in time for the 1960 campaign, whereas a general rewriting might delay things too long.

What ABC would rather Congress did now is to exclude news coverage of a legally qualified candidate on a newscast from the meaning of Sec. 315, and to absolve the broadcaster from liability for statements made by qualified candidates unless the broadcaster had control over the material. (Both are provisions of the Hartke proposal.)

Committee considered

Hope is held out for the establishment of a continuing committee on procedures and practices of federal regulatory agencies at the May 21-22 Washington Judicial Conference.

The problem of the varying practices and procedures of regulatory agencies is scheduled to be taken up by the conference's section on administrative law. William C. Koplovitz, Washington communications attorney, is chairman of that section.

Circuit Judge Warren E. Burger is general chairman of the conference to be held at the Mayflower Hotel.

Lamb tv renewal case in the news again

A bitter wrangle has developed over lawyers' fees in the sensational 1954-57 Lamb case.

In Toledo, Russell Morton Brown has sued Edward Lamb for $500,000. Mr. Brown claimed he was never paid for defending Mr. Lamb in the long and ofttimes bitter hearings.

The FCC charged that Mr. Lamb had not faithfully filled out application forms and other documents to indicate his associations with communist and leftist groups. Involved was the license renewal of WICU-TV Erie, Pa., owned by Mr. Lamb. In 1957 the station's license was renewed after the Commission cleared Mr. Lamb of all charges.

Mr. Lamb said last week that he had retained J. Howard McGrath (former Attorney General of the U.S.) of the firm of McGrath & Brown for the FCC hearings and that he had paid the law firm in full. He said the fees had amounted to over $150,000. "My obligation to the firm of McGrath & Brown has been paid in full," he said.

Mr. Brown and Mr. McGrath are no longer associated in law practice.

Meanwhile, it was learned, Mr. McGrath has been made the target of two suits, also involving the Lamb case. In Washington Mr. McGrath has been sued by Washington attorneys John J. and Jean F. Dwyer for $25,000 as their legal fee in defending Mrs. Marie Natvig against charges of perjury. In Buffalo, N.Y., attorney Vincent Gaughan has sued Mr. McGrath for $100,000 as a forwarding fee in referring Mr. Lamb to Mr. McGrath to handle the FCC matter.

The Dwyer husband and wife firm was appointed by the court to defend Mrs. Natvig, after the 51-year-old divorcee was charged with perjury. She had first testified that she had known Mr. Lamb as a communist in the 1930s. Later she recanted, claiming she was coerced into testifying as she had by FCC and FBI attorneys. She received a two-year suspended sentence.

The Dwyers' claim that Mr. McGrath told them he would take care of their fee in the Natvig case.

Transcontinent tie with Marietta gets ok

The FCC last week approved the merger of Transcontinent Tv Corp. and Marietta Broadcasting Inc., in a stock exchange transaction combining five vhf tv stations, one uhf tv outlet and three am outlets (one with fm) worth around $30 million.

Under the agreement, Transcon-

Coverage
doesn't come this way yet!

Just ask your time-buyer! He'll tell you coverage isn't just had for the asking. But—with your 30-minute show or 30-second station break on film—getting the coverage you want and need is not only possible but economical and practical.

Goes without saying that film also gives you control of your message.

In fact, film does three things for you . . . 3 big important things:

1. Gives you the high-polish commercials you've come to expect . . . fluff-free . . . sure.
2. Gives you coverage with full pre-test opportunities.
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For more information write:
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You'll be glad you did!



tinent will acquire Marietta's KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, Calif. Transcontinent owns WGR-AM-TV Buffalo, N.Y.; WROC-TV Rochester, N.Y.; 60% of WNEP-TV Scranton-Wilkes Barre, Pa., and 50% of WSVA-AM-TV Harrisonburg, Va. David C. Moore remains as president of Transcontinent.

Marietta is owned 63.64% by Jack Wrather and 36.36% by Edward Petry Co., station representative. Under the merger Mr. Wrather will own 22.15% of Transcontinent and the Petry Co. 12.66%. The remaining 65.19% of Transcontinent will be held principally by Transcontinent Board Chairman Paul A. Schoellkopf Jr., J. Fred Schoellkopf IV, Seymour H. Knox III, David Forman and George F. Goodyear. Other major Transcontinent stockholders are the General Railway Signal Co., Virginia Deuel and Norma Deuel Lutz.

The merger agreement was reached last February (BROADCASTING, Feb. 16). The uhf outlet involved is WNEP-TV.

Mr. Moore announced the Transcontinent board would be expanded from 9 to 13 members.

Other interests held by Mr. Wrather, but not involved in the merger, are part ownerships of Independent Tv Corp., program production and distribution firm; Muzak Corp.; program series; Disneyland; a construction permit for ch. 44 in Boston, and extensive petroleum holdings.

Peoria ch. 8 tv case is remanded to FCC

The Peoria, Ill., ch. 8 deintermixture case—untainted, but physically related to the Springfield, Ill., ch. 2 case—was remanded by the U.S. Court of Appeals in Washington last week. The court order came four days after it had remanded the Springfield case (BROADCASTING, May 11).

Both the FCC decisions ordering the shift of ch. 2 to St. Louis and the shift of ch. 8 to Moline had been affirmed by the court, but the appeals court decisions were remanded last October by the U.S. Supreme Court, which tied the ch. 8 and ch. 2 cases together because both involved deintermixture in the same general area.

The Supreme Court had said it was remanding the ch. 2 case because of testimony before the House Legislative Oversight Subcommittee, not considered by the lower court, that KTVI (TV) St. Louis, which was awarded ch. 2 there, had made *ex parte* representations to FCC members.

The appeals court last week ordered the FCC to act on the ch. 8 remand after it has acted in the ch. 2 remand.

The shift of ch. 8 from Peoria to Moline had been appealed up to the Supreme Court by WIRL-TV Peoria (ch. 25), which formerly was permittee of ch. 8 before the shift. WIRL-TV had charged pressure for the shift from senators, including Sen. Robert S. Kerr (D-Okla.), who controls WEEK-TV Peoria (ch. 43). The court had heard these charges before its original affirmation of the FCC decision and again after remand from the Supreme Court, but made no mention of them in its decision last week.

The court retained jurisdiction over the ch. 8 case. Judges were E. Barrett Prettyman, chief judge, and Charles Fahy and Warren E. Burger.

Trials of a loser

A lost tv case, three years gone, is still plaguing Howard W. Davis' Walmac Co.

The FCC last week gave Walmac's KMAC-KISS (FM) San Antonio, Tex., 15 days in which to reply to a second Commission letter advising that applications for renewal of the stations' licenses indicate the necessity of a hearing. The Commission had sent KMAC-KISS an initial letter of warning last summer.

The FCC again raised questions concerning Walmac's "misrepresentations, non-disclosures and lack of candor" in the 1956 grant of ch. 12 San Antonio (KONO-TV) to Mission Telecasting Corp. and the denial of Walmac's competing application (AT DEADLINE, May 28, 1956). The Walmac bid for ch. 12 was turned down on financial grounds, another matter which the FCC brought up in last week's letter to the firm.

$10.4 million for FCC in 1960 passes House

The House last week passed HR 7040, the fiscal 1960 independent offices appropriations bill, which allocates $10.4 million to the FCC for the fiscal year beginning July 1. The approved figure represents a $657,000 increase over FCC money allocated for the current year but is $600,000 less than the $11 million asked for by the President (BROADCASTING, May 11).

Of the total appropriation, $2.36 million is for Commission broadcast activities, compared to $1.9 million earmarked for the same purpose in 1959. The additional broadcast money is slated for the hiring of 50 more employes.

The House told the FCC to do its own research in turning down a request for $90,000 for special contract work in tv allocations and other fields. Approved was a request for $90,000 to study the feasibility of using automatic data processing machines to handle a great portion of the FCC's paperwork.

HR 7040 also provides $6.7 million for the FTC's fiscal 1960 operations, an increase of $284,000 over 1959. The approved funds, however, are $230,000 less than the sum recommended by the Administration.

Uniform time plan meets heavy flack

An overwhelming number of comments were filed before deadline May 8 opposing the Daytime Broadcasters Assn. proposal to expand daytime am stations' schedules from 6 a.m. or sunrise (whichever is earlier) to 6 p.m. or sunset (whichever is later).

Opponents felt groundwave and skywave interference to fulltime stations would far outweigh the gains in local service, would prejudice or pre-judge the Daytime Skywave proceeding, would jeopardize U.S. agreements with Canada and Mexico, would threaten the Conelrad alert plan and would amount to abandonment of the present allocation principles.

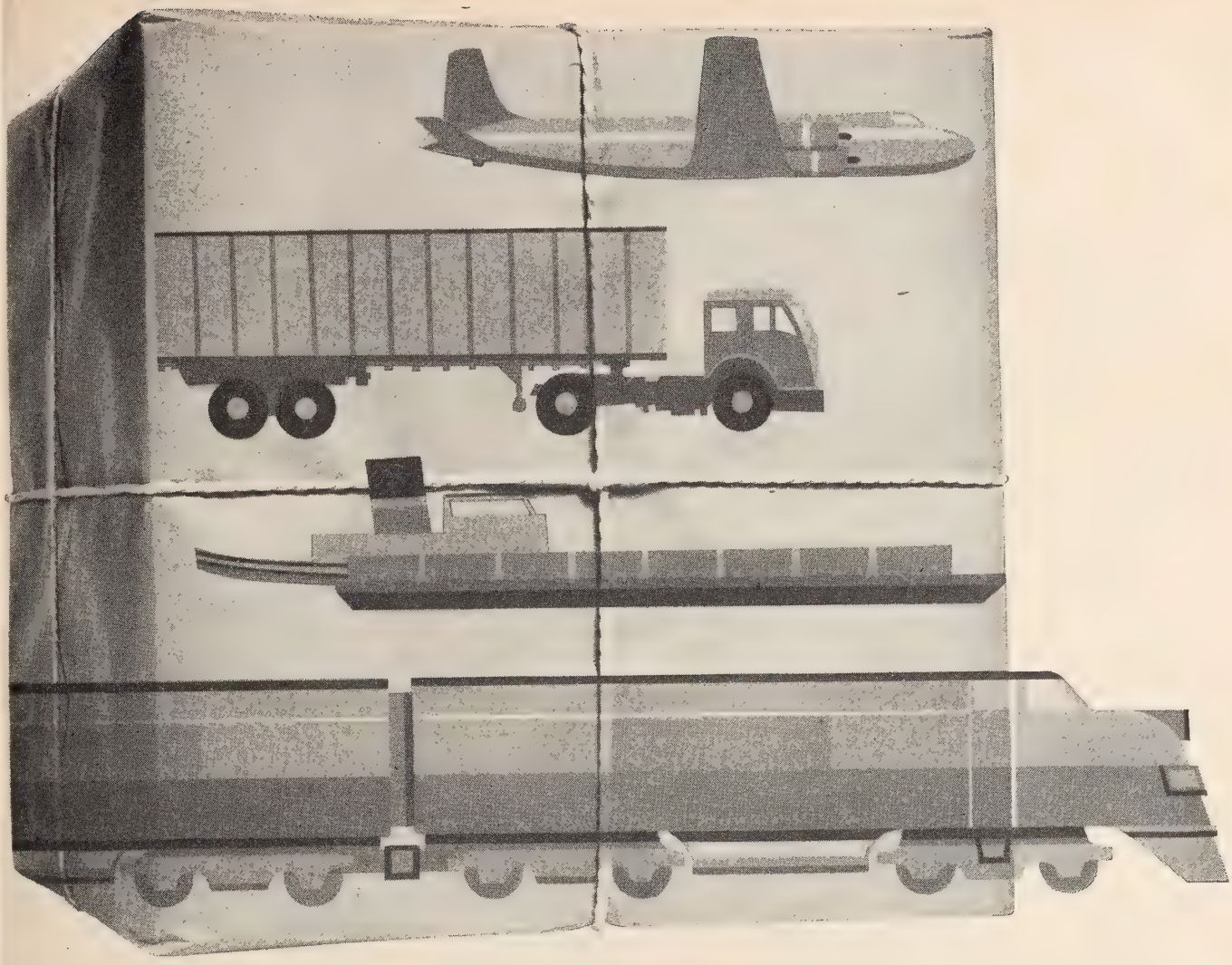
Fewer than a dozen outlets favored the DBA proposal.

Senate group gets Hyde, Kintner names

The re-appointment of FCC Comr. Rosel H. Hyde was placed formally before the Senate Commerce Committee in executive meeting Wednesday (May 13) by Chairman Warren Magnuson (D-Wash.). President Eisenhower sent the Idaho Republican's name to the Senate for confirmation last month to serve his third term on the Commission (AT DEADLINE, April 20).

Presented before the committee at the same time was the appointment of Earl W. Kintner, present general counsel of the Federal Trade Commission, as a member of the FTC. The appointments must be placed before the committee at least two weeks before action, which means that hearings possibly will be held May 27, the next regularly scheduled meeting of the committee.

Sen. Magnuson said this is particularly true of Mr. Kintner's appointment since the present FTC chairman, John W. Gwynne, has resigned and hopes to leave the FTC by June 1.



Needed: "One-Package" Transportation

The many and varied needs of shippers require the use of many and varied "tools" of transportation, including trains, planes, trucks and vessels.

Shippers should be able to call upon one transportation service to supply all of these "tools" of transportation, singly or in combination to fit particular shipping needs.

Railroads want to offer their customers this "one-package" service. But they are not now permitted to do so. Their applications to engage in other forms of transportation, instead of being considered on the same basis as the applications of others, are generally denied or, if granted, are specially restricted because the applicant is a railroad.

Shouldn't railroads be permitted to use the highways, airways and airports and waterways which railroad taxes help build for the use of their competitors? This equality of treatment and opportunity would enable the railroads to provide top quality transportation service at minimum cost. It would benefit shippers and the public alike.

ASSOCIATION OF AMERICAN RAILROADS • *Washington 6, D.C.*

FCC refuses plea to reconsider cut-off

The FCC last week denied a request by Washington communications lawyers that it reconsider its new cut-off procedure in the am broadcast processing line (BROADCASTING, April 13) and dismissed as moot the lawyers' request for stay of the May 16 effective date of the new rules.

The Federal Communications Bar Assn. had told the Commission the order—due to go into effect Saturday (May 16)—violates rights of parties, contains inequities and hardships and also violates Administrative Procedure Act. FCBA was turned down earlier this month in a request for postponement of the new procedure.

FCBA asked that the FCC vacate the cut-off procedure and institute rulemaking proceedings to permit study of best way of accomplishing the objectives.

Objective of the new am processing line procedure is to reduce backlog (over 1,000 applications are pending processing) and to reduce circumstances where continued new applications or amendments to applications require reprocessing of all applications which are involved.

The FCC did not act on a similar request by Assn. of Federal Communications Consulting Engineers holding there should have been a rulemaking procedure and that the FCC's new rules should be treated as "temporary" in nature until the present backlog "emergency" abates. AFCCE held the new cut-off dates should apply to amendments which are in effect new applications seeking competitive advantages, but not to those seeking to resolve or minimize conflicts.

USIA seeks 78% tv budget increase

Greater use of tv is planned by the USIA, which has asked for a 78% increase in appropriations for that media, it was disclosed in testimony before the House Appropriations Committee released today (Monday). The agency asked for an appropriation of $1.26 million for tv activities during fiscal 1960, compared to $681,000 allocated for the current year.

USIA, during hearings held the second week of April, sought a total appropriation of $106.8 million for the fiscal year beginning July 1, compared to $101.8 allocated for 1959. Of the total requested, $19 million is earmarked for the Voice of America, radio arm of USIA, compared to the $18.2 million VOA allocation for 1959.

Television activities of USIA were split from VOA in October 1958 with Romney Wheeler, former NBC European executive, appointed head. Mr. Wheeler said the increased appropriation will permit USIA to expand its tv services to keep in step with the steadily-growing overseas tv audience. Four additional tv staff members are planned, he said.

Conflict in testimony as Mack trial goes on

Government prosecutors in the Mack-Whiteside criminal trial last week raised the question of conflict in the testimony of Mrs. Elaine Wood, head bookkeeper of the Stembler-Shelden Insurance Agency of Miami and witness under subpoena for the prosecution.

The question was raised Thursday (May 14) during one of the frequent bench conferences held out of hearing of the jury. Federal District Judge Burnita S. Matthews said she would read testimony given by Mrs. Wood to a federal grand jury, under direct examination by Justice Dept. lawyers and under cross-examination by defense counsel to determine if the three versions conflict.

Mrs. Wood testified about the payments made to former FCC Comr. Richard A. Mack by the Stembler-Shelden agency while he was a member of the FCC. The government has charged the payments were made to induce Mr. Mack to vote for Public Service Tv, a National Airlines subsidiary, in the FCC's award of ch. 10 to PST.

Government lawyers indicated last week they may not call Charles F. Shelden, secretary of Stembler-Shelden, Jean C. Brawner, senior vice president-treasurer of National Airlines, and Henry B. Taylor, National Airlines employe, for testimony on grounds they are hostile to the prosecution case. Defense counsel said if the government doesn't call them, it will.

Defense counsel Nicholas J. Chase said that in cross-questioning Mrs. Wood he was seeking to remove any suspicion that the payments to Mr. Mack were secret. Mr. Mack and his friend Thurman A. Whiteside, Miami lawyer and owner of the insurance firm, are charged with conspiracy to cause ch. 10 to be awarded to PST.

Opposition reiterated to network rep ukase

The FCC's proposed rulemaking to prohibit networks from representing non-owned stations in the national spot sales field encountered more criticism last week as reply comments were filed by CBS Radio, CBS Radio Spot Sales, CBS Tv Stations, eight tv stations represented nationally by CBS Tv Spot Sales and NBC.

Their comments answered arguments by Stations Representatives Assn. and Edward Petry & Co. favoring the proposed FCC rule (BROADCASTING, May 4). CBS Radio said there is no evidence to justify further proceedings as far as network representation of radio stations is concerned. CBS Radio Spot Sales said SRA wants the radio network to chose between networking or representation, but not both, and charged SRA wants the networks to quit so SRA members can add network radio's $51 million annual revenue to the $170 million national radio spot field.

CBS Tv Stations said SRA's comments were "inaccurate" and disregard the record made in the Barrow Report hearing. It was noted that Petry represents a radio station and a tv station in one market, not commonly owned, yet "fails to suggest a rule" aimed against conflict of interest in this case.

NBC described the SRA and Petry comments as being, like the "conclusions" in the Barrow Report, "theoretical assumptions" that are "unreasonable." If the proposed rule is adopted it will be defective and subject to being set aside on appeal, NBC said.

Petry, in its reply comments, said the FCC has ample legal authority to adopt the rule. Titles II (common carriers) and III (broadcasting) of the Act apply to two types of businesses, not to regulated and non-regulated industries, respectively, Petry said, and the absence of regulations in Title III similar to those in Title II does not indicate Congress intended that business affairs of broadcasters should not be regulated where the public interest is involved. Almost all FCC regulations have "some effect" on broadcasters' business policies and practices, Petry added.

• Government notes

• The Rhode Island Supreme Court has set a June 17 hearing date on the disputed multi-million dollar sale of Providence department store-broadcasting properties of the Outlet Co. The state high court became the battleground for the legal hassle following an appeal from a Superior Court ruling which blocked the sale (BROADCASTING, March 9). Controlling interest in the Outlet Co. (which includes WJAR-AM-TV Providence) is to be sold to New York realtor William Zeckendorf and Denver broadcaster John C. Mullin for $12

million. The sale is contested by Joseph (Dody) Sinclair, general manager of WJAR-AM-TV and grandson of the founder of the department store.

• Ch. 11 KKTV (TV) Colorado Springs, Colo., has been granted a waiver of FCC rules to identify itself as a Pueblo outlet as well.

• WSPD-TV Toledo, Ohio, has been granted a modification of its construction permit to move its transmitter site to about 6.5 miles northeast of Toledo, increase its antenna height from 510 ft. to 1,000 ft., with 182 kw visual and 91.2 kw aural, and make antenna and other equipment changes. The FCC made grant to the ch. 13 station subject to engineering conditions.

• Western Broadcasting Corp.'s petition to make effective immediately a March initial decision favoring the firm's application for ch. 12 Aguadilla, P.R., (BROADCASTING, March 30) was granted last week by the FCC. The grant of the facility to Western reflects a merger between applicants Hector Reichard, Winston-Salem Broadcasting Corp. and a partnership composed of Jose A. Bechara Jr., A. Gimenez-Aguayo and Reynaldo Barletta. Comr. Frederick Ford dissented in the Commission grant, desiring further exploration of the ramifications of the merger.

• Five bills calling for freedom of information died May 12 as the Texas Legislature ended its sessions. Gov. Price Daniel is on record in favor of a bill requiring open meetings of state bodies but would not state whether he would submit it to a special session starting during the current week. This session is limited to bills presented by the governor.

• The American Veterans of World War II & Korea meeting in Washington May 3 adopted resolutions taking a "vigorous stand" against pay tv and urging amendment of the equal time provision of the Communications Act. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, was commended "for courageous action in the protection of the public interest in his fight against pay tv.

• False advertising charges against Union Pharmaceutical Co., Bloomfield, N.J., former manufacturer and tv advertiser of Saraka laxative, were ordered dismissed by Federal Trade Commission Hearing Examiner William L. Pack. The FTC complaint charged that Saraka was not effective as claimed in tv commercials. The charges were dropped on the grounds that Saraka is no longer being manufactured, and that Union Pharmaceutical has gone out of business.



. . . and **WOC-TV**

FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET

(Davenport, Iowa — Rock Island — Moline, Illinois)

Here is a 42-county market with a fine balance of rich farming communities and booming industrial centers . . . the largest market between Chicago and Omaha . . . Minneapolis and St. Louis . . . the 47th TV market in the nation.

POPULATION	**1,632,100***
FARM POPULATION	**322,300**
EFFECTIVE BUYING INCOME	**$2,879,387,000***
GROSS FARM INCOME	**$1,213,506,000**
RETAIL SALES	**2,042,037,000***

WOC
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
TV channel 6

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc.; Exclusive National Representatives

*Sales Management's "Survey of Buying Power — 1959"

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!

NBC

WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

RADIO-TV HONORS
Safety promoters get Sloan Awards

The Alfred P. Sloan Radio-Television Awards for 1958 were presented last Tuesday evening (May 12) to stations and advertisers for outstanding performance in promoting traffic safety during the year.

Mr. Sloan, president of the Alfred P. Sloan foundation and former chairman of General Motors Corp., presented bronze plaques to the winners during a dinner at the Waldorf-Astoria Hotel in New York. The Triangle group of stations was singled out for noteworthy attention, since the company's radio and tv outlets each won Sloan awards.

The winning outlets were WGN Chicago (over 1 kw, sustaining category), WAVZ New Haven, Conn., (1 kw or less, sustaining category), Triangle Radio Stations (regional radio network, sustaining category), Triangle Tv Stations (special award), KWTV (TV) Oklahoma City (television sustaining category), Canadian Broadcasting Corp. (national tv network sustaining category).

Advertisers who received Sloan Awards were the Metropolitan Life Insurance Co. (national radio network commercial category), General Motors Corp. (tv network commercial category), H. H. Meyer Packing Co., Cincinnati (tv station commercial category), Mutual Insurance Co., Columbia, Mo., (regional radio network commercial category), First National Bank, Lake City, Fla. (under 1 kw radio station commercial category), Hoseth Auto-Electric Co., Rapid City, S.D. (over 1 kw radio station commercial category).

Harold E. Fellows, president of the NAB, told the dinner meeting that the area of safety education "is one in which broadcasters can do a particularly significant job because of the flexibility and penetration of the media which they employ to reach the masses of the people of the nation. In this respect," he said, "when one thinks of 'safety first,' he also thinks of 'broadcasting first' as a major instrument for teaching."

The awards are sponsored by the Sloan Foundation and administered by the National Safety Council. Awards have been presented for 11 years.



Pressed into service • St. Louis' Mayor Raymond R. Tucker (r) pushed a button on a KPLR-TV Ampex unit there April 28 to put programming of the new ch. 11 on the air. Others in the picture (l to r): Harold Koplar, president of 220 Television Inc. (station owner) and vice president-general manager of Chase-Park Plaza Hotels (which house the station); Sam Koplar, president, Chase-Park Plaza, and James L. Caddigan, KPLR-TV executive vice president-program director.

KPLR-TV's studios occupy 16 rooms in the hotels, plus a 64 x 75 ft. sound stage at the rear. Equipment includes two Ampex videotape units (one mobile). A German-made antenna (BROADCASTING, April 6) is on KPLR-TV's tower in Lemay, Mo.

Agency interest in fm cited at PAB meeting

Advertising agencies are deeply interested in fm's achievements and potential, Elliott M. Sanger, executive vice president of WQXR-AM-FM New York, said Thursday (May 14) in an address to the Pennsylvania Assn. of Broadcasters at Bedford Springs.

FCC should encourage new am applicants to apply for fm, Mr. Sanger said, stimulating the spread of fm throughout the country and at the same time preventing overcrowded am frequencies. He contended this crowding is making am reception less useful year by year.

Discussing stereo, Mr. Sanger suggested the sub-channel should not be allowed to deteriorate the sound quality of the main channel. He added that although sale of sub-channel services can help support the main broadcast channel, it should not encourage the broadcaster to neglect his broadcasting function.

RTNDA-ABA talks

A meeting of minds will be sought by Radio Television News Directors Assn. with the American Bar Assn. when their respective groups get together in Washington, D.C., Friday (May 22) to discuss prohibitions against electronic courtroom coverage.

RTNDA's media committee will meet with the nine-member ABA special committee on proposed revision of judicial Canon 35, headed by Whitney Seymour North, New York, ABA president-elect (1961). RTNDA media group members include Ted Koop, CBS, Washington; Julian Goodman, NBC, Washington, and John F. Lewis Jr., WBAL-TV Baltimore. Like NAB, the news directors' organization seeks a relaxation of restrictions on radio-tv access to court proceedings.

ABA committee representatives will be Joseph A. Ball, Long Beach, Calif.; Richard C. Coburn, St. Louis; David A. Nichols, Camden, Me.; Judge Emory H. Niles, Baltimore; Lewis C. Ryan, Syracuse, N.Y.; James L. Shepherd Jr., Houston, Texas; Richard P. Tinkham, Hammond, Ind., and Edward L. Wright, Little Rock, Ark.

Illinois broadcasters win AP news awards

Metropolitan and non-metropolitan station winners in the Illinois Associated Press Radio-Tv Assn.'s annual news competition were announced this past weekend (May 16) at a business meeting held concurrently with the Illinois News Broadcasters Assn. spring session in Carbondale.

Win, place and show finalists in varied categories:

Metropolitan (Chicago) division winners:

Best local regularly scheduled news show: (1) WBBM-TV; (2) WMAQ; (3) WBBM.

Best local regularly scheduled farm show: (1) WBBM; (2) WGN; (3) WGN-TV.

Best local regularly scheduled sports show: (1) WGN; (2) WBBM; (3) WNBQ.

Best local special events coverage: (1) WBBM-TV; (2) WBBM; (3) WMAQ.

Best documentary program: (1) WBBM-TV; (2) WMAQ; (3) WGN-TV.

Best editorial and/or commentary show: (1) WBBM-TV; (2) WMAQ; (3) WNBQ.

Non-metropolitan division winners:

Best local regularly scheduled news program: (1) WTAX Springfield; (2) WSOY Decatur; (3) WVLN Olney.

Best local regularly scheduled farm show: (1) WVLN Olney. (No other winners.)

Best local regularly scheduled sports show: (1) WQUB Galesburg. (No other winners.)

Best local special events coverage: (1) WVLN Olney; (2) WBYS Canton.

Best documentary program: (1) WTAX Springfield; (2) WLPO LaSalle; (3) WSOY Decatur.

Best editorial and/or commentary show: (1) WLPO LaSalle; (2) WBYS Canton; (3) WTAX Springfield.



Moving in • The Radio Advertising Bureau, New York, made it known Friday (May 15) that over the week-end its sales department would be moving to separate quarters. All RAB sales activities will be centered at this new office at 120 E. 56th St., under Robert Alter, recently named manager of sales administration. The expansion is based on RAB's membership growth: for every $40,000 in new revenue, one account executive is added to the staff. Membership is said to have come up by 100 stations in the past two months, and is expected to hit 1,000 in June. Most of RAB's national sales staff was present for the pictured briefing in their new quarters, some sitting on their presentation kits. The sales executives (l to r): Donald Anderson, drugs and cosmetics; Rowland Varley, groceries; Robert Coppinger, automotive; Jack Brennan, groceries; Mr. Alter; Irving Trachtenberg and Jack Lazarus, both hard lines, and Ron L. Manders, administrative assistant. Donald McDonald, drugs and cosmetics, was on the road at the time.

CBS Inc. 7.5% ahead on 1st quarter books

CBS Inc. last week reported increases in net income and net sales during the first quarter of 1959 as compared to the same period last year. Consolidated net income for the first quarter of this year was $7,932,686 and net sales $111,052,290, as compared with $6,518,039 and $103,296,857 respectively for the 1958 quarter. This represents a 7.5% increase. Current earnings are equivalent to 87 cents per share, as against 83 cents per share for the first quarter of 1958.

CBS Inc.'s board declared a dividend of 30 cents per share on its common stock, payable June 12 to stockholders of record at the close of business on May 29.

Editorial prestige

Judicious use of the broadcast editorial will increase the prestige and integrity of broadcasting, Howard H. Bell, NAB assistant to the president, said Thursday (May 14) in an address to the Nebraska Broadcasters Assn. in Lincoln. But he warned, "If you do not have the competent personnel and the time to do the job properly, don't editorialize."

In a May 13 talk to the Iowa Broadcasters Assn. at Des Moines, Mr. Bell called on broadcasters to help curb "the dangerous trend in government to conduct the people's business behind closed doors." He said the courts, by following Canon 35 of the American Bar Assn., "have been primary obstacles to a free press by refusing radio and tv the right to cover their proceedings."

Editorial challenge: Radio Month ad topic

Radio and tv are targets of extensive criticism "because they lack a full appreciation of editorial responsibility," according to Sol Taishoff, editor and publisher of BROADCASTING. Addressing the May 12 Radio Month luncheon of the Washington Ad Club, he said the broadcast media must extricate themselves from this "concentrated and incessant criticism."

Editorializing is "the new and last frontier for electronic journalism," Mr. Taishoff said in urging broadcasters to fulfill their editorial responsibilities. "The reason newspapers are not abused in similar fashion is that they long ago earned a status of respect which discouraged irresponsible abusers," he explained. "They earned it by thinking of themselves as deserving it. They were so persuaded of their own mission and its importance to the public good that in time they persuaded the

public of it."

Broadcasters must develop an editorial point of view about themselves and their profession before they can develop one about the world at large, Mr. Taishoff said. The second step, he continued, is willingness to assume that responsibilitiy. Finally the profession must recapture from government the authority to exercise responsibility, he said, citing the 10-year history of the FCC's editorializing ground rules and their encouragement to critics of the electronic media.



New house in KELO-land • Dedication ceremonies heralding the opening of new headquarters of KELO-AM-TV Sioux Falls, S.D., took place Saturday (May 8). With equipment, the cost of building is estimated at more than $750,000. It houses three radio and tv studios, is completely air-conditioned and contains a Community Room for use by sponsors for dealer and sales meetings and by civic and community organizations.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WHRV Ann Arbor, Mich.: Sold to the Zanesville (Ohio) Publishing Co. by Charles H. Mayne and John C. Emery Jr. for $300,000. The Zanesville Publishing Co. controls WHIZ-AM-TV Zanesville and owns WTAP (TV) Parkersburg, W. Va. The firm publishes three Zanesville papers: *The Times Recorder, The Zanesville Signal* and the *Sunday Times Signal*. The sale was handled by Howard S. Frazier Inc. WHRV is on 1600 kc with 1 kw, directional.

• WPOW New York, N.Y.: Sold by Tele-Broadcasters of New York Inc. (H. Scott Killgore) to John M. Camp (president of Wheaton, Ill., advertising agency of same name, specializing in religious advertising) for $250,000. Tele-Broadcasters stations are KALI Pasadena, Calif., WPOP Hartford, Conn., and KUDL Kansas City, Mo. The sale was handled by Blackburn & Co. WPOW is on 1330 kc with 5 kw, sharing time with WEVD New York.

• WBUT-AM-FM Butler, Pa.: Sold by J. Patrick Beacom to James S. Beattie, Washington advertising agencyman, and Klon O. Row, Washington manufacturers' representative for $135,000. Mr. Beacom will retain 10%. The sale was handled by Hamilton-Landis. WBUT is 250 w daytimer on 1050 kc. WBUT-FM is 720 w on 97.7 mc.

• WFAM-TV Lafayette, Ind.: Sold by E.J. Bannon and associates to Sarkes Tarzian Inc. (WTTV [TV] Bloomington-Indianapolis, WPTA [TV] Fort Wayne and is applicant for ch. 13 Bowling Green, Ky.), for $65,000 for equipment. WFAM-TV operates on ch. 59 but holds cp to move to ch. 18. Station asked FCC May 8 for permission to go dark. WASK Lafayette, companion to WFAM-TV, is not involved in sale.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 97).*

• KERO-TV Bakersfield, KFMB-AM-TV San Diego, both California: Transcontinent Television Corp. and Marietta Broadcasting Inc. (former owner) combined into new $30 million Transcontinent set-up (see story, page 74). KERO-TV is on ch. 10 and is affiliated primarily with NBC-TV. KFMB-TV is on ch. 8 and is affiliated primarily with CBS-TV. KFMB is on 540 kc with 5 kw, directional night.

• WKTC Charlotte, N.C.: Sold to J. Olin Tice, Sr. and Jr. by T.C. Wood, Jr. and R.D. Kennerly for $120,000. J.



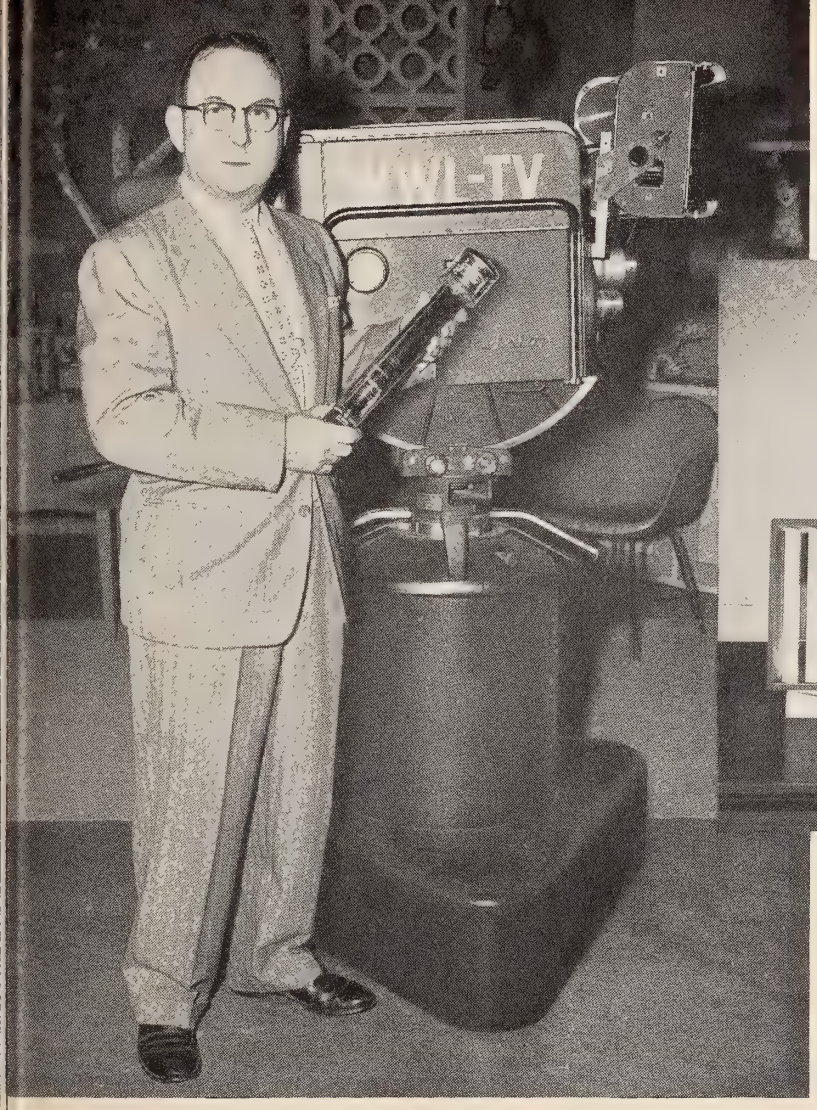
everyone isn't a Sherlock Holmes

. . . and can't be expected to know everything about a potential property buy. That's where your broker performs a service. His staff is trained and specializes in thorough investigation of all listed properties. You can see the complete picture and analyze it thoroughly. For completeness in negotiations contact:

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	California Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Avenue	Healey Building	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Atlanta, Georgia	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770



CHANNEL 4
WWL TV
NEW ORLEANS



J. D. BLOOM, Director of Engineering, Station WWL-TV, New Orleans

Says:

"This G-E tube has logged over 3,000 hours . . . and resolution still is good!"

"Maybe 3,016 hours in regular studio service isn't the record for a camera tube, but it's mighty close to one! And this long-lived GL-5820 still gives clear, sharp pictures.

"Divide the cost of a camera tube by that many hours of service, and replacement expense nose-dives. WWL-TV doesn't expect, or get, such exceptional tube life across the board, but our General Electric camera tubes over-all have plenty of extra hours to their credit.

"We like the quality built into them, their reliability, the savings they put on our operating ledger. Count us as sold on the value of G-E tubes—count WWL-TV's large audience as sold on their fine performance!"

* * *

Bring *your* costs down, your picture quality up! Ask your nearby General Electric tube distributor . . . today . . . for the facts on G-E Broadcast-Designed camera tubes! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

2-312-201

Olin Tice, Jr. had an interest in WBLR Batesburg, S.C. (see below) and has interests in WMYR Myrtle Beach, S.C., WKEN Dover, Del., and (with his father) WCAY Cayce, S.C. WKTC is on 1310 kc with 1 kw, day.

• WBLR Batesburg, S.C.: Sold to H. Edward and Harriett M. Crapps by J. Olin Tice Jr. (see sale of WKTC, above) and others for $70,000. WBLR is on 1430 kc with 5 kw, day.

• Media reports

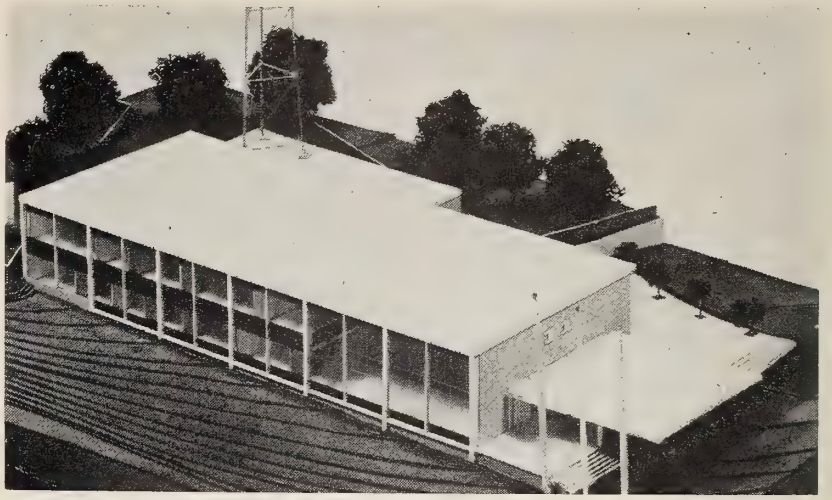
• KEZY Anaheim, Calif., was to commence operation yesterday (May 17). Cliff Gill, formerly of KBIG Santa Catalina, Calif., is general manager. Ira Laufer, formerly of KFOX Long Beach, Calif., is sales manager. Offices and studios are in the local Disneyland Hotel. KEZY is on 1190 kc with 1 kw.

• WQXR-AM-FM New York is cutting the number of spot advertising availabilities and raising rates. When rate card No. 17 takes effect June 1 there will be 300 fewer spots to be had per week, and they will cost approximately 20% more.

• ABC Radio gained a new Oregon affiliate last week with the signing of KRXL Roseburg. Mrs. Iris Rose Helliwell is general manager and program director of the 250 w, 1240 kc station.

• Television Bureau of Advertising drew a record crowd at the first six sales clinics staged this year with over 300 station representative executives in attendance, and more than 70 stations represented. Largest attendance for the 1959 sales clinics, which began May 5 at Winston-Salem and will conclude June 11 in Salt Lake City, was in Chicago, with more than 100 executives attending.

• KYW Cleveland, Ohio, has dropped *Traffic Court* following a ruling by the ethics committee of the Cleveland Bar Assn. that broadcasting proceedings in a local court violates the American Bar Assn.'s Canon 35 (prohibiting microphones and cameras tv in court rooms). *Traffic Court* was heard twice weekly. It won KYW an Alfred P. Sloan Award for traffic safety achievement.



KGUL-TV's future home • Ground-breaking ceremonies were held last Thursday (May 14) for the new studios (model above) to be built for KGUL-TV Houston, Corinthian Broadcasting Corp. outlet. Cost was said to be close to $1 million.

• The two-month old *New York Herald Tribune* Radio Network has added its fourth station, WFYI (formerly WKIT) Mineola, N.Y. The network receives news and features over leased-wire teletype facilities from the *Herald Tribune* editorial rooms. Other stations include WVIP Mt. Kisco, WVOX New Rochelle and WGHQ Saugerties, all New York.

• KHON Honolulu has changed call letters to KPOI.

• XETV (TV) Tijuana-San Diego has increased power to the maximum 100 kw.

• Noncommercial-educational WGBH-TV Cambridge, Mass., has become an Assn. of Maximum Service Telecasters member.

• KUBO San Antonio is the new call of KIWW. The station also increased power (250 w to 5 kw) and changed frequency (1540 kc to 1310 kc).

• WTMJ-FM Milwaukee commences operation June 1. It will broadcast 2:30-11 p.m. on 94.1 mc. WTMJ-FM is owned by The Journal Co. (WTMJ-AM-TV Milwaukee). Maurice Kipen, WTMJ salesman, is named the new station's sales executive. WTMJ-FM's area contains about 98,000 fm homes.

• KGB San Diego, Calif., has affiliated with ABC Radio. Marion R. Harris is president-general manager of the 1 kw facility which operates on 1360 kc.

• The Bolling Co. national radio-tv station representative has opened new offices in Denver, Memphis and Atlanta. In charge of the Denver office is Mary A. Briley. Address: 260 Denver Club Building. Telephone: Cherry 4-7463. The Bolling location in Memphis is 2158 Union Avenue Building; Telephone: Broadway 2-7503. The Atlanta office is in the William-Oliver Building, 32 Peachtree St., N.W.; Telephone: Jackson 5-7930. Cecil K. Beaver is in charge of southeastern operations.

• A Silver Anvil public relations award was given NBC by the American Public Relations Assn. at its 15th annual national conference in Hollywood Beach, Fla., last week. Among a total of 43 awards was one to Lever Bros., in the field of distribution and marketing, and another to Ralston Purina Co. for p.r. work with educational institutions and organizations.

• WHAS-TV Louisville received the sole Kentucky AP award this year for "outstanding leadership in all phases of reporting . . ."

"ANATOMY OF SOVIET COMMUNISM"

The *First* Comprehensive Documentary Radio Series (thirteen 25-minute segments) analyzing events in the Soviet Union since the Communists' takeover in 1917.

Recently broadcast by the Mutual Network, this authoritative primer on the Communist experiment is now available at cost to stations (exclusive in your area), schools, discussion groups, and other interested organizations. Format permits commercial sponsorship.

Series features actual voices of Lenin, Stalin, Khrushchev, and other Soviet leaders as well as former Soviet students, workers, scientists, concentration camp inmates, and others. Another continuing feature: Radio Moscow broadcasts monitored by this program's special listening post on the U.S.S.R. Produced and narrated by Robert Cody for The Institute for Study of the U.S.S.R., a leading body of former Soviet scholars exiled from the U.S.S.R.

Ben Gross, New York *Daily News*: *"Anyone who wishes to know what Soviet Russia is like today . . . ought, by all means, tune in . . . I recommend it highly as both interesting and informative listening."*

BROADCASTING: *". . . highly informative . . . outlines twists and turns of Soviet foreign policy . . ."*

For further details, write or wire

Robert Cody, Institute for Study of the U.S.S.R.

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THE WHEELS THAT GO EVERYWHERE

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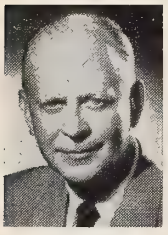
FATES & FORTUNES

Advertisers

• ERNEST P. ZOBIAN, vp, Vicks Chemical Co., N.Y., placed in charge of over-all advertising strategy for colds products. ALBERT J. ELIAS, vp, to direct merchandising, sales and sales promotion.

• MARTIN R. ROSENBUSH, formerly advertising manager of Hamilton Industries (home furnishings), appointed sales promotion and advertising manager of Pennington Press, new Chicago-based publishing house.

Agencies


MR. DILLON

• CLIFFORD DILLON, vp and former assistant creative director of Compton Adv., N.Y., appointed chairman of newly-formed creative board at Compton. Mr. Dillon was formerly with Sullivan, Stauffer, Colwell & Bayles, N.Y., and copy group head and member of plans board of J. Walter Thompson Co., N.Y.

• RICHARD H. WHIDDEN, account executive on General Mills, at Dancer-Fitzgerald-Sample, N.Y., named vp.

• EDWARD J. GARVEY, formerly director of textile and home furnishings division, J. M. Mathes, N.Y., to Lennen & Newell, that city, as vp and account executive.


MR. EDINGER

• MARSHALL EDINGER, formerly media director of Grant, Schwenck & Baker, Chicago, to Phillips & Cherbo, that city, as vp and media director.

• RICHARD D. CRISP, director of marketing, Guild, Bascom & Bonfigli, S.F., elected vp.

• PAUL FREYD, director of marketing, BBDO, N.Y., and ROBERT J. (BUD) STEFAN, manager of agency's Hollywood office, named vps.

• RAYMOND F. GOMBER, vp of Compton Adv., N.Y., named director of new midwest business and industrial division, with headquarters in Chicago.

• WILLIAM J. REESE, account executive, Friend-Reiss Adv., N.Y., appointed director of radio and tv.

• ROBERT RESOR, national coordinator of Electric Companies public information program, elected vp, Bozell & Jacobs, N.Y.

• FRANKLYN DYSON, HENRY COVINGTON and ERNEST BYFIELD, account executives at Ellington & Co., N.Y., elected vps.

• MRS. RUTH G. GRAZE promoted from senior account executive to vp of Alvin Epstein Adv., Washington.

• JOSEPH E. DOOLEY, account executive, Lewis & Gilman, Phila., named director of publicity.

• NICHOLAS J. MARSOUKAS, formerly handling manager of Magna Theatre Corp., to Seklemian, Phillips & North, N.Y., as department head of creative advertising and special public relations campaigns.

• HERBERT GREENWALD, formerly vp and executive art director, Amos Parrish & Co., N.Y., has formed his own organization, Herbert Greenwald Assoc., N.Y., which offers sales promotion services in retail field.

• LODZIA H. SONSARA, formerly continuity director of WNTA-TV, Newark, N.J., to Levy Adv., that city, as director of copy department.

• ROBERT W. HORA, LYMAN S. BROCKWAY and RALPH CAVAN named group art directors of Klau-Van Pietersom-Dunlap, Milwaukee. PIERCE DUNKLEBERGER appointed art director for collateral material.

• BUDD HEMMICK, formerly art director of *Good Housekeeping* magazine, to Kenyon & Eckhardt, N.Y., as executive art director. PHILIP EARNEST, studio manager, K & E, named art and studio manager, New York office.

• BETTY THOMAS, formerly of Donahue & Coe, L.A., has been named head of new food division of Grant Adv., headquartering in agency's Los Angeles office.

• FRED CAMMANN, formerly commercial producer, Young & Rubicam, N.Y., to Compton Adv., that city, as tv commercial producer.

• RUDOLPH R. PERZ appointed tv film copy supervisor, and CARL K. HIXON, copy supervisor, of Leo Burnett, Chicago.

• DONALD K. BLACKBURN named copy supervisor of Tatham-Laird, Chicago.

• WILLIAM CALLENDER, formerly vp and copy group head, William Esty & Co., N.Y., to Dancer-Fitzgerald-Sample, that city, as copy supervisor.

• RICHARD N. JORGENSON, who headed his own business as publishers' representative in Simsbury, Conn., joins K. C. Shenton Co., Hartford, Conn., as account executive.

• EARL J. OBERMEYER, formerly assistant to vp-advertising and marketing, Wildroot Corp., N.Y., to Sullivan, Stauffer, Colwell & Bayles, that city, as account executive.

• EDWARD GAMRIN and DON M. FERRULL, both formerly of Benton & Bowles, N.Y., to Harlan C. Oakes & Assoc. in its San Francisco office. HUGH WALLACE, formerly commercial manager of KACE-AM-FM Riverside, Calif., to Los Angeles office of agency.

• NORMAN E. KANGAS, formerly of J. Walter Thompson, Chicago, to account management staff of Waldie & Briggs, that city.

• WILLIAM A. OKESON, formerly copywriter of BBDO, Chicago, to Clinton E. Frank, that city, in similar capacity.

• JACK LANDIS, formerly manager, research development, NBC, to J. Walter Thompson, N.Y., as member of research department.

Networks

• HAROLD GEARY, supervisor of IBM Card-A-Type unit, ABC, appointed account representative, tv station clearance department, ABC-TV. Other ABC-TV appointments: STU ULLMAN, who assisted Mr. Geary in former capacity, continues as his assistant in new assignment, and ROBERT BURTON, formerly time buyer, Ted Bates, N.Y., named assistant account representative.

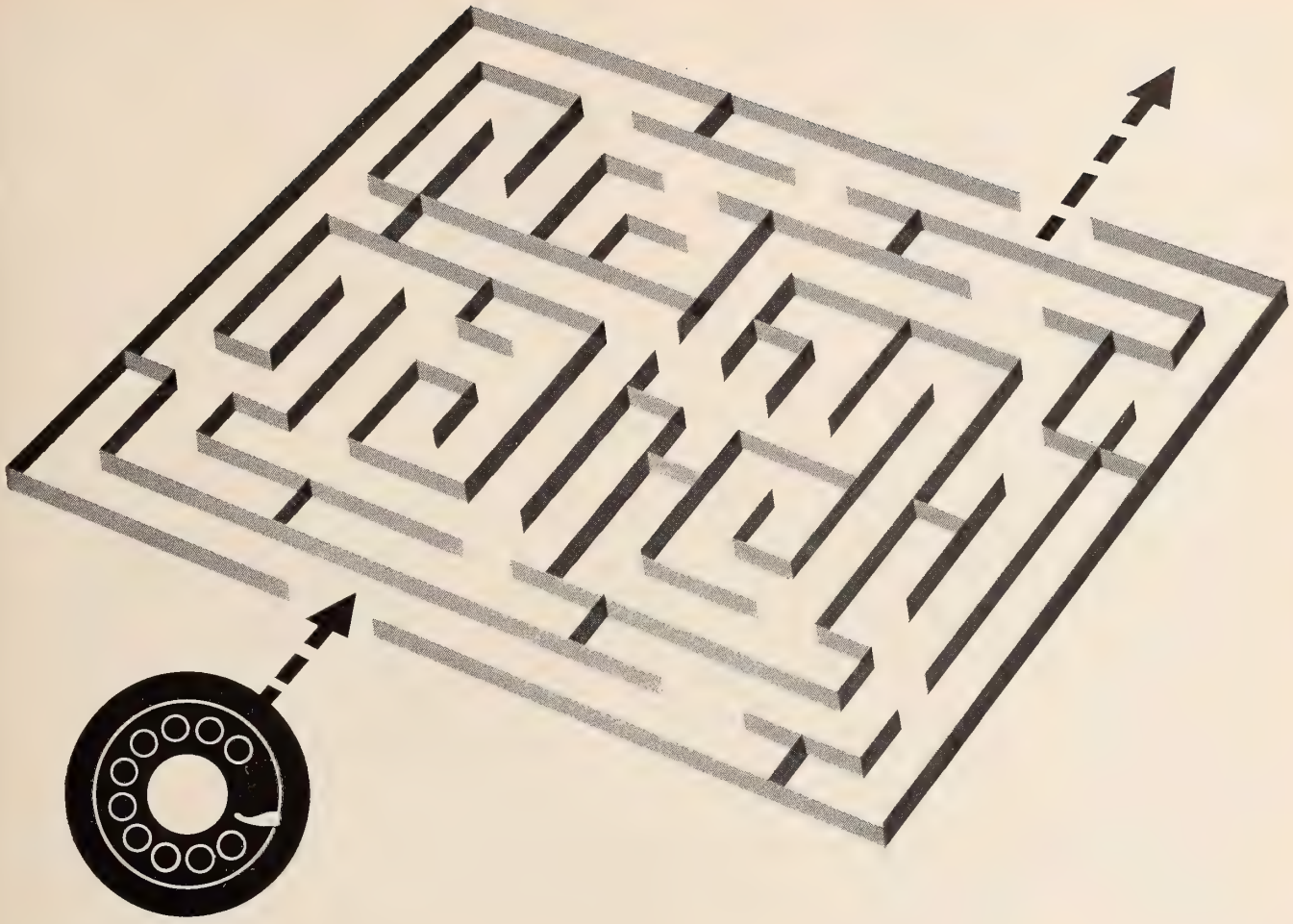
• WILLIAM S. ASIP, account executive, ABC Film Sales, joins ABC Radio, in similar capacity.

• RUSSELL JONES, Pulitzer Prize winner while European correspondent for UPI, transfers to Washington staff of CBS News from New York.

• ROBERT H. FLEMING, Washington correspondent of ABC-TV, honored by University of Wisconsin for "distinguished journalistic service." WALTER G. HORNADAY, Washington bureau chief of *Dallas Morning News*, (WFAA-AM-TV) similarly cited.

Stations

• JAMES H. FOSTER, formerly president of Foster & Homes, Dallas beverage distributors, named financial vp of McLendon Corp., that city. McLendon stations are KLIF Dallas, KILT Houston, KTSA San Antonio, all Texas; KEEL



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MR. WOODWARD

• WARREN G. WOODWARD, formerly executive vp of Southwestern Savings & Loan Assn. of Houston, elected vp in charge of personnel management and station relations of LBJ Co. (KTBC-AM-TV Austin, Tex.). Mr. Woodward will also serve as director of department of merchandising and promotion. MRS. JOYCE WILSON, formerly of Winn-McLane Assoc. Adv., Austin, named his assistant.

• LEW BREYER, formerly northwest division manager of Bernard L. Schubert Tv Productions, appointed executive vp of WXIX (TV) Milwaukee. Mr. Breyer will serve as sales manager and film buyer.

• ROSS BEVILLE, vp of engineering of WWDC-AM-FM Washington, assumes additional duties of supervision of labor relations, direction of personnel procedure and supervision of new purchasing controls.

• TODD BRANSON, formerly midwest sales manager of Community Club Awards, Chicago, appointed general manager of WFOX Milwaukee.

• NORMAN W. LOFTHUS, with KCMJ Palm Springs, Calif., past seven years and general manager before station changed ownership in 1958, named general manager again.


MR. MCNAMARA

• JIM MCNAMARA, national sales manager of WALA-AM-TV Mobile, Ala., adds duties of assistant general manager of both stations.

• VIRGIL B. WOLFF, sales representative of KYW-TV Cleveland past 2½ years, named assistant manager.

• MARJORIE C. SCANLAN, formerly timebuyer of Kudner Agency, N.Y., to WSUN-AM-TV St. Petersburg, Fla., as supervisor of sales development.

• HERSCHEL R. CARY, sales manager of KIMA-TV Yakima, Wash., has taken same post at KTNT-TV Seattle-Tacoma, Wash. WILLIAM GREENE of KTNT-TV sales staff promoted to local sales manager.

• WARREN MARSHALL, formerly assistant general manager of KGHL-TV Billings, Mont., appointed director of local sales of WTVR (TV) Richmond, Va.

• WALTER JOHNSON, WTIC-AM-TV Hartford, elected president of Connecticut Assoc. of Broadcasters. Other officers: PETER KENNEY, WNBC (TV) New Britain, vp, and JOHN ELLINGER, WNAB Bridgeport, secretary-treasurer. New directors: SYDNEY E. BYRNES, WADS Ansonia, and WILLIAM O'BRIEN, WCNX Middletown.

• PAUL LOYET, WHO Des Moines, elected president of Iowa Broadcasters Assn., succeeding GEORGE VOLGER, KWPC Muscatine. Other officers: KEN HASTIE, WMT Cedar Rapids, vp and ROBERT ERICKSON, treasurer. JIM DUNCAN, Drake U., hired as fulltime secretary and publicist for one year starting June 1.

• LARRY J. THOMAS, account executive of KUDE Oceanside, Calif., named sales manager.


MR. POWELL

• WALTER R. POWELL, 46, NAB attorney, died May 13 in Doctors Hospital, Washington, after recurrence of heart ailment. He had been discharged from hospital earlier in week but suffered attack few hours before death. Mr. Powell was chief of FCC Broadcast Bureau's renewal-transfer division before joining NAB in 1955.

• NATHAN M. ABRAMSON, 68, founder and head of entertainment department of WOR New York, died May 12 following heart attack at his Manhattan home. Mr. Abramson was also chairman, welfare trust fund, American Guild of Variety Artists.

• FRANK P. REDFIELD, sales manager of KOB Albuquerque, N.M., died May 13 of injuries sustained in auto accident same evening. Mr. Redfield, former president of Western Broadcasting Co. (KIFN Phoenix and KLOS Albuquerque) is survived by his wife, Virginia; four children; and brother, John Redfield, of KIFN.

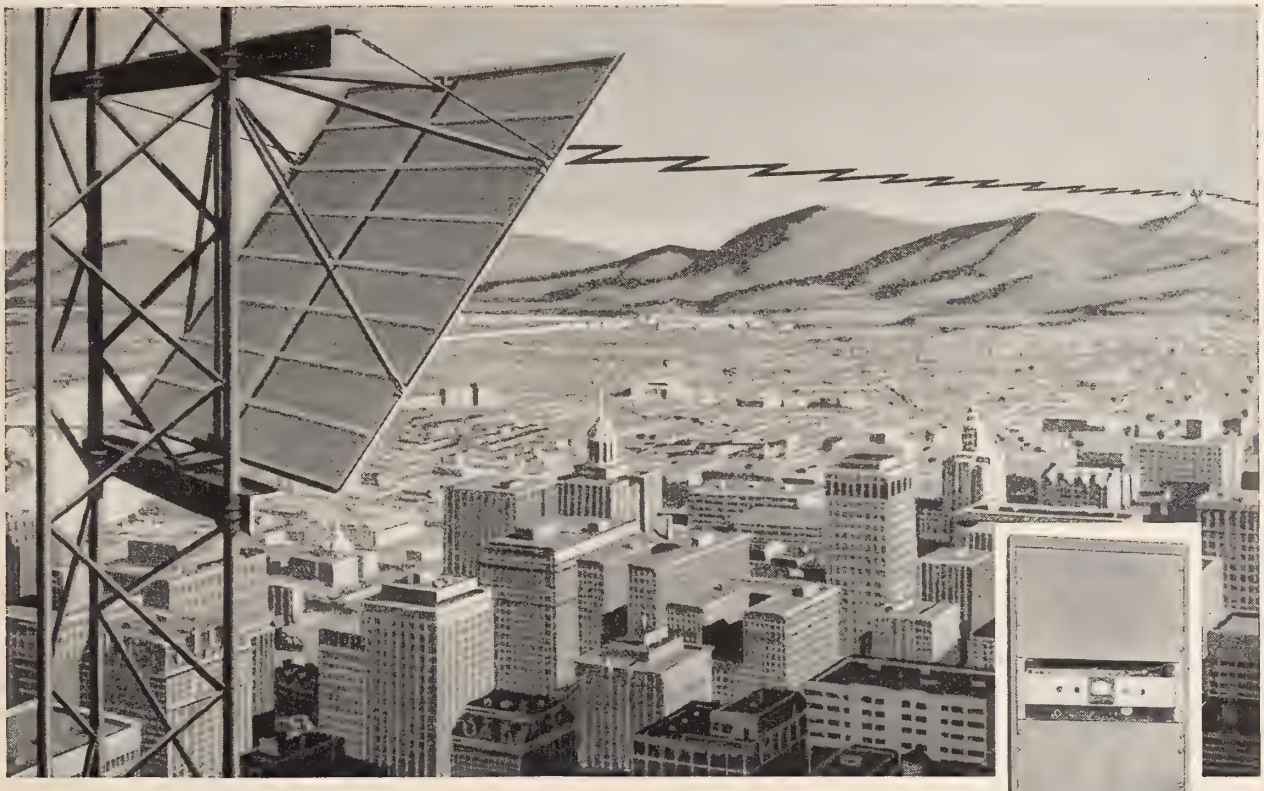
• MRS. DOROTHY ADAIR WILLIAMS, 34, daughter of John W. Guider, former Washington communications attorney and more recently New Hampshire broadcaster, died May 10 in Washington of respiratory illness. Mrs. Williams was wife of Washington attorney Edward Bennett Williams.

• JACK MEYERS, production manager of KABC-AM-FM Los Angeles and of ABC's western division radio network, promoted to program director.

• ALLEN C. ANTHONY, veteran network announcer who was host or announcer on such radio-tv programs as *Stop the Music*, *Inner Sanctum* and *Father Knows Best*, joins WAGA-TV Atlanta as director of air personnel.

• BOB CHAMBERS, chief engineer of

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Consists of transmitter chassis and associated power supplies. All operating controls and most frequently used maintenance controls are conveniently located on front panel.

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KIXX Provo, Utah, to KSFR (FM) San Francisco.

• J.R. (DICK) HACKNEY, formerly advertising and sales promotion manager of General Appliance Co., Omaha, Neb., to WOW, that city, as promotion manager.

• DORIS GULICK, daughter of J. Robert Gulick, Steinman stations, fatally injured May 12 in mid-air explosion of Capital Airlines Viscount near Baltimore. Miss Gulick was flight stewardess.

• DON HICKMAN, formerly part owner of WTUC Union City, to WDXN Clarksville, both Tennessee.

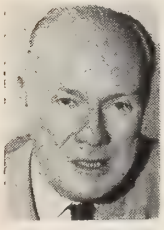
• DON PERAZZO, account executive of KBON Omaha, Neb., named sales manager. JOE HOLCOMB, formerly of KOWH Omaha, to KBON as program director.

• FRANK HARMS, formerly general manager of now dark WNED-TV Buffalo, N.Y., appointed director of programs of WRCV-TV Philadelphia.

• FRED GARDELLA, general manager of WBNC Conway, N.H., to WKCB-WKCQ (FM) Berlin, N.H., as director of station services. CONRAD (DON) LAFRANCE, news editor of WSMN Nashua, N.H., to WKCB-WKCQ in similar capacity.

• RICHARD DUDLEY, WSAU Wausau, Wis., elected treasurer of Wisconsin Broadcasters Assn., succeeding JEANNE DONALD, WTCH Shawano, resigned.

• BERNIE ROSEN, sports producer of WTVJ (TV) Miami, adds duties of assistant sports director.


MR. SHEEAN

• J. VINCENT SHEEAN, author and veteran foreign correspondent, joins Westinghouse Broadcasting Co. as special Far Eastern correspondent. Mr. Sheean's initial base of operations will be New Delhi, India.

• GEORGE J. HOFFMAN, formerly news manager of WWCA Gary, Ind., named news director of WTAC Flint, Mich.

• TOM BRUENING promoted from floor manager to director of WKRC-TV Cincinnati. MRS. YVONNE WRIGHT and MRS. PHYLLIS SCHAEFER to continuity and traffic managers, respectively, of WKRC-AM-FM.

• ALVIN HENDRICKS, formerly account executive of WISH-TV Milwaukee, to WFBM-TV Indianapolis in similar capacity.

• JACK BEVERIDGE, sportscaster of KOOL-TV Phoenix, Ariz., adds duties of account executive.

• PAUL T. SCHEINER, formerly account executive of KTVU (TV) Oakland, Calif., to KPIX (TV) San Francisco in similar capacity. LEN HANSEN, floor manager, named on-air promotion producer of KPIX.

• DICK JANSSEN, formerly personnel manager of Royal Castle restaurants, Cleveland, joins WHK-AM-FM Cleveland as account executive.

• ANTHONY (TUT) PERRY, formerly operations director of WCDL Carbondale, Pa., named account executive of WGBI-AM-FM Scranton, Pa.

• VINTON P. FROST, vp of John C. Lindsay Assoc., architect-engineer firm, has joined KLAC Los Angeles as account executive.

• JOHN K. CHAPEL joins KABL San Francisco as newsman.

• DENSON WALKER, formerly of Branham Co., Dallas, publishers representative, to WFAA-TV, that city, on local sales staff.

• BOB MITCHELL joins WIBG Philadelphia as air personality, news and sportscaster.

• LON BACKMAN, formerly news director of WCMS Norfolk, to news staff of WRVA-AM-FM Richmond, both Virginia.

• RAY JAMES, formerly news director of WCHS-TV Charleston, W.Va., to news staff of WDAF-AM-TV Kansas City.

• J. PATRICK COLLINS, cameraman of WAKR-TV Akron, to WLWD (TV) Dayton, both Ohio, as member of engineering staff.

• BILL SANDBERG to sales staff of WLOL-AM-FM Minneapolis-St. Paul. RUSS MOORE joins that station as air personality.

• JACK REYNOLDS joins WSAI Cincinnati as air personality.

• JIM HOLT, formerly program director of WICE Providence, R.I., to WBZ-AM-FM Boston as air personality.

• ROSS SMITHERMAN returns to WALA Mobile, Ala., as air personality after absence of two years.

• TED ARNOLD, formerly of WZOK-AM-FM Jacksonville, Fla., to WYDE Birmingham, Ala., as air personality.

• ARTHUR CLARK, formerly freelance personality in New York, to KUEQ Phoenix, Ariz., as air personality and newscaster.

• BILL SCOTT, formerly air personality of WDSM-AM-TV Superior, Wis., to KILT Houston in similar capacity.

• MIKE CRAWFORD joins KOMY Watsonville, Calif., as staff announcer.

• LYNDA SHORE, formerly of Prudential Insurance Co., has joined traffic department of KBIG Avalon (Catalina) Calif., succeeding JENNY KERNAN, resigned.

Representatives

• GEORGE FAUST, account executive, CBS-TV Spot Sales, N.Y., appointed manager, Los Angeles office.

• ROBERT E. GALEN, formerly director of research and sales development, McGavren-Quinn, station representative, N.Y., to John Blair & Co., that city, as radio-research director. Assisting Mr. Galen will be FRANCES SWEAT, formerly of N.C. Rorabaugh Co., N.Y.

• ROGER O'SULLIVAN, assistant secretary, Avery-Knodel, elected president of Station Representatives Assn., Chicago chapter. Other officers: THOMAS TAYLOR, account executive, Peters, Griffin, Woodward, vp; FRENCH EASON, in charge of radio sales, H-R Representatives, treasurer, and CHARLES COMPTON, mid west manager of sales development, The Meeker Co., secretary.

• CHARLES C. ALLEN, formerly assistant account executive, BBDO, N.Y., to Blair-Tv, that city, in charge of research and merchandising.

• ROBERT H. PEREZ, account executive, CBS Television Spot Sales, Chicago, to New York office.

• DAVID E. HENDERSON, broadcast supervisor of Gray and Rogers Adv., Phila., to Television Adv. Representatives, N.Y., as account executive.

• HERBERT S. BRIGGIN, formerly sales service manager of KMPC Los Angeles, to Los Angeles office of Am Radio Sales Co. as account executive.

• ROBERT J. MCCARTHY, formerly on local tv sales staff, NBC, Chicago, to Am Radio Sales, that city, as account executive.

• EDWARD J. DILLON, formerly sales account executive of WOR-TV, New York, to Television Adv. Representatives, that city, as account executive.

Programming

• ELY A. LANDAU, chairman of National Telefilm Assoc., elected senior vp of parent company, National Theatres Inc., L.A. Other NTI officers: OLIVER A. UNGER (continuing as president of NTA) as first vp, and M. SPEN-

CER LEVE (continuing as vp of theatre operations of National Theatres Amusement Corp.) as vp.

• JAY WILLIAMS, formerly president of Jay Williams Assoc., N.Y., form distribution company, appointed vp in charge of Flamingo Films International, newly-organized unit of Flamingo Telefilm Sales, N.Y.

• PERRY B. LEFF, supervisor of creative activities of Frank Cooper Assoc., N.Y., appointed vp in charge of newly-formed creative department, responsible for all tv programming.

• JOSEPH ENDE, member of board and controller, United Artists Corp., N.Y., elected vp.

• EDWIN J. SMITH, director of international operations, ABC Films, named vp.

• LOU BOUTIN, formerly special division head of western sales of Independent Television Corp., named vp in charge of sales of AD-STAFF Inc., Hollywood, creators of radio-tv musicommercials.

• DAVID V. PICKER, executive assistant to president, United Artists Records, N.Y., named executive vp. MONTE KAY, vp and general manager of UA Records, resigns. Mr. Kay will devote full-time to his personal management and music business interests.

• ALLAN J. HENDERSON, formerly vp of creative services, Wilding-Henderson, Detroit subsidiary of Wilding Inc., appointed vp of creative development, Wilding, with headquarters in that city.

• WILLIAM R. DOTHARD, eastern division account executive, ABC Films, resigns to join United Artists Television as regional sales manager headquartering in Philadelphia.

• LIONEL NEWMAN, assistant conductor and supervisor of 20th Century-Fox, Hollywood, promoted to general music director of 20th Century-Fox Television.

• EDWARD RAY DOWNES, producer-editor with fifteen years experience in agency (Young & Rubicam) and network (CBS) fields, named chief story editor, United Artists Television, N.Y.

• W. D. KILPATRICK resigns as manager of *Grand Ole Opry* (WSM Nashville, Tenn.) to form corporation with Wesley Rose and Roy Acuff of Acuff-Rose Publications Inc. and start national talent management agency under Acuff-Rose name. Mr. Kilpatrick's duties at WSM will be assumed by OTT DEVINE, program manager, effective June 30.

• ELLIOT ABRAMS, Chicago manager, Sterling Television Co., named eastern sales manager, New York headquarters. He is succeeded in Chicago by ROBERT SCHLESSEL, salesman for New England area.

• ARTHUR HILLER, ROBERT ELLIS MILLER, WALTER GRAUMAN and ELLIOT SILVERSTEIN, signed by Screen Gems to multiple-film contracts for next season's *Alcoa-Goodyear Theatre* over NBC-TV. All directed segments on series during 1958-59 season.

• HOWARD RODMAN, writer for such tv series as *Studio One, Suspense* and *Matinee Theatre,* signed by Screen Gems, Hollywood, to writer-producer contract starting with *Alcoa-Goodyear Theatre* series this fall.

Equipment & Engineering

• ALBERT J. FRANCZAK, assistant controller, and EDWIN M. SCHROEDER, attorney, elected directors of Zenith Radio Corp., Chicago.

• HERBERT L. BROWN, with Ampex Corp., Redwood City, Calif., since 1955, appointed vp and manager of Ampex Audio Inc., Sunnyvale, Calif., subsidiary maker of hi-fi consumer products, and officer of Ampex Corp.

• WALTER M. NORTON and L.F. HOLLERAN named chairman of board and president, respectively, of RCA Victor Distributing Corp., Chicago, effective June 1. Mr. Norton, who has been president of organization since 1947, plans to retire at year's end. Mr. Holleran was formerly manager, distributor products department, RCA Electron Tube Div., Harrison, N.J.

• H.H. HELTZER, general manager reflective products division, Minnesota Mining & Mfg. Co., St. Paul, elected vp. Following five general managers also elected vps of their respective divisions: R.H. HERZOG, duplicating products; R.V. HOLTON, electrical products; C.C. SMITH, retail trades tape; DR. C.W. WALTON, adhesives, coatings and sealers, and DR. W.W. WETZEL, magnetic products.

• IRVING SHAPIRO, head of electronic equipment development for Semiconductor Div. of Sylvania Electric Products, Woburn, Mass., named division's manager, quality control.

• EARL I. ANDERSON, chief engineer, communications engineering, RCA Industrial Electronics Products, Camden, N.J., to newly-created post of chief engineer, home instruments engineering.

• GEORGE D. MEIMARIS, manager, electrical purchasing, RCA Victor television and radio "Victrola" production activity, Cherry Hill, N.J., appointed



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(N.S.I. Nov.-Dec. 1958)

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GREATEST MARKET

WIST is your
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Working mommies or home-type mommies... they all look to KFWB as the daddy of all radio stations in the L.A. area.

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Channel 98 my mommy listens to KFWB

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One hundred eleven* national and regional spot advertisers know Terre Haute is not covered effectively by outside TV

*Basis: 1958

WTHI-TV CHANNEL **10** CBS ABC

TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

purchasing agent, RCA Semiconductor & Materials Div., Somerville, N.J.

Allied Fields

• H. WALTON CLOKE, coordinator, public relations, Kaiser Industries Corp., Washington, D.C., elected national president of American Public Relations Assn., succeeding JAMES L. MACWITHEY, assistant vp and director of public relations, Bristol-Myers Co., N.Y.

• J. WILLIAM THOMAS, formerly vp and director of marketing, Lewin, Williams & Saylor, N.Y., to Max Rogel Inc., public relations firm, that city, as operational vp.

• EDWIN H. PETERSON, manager of publicity of WRC-AM-FM-TV Washington, resigns to join British West Indian Airways in its Miami office as agency representative in sales department.

• DAVID M. KNOX, formerly advertising and public relations director of Technical Products Div. of Packard-Bell Electronics Corp., L.A., named director of public relations of corporation.

• JOHN F. WHITE JR., staff consultant and specialist, organization development of McCann-Erickson, N.Y., to Stewart, Dougall & Assoc., marketing management consultants, that city, as associate.

• ALBERT CREWS, 51, executive of broadcasting and film commission of National Council of Churches, died May 10 following heart attack in his Port Washington, N.Y., home. Mr. Crews was author of two books, *Professional Radio Writing* and *Radio Production Directing*, and numerous radio-tv scripts and plays.

• WILLIAM A. GLENN, formerly market research coordinator, American Research Bureau, Washington, to ARB Surveys, N.Y., as research analyst. Other ARB appointments: MARVIN L. LANDSMAN, formerly project supervisor, Kenyon & Eckhardt, N.Y., as research analyst, and IRENE RAE, formerly assistant office manager, International Latex Corp., N.Y., as business manager.

• FLOYD G. ARPAN, Northwestern U. professor of journalism, named director of business press institute of university's Medill School. JACK Z. SISSORS, assistant professor of journalism, appointed assistant director.

• JOHN G. WARNER, member of United Press International Staff in Dallas, appointed manager of New Orleans bureau of UPI, succeeding HARRY TRIMBORN, who moves to West Coast.

• JOHN D. KENDALL, overnight bureau manager, United Press International, San Diego, appointed manager. He succeeds AL WIESE, who joins UPI staff in Los Angeles.

• HELEN HERM, formerly on Chicago staff of Mayer & O'Brien, public relations agency, on American Dairy and other accounts, resigns.

• BILL MCCARTY, news director of WPEO Peoria, Ill., to First Federal Savings & Loan Assn. of Chicago in account promotion and public relations department, effective May 25.

• JOHN ARTHUR, formerly air personality of WISK Minneapolis-St. Paul, to communications position with U.S. Air Force at those cities' International Airport.

Government

• JOHN R. O'BRIEN, formerly deputy assistant director for Far East of U.S. Information Agency, named deputy director of Voice of America, effective in June.

International

• W. CHARLES WALLS, information services manager of Canadian Broadcasting Corp., Toronto, and WILLIAM G. DULMAGE, public relations director of Ontario Workmen's Compensation Board, Toronto, to assistant directors of English-language information services of CBC in Toronto.

• E.B. FERREE, vp, copy and creative supervisor, Kenyon & Eckhardt, N.Y., appointed manager of Toronto offices. He replaces GEORGE B. MACGILLIVRAY, who resigned from agency to become publisher of *Fort William* (Ont.) *Times Journal*.

• WILLIAM PRATT, formerly commercial manager of CFOR Orillia, Ont., appointed general manager of Community Club Awards of Canada, subsidiary of Community Club Services, N.Y.

• CHARLES C. HOFFMAN, who resigned as director of co-operative Bureau of Broadcast Measurement, Toronto, Ont., to Canadian division of *Encyclopaedia Britannica* in senior capacity.

• DAVE MCCOURT, operator of CKWS Kingston, Ont., to operating staff of CFRA Ottawa, Ont.

• TERRY BATES, formerly of Ford Motor Co., Vancouver, B.C., to sales promotion department of CKNW New Westminster, B.C.

• J. W. BROWN, formerly of Swift Canadian Co., Winnipeg, Man., to national sales staff and merchandising promotion of CJOB Winnipeg.

• DAN DOCTOR, newscaster of CKGB Timmins, Ont., to news director of CJRH Richmond Hill, Ont.

Transoceanic relays expected in 4 years

A worldwide, transoceanic satellite communications system — capable of carrying tv programs across the Atlantic and Pacific oceans—is foreseen in four years.

The prophecy was made by the House of Representatives Committee on Science and Astronautics in a report issued May 7. The report is entitled "Satellites for World Communication."

The report stated that a military worldwide communications system via satellites "appears probable" within four years.

In a discussion of various techniques, the report refers to the passive reflector type satellite balloon which would be used to "bounce" radio signals from one point on the earth's surface to another point several thousand miles away. One proposal, referred to, is to place 24 such balloons in orbit around the earth so that one is "radiovisible" almost always. The cost, the report stated, would run about $15-$20 million with each ground station costing "several million dollars."

"This cost," the report said, "however, has less significance when one considers that the system could provide channels of as much as television bandwidth."

In another section, the 24-hour satellite is discussed. This would provide, it was stated, the equivalent of 1,000 telephone channels or 500 telephone channels plus one television link. Each such satellite would cost about $4 million, it was estimated, with the total cost of 12 ground stations $24 million.

RCA seminar explores tv microwave systems

Tv microwave relay equipment and systems were emphasized at the RCA broadcast equipment seminar in Washington last week. The meetings were attended by consulting engineers, government technical personnel and military communications experts.

Technical details of the TVM-1A and its use in both single and multihop service were discussed. The TVM-1A is a 1 w relay on 7,000 mc, and can be used for both remote pickup and intercity relay.

The two-day meeting (May 12 and 13) also heard RCA engineers discuss the following:

Television — TRT-1AC television tape recorder, a new method of measuring the quality of tv picture resolution, slow-scan television gear, the new 11 kw tv transmitter, a traveling wave antenna for chs. 7-13 and a new portable envelope delay measuring equipment.

Fm—New fm muliplexing and transmitting equipment, fm antennas.

Am—New 5 kw transmitter, using silicon rectifiers and with a Conelrad kit available; new phasing equipment and new remote pickup equipment for field use.

CBS Labs expands into space recovery

Coincident with a first quarter report showing increases in net income and net sales over the comparable 1958 period (page 81), CBS Inc., last week announced the formation of Space Recovery Systems Inc., which will develop advance systems and produce equipment for space recovery, tracking and location of missile and space vehicle components and payloads.

Space recovery systems will be a joint operation of the CBS Laboratory Div. and M. Steinthal & Co., said to be the world's largest parachute manufacturing company. Dr. Peter C. Goldmark, president of CBS Labs., will be board chairman of Space Recovery Systems and Augustus J. Steinthal, vice president of M. Steinthal & Co., will be president.

• Technical topics

• Century Lighting Inc., N.Y., has introduced what it calls the first automatic infinite preset lighting system. Known as "Punch," the system utilizes cue cards which are punched during a scene's rehearsal when the lighting values for a given cue are set manually. With the cards for an entire show punched in the proper time sequence, and placed in a hopper, lighting changes will take place automatically as the cards are fed into a read-out machine during the show. Century's previous automatic lighting system would accommodate only 10 changes, whereas "Punch" is said to handle an infinite number.

• Adler Electronics Inc., New Rochelle, N.Y., has turned over to the U.S. Army Signal Corps the first long-range, transportable communications center for use with strategic striking forces. The equipment, divided into transmitting and receiving apparatus, is contained in two vans plus tractors and power generators, weighing 70,000 lbs. all together. It has a range of 1,000-2,000 miles, includes a 10 kw single sideband transmitter using short wave frequencies, rhombic dual diversity antennas. It furnishes two voice channels, 16 teletypewriter channels. A facsimile channel may be substituted for one of the voice channels. Intercommunication between the communications center and transmitter site is furnished over a uhf voice channel. Cost of each unit is about $500,000.

• The Radio Corp. of America will contribute $100,000 to the Lincoln Center for the Performing Arts in New York, it was announced Tuesday (May 12) by Brig. Gen. David Sarnoff, RCA board chairman, speaking at the 62nd annual Citizens Union held at the Hotel Biltmore. Gen. Sarnoff was presented the William Jay Schieffelin award by the Citizens Union for distinguished public service.

• Camera Equipment Co., N.Y., announces a large size vidicon pan and tilt head for motion picture cameras. Although the tripod head was designed for use with vidicon cameras of 60 lbs., it has been tested and "proven effective" for motion picture work. A balance feature built into the head counterbalances the weight of the camera and allows the cameraman to pan and tilt at will. Price of vidicon pan and tilt only: $325; wooden tripod, $150; all metal tripod, $260.

• Animation Equipment Corp., New Rochelle, N.Y., has introduced an aerial image unit, designed by John Oxberry, for use with animation stands. New installation is self-contained and is electrically interlocked with the animation camera. It consists of a projector head, lens mount, stop-motion motor, precision-ground flat-surface mirror, a large condenser lens system, plus all necessary controls. For further information write Animation Equipment Corp., 38 Hudson St., New Rochelle, N.Y.

• Roberts Electronics Inc., Hollywood, Calif., announces the availability of its new full track monaural tape recorder, model 191. Model has full-track erase, record-playback heads, preamp and amplifier outputs plus the Roberts hysteresis synchronous motor and VU meter. Price: $325. For information write Roberts Electronics Inc., 1028 N. La Brea Ave., Los Angeles 38, Calif.

• Lipps Inc., (division of Lipps Engineering [tape recorder heads]), Santa Monica, Calif., announces availability of a brochure (AM-22) of its replacement and repair services that are available to users of Ampex equipment. Address: 1513 Colorado Ave.

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So very good
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TV OCEAN HOP
'3rd Man' production switches to England

Last week was moving week for Felix Jackson, producer of *The Third Man*. On Tuesday (May 12) he completed shooting the 20th episode of the 39-installment series at 20th Century-Fox studios in Westwood, Calif. Now he is on his way to England to film the remaining 19 half-hour mystery dramas. Michael Rennie, who stars as Harry Lime, also will report to the Shepperton Studios of British Lion, where the series will resume shooting next month.

The series, which will be offered for network sale in this country by National Telefilm Assoc., will be shown on the BBC television network in the United Kingdom, under a unique arrangement. BBC pre-purchased UK rights to the tv series as part of an agreement with NTA whereby the production is divided between Hollywood (under NTA supervision) and London, where BBC will be in charge.

British writers, directors, actors and technicians are replacing the U.S. personnel for the second half of *The Third Man*. BBC, Mr. Jackson explained, gets the advantage of a series made with American commercial tv know-how; NTA gets fresh British talent. Mr. Rennie and Jonathan Harris, who plays Bradford Webster, Harry Lime's associate, are the only members of the cast who are going to England to appear in the British-produced episodes. All other actors will be engaged there.

"But," the producer stated, "we expect to integrate Hollywood and London production to the extent that the viewer will not be able to say where any episode was made." Programs filmed in England will be mixed with those shot in the U.S., he said, noting that bit players will use foreign accents throughout the entire series. As insurance of consistency between the U.S. and English programs, Warner Law, story editor of the programs made in Hollywood, and Arthur Hiller, one of the two directors of the U.S. programs, are going to England to serve as consultants to their British replacements.

Mr. Jackson was enthusiastic about the two-director system employed on *The Third Man*, for which both directors, Mr. Hiller and Paul Stanley, were engaged for the full series, not on a per-program basis. Although they alternated as directors of the individual episodes, each was on hand during the filming of all 20 shows. The same procedure will be followed in Britain.

"The exchange of stars on an international scale is traditional," he said. "It started with the stage and has been continued in the movies and tv. I think we're now being challenged to carry this exchange beyond the star level to include writers, directors, supporting actors and even bit players, technicians and cameramen. It's an educational process, not altruism at all but good business. If we can train Italian cameramen to handle tv work well, they'll be there when we need them again. This means employment for them and for us a chance to get for our product the unique abilities which have helped to make some Italian motion pictures so great. It's part of the shrinking globe."

• Abroad in brief

• Canadian Broadcasting Corp., Toronto, has announced sale of 39 episodes of a filmed series on the Royal Canadian Mounted Police to the Australian Broadcasting Commission, for exclusive use in Australia for seven years. Fifteen episodes of the series have now been filmed in the Gatineau region near Ottawa, Ont., for the CBC, the British Broadcasting Corp. and Crawley, McConnell Ltd., Ottawa. CBC reports world-wide interest in the series, with negotiations for its sale now underway in the U.S., France, Sweden, West Germany, Belgium, Luxembourg, Netherlands, and a number of South American countries. The series will be authentic with C.M. Rivett-Carnac, who was recently made commissioner of the Mounties, as consultant.

• KVOO-TV Tulsa, Okla., and WTMJ-TV Milwaukee, Wis., will each play host for two months to a foreign specialist learning about American tv practices, it has been announced by the International Exchange Service of the State Dept., which provided transportation for the project. Luis B. Quintos, chief studio engineer of the Philippine Broadcasting Service will work at KVOO-TV. Erik Diesen, a Norwegian tv network producer, will go to WTMJ-TV. Each station will provide its guest with a small maintenance allowance.

• West German tv sets are being built with provision for uhf. Uhf stations are being constructed by broadcasters in fringe areas. The country's second tv network also is expected to be on uhf when it commences operation. (Uhf in Europe covers 40 channels of 8 mc each between 470 mc and 790 mc. Five channels in Germany are reserved for fringe area small-power uhf's. The rest are reserved for one complete uhf network and 75% for a third German network.)

On the treasure trail

KGW-TV Portland, Ore., hired a fleet of nearly 40 taxicabs to carry local advertising people around town on a treasure hunt last month. The party was similar to earlier ones staged for the agency crowd in New York, Chicago and San Francisco last year by KING-TV Seattle, associated in ownership with KGW-TV.

More than 200 treasure seekers scoured the town for successive clues leading to 10 tv sets, five console stereo record players and five electric blenders. Members of the winning team: Lois Tugman, Marlowe Branagan & Assoc.; Marion Lawton, Lawton Adv.; Beverly Hallman, Botsford, Constantine & Gardner; W.S. Pederson, Compton, and Charles Devlin, Gerber. Judges were Sheldon Hickox, NBC-TV station relations executive; Ralph Allrud of Blair Tv, KGW-TV's national representative, and John Nelson, NBC-TV daytime programming department. Bob Barker, m.c. of the network's daily *Truth or Consequences,* made the presentations assisted by Ann B. Davis, "Schultzy" of the network's Bob Cummings Show.

The treasure hunt was part of a many-pronged effort to focus attention on KGW-TV's affiliation with NBC-TV last month. During the station's initial week on the network, *Truth or Consequences* originated daily colorcasts from the Portland studios, and the mayor of Portland declared it *Truth or Consequences* week.

The station also introduced a new identification symbol, Pioneer Mike (Pioneer Broadcasting Co. is the KGW-TV licensee). The coonskin-hatted character was designed by Walt Disney and appears in cartoon and puppet form in station promotion. Pioneer Mike co-starred with Bob Hope and other network luminaries in filmed promotion spots heralding the KGW-TV affiliation.

WTRY sponsor rain checks

Retail advertisers on WTRY Albany-Schenectady-Troy may have fewer worries now when rain dampens their sales promotions. They are getting rain insurance. The radio station announces that if a specified amount of precipitation (usually 1/10 inch) occurs during the key six-hour period of the promotion WTRY will repeat the radio schedule at a later date at no cost to the sponsor. To introduce the plan, area retailers were sent plastic rain bonnets inscribed, "Rain or shine you're covered by WTRY." A percentage of the total time cost is charged for the insurance, which is handled through the Aetna Insurance Co., Hartford, Conn.

The contest crowd

Well over half of those who enter consumer contests have more than $5,000 a year regular income. Only 40.6% are below that level. Most contestants are family people and own their own homes. These are sample findings of a survey of opinions and attitudes on contests by Bruce, Richards Corp., a New York firm specializing in contest management and judging.

Bruce, Richards is releasing tables profiling contestants in monthly installments in the firm's "Advertisers Confidential Contest News Bulletin." The complete survey will be reported and analyzed in a booklet to be published soon. Both booklet and monthly contest bulletin are being offered those who write Contest Editor, Bruce, Richards Corp., 250 Fourth Ave., New York 3, N.Y.

From monster to music

The McLendon Corp. used a musical technique in San Francisco when the company took over station KROW, now renamed KABL. For 36 hours preceding the station's switch to new calls and format May 11, the station played a rock-and-roll selection, "The Gila Monster" (title song from the latest McLendon-produced movie release). After the marathon "Monster" play, the new KABL debuted with a "good music" format.

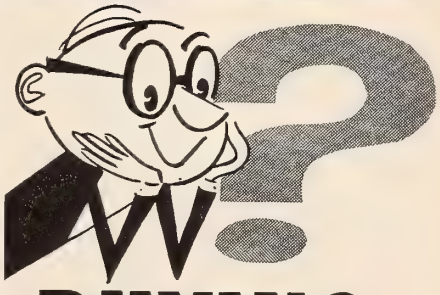
Springtime hat switch

Half the staff of WRVA Richmond, Va., participated in a weeklong sales derby last month to move Dobbs straw hats at Greentree's department store. Listeners were told to "look for the WRVA man in the derby" at the store to qualify for discount prices on the merchandise. Twenty-three WRVA men, including the station manager, five department store heads and air personalities, spent a half-hour a day apiece in the vicinity of the Greentree's hat counter.

Wrestling for fund

CHUM Toronto, staged a comic wrestling match to aid the Easter Seal campaign for crippled children. Morning man Al Boliska tackled wrestling champion Whipper Billy Watson at the local Maple Leaf Gardens. Mr. Boliska presented $100 to the fund after he was bested by Whipper Watson.

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COVERAGE...?
COST PER THOUSAND...?
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in America's 71st TV m36"
Your PETRY man will fill in details
NBC ABC
E. Newton Wray
Pres. & Gen. Mgr.



Deliberate slip • WDAY-TV Fargo, N.D., misspelled a word in a brochure on its "New Tower, New Power" and asked time-buyers to find it for a grab-bag of prizes. A thousand of them spotted the false word, "daminates," in a statement about WDAY-TV's relationship to its coverage area. Here Thomas K. Barnes (second from l), general manager of the station, officiates as members of an agency panel draw from the 1,000 names to award 30 prizes. L to r: Richard Vorce, head timebuyer, Ford dealer account, J. Walter Thompson; Mr. Barnes; Gertrude Scanlon, radio-tv account executive, BBDO, and Leonard Tarcher, associate media director, Lennen & Newell. Prizes ranged from a week for a family at a resort to a stadium blanket. The contest count was certified by Peters, Griffin & Woodward, WDAY-TV's representative.

• Drumbeats

• WBRM Marion, N.C., took over the town square for the station's 10th birthday party, with 15,000 radio-invited guests attending. Merchants participating in the promotion reported business as good as any day, even in the Christmas season. Overtime parkers found tickets on their cars stating that WBRM had paid the fine. Guests on the square were showered with balloons carrying gift certificates dropped from an airplane. Certificates were redeemed at stores participating in the WBRM birthday celebration.

• To exploit the return of regular horse race broadcasts, WIP Philadelphia is having listeners compete to name a yearling colt. The "Name the Horse" contest attracted more than 4,000 entries the first week. Stakes: a day at the races in box seats, lunch and $90 to spend on the horses. WIP is broadcasting the seventh and eighth races from Garden State Race Track, Camden, N.J., representing the first time races have been heard regularly in Philadelphia for more than a decade, WIP says.

• The general manager, sales manager, a salesman and seven d.j.'s of KIOA Des Moines rewarded a contest winner by doing her spring cleaning. The 10 men visited the winner's home on a Saturday and spent 40 man hours on the job, also leaving her a store of cleaning materials, electric sweeper, flowers (with more to come weekly for a month) and a luncheon. This was the reward for identifying cleaning items in a five-day contest.

• A swimming pool a week for 10 weeks is being awarded listeners by WNTA-AM-FM Newark, N.J., in a "Fun in the Sun" contest. But listeners must work for the prize. Each day, Monday through Friday, a record is played at the wrong turntable speed. Entrants must name singers and titles of the five songs and then write 25-word essays on why it's fun to listen to WNTA.

• A broadcast suggestion by KZIX Collins, Colo., that it change its music format resulted in more than 1,000 listener letters. Most of them asked KZIX to stick with its pop concert albums and light music.

• WMBD Peoria, Ill., promoted its broadcasts of the St. Louis Cardinals' schedule by running a "Have-A-Ball" contest. For 10 days before the start of the season listeners were invited to predict the Cardinals' starting lineup. Five winners were chosen from 407 entries submitted. They received baseballs autographed by the Cardinals.

• KOIL Omaha, Neb., gave away $2,000, a 1959 Chevrolet automobile, two color television sets and radios in its "Secret Telephone Number" contests. The station established secret telephone numbers and broadcast clues. The first listener to call one of the secret numbers won a prize.

• A commercial helicopter service flying over Miami about six times a day displays "WMET [Miami] Radio 1490 on the dial" on its pontoons. Plans are underway for WMET and the helicopter to work together on local news coverage.

• KXTV (TV) Sacramento, Calif., showed a clip from a movie in the station's library. The viewer who guessed from which movie the film clip was taken received a $4,000 Chevrolet. Prizes in future KXTV "Name the Movie" contests include a swimming pool, a mink stole, a color tv set, an electronic organ and a homesite.

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

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Station Authorizations, Applications

As Compiled by BROADCASTING

May 7 through May 13. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

Existing Tv Stations

ACTIONS BY FCC

***KQED (TV) San Francisco, Calif.**—Waived Sec. 3.651(c) and extended temporary authority to broadcast stereophonic concert programs in conjunction with KPFB (FM), Berkeley, for six months to include three instead of two such weekly programs. Ann. May 7.

KDRO-TV Colorado Springs, Colo.—Granted application to change trans. site, increase vis. ERP from 11.2 kw to 69.2 kw and ant. height from 630 ft. to 2080 ft., and waived Sec. 3.685(e) of rules to permit installation of DA. Ann. May 7.

KKTV (TV) Colorado Springs, Colo.—Granted waiver of Sec. 3.652 to permit station to identify itself as Pueblo as well as Colorado Springs. Ann. May 13.

WSPD-TV, Toledo, Ohio—Granted mod. of cp to move trans. site to about 6½ miles northeast of city, increase ant. height from 510 ft. to 1,000 ft., with ERP 182 kw vis. and 91.2 kw aur., change type of ant.. to directional system, and make other equipment changes; engineering condition. Ann. May 13.

Translators

ACTIONS BY FCC

Frostburg Community TV, Inc., Frostburg, LaVale and Cresaptown, Md.—Granted cp for new tv translator station on ch. 76 to translate programs of WTTG (TV) (ch. 5), Washington, D.C. Comr. Bartley absent. Ann. May 7.

Point Arena Television, Point Arena, Calif.—Granted cp for new tv translator station on ch. 75 to translate programs of KRON-TV (ch. 4), San Francisco. Comr. Bartley absent. Ann. May 7.

Springfield Television Bcstg. Corp., Pittsfield, Mass.—Granted cp for new tv translator station on ch. 74 to translate programs of its station WWOR-TV (ch. 14), Worcester. Comr. Bartley absent. Ann. May 7.

UHF TV Association Tucumcari, N.M.—Granted cps for two new tv translator stations to translate programs of Amarillo, Tex., stations—one on ch. 72 to translate programs of KFDA-TV (ch. 10) and other on ch. 76 to translate programs of KVII (TV) (ch. 7). Comr. Bartley absent. Ann. May 7.

Maupin Television Corp., Maupin, Ore.—Granted cp for tv translator station on ch. 72 to translate programs of KOIN-TV (ch. 6), Portland. Comr. Cross dissented. Ann. May 7.

New Am Stations

ACTIONS BY FCC

Bowling Green, Ky.—Bowling Green Bcstg. Co. Granted 1340 kc, 250 w P.O. address 308 Sumpter Ave., Bowling Green. Estimated construction cost $14,800, first year operating cost $48,000, revenue $60,000. Following own one-fourth each: **Clement Cockrel** and **Eugene Hornback**, both with interest in sound recording service; **Elmer Hargan**, insuranceman, and Marine Corps officer **Donald Mason**. Ann. May 13.

Shelbyville, Tenn.—Bedford County Bcstg. Co. Granted 1580 kc, 1 kw D. P.O. address Box 18, Pleasant Hill, Tenn. Estimated construction cost $19,722, first year operating cost $25,000, revenue $29,000. **Mrs. Juanita Cunningham**, sole owner, formerly assisted with her now deceased husband's lumber business. Ann. May 13.

APPLICATIONS

Fort Myers, Fla.—Swanson Bcstg. Corp. 1370 kc, 500 w D. P.O. address 3215 Cherokee Ave., Tampa, Fla. Estimated construction cost $17,968, first year operating cost $48,000, revenue $60,000. Principal owner (98%), **Berget R. Swanson** is recording artist and singer. Ann. May 7.

St. Petersburg, Fla.—Dixie Bcstg. Corp. 570 kc, 500 w D. P.O. address 15 S. Orion Ave., Clearwater, Fla. Estimated construction cost $19,968, first year operating cost $50,000, revenue $75,000. Principals are **Max Bortz**, accountant (35%), **Joshua Bortz**, radio engineer (35%) and **George E. Reynolds Jr.** who has interest in Clearwater, Fla. cp (30%). Ann. May 12.

Thomaston, Ga.—Radio Georgia. 1590 kc, 500 w D. P.O. address 766 Derrydown Way, Decatur, Ga. Estimated construction cost $7,408, first year operating cost $24,000, revenue $36,000. Principals are **John P. Frew** (35%), **Leslie E. Gradick Jr.** (35%), **Elizabeth H. Frew** (20%) and **Stephen B. McGarity**, (10%). Messrs. McGarity and Gradick have interests in WLAW Lawrenceville and WPLK Rockmart, both Georgia. Mr. Frew is in chemical manufacturing business. Ann. May 8.

Albuquerque, N.M.—KMF Bcstrs. 1520 kc, 500 w D. P.O. address Box 663, La Mesa, Calif. Estimated construction cost $14,698, first year operating cost $45,600, revenue $54,000. Equal, one-third partners are **Richard C. Knoth**, owner advertising agency; **Edwin L. Morgan**, insurance agent; and **Forwek & Co.**, permittee KUFM El Cajon, Calif. Ann. May 13.

Del Rio, Tex.—Val Verde Bcstg. Co. 1490 kc, 250 w. P.O. address Box 935, Killeen, Tex. Estimated construction cost $17,405, first year operating cost $33,600, revenue $55,000. Applicants are **Eugene A. Houghton**, Del Rio merchant (60%), and **Alton W. Stewart**, one-third owner KLEN Killeen, Tex. (40%). Ann. May 7.

Odessa, Tex.—R.L. McAlister. 1550 kc, 5 kw D. P.O. address Box 1478, Borger, Tex. Estimated construction cost $24,940, first year operating cost $48,000, revenue $60,000. Mr. McAlister owns KBBB Borger, Tex. Ann. May 12.

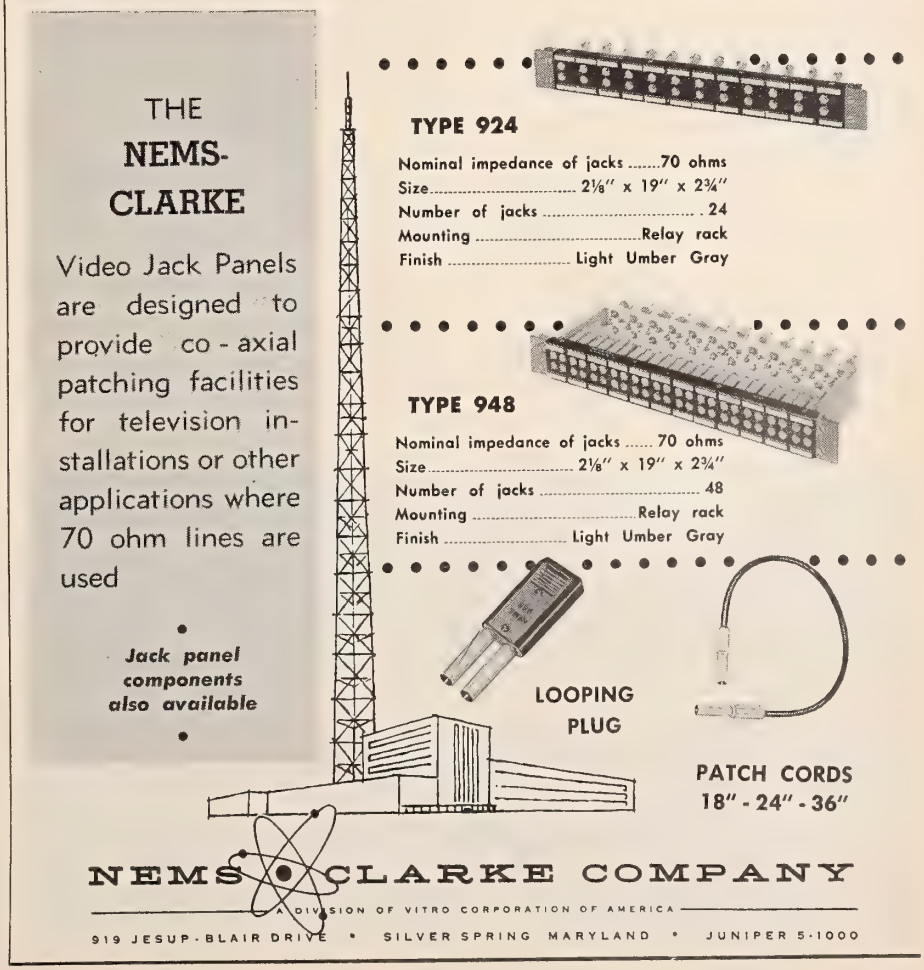
Existing Am Stations

ACTIONS BY FCC

KXEL Waterloo, Iowa—Granted renewal of license. By letter, dismissed petition by WDON Wheaton, Md., to designate KXEL application for hearing, but advised that grant does not constitute predetermination of issues regarding 1540 kc raised in WDON motion to sever which are under active consideration in clear channel proceeding. Ann. May 13.

WGOR Georgetown, Ky.—Granted change on 1580 kc from 250 w, D., to 10 kw, DA-D; engineering conditions. Ann. May 13.

WALM Albion, Mich.—Granted change on



1260 kc from 1 kw, D, to 500 w-N, 1 kw-LS, DA-N, and change trans. site; engineering conditions. Ann. May 13.

WLSV Wellsville, N. Y.—Granted increase of power from 500 w to 1 kw, continuing operation on 790 kc, D; remote control permitted. Ann. May 13.

WPAW Pawtucket, R.I.—Granted change on 550 kc from 1 kw, D, to 500 w-N, 1 kw-LS, DA-N; engineering conditions; remote control permitted. Ann. May 13.

APPLICATIONS

KCNO Alturas, Calif.—Cp to increase power from 1 kw to 5 kw and install new trans. (570 kc) Ann. May 12.

WIRA Fort Pierce, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of sec. 3.21[c] and 3.28[c] of rules) (1400 kc). Ann. May 11.

WBHB Fitzgerald, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Petition filed for waiver of sec. 1.309 of rules) (1240 kc). Ann. May 13.

KCID Caldwell, Idaho—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. May 12.

WJOL Joliet, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 11.

WBET Brockton, Mass.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. (1460 kc). Ann. May 7.

WBRK Pittsfield, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 12.

WWNH Rochester, N.H.—Cp to change hours of operation from D to Unl., using power of 5 kw, install DA-N and make changes in ground system. (930 kc). Ann. May 11.

WKRK Murphy, N.C.—Cp to change frequency from 1390 kc to 1320 kc, increase power from 1 kw to 5 kw and install new trans. Ann. May 13.

WLSH Lansford, Pa.—Cp to increase power from 1 kw to 5 kw, install DA-D and new trans. (1410 kc). Ann. May 13.

WAYB Waynesboro, Va.—Cp to increase daytime power from 250 w to 1 kw, install new trans. (request waiver of sec. 3.28[c] of rules) (1490 kc). Ann. May 13.

KONP Port Angeles, Wash.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 7.

New Fm Stations

ACTIONS BY FCC

San Diego, Calif.—Bible Institute of Los Angeles Inc. Granted 102.5 mc 2.4 kw. P.O. address 558 S. Hope St., Los Angeles 17 Estimated construction cost $25,500, first year operating cost $12,000, revenue $14,000. Permittee, non-profit religious organization, also owns KBBI (FM) Los Angeles. Ann. May 13.

Minneapolis, Minn.—People's Bcstg. Co. Granted 101.3 mc, 5.2 kw. P.O. address 1133 Stinson Blvd. Estimated construction cost $16,872, first year operating cost $18,000, revenue $20-25,000. Permittee owns WPBC Minneapolis. Ann. May 13.

Harlingen, Tex.—Harbenito Radio Corp. Granted 94.5 mc, 3.1 kw. P.O. address Box 711. Estimated construction cost $11,800, first year operating cost $18,000, revenue $22,000. Harbenito Radio Corp. also owns KGBT, and stockholders own **Harbenito Bcstg. Co.**, operator of KGBT-TV both Harlingen. Ann. May 13.

Houston, Tex.—E. F. Weerts. Granted 94.5 mc, 7.6 kw. P.O address 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $18,915, first year operating cost $38,400. revenue $48,000. Mr. Weerts owns San Diego restaurant. Ann. May 13.

APPLICATIONS

Salinas, Calif.—Salinas Valley Bcstg. Corp. 102.5 mc, 18.6 kw. P.O. address 238 John St., Salinas. Estimated construction cost $23,465. first year operating cost $24,000, revenue $36,000. Principals include **John C. Cohan** (46.5%). **William M. Oates** (25.5%) and 14 others, none owning more than 4%. Messrs. Cohan and Oates own Salinas advertising agency. Ann. May 7.

Kansas City, Mo.—Telesound Bcstg. Corp. 96.5 mc, 58.2 kw. P.O. address 210 Nichols Rd., Kansas City 12. Estimated construction cost $40,380, first year operating cost $42,000. revenue $51,500. Principals include **John L. Humphreys** (32%), **J.C. Nichols Co.** (30%), and others. Mr. Humphreys formerly had interest in KBKC Mission, Kan. Ann. May 11.

Plattsburgh, N.Y.—Plattsburgh Bcstg. Corp., 99.9 mc, 3.9 kw. P.O. address 38 Court St., Plattsburgh. Estimated construction cost $11,572, first year operating cost $600. Applicant operates WEAV Plattsburgh. Ann. May 12.

Warwick, R.I.—Warwick Bcstg. Co. 107.7 mc, 1 kw. P.O. address 19 Amity St., Providence, R.I. Estimated construction cost $8,500, first year operating cost $19,000, revenue $29,292. Sole-owner, **Joseph A. DeCubellis** is advertising and talent agent. Ann. May 13.

Ownership Changes

ACTIONS BY FCC

KTCS Fort Smith, Ark.—Granted assignment of license from **H. Weldon Stamps** to **United Bcstg. Co. (Charles Fite,** president); consideration $17,000 plus agreement to employ Mr. Stamps as consultant at $100 per week for 5 years. Ann. May 13.

KCNO Alturas, Calif.—Granted assignment of license from **Stulor Corp** to **R.W. Hansen**; consideration $70,000. Ann. May 13.

KERO-TV Bakersfield, Calif.—Granted transfer of control from **J.D. Wrather Jr.** and **Edward Petry & Co.,** to **Transcontinent Television Corp.**; effects merger through stock exchange. Transcontinent is presently licensee of WGR-AM-FM-TV Buffalo, N.Y., and WROC-FM-TV Rochester, N.Y., and has interest in WNEP-TV Scranton-Wilkes Barre, Pa., and WSVA-AM-FM-TV Harrisonburg, Va. Ann May 13.

KBMX Coalinga, Calif.—Granted assignment of license from **Sheldon Anderson** to **Meldean Upp**; consideration $35,000 and agreement that assignor not compete for 5 years within 25 miles of Coalinga. Ann. May 13.

KFMB-AM-FM-TV San Diego, Calif.—Granted transfer of control from **J.D. Wrather, Jr.,** and **Edward Petry & Co.** to **Transcontinent Television Corp.**; effects merger through stock exchange. Transcontinent is presently licensee of WGR-AM-FM-TV Buffalo, N.Y., and WROC-FM-TV Rochester, N.Y.; and has interest in WNEP-TV Scranton-Wilkes Barre, Pa., and WSVA-AM-FM-TV Harrisonburg, Va. Ann. May 13.

WILI Willimantic, Conn.—Granted assignment of license from **The Windham Bcstg. Co.** to **Herbert C. Rice;** consideration $107,000. Ann. May 13.

WTYS Marianna, Fla.—Granted assignment of license from **John H. Phipps** to **Jack Howard Mann;** consideration $30,000. Ann. May 13.

WOIA Saline, Mich.—Granted assignment of license from **Saline Bcstg. Co., Inc.** to **Lester Bcstg. Corp.** (Herbert W. Lester, president); consideration $85,000 and assumption of $12,000 mortgage on real estate. Ann. May 13.

WKTC Charlotte, N.C.—Granted transfer of control from **T.C. Wood, Jr.** and **R.D. Kennerly** to **J. Olin Tice Jr.** and **Sr.** (Jr. has interest in WBLR Batesburg, and WMYR Myrtle Beach, S.C., and WKEN Dover, Del., and both have interests in WCAY Cayce, S.C.); consideration $120,000. Ann. May 13.

WBLR Batesburg, S.C.—Granted transfer of control from **J. Olin Tice, Jr.,** et al., to **H. Edward** and **Harriett M. Crapps;** consideration $70,000. Ann. May 13.

KGRI Henderson, Tex.—Granted transfer of control from **B.F. Goggan, Jr.,** et al., to **James T. Reeves;** consideration $50,000. Ann. May 13.

KCMR McCamey, Tex.—Granted assignment of license from **Robert E. Stuart** to **Joe Martin** d/b **Sapphire Bcstg. Co.**; consideration $10.00 and other monetary agreements. Ann. May 13.

KLOG Kelso, Wash.—Granted assignment of license from **KLOG Inc.** to **James D. Higson**; consideration $60,000. Ann. May 13.

WXIX (TV) Milwaukee, Wis.—Granted assignment of license and cp from **CBS** to **WXIX Inc. (Gene Posner,** president is owner of WMIL Malwaukee); consideration $50,000. CBS discontinued operation of WXIX on March 31. Ann. May 7.

APPLICATIONS

WKAB Mobile, Ala.—Seeks assignment of license from **Pursley Bcstg. Service Inc.** to **Radio Mobile Inc. (Jack Drees** and **John C. Smith)** for $250,000. Mr. Drees is freelance radio-tv announcer for ABC and CBS. Mr. Smith is sales manager WKAB. Ann. May 11.

KMOP Tucson, Ariz.—Seeks assignment of license from **Bamray Bcstg. Co.** to **Pima Bcstg. Co.** for $140,000. Purchasers are **L.B. Clayton** (60%), **Kenneth W. Ferguson** (10%), **Bob F. Clayton** (15%) and **Joe Neil Clayton** (15%). L.B. Clayton is in lumber and investment businesses, Mr. Ferguson is manager KBRZ Freeport, Tex., and Bob and Joe Clayton are ministers. Ann. May 11.

KGEE-AM-FM Bakersfield, Calif.—Seeks assignment of licenses from **KGEE Inc.** to **KGEE Bcstrs.** No change in ownership involved. Ann. May 13.

KRKC King City, Calif.—Seeks transfer of 50% of **KRKC Inc.** (cp holder) from **Howard E.** and **Helen M. Slagle** to **James H.** and **Hazel H. Rose, Claude C. Turner Jr.** and **Roy A. Wynne** for $6,000. After transfer, present 50% owners (Mr. and Mrs. Rose) will own 55%, Mr. Turner, 20%; and Mr. Wynne, 25%. Mr. Turner is chief engineer Armed Forces Radio & Tv Service, Los Angeles. Mr. Wynne is retired. Ann. May 7.

KJAX Santa Rosa, Calif.—Seeks transfer of 50% interest in **Radio Santa Rosa** from **Joseph E. Gamble,** as individual to **Joseph Gamble Stations Inc.** (licensee KJOY Stockton, Calif.). Ann. May 11.

WKYT (TV) Lexington, Ky.—Seeks assignment of license from **WKYT Inc.** to parent corporation, **Radio Cincinnati Inc.** Ann. May 11.

WEIM Fitchburg, Mass.—Seeks transfer of control of **Newcomb Bcstg. Corp.** from **Arthur A. Newcomb,** sole-owner to **Radio Fitchburg Inc.** for approximately $92,500. Sole-owner of Radio Fitchburg Inc. is **Norman Knight,** manager of WNAC-AM-TV, WRKO-FM Boston, and owns WTSV-AM-FM Claremont, WTSL Lebanon-Hanover and WHEB Portsmouth, all New Hampshire. Ann. May 13.

WAMM Flint, Mich.—Seeks transfer of control of **Binder-Carter-Durham Inc.** through purchase by licensee corporation



SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 13

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,321	35	126	674
FM	564	41	144	78
TV	455[1]	67	104	106

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 13

	VHF	UHF	TOTAL
Commercial	440	82	522[3]
Non-commercial	32	10	42[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1959

	AM	FM	TV
Licensed (all on air)	3,313	562	450[1]
CPs on air (new stations)	31	32	67[2]
CPs not on the air (new stations)	123	141	104
Total authorized stations	3,467	735	667
Applications for new stations (not in hearing)	496	49	42
Applications for new stations (in hearing)	146	23	61
Total applications for new stations	642	72	103
Applications for major changes (not in hearing)	535	38	41
Applications for major changes (in hearing)	48	0	15
Total applications for major changes	583	38	56
Licenses deleted	0	0	0
CPs deleted	0	0	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

of 25% interest owned by estate of **Richard S. Carter** for $80,000. Ann. May 12.

KJCF Festus, Mo.—Seeks assignment of cp from **Donald M. Donze** to **Garrett Bcstg. Inc. (Cora Lee Garrett, 95%)**. Application is for assignment of recently granted cp to boost power from 250 w DA-D to 50 kw DA-D on 1010 kc. Commission previously approved transfer of license for existing facilities. Ann. May 12.

KRMS Osage Beach, Mo.—Seeks assignment of license from **Lawrence Bcstrs. Inc.** to **Central Missouri Bcstg. Co.** for $40,000. Equal partners are **James L. Risner Jr.** and **Ella Mae Risner.** Both are employes KRMS. Ann. May 7.

WEBO Owego, N.Y.—Seeks assignment of license from **Erdman Bcstg. Inc.** to **Tiogo County Bcstg. Corp.** for $76,000. Tiogo principals include **Maurice S. Weiss** (50%), **Eugene Kleinman** (16%), **Herbert P. Hoffman** (16%) and others. Mr. Weiss is former sales manager and part owner WHOO Orlando, Fla.; Messrs. Hoffman and Kleinman are in apparel manufacturing business. Ann. May 8.

KCND-TV Pembina, N.D.—Seeks assignment of cp from **Community Radio Corp.** to **Pembina Bcstg. Inc.** Equal owners of Pembina are **Harry Rice, Robert Lukkason, Arthur Tweet** and **Community Radio Corp.** Consideration: Reimbursement of out-of-pocket expenses and 25% interest in Pembina Bcstg. Inc. Ann. May 13.

KWPR Claremore, Okla.—Seeks assignment of license from **Claremore Bcstg. Co. (Robert I. Hartley)** to **B. R. T. Bcstg. Co.** for $77,500. Equal partners are **James R. Brewer** and **Alvis W. Rowley,** employes KASA Elk City, Okla. and **Levi E. Taliaferro,** farmer. Ann. May 13.

WOPI-AM-FM Bristol, Tenn.—Seeks transfer of control of **Radiophone Bcstg. Station WOPI Inc.** from **W. A. Wilson Sr., W. A. Wilson Jr., James C. Wilson Sr.** and **Edwin H. Wilson Sr.,** to **Pioneer Bcstg. Corp.** for $155,000. Purchasers are **Bill B. Stone** (25%), **Donald W. Owen** (50%) and **William B. Rowland** (25%). Mr. Stone is program director WOPI, and Messrs. Owen and Rowland are insurance salesmen. Ann. May 13.

WNAH Nashville, Tenn.—Seeks transfer of minority interest in **Hermitage Bcstg. Corp.** from **Van T. Irwin Jr.** to **Mrs. Goldie G. Irwin.** No consideration involved. Gift. After transfer, Mr. Irwin will own 28%, Mrs. Irwin 27%. Ann. May 8.

WKWK-AM-FM Wheeling, W.Va.—Seeks involuntary transfer of control of **Community Bcstg. Inc.** from **John B. Reynolds** to **Corrine Anderson Reynolds,** executrix of estate of John B. Reynolds. Ann. May 13.

Hearing Cases

FINAL DECISION

By order, Commission granted petition by Western Bcstg. Corp. of Puerto Rico to make effective immediately March 26 initial decision, and granted Western application for new tv station to operate on ch. 12 in Aguadilla, P.R., and dismissed competing application of Jose A. Bechara Jr., A. Gimenez-Aguayo and Reynaldo Barletta. Commissioner Ford dissented. Petition to reflect merger of applicants was granted Jan. 30. Ann. May 13.

INITIAL DECISIONS

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Tri-County Bcstg Co. for new am station to operate on 1570 kc, 250 w, D, in Brinkley, Ark. Ann. May 12.

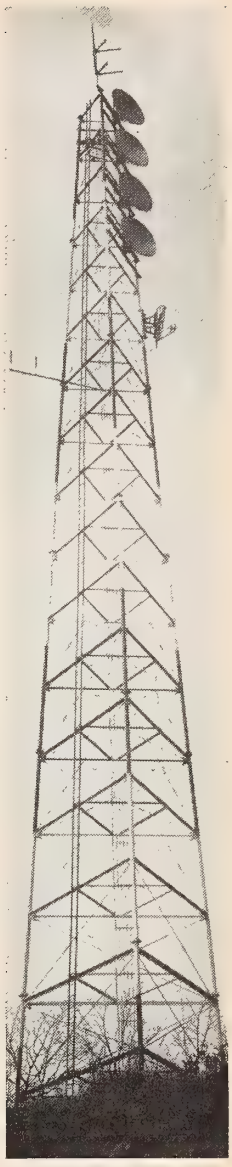
Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of John Laurino for new am station to operate on 1280 kc, 5 kw, D, in Scotland Neck, N.C. Ann. May 11.

STAFF INSTRUCTIONS

Commission on May 13 directed preparation of document looking toward waiving sec. 3.28(c) of rules and granting application of Granite State Bcstg. Inc., to change facilities of WKBR Manchester, N.H., from 1240 kc, 250 w, Unl. to 1250 kc, 5 kw, DA-2,

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MICROWAVE TOWER by STAINLESS



Stainless microwave tower, mounting antenna array and four 6-foot parabolas.

Whether your need is for:

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- Studio-to-transmitter Links

Let Stainless' experienced engineering staff assist you with your tower problems.

Ask today for your free booklet describing many Stainless installations.

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NORTH WALES • PENNSYLVANIA

Unl. Initial Decision of Aug. 21, 1958 looked toward denying application.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition by Regional Bcstg. Co., Halfway, Md., to extent of enlarging issues in consolidated proceeding on its application and those of Dover Bcstg. Co. (WDOV), Dover, Del., Four States Bcstg. Co., Halfway, Md., and George Fishman, Brunswick, Md., involving use of 1410 kc. Ann. May 13.

By order, Commission granted motion by Tribune Building Co. (KLX), Oakland, Calif., to extent of dismissing without prejudice application of Joseph F. Sheridan for new am station to operate on 900 kc, 250 w, D, in Ukiah, Calif., and terminated proceeding (Sheridan had also requested that his application be dismissed without prejudice.) Ann. May 13.

Commission scheduled following am proceedings for oral argument on June 8: Northside Bcstg. Co., Jeffersonville, Ind.; and Historyland Radio and Star Bcstg. Corp., Fredericksburg, Va. Ann. May 13.

By letter, Commission denied request of Harry A. Epperson Jr., for removal of engineering condition from Oct. 15, 1958 grant of his application for new am station (WLSN) in Wilson, N.C. (1350 kc, 1 kw, D). Ann. May 13.

By memorandum opinion and order, Commission (1) denied petition by Federal Communications Bar Association for reconsideration of April 8 report and order which amended Part I of procedural rules by setting forth new procedure for processing am applications and by establishing new "cut-off" dates determining time and order in which these applications will receive consideration; and (2) dismissed as moot FCBA petition for stay of May 16 effective date of amendments. Ann. May 13.

Benjamin C. Brown, Oceanside, Calif.—Designated for hearing application for new am station to operate on 1260 kc, 1 kw, DA-D; made KGIL San Fernando, and KFOX Long Beach, both California, parties to proceeding. Ann. May 13.

WCAP Lowell, Mass.—Designated for hearing application to increase power from 1 kw to 5 kw, continuing operation on 980 kc, D; made WCSH Portland, Me.; WSUB Groton, Conn., and WTRY Troy, N.Y., parties to proceeding. Ann. May 13.

KMAC, KISS (FM) San Antonio, Tex.—Is being afforded 15 days within which to reply to supplemental letter further advising that applications for renewal of licenses indicate necessity of a hearing. Ann. May 13.

Jack W. Hawkins, Blanding, Utah; KVEL Vernal, Utah—Designated for consolidated hearing applications of Hawkins for new am station to operate on 790 kc, 1 kw, D, and KVEL to change frequency from 1250 kc to 790 kc, continuing operation with 1 kw, D. Ann. May 13.

WORA Mayaguez, P.R.—Designated for hearing application to change facilities from 1150 kc, 1 kw, U, to 760 kc, 5 kw, DA-1, Unl.; made WIAC Santurce, party to proceeding. Ann. May 13.

Routine Roundup

BROADCAST ACTIONS
by Broadcast Bureau
Actions of May 8

*__WMUB (FM) Oxford, Ohio__—Granted cp to replace expired permit which authorized change trans. and studio location, change ant. height to 293 ft., and make changes in antenna system; without prejudice to whatever further action Commission may deem necessary based on renewal application now pending before Comm.

KVII (TV) Amarillo, Tex.—Granted cp to make changes in transmitters and minor equipment changes.

KLOR-TV Provo, Utah.—Granted cp to change ERP to vis. 90.3 kw, DA, aur. 45.2 kw, DA, ant. 2840 ft.; type trans. and make other equipment changes.

WWRJ White River Junction, Vt.—Granted mod. of cp to make changes in ant. system.

WMBV-TV Marinette, Wis.—Granted mod. of cp to install new ant. system, make changes in equipment and ant. height; ERP vis 316 kw, aur. 158 kw, ant. 980 ft.

KHTV (TV) Portland, Ore.—Granted mod. of cp to change type trans.

KNDC Hettinger, N. D.—Granted authority to sign-off at 7 p.m.

*__WMUB-TV Oxford, Ohio__—Granted extension of completion date to Aug. 24.

WXIX (TV) Milwaukee, Wis.—Granted extension of completion date to Nov. 7 (main trans. & ant.).

Actions of May 7

WSAR Fall River, Mass.—Granted assignment of license and cp to **K & M Publishing Inc.**

KAFY Bakersfield, Calif.—Granted assignment of license to **Howard L. Tullis** and **John P. Hearne.**

KFXM San Bernardino, Calif.—Granted acquisition of positive control by **Howard L. Tullis** through purchase of stock from **L. Benton Paschall.**

KCBM (FM) Kansas City, Kan.—Granted mod. of cp to increase ERP to 59 kw; change studio and trans. location increase ant. height to 350 ft.; change type ant. trans.

WAAF Chicago, Ill.—Remote control permitted.

KERC Eastland, Texas—Remote control permitted.

WFLW Monticello, Ky.—Granted authority to sign-off at 6 p.m., CST, for period May through Aug.

WCBM (FM) Kansas City, Kan.—Granted extension of completion date to Aug. 6.

Actions of May 6

WKAN Kankakee, Ill.—Granted assignment of license and cp to **WKAN Radio Inc.**

WPIC-AM-FM Sharon, Pa.—Granted assignment of licenses to **A.W. McDowell,** et al., d/b **Radio WPIC.**

WGUY Bangor, Me.—Granted mod. of cp to change ant.-trans. location; remote control permitted.

Actions of May 4

KPLI (FM) Riverside, Calif.—Granted license for fm station; ERP 1.6 kw; remote control permitted.

KTJS Hobart, Okla.—Granted license covering increase of power and installation of new trans.

KQXR Bakersfield, Calif.—Granted license covering change of ant.-trans. and studio location, decrease ant. height and deletion of remote control operation.

KITO San Bernardino, Calif.—Granted license covering installation new trans.

WXYZ Detroit, Mich.—Granted cp to install new trans. at main trans. site for auxiliary purposes only.

KQIK Lakeview, Ore.—Granted extension of authority to sign-off at 7 p.m., for period ending July 31.

KSMN Mason City, Iowa—Granted authority to sign-off at 7 p.m., CST, for period ending Aug. 31.

WISK St. Paul, Minn.—Granted license covering change in frequency to 630 kc, power to 500 w, 5 kw-LS, DA-2, change in ant.-trans. location and installation two main trans.

Actions of May 4

KOMY Watsonville, Calif.—Granted assignment of license to **KOMY Inc.**

KIBL Beeville, Tex.—Granted assignment of license to **John D. Rossi.**

WMOK Metropolis, Ill.—Granted assignment of license to **W.R. Tiner,** et al., a limited partnership.

KWYN Wynne, Ark.—Granted acquisition of positive control by **Raymond O., Hannah Marie** and **Mrs. Odis Raley** (as family group) through purchase of stock from **Thompson B. Murray, Jr.,** and **Luther V. Pillow.**

KFMM (FM) Tucson, Ariz.—Granted license covering change in ERP, ant. height, location of trans. and studio and type ant.; ERP 7.2 kw, ant. minus 24 ft.; remote control permitted.

KBCA (FM) Los Angeles, Calif.—Granted license for fm station; remote control permitted.

KSJO-FM San Jose, Calif.—Granted license covering change of frequency, increase in ERP and ant. height.

KSPC Claremont, Calif.—Granted license covering change in frequency, ERP, ant. height, type trans. and ant. changes.

WILA Danville, Va.—Granted license covering increase in power.

KASK-FM Ontario, Calif.—Granted license covering change of ant.-trans. location, installation new ant. trans., increase in ERP and decrease in ant. height.

WATO Oak Ridge, Tenn.—Granted mod.

Mountain States Daytimer Money maker from date of its inception. Total consideration $225,000.000. Lower for cash.

Southwest Semi-major Market Top facility in the black—Five digit power—$200,000.00. $30,000.00. down—10 year pay out.

HAMILTON-LANDIS & ASSOCIATES. Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

of license to change name to **Radio-Active Bcstg. Inc.**

KAYO Seattle, Wash.—Granted cp to install new trans. at main trans. site for auxiliary purposes only.

WCKB Dunn, N.C.—Granted cp to install new trans.

WTWN St. Johnsbury, Vt.—Granted cp to install new trans.

KHOE Truckee, Calif.—Granted mod. of cp to change type trans.; conditions.

KOLO Reno, Nev.—Remote control permitted, while using non-directional ant.

KJML (FM) Sacramento, Calif.—Granted extension of completion date to June 5.

Action of April 30

WPTS Pittston, Pa.—Granted authority to sign off at 7 p.m. EST, for period May 1 through Aug. 31.

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

Granted petition by Broadcast Bureau for extension of time to May 18 to file responsive pleadings to petition by Southland Bcstg. Co. (WLAU) Laurel, Miss., to enlarge issues in proceeding on its am application and that of Voice of New South Inc. (WNSL), Laurel. Action May 6.

Granted petition by Broadcast Bureau for extension of time to May 8 to file responsive pleadings to petitions by Williamsport Radio Bcstg. Assocs. Inc. (WARC), Milton, Pa., to dismiss application without prejudice and to reinstate and affirm grant of cp, etc., in proceeding on its am applications. Action May 6.

Granted petition by Logansport Bcstg. Corp., Aurora-Batavia, Ill., for extension of time to May 8 to file replies to exceptions to initial decision in proceeding on its am application and that of Fox Valley Bcstg. Co., Geneva, Ill. Action May 6.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Oregon Television Inc., and extended its participation in Portland, Ore., tv ch. 2 proceeding with reference to pending petition by Tribune Publishing Co. to amend its application and accepted petitioner's opposition to Tribune's petition. Action May 13.

Denied petition by Robert Burdette & Assocs. Inc., West Covina, Calif., for leave to submit additional response to petition of Upland Bcstg. Co., Upland, Calif., to enlarge issues in proceeding on their am applications, et al. Action May 11.

Dismissed petition by Miami Bcstg. Co. (KGLC), Miami, Okla., for leave to intervene in proceeding on applications of Kansas Bcstrs. Inc., and Salina Radio Inc., for am facilities in Salina, Kan. Action May 11.

Granted petition by West Virginia Radio Corp., for dismissal without prejudice of its application for new tv station to operate on ch. 5 in Weston, W.Va., and retained in hearing status remaining applications in consolidation. Action May 6.

Granted petition by WSC Bcstg. Co., for dismissal without prejudice of its application and retained in hearing status application of Paradise Broadcasters both for am facilities in Chico and Paradise, both Calif. Action May 5.

Denied petition by Sayger Bcstg. Co., Tiffin, Ohio, insofar as it requests leave to intervene in proceeding on application of Malrite Bcstg. Co. for am facilities in Tiffin. Action May 5.

Granted petition by Gordon A. Rogers to dismiss his application for am facilities in Colton, Calif.; dismissed application without prejudice and retained in hearing status remaining applications in consolidation (Cannon System, Ltd. [KIEV], Glendale, Calif., et al.). Action May 5.

Granted petition by Seaside Bcstg. Co. (KSRG), Seaside, Ore., to accept late appearance in proceeding on its am application. Action May 5.

Scheduled hearings for **July 6** in following proceedings: Am application of Virgin Islands Bcstg. System for additional time to construct WDTV Christiansted, V.I.; am application of William Parmer Fuller III, Salt Lake City, Utah, et al.; applications of Chronicle Publ. Co. (KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, Calif., for cps to increase antenna height. Actions May 4.

By Hearing Examiner Charles J. Frederick

Continued hearing from May 11 to June 15 in proceeding on applications of Alkima Bcstg. Co., and Howard Wasserman, for am facilities in West Chester, Pa., and Herman Handloff for am facilities in Newark, Del. Action May 6.

By Hearing Examiner Isadore A. Honig

Granted petition by Southland Bcstg. Co. (WLAU), Laurel, Miss., for continuance of each of procedural dates now applicable to further proceedings on its am application and that of Voice of New South Inc. (WNSL), Laurel; continued hearing from June 16 to June 23. Action May 12.

Denied motion by Russell G. Salter insofar as it requests that record in proceeding on his application for am facilities in Aurora, Ill., be closed without further hearing or that further hearing be scheduled for May 15, or some earlier commencement date, and granted motion to extent that it requests further hearings; scheduled hearing to resume May 25. Action May 5.

By Hearing Examiner Annie Neal Huntting

Scheduled prehearing conference for June 8 in proceeding on am applications of William Parmer Fuller III, Salt Lake City, Utah, et al. Action May 12.

Granted motion for continuance of various procedural steps filed by Telemusic Co., in proceeding on its application for fm facilities in San Bernardino, Calif.; hearing continued from June 15 to July 15. Action May 12.

Upon informal agreement of parties, advanced prehearing conference from May 15 to May 13 in Beaumont, Tex., tv ch. 6 remand proceeding. Action May 8.

Scheduled prehearing conference for May 15 in Beaumont, Texas, tv ch. 6 remand proceeding. Action May 5.

By Hearing Examiner H. Gifford Irion

Denied petition by Camden Bcstg. Inc., Providence, R.I., for leave to amend its am application by submitting altered design of its proposed directional system; rejected amendment. Action May 5.

Granted motion by Frank James for continuance of hearing from May 11 to June 15 in proceeding on his application and that of San Mateo Bcstg. Co., for fm facilities in Redwood City and San Mateo, both Calif. Action May 5.

On request by Norman E. Kay, continued hearing from May 7 to July 2 on his application for am facilities in Del Mar, Calif. Action May 4.

By Hearing Examiner Jay A. Kyle

Dismissed as moot petition by Malrite Bcstg. Co., for reconsideration in proceeding on its application for am facilities in Tiffin, Ohio. Action May 12.

Upon verbal request of counsel for Broadcast Bureau, rescheduled hearing now scheduled for June 5 for June 4 in proceeding on application of Easton Bcstg. Co., for am facilities in Easton, Md. Action May 8.

Scheduled hearing for May 15 on application of Malrite Bcstg. Co., for am facilities in Tiffin, Ohio. Action May 8.

Upon verbal request of counsel for all parties in Weston, W. Va., tv ch. 5 proceeding, continued hearing from May 7 to May 14 at 9:30 a.m. Action May 7.

Referred to Commission for consideration and disposition motion by Douglas H. McDonald, trustee, for termination of proceeding on Evansville Television Inc., to show cause why its authorization for WTVW (TV), Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action May 6.

By Hearing Examiner Forest L. McClenning

Granted petition by Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio for leave to withdraw its petition for leave to amend its am application; granted petition by Broadcast Bureau insofar as it requests extension of time from May 1 for filing proposed findings of fact and conclusions of law in proceeding on Rounsaville's application; time for such filing extended to May 15. Action May 8.

Dismissed as moot motion by Seaside Bcstg. Co. (KSRG) Seaside, Ore., for continuance in proceeding on its am application, and scheduled prehearing conference for June 11. Action May 7.

By Hearing Examiner Herbert Sharfman

Granted petition by Fisher Bcstg. Co. for leave to amend its application for new tv station to operate on ch. 2 in Portland, Ore., to show change in stock ownership. Action May 12.

Continued to date to be set by subsequent order hearing scheduled for June 10 in proceeding on applications of Binder-Car-

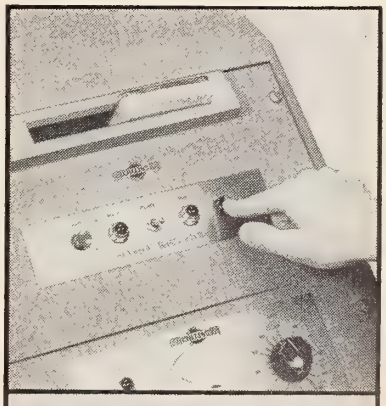
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ter-Durham Inc., and Herbert T. Graham for am facilities in Lansing, Mich. Action May 7.

On request by Fisher Bcstg. Co., scheduled oral argument for May 11 on Fisher's application for leave to amend its application for new tv station to operate on ch. 2 in Portland, Ore. Action May 5.

By Hearing Examiner Elizabeth C. Smith

Pursuant to agreement of counsel arrived at during May 8 prehearing conference, continued hearing from June 9 to Sept. 16 in proceeding on applications of George T. Hernreich and Patteson Brothers for new tv stations to operate on ch. 8 in Jonesboro, Ark. Action May 8.

License Renewals

Following stations were granted renewal of license on May 13: KAKE-TV, KSIR, KFH-FM, *KMUW (FM) Wichita; KCKT (TV) Great Bend; KOAM-AM-TV, KSEK Pittsburg, KTVH (TV), KWBW, KWHK Hutchinson; KGGF Coffeyville; KVOE, *KSTE (FM) Emporia; KXXX Colby; *KANU (FM) Lawrence and *KSDB-FM Manhattan, all Kansas. KDUH-TV Hay Springs; KETV (TV), KMTV (TV) Omaha; KHOL (TV) Kearney; KHPL-TV Hayes Center; *KUON-TV, KFMQ (FM) Lincoln, and KRVN Lexington, all Nebraska. KOCO-TV Enid; WKY-AM-TV, *KETA (TV), KTOK, *KOKH (FM) Oklahoma City; KAKC, *KWGS (FM) Tulsa; KBEL Idabel; KLCO Poteau; KRHD Duncan; KTJS Hobart; KWHW Altus; WBBZ Ponca City, *KOSU-FM Stillwater and *WNAD-FM Norman. KXEL Waterloo, Iowa and WXIX (TV) Milwaukee, Wis.

From the SEC record

The following stock transactions by officers and directors of companies in radio-tv and allied fields have been released by the Securities & Exchange Commission.

Reported to SEC between March 11 and April 10, sales involved common stock unless indicated otherwise.

Ampex Corp.—A.M. Poniatoff purchased 100 shares giving him 3,850 total.

CBS Inc.—Louis G. Cowan acquired 1,545 shares for 3,193 total.

Desilu Productions — Martin N. Leeds purchased 100 shares for 40,100 total plus 1,200 held in trust.

Loew's Inc. — Nathan Cummings purchased 5,050 shares for 56,550 total; Joseph A. Macchia acquired 200 shares, his first ownership in firm; Benjamin Meliniker bought 685 shares for 1,185 total; Robert H. O'Brien bought 685 shares for 1,185 total.

National Telefilm Assoc.—Ely A. Landau and Harold Goldman exchanged 80,350 and 40,025 NTA shares, respectively, for debentures and warrants of National Theatres Inc. In addition, Mr. Landau purchased 20,000 NTA shares giving him 20,100 total following transactions and Mr. Goldman purchased 9,000 NTA shares for 9,000 total; Bernard Tabakin, in seven transactions over several months, purchased 500 NTA shares and sold 3,000, leaving him with 1,050 total.

National Theatres Inc.—Charles A. Baker Jr. purchased 500 shares, his first in firm.

Paramount Pictures—Paul Raibourn bought 900 shares giving him 1,000 total.

RCA—Frank M. Folsom sold 3,000 shares leaving him with 10,705.

Skiatron Electronic & Tv—Arthur Levey purchased 20,000 shares giving him 270,431 total; Marion Davies sold 8,400 shares and Kurt Widder sold 2,500 shares, leaving them with 21,600 and 1,500, respectively.

TelePrompTer Corp.—Walter Craig sold 3,000 shares leaving him with 15,125.

Walt Disney Productions—Lawrence E. Tryon sold the 164 shares, plus 20 held as custodian, he owned in firm.

Warner Bros. Pictures — Jack L. Warner purchased 13,800 shares for 242,799 total plus 1,400 held in trust; William T. Orr purchased 900 shares for 16,900 total.

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U.S. TV HOMES: COUNTY-BY-COUNTY

Up-to-date tally by Nielsen gives boxscore as of spring 1959

The figures in the following tables are the latest "practical estimates" of the size and the location of the total U.S. television audience of 1959, by states and counties.

They are A. C. Nielsen Co. estimates as of spring 1959. They are the first county-by-county details to be released since Nielsen Coverage Study No. 3 in spring 1958.

The tv homes figures were derived by application of "growth rates" since the spring of 1958 in terms of changes in total homes and of television ownership penetration patterns during the past year.

Figures on total homes for spring 1959 are from *Sales Management*. These are the base against which new television ownership percentages have been applied. Television ownership percentages are A. C. Nielsen Co. estimates based on studies of trends of set ownership growth by both area and county size.

ALABAMA

	1959			1958	
County	Total Homes	% Homes With Tv	Tv Homes	% Homes With Tv	Tv Homes
Augtauga	4,100	54%	2,210	50%	2,030
Baldwin	12,000	80	9,570	77	9,170
Barbour	6,400	52	3,320	47	3,080
Bibb	3,700	62	2,280	58	2,210
Blount	6,500	73	4,770	70	4,650
Bullock	3,500	57	1,980	53	1,840
Butler	6,300	58	3,660	53	3,420
Calhoun	24,900	78	19,370	75	18,110
Chambers	9,600	67	6,420	63	6,110
Cherokee	3,600	68	2,460	65	2,400
Chilton	6,300	63	3,980	60	3,820
Choctaw	4,100	51	2,110	47	1,920
Clarke	6,000	53	3,200	49	2,990
Clay	3,000	59	1,770	55	1,660
Cleburne	2,700	68	1,840	65	1,750
Coffee	7,200	57	4,120	52	3,810
Colbert	12,000	55	6,540	49	5,760
Conecuh	4,200	54	2,250	49	2,090
Coosa	2,500	59	1,480	55	1,380
Covington	9,100	57	5,190	52	4,780
Crenshaw	4,300	60	2,600	56	2,410
Cullman	10,800	86	9,270	84	9,150
Dale	5,200	58	3,040	54	2,800
Dallas	14,800	63	9,370	59	8,560
De Kalb	10,900	61	6,680	57	6,240
Elmore	7,400	66	4,890	62	4,600
Escambia	7,400	66	4,900	62	4,610
Etowah	28,600	77	22,100	74	21,000
Fayette	4,000	60	2,400	56	2,310
Franklin	5,900	60	3,530	56	3,330
Geneva	5,800	51	2,930	45	2,660
Greene	3,300	49	1,630	45	1,520
Hale	4,600	50	2,290	45	2,070
Henry	3,600	54	1,960	50	1,860
Houston	13,800	68	9,360	64	8,710
Jackson	8,500	63	5,340	58	5,030
Jefferson	180,000	89	159,700	87	155,740
Lamar	3,400	64	2,160	59	2,080
Lauderdale	16,400	55	9,070	50	7,910
Lawrence	6,000	62	3,710	58	3,460
Lee	11,300	66	7,410	62	6,890
Limestone	8,400	63	5,320	59	4,960
Lowndes	3,400	54	1,830	49	1,730
Macon	6,200	60	3,690	55	3,510
Madison	23,200	64	14,890	60	13,560
Marengo	6,700	55	3,680	51	3,450
Marion	5,800	56	3,270	52	3,090
Marshall	12,100	67	8,160	64	7,700
Mobile	77,600	87	67,430	85	65,450
Monroe	5,300	51	2,720	47	2,530
Montgomery	46,100	85	39,330	83	38,250
Morgan	15,000	76	11,470	73	10,990
Perry	4,000	62	2,470	58	2,390
Pickens	5,000	55	2,760	50	2,560
Pike	7,100	60	4,270	55	3,990
Randolph	4,900	62	3,020	58	2,840
Russell	11,000	71	7,850	67	7,420
Saint Clair	6,200	73	4,550	70	4,440
Shelby	7,700	85	6,520	83	6,360
Sumter	5,100	55	2,800	51	2,580
Talladega	17,400	79	13,720	76	13,150
Tallapoosa	8,900	66	5,910	63	5,500
Tuscaloosa	24,800	78	19,310	75	18,650
Walker	14,500	86	12,540	85	12,440
Washington	3,400	51	1,740	47	1,590
Wilcox	4,700	51	2,410	47	2,240
Winston	3,500	58	2,040	54	1,960
Total	831,700	74	616,560	71	589,250

ARIZONA

	1959			1958	
County	Total Homes	% Homes With Tv	Tv Homes	% Homes With Tv	Tv Homes
Apache	6,000	43	2,580	38	2,280
Cochise	12,900	59	7,560	54	7,420
Coconino	8,900	50	4,410	45	3,840
Gila	7,700	63	4,880	60	4,860
Graham	3,300	55	1,830	51	1,690
Greenlee	3,500	55	1,940	51	1,950
Maricopa	164,400	90	147,450	88	141,530
Mohave	2,400	43	1,030	38	870
Navajo	8,600	43	3,740	39	3,050
Pima	73,700	89	65,500	87	60,540
Pinal	16,500	85	13,960	83	13,040
Santa Cruz	3,200	58	1,870	54	1,580
Yavapai	7,100	50	3,560	46	3,250
Yuma	13,700	71	9,760	68	9,050
Total	331,900	81	270,070	79	254,950

ARKANSAS

	1959			1958	
County	Total Homes	% Homes With Tv	Tv Homes	% Homes With Tv	Tv Homes
Arkansas	6,800	72%	4,880	69%	4,670
Ashley	5,100	63	3,230	60	3,110
Baxter	2,000	50	990	45	950
Benton	9,900	60	5,980	56	5,630
Boone	3,900	60	2,350	57	2,260
Bradley	3,300	60	1,980	56	1,910
Calhoun	1,300	60	780	56	790
Carroll	3,100	56	1,740	52	1,660
Chicot	5,300	63	3,350	60	3,230
Clark	5,200	64	3,320	61	3,210
Clay	5,400	61	3,270	57	3,180
Cleburne	1,900	50	950	46	910
Cleveland	1,500	60	900	56	900
Columbia	6,800	63	4,290	60	4,060
Conway	3,500	64	2,230	60	2,170
Craighead	12,500	79	9,880	76	10,060
Crawford	5,800	58	3,380	54	3,210
Crittenden	12,900	75	9,680	72	9,820
Cross	5,700	67	3,820	64	3,710
Dallas	2,900	64	1,860	61	1,760
Desha	5,900	59	3,470	55	3,300
Drew	3,600	62	2,220	58	2,150
Faulkner	5,800	66	3,810	63	3,690
Franklin	2,300	57	1,300	53	1,260
Fulton	1,500	58	870	54	860
Garland	15,600	75	11,750	72	11,160
Grant	2,200	62	1,360	58	1,280
Greene	6,500	60	3,930	57	3,750
Hempstead	5,400	59	3,170	55	2,910
Hot Spring	6,400	62	3,970	58	4,090
Howard	2,300	68	1,560	65	1,550
Independence	5,300	64	3,380	60	3,260
Izard	1,400	50	700	46	690
Jackson	7,300	64	4,650	60	4,220
Jefferson	24,500	71	17,440	68	16,280
Johnson	3,500	57	2,010	53	1,920
Lafayette	2,700	59	1,590	55	1,540
Lawrence	4,000	66	2,640	63	2,580
Lee	6,000	66	3,930	62	3,800
Lincoln	2,800	61	1,720	58	1,620
Little River	2,400	68	1,620	65	1,550
Logan	3,700	56	2,090	52	1,990
Lonoke©	6,000	72	4,320	69	4,200
Madison	2,000	56	1,120	52	1,090

ARKANSAS CONTINUED

ARKANSAS (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Marion	1,200	54	650	50	650
Miller	9,400	83	7,830	81	8,590
Mississippi	17,600	77	13,480	73	13,070
Monroe	4,600	66	3,020	62	2,930
Montgomery	1,200	59	710	55	660
Nevada	2,700	64	1,730	61	1,700
Newton	1,300	56	730	52	730
Ouachita	9,300	64	5,980	60	6,380
Perry	900	69	620	66	590
Phillips	12,900	67	8,650	63	8,090
Pike	1,700	58	990	54	980
Poinsett	7,500	76	5,670	72	4,990
Polk	3,000	58	1,750	55	1,690
Pope	5,100	57	2,920	53	2,770
Prairie	2,700	72	1,940	69	1,860
Pulaski	78,400	80	62,940	78	59,840
Randolph	2,800	58	1,610	53	1,550
St. Francis	9,000	71	6,400	68	6,090
Saline	6,600	68	4,490	65	4,550
Scott	1,400	56	790	52	730
Searcy	2,300	53	1,220	49	1,130
Sebastian	18,300	83	15,160	81	17,230
Sevier	2,000	68	1,350	64	1,350
Sharp	1,500	50	750	46	730
Stone	1,300	50	650	45	590
Union	14,800	70	10,430	67	10,260
Van Buren	1,600	63	1,010	60	1,020
Washington	14,900	65	9,730	61	9,120
White	9,500	67	6,350	63	6,050
Woodruff	3,600	67	2,410	64	2,360
Yell	2,800	56	1,580	52	1,520
State Total	485,800	69%	337,020	66%	327,740

CALIFORNIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Alameda	305,500	89%	271,040	87%	261,710
Alpine	100	60	60	60	60
Amador	2,900	69	1,990	66	1,910
Butte	25,600	79	20,280	76	19,340
Calaveras	3,100	69	2,140	66	2,120
Colusa	3,300	69	2,290	67	2,200
Contra Costa	112,100	90	100,980	89	96,630
Del Norte	5,900	59	3,480	55	3,140
El Dorado	7,000	69	4,820	66	4,290
Fresno	104,600	85	89,210	83	85,710
Glenn	4,700	69	3,250	66	3,110
Humboldt	30,800	83	25,460	80	25,710
Imperial	19,100	72	13,820	69	13,140
Inyo	4,100	52	2,150	48	2,170
Kern	84,700	87	73,370	85	69,960
Kings	14,000	88	12,340	87	12,030
Lake	4,100	69	2,840	66	2,590
Lassen	4,700	54	2,550	49	2,510
Los Angeles	2,040,100	91	1,866,460	91	1,773,850
Madera	11,500	87	10,020	85	9,740
Marin	41,300	87	36,030	86	33,560
Mariposa	1,300	69	900	66	860
Mendocino	15,900	63	10,050	59	10,190
Merced	25,300	82	20,620	79	19,910
Modoc	2,600	54	1,410	49	1,330
Mono	700	69	480	65	520
Monterey	57,000	85	48,660	83	46,110
Napa	19,200	70	13,350	66	12,210
Nevada	6,000	66	3,940	62	3,870
Orange	214,100	91	194,620	90	156,480
Placer	15,400	81	12,490	79	11,940
Plumas	3,500	69	2,400	65	2,340
Riverside	91,700	84	76,800	82	71,930
Sacramento	143,000	88	126,140	87	117,030
San Benito	4,300	75	3,210	72	3,020
San Bernardino	153,400	88	134,260	86	123,180
San Diego	281,300	90	253,850	89	267,580
San Francisco	284,300	89	253,850	88	250,550
San Joaquin	74,500	87	64,950	85	61,010
San Luis Obispo	22,400	75	16,810	72	15,130
San Mateo	129,000	91	117,260	90	112,070
Santa Barbara	47,500	85	40,370	83	30,780
Santa Clara	176,800	88	156,290	87	141,970
Santa Cruz	28,400	85	24,220	83	23,740
Shasta	17,100	67	11,410	63	11,560

CALIFORNIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Sierra	600	65	390	62	370
Siskiyou	9,300	61	5,660	56	5,180
Solano	35,900	87	31,250	85	34,580
Sonomo	48,200	85	40,900	83	38,750
Stanislaus	46,500	82	38,330	80	36,900
Sutter	9,700	71	6,850	68	6,450
Tehama	7,200	73	5,250	70	4,900
Trinity	3,400	73	2,480	70	1,890
Tulare	44,000	86	37,920	84	36,930
Tuolumne	4,200	69	2,890	66	3,420
Ventura	51,700	90	46,450	88	43,080
Yolo	17,200	73	12,530	70	11,850
Yuba	7,200	67	4,820	64	5,550
State Total	4,929,000	89%	4,368,640	87%	4,150,730

COLORADO

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	19,200	93%	17,920	92%	19,320
Alamosa	2,900	44	1,290	40	1,190
Arapahoe	27,700	88	24,430	87	22,600
Archuleta	700	50	350	45	270
Baca	2,400	48	1,150	43	1,130
Bent	2,300	48	1,100	43	1,000
Boulder	17,800	89	15,820	87	14,770
Chaffee	2,400	60	1,450	57	1,250
Cheyenne	1,100	47	520	43	510
Clear Creek	1,000	68	680	65	710
Conejos	2,500	44	1,110	40	990
Costilla	1,200	51	610	47	560
Crowley	1,300	68	890	66	920
Custer	400	63	250	60	240
Delta	5,500	58	3,210	54	2,960
Denver	173,600	92	159,020	90	154,330
Dolores	500	52	260	46	230
Douglas	1,100	64	700	60	600
Eagle	1,300	57	740	53	690
Elbert	1,100	63	690	59	650
El Paso	35,900	82	29,350	79	31,800
Fremont	5,500	64	3,510	60	3,200
Garfield	3,800	42	1,600	37	1,410
Gilpin	200	70	140	65	130
Grand	1,300	57	740	53	630
Gunnison	1,700	44	750	39	710
Hinsdale	100	50	50	40	40
Huerfano	2,900	51	1,470	47	1,350
Jackson	700	57	400	53	370
Jefferson	29,400	91	26,620	89	25,890
Kiowa	800	48	380	43	390
Kit Carson	2,500	47	1,180	43	1,190
Lake	2,500	61	1,520	57	1,140
La Plata	5,300	51	2,710	46	2,220
Larimer	15,700	86	13,450	84	12,980
Las Animas	7,700	51	3,930	47	3,740
Lincoln	1,800	63	1,130	59	1,130
Logan	6,200	73	4,510	70	4,120
Mesa	15,900	72	11,520	69	10,660
Mineral	200	50	100	45	90
Moffat	2,000	45	890	39	750
Montezuma	3,400	51	1,740	46	1,370
Montrose	5,000	56	2,820	52	2,480
Morgan	6,400	75	4,830	73	4,290
Otero	8,000	68	5,450	65	5,280
Ouray	700	57	400	52	310
Park	500	60	300	56	280
Phillips	1,300	48	630	44	570
Pitkin	700	44	310	40	200
Prowers	4,400	48	2,120	44	2,180
Pueblo	33,000	82	26,980	79	24,980
Rio Blanco	1,600	42	670	37	630
Rio Grande	3,100	45	1,380	40	1,270
Routt	2,700	44	1,200	40	1,070
Saguache	1,400	45	630	40	520
San Juan	400	53	210	48	190
San Miguel	800	58	460	53	370
Sedgwick	1,500	49	730	44	710
Summit	400	58	230	53	210
Teller	900	61	500	57	400
Washington	2,300	70	1,610	67	1,610
Weld	21,900	90	19,650	88	19,080
Yuma	3,400	49	1,650	44	1,500
State Total	511,900	81%	412,690	78%	398,340

BAR

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President & General Sales Manager
Television Station KTVU
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Almost every station on the air can come up with some kind of rating story but few can spotlight an operation as clean as KTVU's, and this is what the agencies are looking for right now.

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Publisher

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Represented by H-R TELEVISION, INC.

CONNECTICUT

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Fairfield	179,700	92%	165,020	91%	161,030
Hartford	189,100	92	173,350	91	169,420
Litchfield	34,600	92	31,760	91	31,200
Middlesex	22,800	92	20,920	91	20,300
New Haven	185,700	92	170,830	91	167,720
New London	50,400	91	40,040	90	44,910
Tolland	16,200	91	14,820	90	14,180
Windham	21,400	92	19,590	90	19,170
State Total	699,900	92%	642,330	91%	627,930

DELAWARE

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Kent	19,600	90%	17,620	89%	15,050
New Castle	84,200	92	77,210	91	71,830
Sussex	24,900	90	22,460	89	21,150
State Total	128,700	91%	117,290	90%	108,030

DISTRICT OF COLUMBIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
District of Columbia	241,600	91%	219,640	90%	221,500
State Total	241,600	91%	219,640	90%	221,500

FLORIDA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Alachua	18,100	66%	11,980	62%	10,950
Baker	1,400	78	1,090	76	1,060
Bay	16,700	74	12,430	71	11,500
Bradford	2,900	78	2,250	75	2,100
Brevard	26,200	71	18,590	68	14,690
Broward	92,000	89	81,840	87	65,080
Calhoun	1,800	59	1,070	56	1,000
Charlotte	2,000	70	1,390	66	1,260
Citrus	1,700	55	940	51	820
Clay	4,600	76	3,480	73	3,350
Collier	4,600	70	3,220	67	2,730
Columbia	5,200	62	3,220	58	3,030
Dade	271,500	90	243,050	88	218,490
De Soto	2,500	56	1,400	52	1,240
Dixie	900	59	530	56	500
Duval	125,200	86	107,680	84	99,850
Escambia	44,700	81	36,010	78	33,740
Flagler	1,400	71	990	68	880
Franklin	1,500	43	650	39	580
Gadsden	8,700	56	4,910	51	4,310
Gilchrist	600	60	360	57	340
Glades	700	61	430	57	400
Gulf	2,700	60	1,610	56	1,510
Hamilton	2,200	62	1,360	58	1,280
Hardee	3,500	56	1,960	52	1,760
Hendry	1,800	61	1,090	57	1,020
Hernando	2,600	56	1,450	52	1,290
Highlands	5,200	60	3,140	57	2,780
Hillsborough	116,100	87	100,510	85	87,970
Holmes	2,800	54	1,520	49	1,380
Indian River	5,600	58	3,270	55	2,780
Jackson	8,700	55	4,780	50	4,270
Jefferson	2,400	54	1,290	50	1,190
Lafayette	700	60	420	56	390
Lake	14,300	71	10,130	67	9,300
Lee	12,200	70	8,490	66	7,550
Leon	16,000	53	8,440	47	7,410
Levy	2,500	56	1,390	52	1,340
Liberty	700	41	290	37	220
Madison	3,400	54	1,850	50	1,700
Manatee	16,600	78	12,950	75	11,340
Marion	14,000	64	8,900	59	8,180
Martin	4,100	59	2,400	55	2,080
Monroe	16,000	73	11,680	70	10,220
Nassau	4,000	79	3,160	77	2,990
Okaloosa	15,900	67	10,640	63	7,910
OkeeChobee	1,200	67	800	63	760
Orange	76,800	84	64,710	82	54,700
Osceola	5,100	66	3,360	63	3,070
Palm Beach	67,300	84	56,730	82	47,250

FLORIDA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Pasco	8,900	59	5,250	55	4,470
Pinellas	102,400	83	85,380	81	77,150
Polk	54,500	76	41,670	73	35,390
Putnam	9,500	71	6,700	67	6,120
St. Johns	9,800	75	7,390	73	6,760
St. Lucie	8,800	59	5,160	55	4,650
Santa Rosa	5,900	67	3,950	63	3,670
Sarasota	20,300	64	12,920	60	10,720
Seminole	11,500	63	7,200	59	6,320
Sumter	3,000	59	1,760	55	1,590
Suwannee	3,700	62	2,280	58	2,210
Taylor	3,600	54	1,950	50	1,800
Union	900	78	700	76	680
Volusia	35,100	63	22,230	59	19,840
Wakulla	1,200	44	530	39	470
Walton	3,700	54	2,000	49	1,810
Washington	2,600	48	1,260	44	1,190
State Total	1,344,700	80%	1,074,160	77%	946,380

GEORGIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Appling	3,000	54%	1,610	49%	1,480
Atkinson	1,700	54	920	50	850
Bacon	2,200	72	1,580	69	1,510
Baker	1,100	54	590	49	540
Baldwin	5,600	59	3,330	56	3,120
Banks	1,400	73	1,020	70	980
Barrow	3,400	74	2,510	71	2,410
Bartow	7,100	87	6,210	86	6,020
Ben Hill	3,800	54	2,040	49	1,880
Berrien	3,000	55	1,640	50	1,510
Bibb	40,000	77	30,930	74	29,560
Bleckley	2,100	64	1,340	60	1,270
Brantley	1,400	56	780	51	720
Brooks	3,500	46	1,600	41	1,470
Bryan	1,400	61	860	58	810
Bulloch	5,800	58	3,370	54	3,030
Burke	5,300	58	3,060	54	2,900
Butts	2,200	79	1,740	77	1,690
Calhoun	2,000	55	1,090	50	1,000
Camden	2,500	70	1,760	67	1,610
Candler	1,800	57	1,020	53	950
Carroll	8,400	86	7,210	84	7,140
Catoosa	4,600	79	3,620	76	3,440
Charlton	1,100	71	780	67	740
Chatham	53,100	85	45,200	83	42,640
Chattahoochee	2,700	73	1,970	69	1,250
Chattooga	5,400	77	4,170	75	4,030
Cherokee	5,200	82	4,250	80	4,140
Clarke	11,400	75	8,560	72	8,030
Clay	1,300	60	780	56	730
Clayton	9,000	89	8,030	88	7,130
Clinch	1,500	58	870	54	810
Cobb	27,400	91	24,980	90	23,570
Coffee	6,200	55	3,380	50	3,070
Colquitt	9,400	62	5,820	57	5,340
Columbia	2,200	78	1,710	75	1,650
Cook	2,900	46	1,320	41	1,180
Coweta	7,900	75	5,910	72	5,620
Crawford	1,200	65	780	62	740
Crisp	4,700	64	3,010	61	2,910
Dade	1,700	77	1,310	75	1,270
Dawson	700	80	560	79	550
Decatur	7,400	51	3,760	46	3,560
De Kalb	59,500	90	53,690	89	49,980
Dodge	3,700	64	2,370	61	2,310
Dooly	3,000	64	1,920	61	1,880
Dougherty	16,800	76	12,730	73	11,750
Douglas	3,100	86	2,680	85	2,630
Early	4,000	51	2,030	46	1,850
Echols	500	58	290	54	270
Effingham	2,200	58	1,280	54	1,190
Elbert	4,200	73	3,070	70	3,020
Emanuel	4,100	52	2,140	48	2,000
Evans	1,400	61	860	58	810
Fannin	3,500	61	2,130	57	2,000
Fayette	1,900	89	1,700	88	1,680
Floyd	19,000	80	15,270	78	14,540
Forsyth	2,700	81	2,200	79	2,140
Franklin	3,000	73	2,180	70	2,160
Fulton	159,700	90	143,470	88	140,120
Gilmer	2,200	79	1,730	76	1,680
Glascock	600	70	420	67	400
Glynn	11,800	73	8,590	70	7,740
Gordon	4,700	79	3,700	76	3,590
Grady	4,600	51	2,330	46	2,120
Greene	2,900	62	1,790	58	1,690
Gwinnett	8,500	79	6,710	76	6,470
Habersham	4,200	70	2,920	66	2,780

GEORGIA CONTINUED

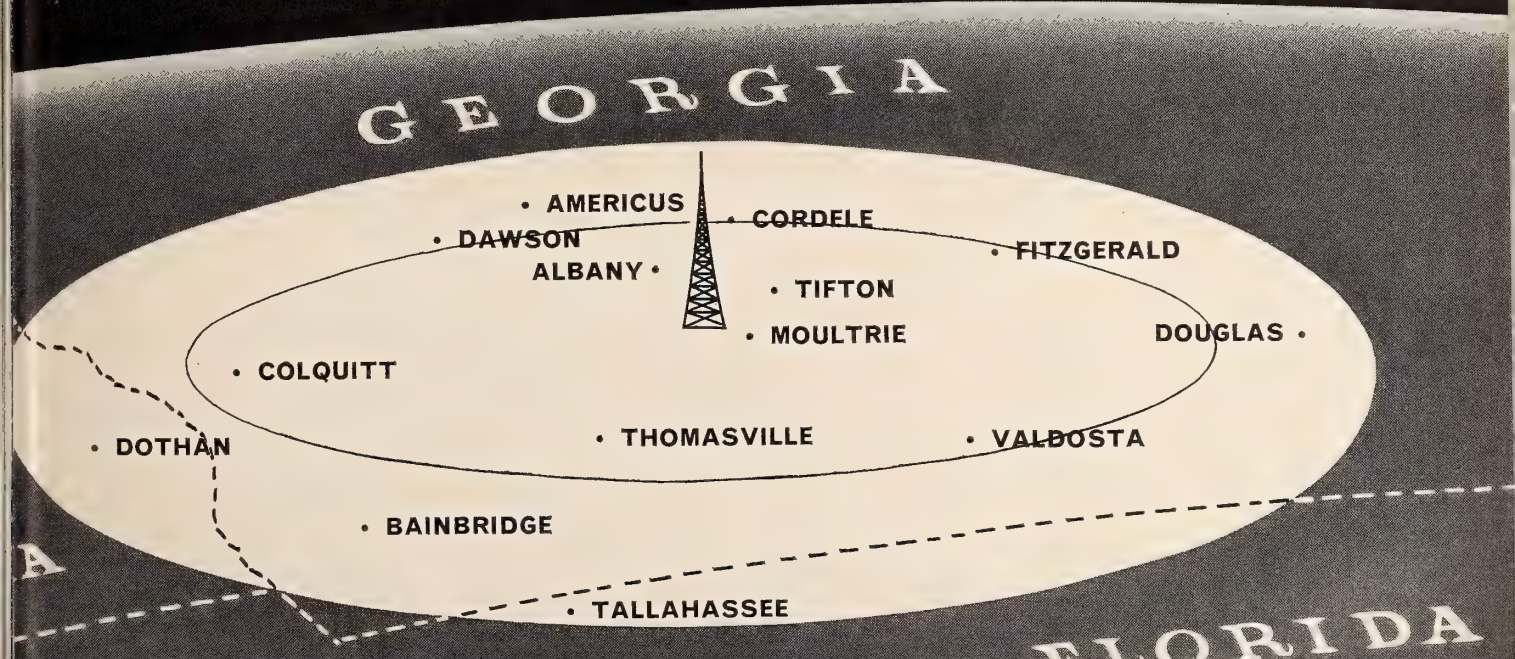
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CHANNEL 10

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ABC
CBS

Raymond E. Carow, *General Manager*

The Telecasting Division of
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A rich market—top sales potential!†

	Total Coverage
Estimated Buying Income	$739,000,000
Population	750,000
Families	186,500

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

In the South by
James S. Ayers Co.

†Sales Management, 1958
*Forbes Magazine

GEORGIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Hall	12,200	90	10,950	88	10,600
Hancock	2,100	60	1,250	56	1,170
Haralson	3,700	86	3,200	85	3,140
Harris	2,700	70	1,890	67	1,800
Hart	3,200	73	2,350	71	2,260
Heard	1,500	75	1,130	73	1,090
Henry	3,800	85	3,230	83	3,170
Houston	7,000	77	5,370	74	5,590
Irwin	2,300	54	1,250	50	1,150
Jackson	4,200	74	3,100	71	3,050
Jasper	1,600	73	1,160	69	1,110
Jeff Davis	2,400	53	1,280	49	1,180
Jefferson	4,200	70	2,920	66	2,780
Jenkins	2,300	58	1,330	54	1,240
Johnson	2,100	56	1,170	52	1,140
Jones	1,600	59	950	56	890
Lamar	2,400	79	1,900	77	1,840
Lanier	1,300	58	750	54	700
Laurens	7,600	71	5,390	67	5,160
Lee	1,400	61	860	58	810
Liberty	2,200	62	1,360	58	1,280
Lincoln	1,300	72	930	68	890
Long	900	54	490	50	450
Lowndes	12,800	59	7,580	54	7,190
Lumpkin	1,500	61	910	57	850
McDuffie	3,000	77	2,320	75	2,240
McIntosh	1,600	62	990	58	930
Macon	3,100	64	1,990	61	1,890
Madison	2,500	73	1,820	75	1,810
Marion	1,400	64	900	61	850
Meriwether	5,100	72	3,670	69	3,510
Miller	2,000	51	1,010	46	920
Mitchell	5,200	51	2,640	46	2,400
Monroe	2,500	79	1,980	77	1,920
Montgomery	1,600	53	840	48	770
Morgan	2,500	72	1,800	69	1,720
Murray	2,500	79	1,970	76	1,910
Muscogee	43,800	89	39,120	88	36,550
Newton	5,000	85	4,260	84	4,180
Oconee	1,600	73	1,160	69	1,110
Oglethorpe	2,100	62	1,300	58	1,220
Paulding	2,700	86	2,330	85	2,290
Peach	3,000	64	1,930	61	1,830
Pickens	2,100	81	1,710	80	1,670
Pierce	2,400	55	1,330	51	1,230
Pike	1,800	72	1,300	69	1,240
Polk	8,300	86	7,170	85	6,960
Pulaski	2,000	64	1,280	61	1,210
Putnam	1,600	59	950	56	890
Quitman	700	61	430	57	400
Rabun	1,700	70	1,190	66	1,130
Randolph	2,800	60	1,680	56	1,580
Richmond	44,400	82	36,400	80	35,480
Rockdale	2,200	85	1,880	84	1,840
Schley	800	65	520	61	490
Screven	4,100	58	2,360	54	2,200
Seminole	1,900	51	970	46	880
Spaulding	8,900	90	8,050	89	7,850
Stephens	5,000	70	3,490	67	3,260
Stewart	2,100	64	1,350	61	1,280
Sumter	6,200	62	3,840	58	3,620
Talbot	1,800	70	1,260	67	1,200
Taliaferro	900	71	640	68	610
Tattnall	3,400	56	1,920	52	1,780
Taylor	2,100	64	1,350	61	1,280
Telfair	2,600	54	1,400	50	1,290
Terrell	2,900	62	1,800	59	1,700
Thomas	9,600	62	5,940	57	5,280
Tift	6,700	55	3,670	51	3,340
Toombs	4,200	56	2,370	52	2,200
Towns	1,000	61	610	57	570
Treutlen	1,400	52	730	48	670
Troup	14,800	79	11,750	77	10,960
Turner	2,500	55	1,370	50	1,260
Twiggs	1,700	56	950	52	880
Union	1,700	61	1,030	57	970
Upson	7,100	70	4,960	67	4,660
Walker	12,000	78	9,320	75	8,810
Walton	4,900	72	3,510	68	3,350
Ware	9,100	74	6,720	71	6,390
Warren	2,000	70	1,400	67	1,330
Washington	4,500	56	2,510	52	2,380
Wayne	3,500	54	1,890	50	1,470
Webster	800	65	520	61	490
Wheeler	1,400	54	760	50	700
White	1,400	60	840	56	790
Whitfield	10,500	88	9,240	86	8,900
Wilcox	2,000	64	1,280	60	1,270
Wilkes	2,700	71	1,920	68	1,830
Wilkinson	2,200	56	1,230	52	1,140
Worth	4,200	55	2,290	50	2,110
State Total	1,011,600	77%	780,990	74%	743,320

IDAHO

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Ada	25,900	88%	22,770	86%	21,920
Adams	900	61	550	58	520
Bannock	12,700	80	10,110	77	9,690
Bear Lake	1,700	65	1,110	62	1,060
Benewah	1,400	84	1,170	81	1,140
Bingham	7,200	78	5,580	75	5,250
Blaine	1,400	64	890	60	840
Boise	600	67	400	63	380
Bonner	4,300	81	3,500	79	3,410
Bonneville	11,100	86	9,500	84	9,070
Boundary	1,600	81	1,290	79	1,260
Butte	800	64	510	60	480
Camas	300	63	190	60	180
Canyon	18,200	74	13,500	71	12,740
Caribou	2,200	65	1,440	62	1,310
Cassia	3,900	65	2,520	61	2,390
Clark	200	80	160	80	160
Clearwater	2,100	73	1,530	70	1,470
Custer	900	49	440	44	400
Elmore	2,900	75	2,180	72	2,390
Franklin	2,400	65	1,560	62	1,480
Fremont	2,200	80	1,770	78	1,720
Gem	2,400	67	1,600	63	1,520
Gooding	3,200	64	2,060	61	1,950
Idaho	3,100	57	1,760	52	1,610
Jefferson	2,500	80	2,010	78	1,960
Jerome	3,600	64	2,320	61	2,140
Kootenai	9,000	84	7,520	82	7,190
Latah	7,000	67	4,690	63	4,370
Lemhi	1,800	48	860	43	780
Lewis	1,200	67	800	63	760
Lincoln	1,100	65	710	61	670
Madison	2,300	81	1,860	79	1,810
Minidoka	2,300	65	1,490	61	1,410
Nez Perce	7,500	67	5,010	63	4,740
Oneida	900	64	580	61	550
Owyhee	1,700	75	1,280	72	1,230
Payette	3,700	66	2,460	63	2,340
Power	800	65	520	61	490
Shoshone	6,700	70	4,690	67	4,500
Teton	700	80	560	79	550
Twin Falls	14,100	67	9,440	63	8,770
Valley	1,100	62	680	58	640
Washington	2,700	66	1,790	63	1,700
State Total	184,300	75%	137,360	72%	130,940

ILLINOIS

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	21,200	92%	19,420	90%	19,270
Alexander	6,700	80	5,340	77	5,190
Bond	3,900	90	3,500	89	3,630
Boone	5,500	83	4,570	81	4,390
Brown	2,200	88	1,940	87	1,820
Bureau	13,400	90	12,050	89	11,870
Calhoun	2,000	89	1,770	87	1,740
Carroll	6,200	87	5,380	85	5,290
Cass	4,000	88	3,510	87	3,460
Champaign	33,300	90	30,010	89	29,650
Christian	12,500	89	11,070	87	10,880
Clark	5,500	83	4,590	82	4,490
Clay	5,600	74	4,140	71	4,070
Clinton	6,300	90	5,660	89	5,680
Coles	13,600	86	11,640	84	11,300
Cook	1,575,200	92	1,455,480	92	1,420,220
Crawford	6,800	84	5,690	82	5,570
Cumberland	2,900	83	2,420	81	2,280
De Kalb	15,900	92	14,590	91	14,680
De Witt	5,600	85	4,770	84	4,680
Douglas	5,700	84	4,780	82	4,510
Du Page	77,800	93	72,030	92	67,430
Edgar	7,700	84	6,450	82	6,310
Edwards	2,800	75	2,110	73	2,050
Effingham	6,600	84	5,570	83	5,460
Fayette	7,100	84	5,990	83	5,870
Ford	4,900	88	4,330	87	4,270
Franklin	14,300	80	11,410	77	11,300
Fulton	15,700	90	14,130	89	14,010
Gallatin	2,200	74	1,620	71	1,570
Greene	6,000	88	5,270	87	5,190
Grundy	7,800	91	7,070	90	6,810
Hamilton	3,500	73	2,570	71	2,550
Hancock	8,800	86	7,540	84	7,480
Hardin	1,900	75	1,430	73	1,460
Henderson	2,400	90	2,160	89	2,130
Henry	15,800	93	14,680	92	14,440
Iroquois	10,600	85	8,980	83	8,520
Jackson	12,500	86	10,770	84	10,700
Jasper	4,100	84	3,430	82	3,440

ILLINOIS CONTINUED



wlw-a

TOWER OF STARS

beams over Georgia with sweeping coverage!

Reaching —

68% of Georgia population (plus some of Alabama, Tennessee, N. Carolina)

3 million people (⅔ of a millon increase)

117 counties (43-county increase)

delivering the greatest possible advertising returns—anywhere any time!

The revolutionary WLW-A Tower of Stars changes the entire television picture in Atlanta, in Georgia, in the whole South. It was the first "traveling wave" transmitting Tower east of the Mississippi and the second in the whole Country!

With this tremendous power Tower, WLW-A reaches over Georgia and part of surrounding states—with all the star ABC programs for the greatest entertainment lineup, widest coverage, sharpest TV picture, and biggest commercial returns—ever!

So call your WLW-A Representative. You'll be glad you did!

wlw-a

channel 11 Atlanta

one of the 6 dynamic WLW Stations

Crosley Broadcasting Corporation,

a division of Avco

Your best buy in Georgia for:

Personalities — Merchandising

Production Facilities — Promotion Rates

Ratings

ILLINOIS (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Jefferson	11,500	83	9,490	80	9,220
Jersey	4,800	88	4,220	87	3,980
Jo Daviess	6,500	87	5,640	85	5,540
Johnson	2,500	77	1,930	75	1,870
Kane	52,800	93	49,350	93	47,700
Kankakee	23,700	92	21,780	91	20,070
Kendall	4,000	91	3,630	90	3,500
Knox	18,700	92	17,120	90	17,000
Lake	74,500	94	70,220	94	67,700
La Salle	35,000	84	29,510	82	26,630
Lawrence	6,100	80	4,870	78	4,810
Lee	10,200	86	8,760	84	8,650
Livingston	11,300	85	9,630	83	9,400
Logan	8,500	91	7,720	90	7,700
McDonough	9,400	86	8,050	84	8,070
McHenry	20,000	92	18,410	91	17,110
McLean	28,400	86	24,330	84	23,530
Macon	36,400	89	32,480	88	31,690
Macoupin	14,100	90	12,690	89	12,410
Madison	69,500	91	63,320	90	61,180
Marion	13,400	89	11,940	88	11,740
Marshall	4,200	84	3,540	83	3,470
Mason	5,200	82	4,260	80	4,160
Massac	5,900	77	4,540	74	4,390
Menard	2,700	82	2,210	80	2,160
Mercer	5,700	90	5,120	89	5,140
Monroe	4,400	91	3,990	90	3,760
Montgomery	10,200	85	8,700	83	8,330
Morgan	10,500	87	9,090	85	8,820
Moultrie	4,200	85	3,560	83	3,490
Ogle	11,300	85	9,660	84	9,190
Peoria	60,600	92	55,650	91	54,340
Perry	6,300	85	5,330	83	5,140
Piatt	4,700	85	4,010	84	3,680
Pike	6,900	88	6,050	86	5,870
Pope	1,600	77	1,230	75	1,120
Pulaski	3,700	80	2,950	77	2,940
Putnam	1,200	84	1,010	83	990
Randolph	8,600	91	7,850	90	7,660
Richland	5,800	75	4,360	73	4,230
Rock Island	46,800	93	43,540	92	42,920
St. Clair	74,800	92	69,060	91	66,410
Saline	9,000	85	7,670	83	7,660
Sangamon	45,600	88	39,950	86	39,180
Schuyler	3,000	88	2,630	86	2,500
Scott	2,100	88	1,840	86	1,810
Shelby	7,900	85	6,700	83	6,480
Stark	2,400	85	2,030	83	1,990
Stephenson	15,500	91	14,110	90	13,830
Tazewell	27,400	93	25,420	92	25,160
Union	5,300	80	4,220	77	4,180
Vermilion	29,700	86	25,650	85	24,940
Wabash	4,300	80	3,430	78	3,490
Warren	8,200	90	7,340	88	7,250
Washington	4,500	84	3,800	83	3,640
Wayne	6,000	74	4,430	71	4,280
White	6,500	74	4,780	71	4,550
Whiteside	16,900	92	15,630	91	15,460
Will	49,500	92	45,600	91	43,190
Williamson	15,300	84	12,820	82	12,890
Winnebago	61,000	90	55,170	89	52,240
Woodford	7,300	85	6,170	83	5,710
State Total	3,040,500	91%	2,760,050	90%	2,683,800

INDIANA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	6,800	87%	5,930	86%	5,750
Allen	70,800	92	65,020	91	62,870
Bartholomew	14,100	92	13,020	91	12,420
Benton	3,200	88	2,830	87	2,880
Blackford	4,400	82	3,620	80	3,450
Boone	9,000	92	8,270	91	8,010
Brown	1,700	84	1,430	83	1,320
Carroll	5,300	84	4,470	83	4,380
Cass	12,200	91	11,130	90	10,890
Clark	17,900	92	16,400	91	15,840
Clay	8,200	83	6,810	81	6,650
Clinton	10,500	90	9,490	89	9,380
Crawford	2,400	83	1,990	81	1,940
Daviess	8,200	84	6,870	82	6,720
Dearborn	8,400	92	7,750	91	7,590
Decatur	5,700	89	5,050	87	4,980
De Kalb	9,000	91	8,150	90	8,060
Delaware	34,400	91	31,340	90	30,480
Dubois	7,000	81	5,690	79	5,540
Elkhart	31,300	86	27,020	84	26,020
Fayette	7,800	88	6,850	86	6,830
Floyd	16,400	92	15,160	91	14,630
Fountain	6,100	87	5,330	86	5,160

INDIANA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Franklin	4,600	88	4,040	86	4,060
Fulton	5,100	88	4,480	86	4,410
Gibson	10,300	84	8,660	82	8,360
Grant	23,200	91	21,150	90	20,420
Greene	8,700	90	7,850	89	7,840
Hamilton	11,100	92	10,240	91	9,500
Hancock	8,400	91	7,640	90	7,200
Harrison	5,400	85	4,570	83	4,400
Hendricks	10,700	90	9,600	89	9,210
Henry	15,800	88	13,890	86	13,460
Howard	20,100	92	18,560	91	17,900
Huntington	11,100	85	9,480	83	9,100
Jackson	9,300	84	7,850	83	7,440
Jasper	5,300	89	4,710	88	4,640
Jay	7,400	82	6,100	80	5,950
Jefferson	6,800	90	6,120	89	5,950
Jennings	4,700	89	4,190	88	4,050
Johnson	12,000	90	10,850	89	10,360
Knox	13,500	91	12,350	90	12,190
Kosciusko	12,100	86	10,430	84	10,210
La Grange	4,500	83	3,750	82	3,590
Lake	145,000	93	134,210	92	126,220
La Porte	27,100	92	24,880	91	24,400
Lawrence	11,300	91	10,300	90	10,080
Madison	38,700	93	36,010	92	35,000
Marion	208,800	93	194,290	92	186,890
Marshall	9,800	88	8,600	86	8,380
Martin	3,200	84	2,680	82	2,620
Miami	11,000	83	9,090	81	8,720
Monroe	15,200	91	13,870	90	13,510
Montgomery	10,300	92	9,430	91	9,240
Morgan	10,600	92	9,730	91	9,180
Newton	3,400	89	3,010	87	2,970
Noble	8,600	91	7,800	90	7,620
Ohio	1,100	93	1,020	92	1,010
Orange	5,100	82	4,190	80	4,090
Owen	3,400	90	3,070	89	3,030
Parke	4,700	87	4,070	85	4,000
Perry	5,200	82	4,270	80	4,250
Pike	4,500	81	3,660	79	3,490
Porter	15,500	93	14,420	92	13,630
Posey	5,800	88	5,130	87	5,140
Pulaski	3,800	88	3,330	86	3,360
Putnam	7,800	83	6,480	81	6,250
Randolph	9,500	90	8,550	89	8,360
Ripley	6,400	89	5,710	88	5,360
Rush	6,400	89	5,680	88	5,600
St. Joseph	72,300	92	66,570	91	65,250
Scott	4,700	90	4,220	89	4,080
Shelby	10,700	91	9,750	90	9,370
Spencer	4,400	81	3,570	79	3,560
Starke	5,900	88	5,170	86	4,920
Steuben	5,300	83	4,420	82	4,240
Sullivan	6,700	86	5,740	84	5,720
Switzerland	2,200	93	2,040	92	2,020
Tippecanoe	25,300	87	21,910	85	20,780
Tipton	5,300	86	4,580	85	4,160
Union	1,700	88	1,500	87	1,480
Vanderburgh	56,100	88	49,470	87	49,450
Vermillion	5,700	87	4,940	85	4,940
Vigo	34,500	92	31,870	91	31,600
Wabash	9,900	82	8,140	80	7,860
Warren	2,600	87	2,270	86	2,230
Warrick	7,500	81	6,100	79	5,870
Washington	5,300	85	4,490	83	4,400
Wayne	23,400	89	20,820	87	20,470
Wells	6,300	87	5,490	86	5,400
White	6,100	84	5,150	83	4,960
Whitley	6,700	91	6,080	90	5,920
State Total	1,401,700	90%	1,263,900	89%	1,223,380

IOWA

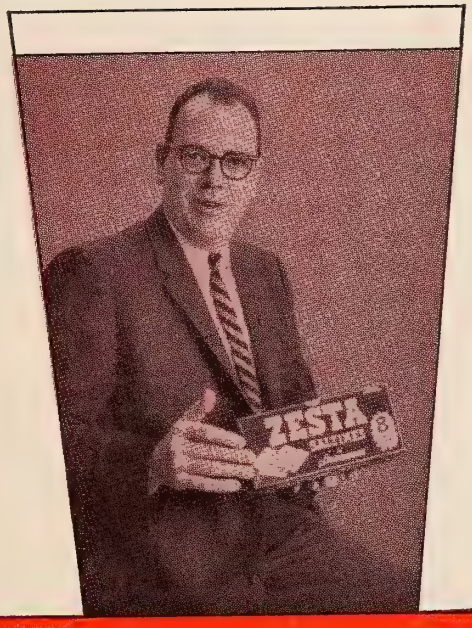
County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adair	3,600	78%	2,790	75%	2,700
Adams	2,300	78	1,790	75	1,810
Allamakee	4,400	74	3,260	71	3,210
Appanoose	5,900	73	4,300	70	4,190
Audubon	3,400	94	3,190	93	3,170
Benton	7,000	94	6,560	93	6,510
Black Hawk	37,200	96	35,530	95	33,690
Boone	7,800	91	7,060	89	7,070
Bremer	5,700	86	4,900	84	4,730
Buchanan	6,000	96	5,730	95	5,600
Buena Vista	7,200	79	5,690	77	5,440
Butler	5,200	85	4,410	83	4,410
Calhoun	5,100	76	3,890	74	3,750
Carroll	6,500	92	5,980	91	5,830

IOWA CONTINUED

Interview: Al Strietmann

Strietmann Biscuit Company Advertising Manager tells why he selects WLW-TV and WLW Radio for Zesta Crackers

"In the Strietmann area, the combined wide coverage of the WLW-TV Stations and WLW Radio is that powerful advertising plus."





"This wide coverage matches a product's wide distribution—in our case, Zesta Crackers in the new 8 Pak."



"So this perfect coverage-distribution combination assures 8 times the lasting freshness for advertisers' commercial messages!"



The dynamic WLW group

Call your WLW Stations' Representative . . . you'll be glad you did!

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

Crosley Broadcasting Corporation, a division of Avco

IOWA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Cass	6,100	93	5,700	93	5,660
Cedar	5,500	96	5,300	96	5,370
Cerro Gordo	16,600	95	15,810	95	15,420
Cherokee	5,200	93	4,810	92	4,670
Chickasaw	4,300	78	3,340	75	3,230
Clarke	3,000	66	1,990	63	1,890
Clay	6,100	74	4,510	71	4,410
Clayton	6,100	74	4,510	71	4,400
Clinton	17,600	97	17,020	96	16,560
Crawford	5,400	92	4,970	91	4,920
Dallas	7,400	91	6,730	90	6,750
Davis	2,800	80	2,240	78	2,250
Decatur	3,600	71	2,570	68	2,460
Delaware	4,900	96	4,690	95	4,760
Des Moines	15,600	95	14,850	95	14,470
Dickinson	4,000	74	2,960	71	2,770
Dubuque	22,000	92	20,290	91	18,870
Emmet	4,300	67	2,880	64	2,680
Fayette	7,900	80	6,320	77	6,110
Floyd	7,200	78	5,580	75	5,330
Franklin	5,000	87	4,340	85	4,270
Fremont	3,200	93	2,980	93	2,960
Greene	4,500	90	4,070	89	4,110
Grundy	4,200	90	3,760	88	3,620
Guthrie	4,100	91	3,730	90	3,690
Hamilton	6,400	95	6,070	94	6,130
Hancock	4,100	82	3,360	80	3,280
Hardin	7,300	95	6,920	94	6,880
Harrison	5,100	96	4,900	96	5,070
Henry	5,600	81	4,530	79	4,330
Howard	3,700	71	2,630	68	2,580
Humboldt	3,800	72	2,750	69	2,630
Ida	3,200	92	2,950	91	2,920
Iowa	4,600	83	3,800	81	3,790
Jackson	5,400	91	4,930	90	4,970
Jasper	10,200	95	9,730	95	9,480
Jefferson	5,500	81	4,440	79	4,400
Johnson	14,300	84	11,960	81	10,910
Jones	5,600	91	5,110	90	5,060
Keokuk	5,200	83	4,290	81	4,350
Kossuth	7,400	73	5,370	69	5,210
Lee	13,600	81	10,980	78	10,390
Linn	40,900	96	39,420	96	37,880
Louisa	3,200	83	2,640	81	2,580
Lucas	3,300	66	2,190	63	2,150
Lyon	4,000	92	3,680	91	3,730
Madison	3,800	90	3,410	89	3,460
Mahaska	7,700	78	5,970	75	5,930
Marion	7,200	94	6,760	93	6,710
Marshall	11,700	95	11,070	94	10,990
Mills	3,300	91	3,010	90	2,980
Mitchell	4,000	84	3,360	82	3,290
Monona	4,700	96	4,520	96	4,600
Monroe	2,800	73	2,030	69	2,010
Montgomery	5,100	91	4,660	90	4,610
Muscatine	10,500	97	10,140	96	10,090
Obrien	5,900	80	4,710	78	4,580
Osceola	2,800	80	2,240	78	2,250
Page	7,400	93	6,890	92	6,830
Palo Alto	4,100	67	2,730	64	2,540
Plymouth	6,900	92	6,340	91	6,550
Pocahontas	4,200	71	2,980	68	2,840
Polk	85,900	96	82,420	95	79,660
Potta-wattamie	23,000	95	21,780	94	20,960
Poweshink	5,700	78	4,420	75	4,200
Ringgold	2,700	79	2,140	77	2,160
Sac	5,200	79	4,100	77	3,980
Scott	36,900	97	35,690	96	34,280
Shelby	4,400	94	4,140	93	4,110
Sioux	6,800	92	6,250	91	6,190
Story	13,900	95	13,150	94	12,580
Tama	6,500	89	5,800	88	5,720
Taylor	3,700	79	2,930	77	2,920
Union	5,600	78	4,340	75	4,270
Van Buren	3,400	80	2,710	77	2,710
Wapello	16,500	80	13,250	78	12,740
Warren	5,400	90	4,860	89	4,710
Washington	6,400	83	5,290	81	5,090
Wayne	3,600	72	2,580	68	2,530
Webster	14,100	96	13,540	96	13,180
Winnebago	3,700	82	3,030	80	3,040
Winneshiek	6,300	71	4,490	68	4,360
Woodbury	35,900	96	34,610	96	34,540
Worth	3,100	84	2,610	83	2,640
Wright	6,100	87	5,310	86	5,310
State Total	843,200	89%	753,940	88%	734,600

KANSAS

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Allen	5,400	71%	3,840	68%	3,670
Anderson	3,100	64	1,990	61	1,830
Atchison	6,400	87	5,570	86	5,480
Barber	2,800	75	2,100	72	2,020
Barton	10,800	93	10,070	93	9,990
Bourbon	6,000	71	4,270	68	4,080
Brown	4,900	78	3,810	75	3,690
Butler	12,800	83	10,640	81	10,030
Chase	1,300	74	960	71	990
Chautauqua	2,100	63	1,320	60	1,250
Cherokee	7,500	73	5,490	70	5,340
Cheyenne	1,400	45	630	40	560
Clark	1,100	64	700	60	660
Clay	3,600	64	2,310	61	2,190
Cloud	4,800	58	2,780	54	2,650
Coffey	2,600	65	1,680	61	1,590
Comanche	1,000	76	760	73	730
Cowley	12,500	79	9,910	76	9,480
Crawford	14,200	79	11,260	77	10,710
Decatur	2,000	59	1,170	55	1,090
Dickinson	7,300	58	4,260	55	3,980
Doniphan	3,300	87	2,870	85	2,820
Douglas	10,300	76	7,830	73	7,110
Edwards	1,800	81	1,450	78	1,410
Elk	1,800	63	1,130	59	1,130
Ellis	5,300	73	3,860	70	3,630
Ellsworth	2,500	67	1,680	64	1,670
Finney	4,300	57	2,440	52	2,240
Ford	6,300	64	4,060	60	3,810
Franklin	6,600	82	5,390	80	5,250
Geary	7,200	58	4,200	55	3,870
Gove	1,000	53	530	49	490
Graham	1,300	58	750	54	700
Grant	1,400	49	680	43	600
Gray	1,200	65	780	61	730
Greeley	600	47	280	42	250
Greenwood	3,700	75	2,760	72	2,670
Hamilton	800	40	320	35	280
Harper	3,000	75	2,240	72	2,160
Harvey	7,900	81	6,380	79	6,130
Haskell	700	49	340	43	300
Hodgeman	900	80	720	78	700
Jackson	3,300	78	2,570	75	2,490
Jefferson	3,600	78	2,790	75	2,700
Jewell	2,500	58	1,450	54	1,410
Johnson	41,900	95	39,610	94	37,720
Kearny	900	49	440	43	390
Kingman	3,300	75	2,470	72	2,380
Kiowa	1,400	75	1,050	72	1,010
Labette	9,200	67	6,170	63	5,960
Lane	900	53	480	49	440
Leavenworth	11,300	95	10,750	94	10,580
Lincoln	1,900	68	1,290	65	1,230
Linn	2,800	80	2,240	78	2,260
Logan	1,100	44	480	39	430
Lyon	7,900	66	5,190	62	4,870
McPherson	7,500	79	5,930	77	5,750
Marion	5,000	74	3,710	71	3,570
Marshall	5,200	62	3,220	58	3,090
Meade	1,600	64	1,030	61	970
Miami	6,200	80	4,950	78	4,810
Mitchell	2,700	58	1,560	54	1,510
Montgomery	16,700	78	13,030	75	12,530
Morris	2,400	74	1,780	71	1,780
Morton	1,000	40	400	35	350
Nemaha	4,000	78	3,110	75	3,010
Neosho	6,500	73	4,770	70	4,650
Ness	1,700	53	900	48	820
Norton	2,700	58	1,570	54	1,460
Osage	4,400	82	3,590	80	3,500
Osborne	2,300	62	1,420	58	1,400
Ottawa	2,300	67	1,550	64	1,480
Pawnee	2,800	80	2,250	78	2,190
Phillips	3,400	62	2,110	59	1,990
Potta-watomie	3,700	62	2,300	59	2,170
Pratt	3,900	75	2,930	72	2,820
Rawlins	1,500	44	660	39	590
Reno	19,800	94	18,620	93	18,280
Republic	3,500	64	2,250	61	2,130
Rice	4,600	79	3,640	77	3,610
Riley	6,400	65	4,160	61	4,330
Rooks	3,000	62	1,870	59	1,760
Rush	1,900	73	1,390	70	1,400
Russell	3,800	73	2,760	70	2,650
Saline	13,500	77	10,430	74	10,540
Scott	1,300	52	680	48	620
Sedgwick	110,200	94	103,350	93	98,880

KANSAS CONTINUED



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KANSAS (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Seward	4,100	49	1,990	43	1,670
Shawnee	43,300	94	40,770	93	39,310
Sheridan	1,100	57	630	54	590
Sherman	1,800	46	820	41	740
Smith	2,600	62	1,610	58	1,520
Stafford	2,300	80	1,840	78	1,790
Stanton	600	40	240	35	210
Stevens	1,200	40	480	35	420
Sumner	9,000	75	6,730	72	6,410
Thomas	2,200	44	970	39	860
Trego	1,500	54	810	49	740
Wabaunsee	2,200	66	1,450	63	1,380
Wallace	700	46	320	41	290
Washington	3,600	64	2,310	61	2,250
Wichita	700	44	310	40	280
Wilson	4,700	73	3,450	70	3,310
Woodson	2,000	65	1,290	61	1,220
Wyandotte	61,500	95	58,500	94	59,340
State Total	678,100	81%	549,630	79%	530,800

KENTUCKY

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adair	3,800	60%	2,290	57%	1,980
Allen	3,400	58	1,960	54	1,830
Anderson	2,400	72	1,720	68	1,640
Ballard	2,900	59	1,710	55	2,240
Barren	8,200	58	4,750	54	4,530
Bath	2,500	51	1,280	47	1,170
Bell	8,300	62	5,160	58	5,020
Boone	6,000	89	5,340	88	4,830
Bourbon	4,900	65	3,190	61	3,000
Boyd	14,800	92	13,650	91	14,130
Boyle	5,500	63	3,450	59	3,260
Bracken	2,200	82	1,810	80	1,770
Breathitt	3,600	49	1,780	45	1,570
Breckinridge	3,800	77	2,920	74	2,820
Bullitt	4,500	90	4,050	89	3,730
Butler	2,200	55	1,210	51	1,120
Caldwell	3,500	49	1,730	45	1,560
Calloway	5,800	55	3,210	51	2,970
Campbell	28,900	93	26,830	92	25,740
Carlisle	1,700	59	1,010	55	930
Carroll	2,500	89	2,230	88	2,370
Carter	4,700	82	3,840	80	3,820
Casey	3,600	57	2,050	53	1,910
Christian	10,100	68	6,850	64	11,140
Clark	5,400	52	2,790	47	2,500
Clay	4,400	42	1,840	37	1,360
Clinton	2,000	42	830	37	730
Crittenden	2,700	50	1,340	45	1,210
Cumberland	2,500	55	1,380	51	1,280
Daviess	19,600	77	15,150	74	14,780
Edmonson	1,700	58	990	54	920
Elliott	1,200	82	980	79	1,030
Estill	3,300	42	1,400	37	1,160
Fayette	35,700	66	23,610	62	21,700
Fleming	2,600	62	1,600	58	1,450
Floyd	9,500	78	7,420	75	6,990
Franklin	8,300	73	6,020	70	5,700
Fulton	3,200	55	1,770	51	1,590
Gallatin	1,100	89	980	88	880
Garrard	2,700	63	1,690	59	1,710
Grant	2,700	89	2,410	88	2,460
Graves	9,700	55	5,370	50	5,470
Grayson	4,600	58	2,660	54	2,320
Green	2,900	60	1,750	57	1,700
Greenup	7,000	82	5,710	80	5,490
Hancock	1,400	76	1,070	74	1,030
Hardin	14,000	83	11,660	81	11,260
Harlan	13,400	66	8,790	62	8,760
Harrison	4,200	73	3,080	70	2,950
Hart	3,700	58	2,140	54	2,050
Henderson	10,600	75	7,900	71	8,100
Henry	3,100	75	2,330	72	2,100
Hickman	2,000	59	1,180	55	1,090
Hopkins	12,200	59	7,180	54	6,540
Jackson	2,900	41	1,190	36	970
Jefferson	177,200	92	163,590	91	162,750
Jessamine	3,500	63	2,190	59	2,130
Johnson	5,000	71	3,550	68	3,190
Kenton	41,700	95	39,490	94	37,890
Knott	3,700	49	1,830	45	1,390
Knox	6,300	52	3,290	47	2,850
Larue	2,800	60	1,680	56	1,520
Laurel	6,500	41	2,660	36	2,220
Lawrence	3,100	71	2,200	68	2,100
Lee	1,800	47	840	42	750
Leslie	3,200	42	1,340	37	1,070
Letcher	6,500	55	3,580	50	3,240
Lewis	3,000	62	1,850	58	1,630

KENTUCKY (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Lincoln	4,300	57	2,450	53	2,330
Livingston	1,900	54	1,030	49	880
Logan	5,600	69	3,870	66	3,740
Lyon	1,500	55	820	51	810
McCracken	19,400	63	12,270	59	13,030
McCreary	2,800	51	1,440	47	1,360
McLean	2,500	55	1,380	51	1,270
Madison	9,200	52	4,800	47	4,240
Magoffin	2,200	50	1,100	45	950
Marion	3,900	72	2,790	68	2,600
Marshall	5,100	59	3,020	55	3,070
Martin	1,800	72	1,290	68	1,230
Mason	5,400	82	4,450	80	4,420
Meade	2,000	77	1,540	75	1,490
Menifee	800	44	350	39	270
Mercer	4,000	63	2,510	59	2,550
Metcalfe	2,300	56	1,280	51	1,130
Monroe	3,100	55	1,710	51	1,530
Montgomery	2,800	52	1,450	47	1,230
Morgan	2,500	47	1,170	42	1,090
Muhlenberg	7,400	61	4,510	56	4,290
Nelson	4,900	90	4,410	89	4,350
Nicholas	2,100	65	1,370	62	1,230
Ohio	4,400	55	2,410	50	2,370
Oldham	3,100	75	2,330	72	2,170
Owen	2,600	73	1,890	70	1,810
Owsley	1,400	41	580	36	510
Pendleton	3,000	82	2,460	80	2,320
Perry	8,100	56	4,540	51	4,180
Pike	16,100	67	10,820	63	9,890
Powell	1,500	43	640	38	570
Pulaski	9,400	53	4,990	48	4,090
Robertson	500	82	410	80	400
Rockcastle	2,700	41	1,110	36	970
Rowan	2,500	62	1,540	58	1,450
Russell	2,800	57	1,600	53	1,380
Scott	3,800	73	2,780	70	2,740
Shelby	5,000	75	3,740	72	3,820
Simpson	3,000	69	2,070	66	1,840
Spencer	1,500	90	1,350	89	1,330
Taylor	4,900	60	2,960	57	2,320
Todd	3,200	69	2,210	66	2,170
Trigg	2,100	56	1,170	51	1,130
Trimble	1,400	75	1,050	72	1,010
Union	4,000	53	2,120	49	1,990
Warren	12,700	67	8,480	63	8,170
Washington	2,900	72	2,080	69	1,990
Wayne	3,800	42	1,590	37	1,290
Webster	4,500	53	2,380	48	2,180
Whitley	6,600	52	3,410	47	3,020
Wolfe	1,500	47	700	41	620
Woodford	3,100	73	2,270	70	2,180
State Total	824,000	73%	603,010	70%	584,090

LOUISIANA

Parish	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Acadia	13,100	63%	8,310	59%	7,690
Allen	5,500	63	3,460	59	3,270
Ascension	6,000	66	3,980	63	3,790
Assumption	3,900	60	2,350	57	2,210
Avoyelles	10,500	65	6,790	61	6,360
Beauregard	5,800	63	3,650	59	3,390
Bienville	4,200	61	2,570	57	2,470
Bossier	11,200	79	8,860	76	10,220
Caddo	62,400	85	53,010	83	51,160
Calcasieu	38,800	75	29,250	72	26,520
Caldwell	2,700	66	1,770	62	1,680
Cameron	1,200	64	770	61	790
Catahoula	2,700	61	1,650	57	1,550
Claiborne	6,000	61	3,670	58	3,510
Concordia	3,700	61	2,260	57	2,120
De Soto	5,600	73	4,070	70	3,970
East Baton Rouge	66,100	84	55,350	82	52,750
East Carroll	3,800	67	2,540	64	2,490
East Feliciana	3,400	60	2,030	56	1,900
Evangeline	8,900	62	5,510	58	5,060
Franklin	7,100	69	4,870	65	4,610
Grant	3,300	68	2,240	65	2,200
Iberia	12,100	69	8,350	65	7,520
Iberville	6,800	62	4,210	58	4,030
Jackson	3,600	68	2,450	65	2,340
Jefferson	50,000	86	43,190	85	39,860
Jefferson Davis	8,100	64	5,150	60	4,810
Lafayette	19,000	71	13,540	68	12,630
Lafourche	11,500	80	9,230	78	8,850
La Salle	3,900	66	2,560	62	2,430
Lincoln	6,900	64	4,410	61	4,180

LOUISIANA CONTINUED

FOR INCOME BUY 2 BATON ROUGE in LOUISIANA

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WBRZ Channel 2

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REPRESENTED BY HOLLINGBERY

LOUISIANA (CONTINUED)

Parish	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Livingston	5,700	66	3,790	63	3,610
Madison	4,300	67	2,880	64	2,810
Morehouse	9,600	66	6,370	62	6,180
Natchitoches	9,300	66	6,110	62	5,740
Orleans	195,600	87	169,660	85	164,390
Ouachita	25,800	79	20,320	76	19,430
Plaquemines	3,700	82	3,020	79	2,940
Pointe Coupee	5,200	60	3,100	56	2,900
Rapides	30,500	77	23,350	73	22,020
Red River	2,500	72	1,810	69	1,800
Richland	6,300	77	4,870	75	4,780
Sabine	5,100	57	2,910	53	2,710
St. Bernard	8,000	86	6,870	84	5,800
St. Charles	3,400	76	2,570	73	2,480
St. Helena	2,400	59	1,420	55	1,330
St. James	3,300	76	2,500	73	2,410
St. John Baptist	3,500	76	2,650	73	2,560
St. Landry	20,800	63	13,070	59	12,110
St. Martin	6,100	60	3,670	56	3,440
St. Mary	10,600	69	7,330	66	6,880
St. Tammany	8,400	76	6,360	73	6,060
Tangipahoa	16,300	84	13,690	82	13,180
Tensas	3,200	67	2,140	64	2,040
Terrebonne	12,600	83	10,510	81	9,910
Union	4,700	64	3,010	61	2,850
Vermilion	10,200	62	6,360	58	5,910
Vernon	6,200	57	3,540	53	3,240
Washington	11,300	81	9,100	78	8,730
Webster	10,400	76	7,930	73	7,600
West Baton Rouge	3,200	62	1,980	58	1,870
West Carroll	3,600	77	2,780	75	2,760
West Feliciana	1,600	60	960	56	900
Winn	4,300	68	2,920	65	2,790
State Total	855,500	77%	661,600	75%	630,570

MAINE

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Androscoggin	24,400	92%	22,480	91%	22,220
Aroostook	24,200	80	19,300	77	18,730
Cumberland	51,500	91	46,660	89	45,560
Franklin	5,400	86	4,630	84	4,630
Hancock	10,000	87	8,700	85	8,530
Kennebec	23,700	92	21,690	90	21,150
Knox	8,700	88	7,640	86	7,610
Lincoln	5,400	90	4,880	89	4,550
Oxford	11,400	90	10,220	88	10,150
Penobscot	30,900	91	28,090	90	27,790
Piscataquis	4,700	87	4,070	85	4,080
Sagadahoc	5,700	90	5,150	89	5,620
Somerset	11,000	83	9,090	81	8,790
Waldo	5,900	88	5,180	87	5,190
Washington	9,200	86	7,940	84	7,850
York	27,200	91	24,820	90	24,500
State Total	259,300	89%	230,540	87%	226,950

MARYLAND

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Allegany	27,200	75%	20,330	71%	19,410
Anne Arundel	47,300	91	42,810	89	39,200
Baltimore	412,000	90	370,350	89	357,710
Calvert	3,600	85	3,060	83	3,000
Caroline	5,600	87	4,890	86	4,980
Carroll	14,400	91	13,070	90	12,620
Cecil	11,900	87	10,390	86	9,410
Charles	7,100	85	6,040	83	5,750
Dorchester	8,200	86	7,040	84	6,910
Frederick	18,400	88	16,130	86	15,660
Garrett	4,700	61	2,890	58	2,950
Harford	18,500	90	16,610	88	16,010
Howard	7,700	87	6,680	85	6,220
Kent	4,400	87	3,830	86	3,680
Montgomery	88,000	92	80,720	91	78,060
Prince George's	94,500	91	86,340	90	79,600
Queen Anne's	4,300	87	3,740	86	3,680
St. Mary's	8,800	85	7,460	83	7,150
Somerset	5,700	58	3,330	54	3,160
Talbot	6,100	86	5,240	84	5,060
Washington	25,500	83	21,090	80	20,170
Wicomico	14,600	86	12,570	84	11,790
Worcester	7,400	58	4,310	54	4,080
State Total	845,900	89%	748,920	87%	716,260

MASSACHUSETTS

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Barnstable	16,600	91%	15,170	90%	15,970
Berkshire	41,900	92	38,420	91	37,950
Bristol	120,700	92	111,380	91	110,030
Dukes	1,800	89	1,610	88	1,590
Essex	169,800	92	156,810	91	154,700
Franklin	17,400	89	15,490	88	15,150
Hampden	119,300	93	110,450	92	108,690
Hampshire	23,000	90	20,590	88	20,350
Middlesex	328,600	92	301,330	91	296,360
Nantucket	1,000	90	900	89	890
Norfolk	135,900	92	125,260	91	121,900
Plymouth	68,700	92	63,440	91	61,900
Suffolk	239,100	92	220,590	91	217,740
Worcester	171,800	92	158,330	91	155,700
State Total	1,455,600	92%	1,339,770	91%	1,318,920

MICHIGAN

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Alcona	900	83%	750	81%	730
Alger	2,600	73	1,900	70	1,830
Allegan	15,400	91	14,080	90	15,260
Alpena	7,300	70	5,110	67	4,770
Antrim	2,900	80	2,320	78	2,180
Arenac	2,700	86	2,310	84	2,270
Baraga	1,800	74	1,340	72	1,510
Barry	10,200	90	9,220	89	8,660
Bay	29,400	92	27,020	91	26,610
Benzie	2,300	81	1,870	79	1,820
Berrien	46,700	92	42,990	91	41,580
Branch	11,500	86	9,910	84	9,190
Calhoun	41,400	92	38,050	91	38,250
Cass	11,400	89	10,180	88	9,690
Charlevoix	3,900	75	2,920	73	2,830
Cheboygan	3,600	75	2,700	73	2,620
Chippewa	9,100	75	6,830	73	6,540
Clare	3,500	88	3,070	86	2,940
Clinton	9,800	92	9,000	91	8,980
Crawford	1,100	83	910	81	890
Delta	9,300	80	7,440	78	7,460
Dickinson	7,000	83	5,840	82	6,850
Eaton	14,900	90	13,370	88	12,460
Emmet	4,400	75	3,300	73	3,420
Genesee	108,400	90	98,000	89	93,920
Gladwin	2,600	88	2,290	87	2,250
Gogebic	7,900	76	6,020	74	5,840
Grand Traverse	9,100	81	7,370	79	7,020
Gratiot	10,300	91	9,410	90	9,200
Hillsdale	10,000	84	8,410	82	8,930
Houghton	9,900	71	7,020	67	6,880
Huron	9,500	91	8,660	90	8,370
Ingham	64,800	92	59,690	91	58,270
Ionia	11,700	91	10,680	90	10,360
Iosco	4,600	86	3,950	84	3,620
Iron	5,700	74	4,220	72	4,080
Isabella	8,200	88	7,220	87	7,110
Jackson	38,400	92	35,290	91	33,590
Kalamazoo	48,200	93	44,720	92	43,790
Kalkaska	1,100	81	890	78	940
Kent	106,500	92	98,050	91	94,360
Keweenaw	600	73	440	72	430
Lake	1,400	88	1,230	86	1,210
Lapeer	12,200	91	11,130	90	11,970
Leelanau	2,500	81	2,020	79	1,970
Lenawee	24,900	92	22,820	91	21,640
Livingston	10,400	91	9,450	90	8,720
Luce	1,500	73	1,100	71	1,060
Mackinac	2,700	76	2,040	73	1,900
Macomb	103,600	94	97,060	93	90,740
Manistee	6,100	82	4,990	80	4,950
Marquette	14,600	75	11,000	73	10,440
Mason	6,900	81	5,580	79	5,270
Mecosta	5,500	90	4,940	89	4,790
Menominee	7,500	84	6,270	82	6,130
Midland	13,200	89	11,710	87	11,160
Missaukee	1,900	80	1,520	78	1,560
Monroe	27,800	93	25,720	92	24,340
Montcalm	11,500	92	10,580	91	10,000
Montmorency	1,100	70	770	68	810
Muskegon	44,000	93	40,960	92	40,080
Newaygo	7,300	88	6,410	86	6,140
Oakland	186,300	93	172,740	92	166,330
Oceana	4,500	81	3,630	78	3,610
Ogemaw	2,500	83	2,080	82	2,120
Ontonagon	3,000	76	2,280	74	2,210
Osceola	3,600	90	3,230	89	3,370
Oscoda	800	84	670	82	740

MICHIGAN CONTINUED

WILX-TV's B signal area, which includes Michigan's **GOLDEN TRIANGLE** of Jackson, Lansing and Battle Creek, ranks as the

11th LARGEST

POPULATION MARKET IN THE NATION*

*(Based on SRDS Consumer Market Data)

1 New York	6 San Francisco-Oakland
2 Chicago	7 Boston
3 Los Angeles	8 Pittsburgh
4 Philadelphia	9 Washington D.C.
5 Detroit	10 St. Louis

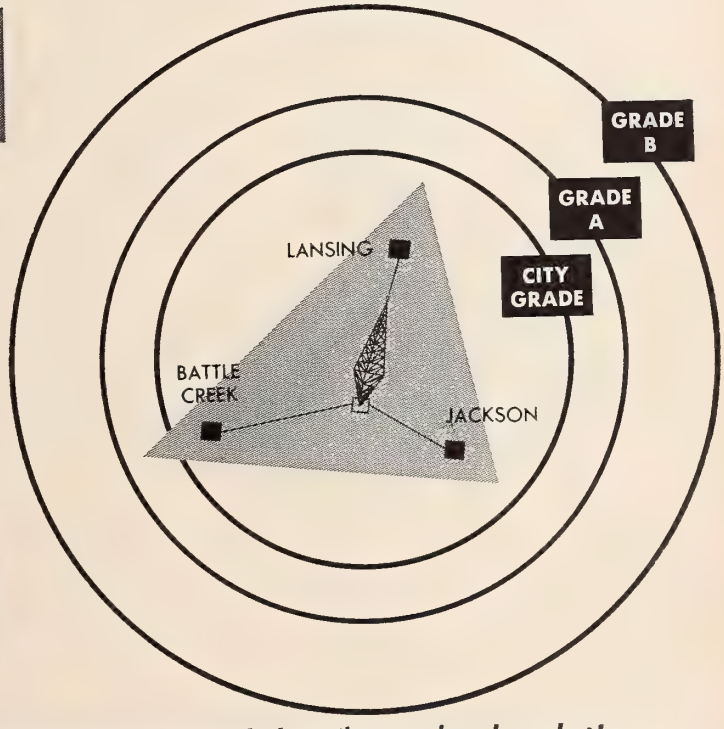
11 MICHIGAN'S GOLDEN TRIANGLE Station B signal area

and...

the bulk of this buying population (Jackson, Lansing and Battle Creek —the Golden Triangle) receives a

CITY GRADE SIGNAL FROM

WILX-TV

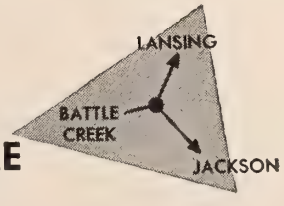


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VENARD, RINTOUL & McCONNELL, INC.
for complete market information

WILX-TV

CHANNEL 10 SERVING MICHIGAN'S GOLDEN TRIANGLE



MICHIGAN (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Otsego	1,800	83	1,500	81	1,380
Ottawa	27,800	91	25,400	90	24,080
Presque Isle	2,900	70	2,030	67	1,950
Roscommon	2,200	83	1,820	81	1,860
Saginaw	54,100	92	49,680	91	48,080
St. Clair	30,300	92	27,850	91	27,430
St. Joseph	15,600	92	14,310	91	13,500
Sanilac	9,700	88	8,580	87	8,170
Schoolcraft	2,300	73	1,680	70	1,690
Shiawassee	16,600	92	15,270	91	14,450
Tuscola	13,100	90	11,850	89	11,320
Van Buren	17,900	91	16,370	90	16,520
Washtenaw	43,500	92	39,980	91	39,500
Wayne	835,300	93	778,250	92	766,540
Wexford	5,400	82	4,420	80	4,550
State Total	2,296,400	91%	2,095,690	90%	2,042,580

MINNESOTA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Aitkin	3,600	76%	2,720	73%	2,690
Anoka	16,200	97	15,690	96	15,530
Becker	6,400	67	4,290	64	4,160
Beltrami	6,800	45	3,060	40	2,770
Benton	4,600	64	2,950	61	2,740
Big Stone	2,400	61	1,460	57	1,360
Blue Earth	12,000	92	11,090	91	10,880
Brown	8,200	83	6,820	81	6,580
Carlton	7,100	75	5,320	72	5,050
Carver	5,400	94	5,050	93	4,920
Cass	4,900	50	2,430	45	2,310
Chippewa	4,800	59	2,810	55	2,620
Chisago	4,200	93	3,890	92	3,760
Clay	10,300	90	9,220	88	8,840
Clearwater	2,700	45	1,210	40	1,080
Cook	1,200	72	860	69	960
Cottonwood	4,800	75	3,580	72	3,370
Crow Wing	9,600	63	6,040	59	5,560
Dakota	18,500	96	17,730	95	16,590
Dodge	3,600	83	2,990	81	2,920
Douglas	6,600	55	3,640	51	3,360
Faribault	7,400	75	5,570	72	5,360
Fillmore	7,300	75	5,470	72	5,190
Freeborn	10,800	90	9,770	89	9,270
Goodhue	10,300	95	9,740	94	9,760
Grant	2,700	57	1,540	53	1,430
Hennepin	247,700	97	239,580	96	235,760
Houston	4,500	75	3,370	72	3,170
Hubbard	2,800	50	1,390	45	1,310
Isanti	2,800	92	2,580	91	2,560
Itasca	11,300	77	8,650	73	8,150
Jackson	4,400	84	3,700	82	3,700
Kanabec	2,300	76	1,740	73	1,750
Kandiyohi	8,400	80	6,700	78	6,360
Kittson	2,600	56	1,450	52	1,340
Koochiching	4,900	47	2,310	43	2,130
Lac Qui Parle	3,900	62	2,420	58	2,260
Lake	4,900	72	3,510	69	3,220
Lake of the Woods	1,200	48	570	43	510
Le Sueur	6,000	81	4,870	79	4,670
Lincoln	3,000	67	2,000	63	1,890
Lyon	6,700	63	4,240	60	3,950
McLeod	7,500	88	6,600	87	6,330
Mahnomen	1,500	67	1,010	64	960
Marshall	4,000	56	2,220	51	2,110
Martin	8,300	75	6,240	72	5,870
Meeker	5,500	80	4,390	78	4,270
Mille Lacs	5,100	64	3,280	61	3,110
Morrison	7,200	58	4,150	54	3,810
Mower	13,600	91	12,340	89	11,900
Murray	3,900	78	3,040	76	3,400
Nicollet	5,600	83	4,650	81	4,460
Nobles	6,600	84	5,540	82	5,340
Norman	3,000	67	2,000	64	1,910
Olmsted	14,200	95	13,520	95	13,240
Otter Tail	13,000	65	8,490	61	8,090
Pennington	3,700	63	2,320	59	2,190
Pine	4,800	75	3,590	72	3,460
Pipestone	4,200	78	3,270	75	3,320
Polk	10,600	66	7,020	62	6,600
Pope	3,600	55	1,990	51	1,840
Ramsey	126,700	96	121,730	96	118,980
Red Lake	1,400	63	880	59	830
Redwood	6,500	76	4,940	73	4,770
Renville	7,200	76	5,480	74	5,220
Rice	9,600	94	9,070	94	8,910
Rock	3,000	78	2,340	76	2,190
Roseau	3,700	55	2,050	51	1,900
St. Louis	71,100	90	64,190	89	61,920
Scott	5,000	93	4,670	93	4,450

MINNESOTA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Sherburne	2,700	87	2,350	86	2,230
Sibley	3,800	88	3,350	87	3,300
Stearns	20,200	89	17,910	87	17,170
Steele	7,200	83	5,990	81	5,690
Stevens	2,800	61	1,710	57	1,590
Swift	4,400	62	2,730	58	2,550
Todd	6,800	58	3,920	54	3,650
Traverse	2,000	61	1,220	57	1,130
Wabasha	5,500	87	4,810	86	4,650
Wadena	3,900	50	1,940	45	1,720
Waseca	4,900	81	3,970	79	3,870
Washington	11,700	96	11,190	95	10,840
Watonwan	4,300	74	3,200	72	3,010
Wilkin	2,600	90	2,330	88	2,300
Winona	11,600	71	8,290	68	7,900
Wright	8,800	87	7,680	86	7,380
Yellow Medicine	4,800	67	3,200	63	3,020
State Total	967,900	86%	830,820	84%	805,170

MISSISSIPPI

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	10,300	57%	5,910	52%	5,350
Alcorn	7,200	57	4,110	52	3,820
Amite	4,200	47	1,970	42	1,680
Attala	5,800	56	3,220	51	2,820
Benton	1,900	57	1,090	53	1,000
Bolivar	15,400	53	8,220	48	7,480
Calhoun	3,900	47	1,820	41	1,510
Carroll	2,900	48	1,400	43	1,300
Chickasaw	4,200	47	1,980	41	1,650
Choctaw	2,300	43	990	38	800
Claiborne	2,700	56	1,520	52	1,360
Clarke	4,300	57	2,450	53	2,220
Clay	4,100	50	2,040	44	1,680
Coahoma	13,800	55	7,610	50	7,230
Copiah	7,400	59	4,390	55	3,870
Covington	3,600	59	2,120	54	1,850
De Soto	5,700	68	3,880	65	3,420
Forrest	13,700	57	7,830	52	7,300
Franklin	2,400	57	1,370	53	1,270
George	2,500	54	1,340	49	1,230
Greene	1,800	53	960	49	830
Grenada	4,700	48	2,270	44	2,090
Hancock	3,100	77	2,400	75	2,170
Harrison	29,300	73	21,520	70	21,100
Hinds	46,300	81	37,350	78	36,140
Holmes	7,000	60	4,180	55	3,800
Humphreys	4,900	58	2,830	54	2,580
Issaquena	1,000	58	580	54	540
Itawamba	3,700	56	2,060	51	1,830
Jackson	12,200	85	10,330	83	9,750
Jasper	4,100	64	2,620	60	2,480
Jefferson	2,600	57	1,480	53	1,270
Jefferson Davis	3,600	55	1,970	51	1,770
Jones	16,400	65	10,600	61	10,470
Kemper	2,900	54	1,580	50	1,460
Lafayette	4,700	48	2,270	44	2,090
Lamar	3,300	56	1,840	51	1,680
Lauderdale	19,600	76	14,840	72	14,200
Lawrence	2,800	55	1,530	50	1,360
Leake	4,600	55	2,550	51	2,410
Lee	10,700	66	7,090	62	6,730
Leflore	12,500	52	6,540	47	5,940
Lincoln	7,200	56	4,020	52	3,770
Lowndes	10,300	47	4,830	41	4,390
Madison	7,100	62	4,410	58	4,040
Marion	5,900	51	3,030	47	2,670
Marshall	5,200	54	2,790	49	2,610
Monroe	8,600	55	4,700	49	4,340
Montgomery	3,500	48	1,680	43	1,470
Neshoba	5,600	54	3,050	50	2,860
Newton	5,000	64	3,190	60	3,080
Noxubee	3,900	55	2,150	50	2,010
Oktibbeha	5,900	50	2,930	44	2,740
Panola	7,900	70	5,510	66	5,250
Pearl River	5,600	78	4,340	75	4,130
Perry	2,100	53	1,120	48	1,010
Pike	8,900	58	5,190	53	4,810
Pontotoc	4,700	54	2,530	49	2,240
Prentiss	4,700	56	2,620	51	2,290
Quitman	6,000	58	3,450	54	3,270
Rankin	5,900	55	3,260	51	2,960
Scott	4,900	55	2,700	51	2,440
Sharkey	2,700	58	1,560	54	1,400
Simpson	5,100	55	2,820	51	2,560
Smith	3,500	55	1,930	51	1,730
Stone	1,600	54	860	49	730

MISSISSIPPI CONTINUED

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with

WLBT *



ARB total television area report shows WLBT tops in the 47-county survey, February 12-18, 1959

	WLBT	Sta B
Monday thru Friday:		
Sign-on to Noon	**77.8**	26.2
Noon to 6 PM	**53.0**	47.0
6 PM to Midnight	**57.2**	42.8
Saturday:		
Sign-on to 6 PM	**76.1**	24.9
Sunday:		
Sign-on to 6 PM	**60.4**	39.6
Sunday thru Saturday:		
6:00 PM to 10:00 PM	**56.1**	43.9
TOTAL SIGN-ON TO SIGN-OFF:	**59.7**	41.4

First 7, 16 of top 20 programs – WLBT

***229,900** *TV homes*
Television Magazine market data

NBC
ABC

Represented nationally by:
George P. Hollingbery

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Dedicated to serving the agency and advertiser in the entertainment center of the Mid-west.

CHANNEL

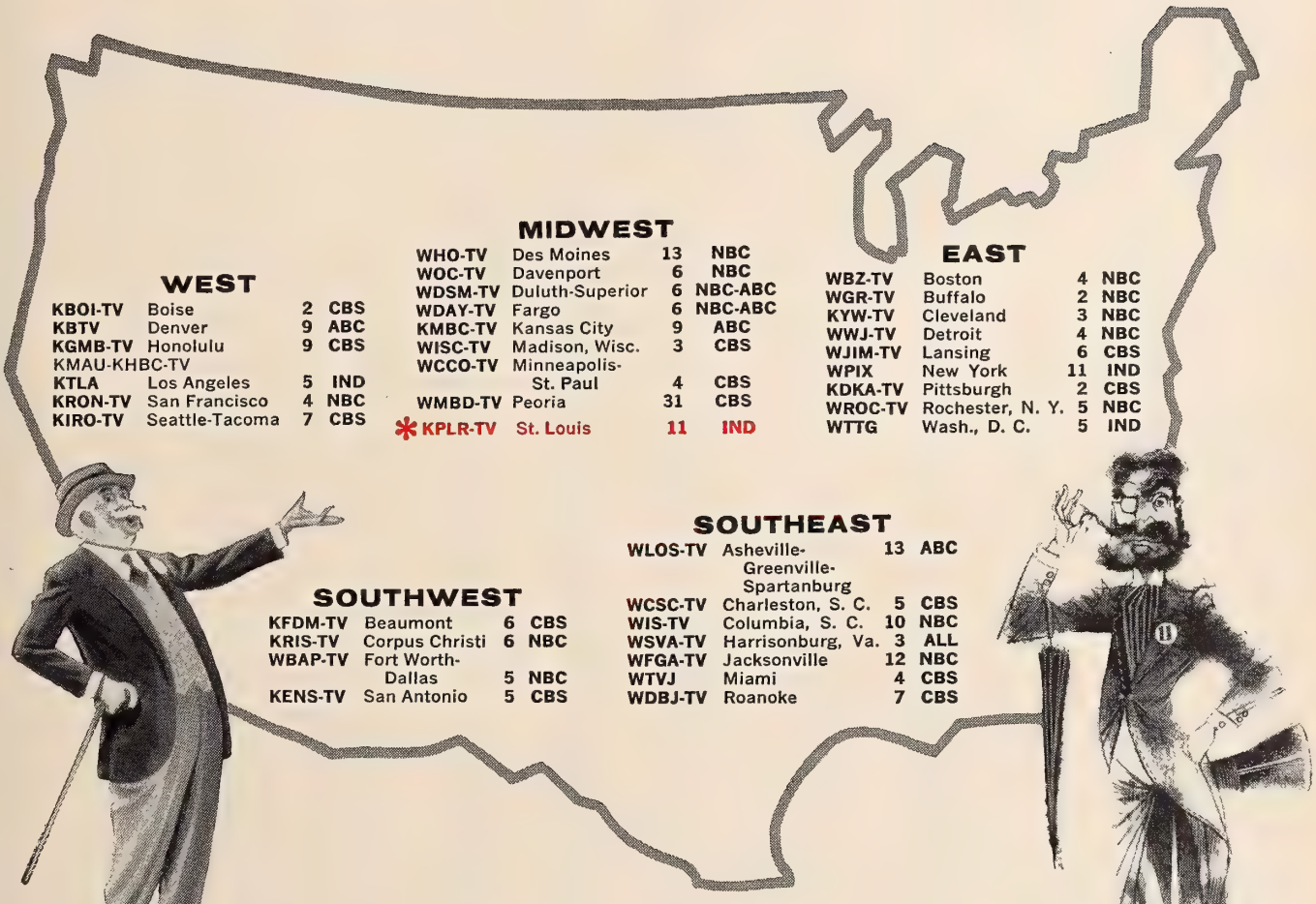


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...BEST



WEST

KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU-KHBC-TV			
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS
✻ KPLR-TV	St. Louis	11	IND

EAST

WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester, N. Y.	5	NBC
WTTG	Wash., D. C.	5	IND

SOUTHWEST

KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

SOUTHEAST

WLOS-TV	Asheville-Greenville-Spartanburg	13	ABC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

The Colonel greets Mr. Indy

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PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

MISSISSIPPI (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Sunflower	12,900	47	6,090	41	5,380
Tallahatchie	6,900	56	3,880	51	3,430
Tate	4,200	68	2,870	65	2,720
Tippah	4,000	58	2,300	53	2,170
Tishomingo	3,500	57	2,010	53	1,790
Tunica	5,700	57	3,270	53	3,100
Union	5,400	54	2,910	49	2,690
Walthall	3,300	52	1,710	47	1,510
Warren	12,800	66	8,480	62	8,290
Washington	20,600	57	11,750	52	10,460
Wayne	3,600	57	2,040	53	1,890
Webster	2,600	53	1,370	47	1,280
Wilkinson	3,000	47	1,400	42	1,210
Winston	5,100	55	2,810	50	2,560
Yalobusha	3,500	48	1,690	44	1,480
Yazoo	8,600	63	5,440	59	4,950
State Total	557,600	61%	339,340	57%	315,240

MISSOURI

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adair	6,700	64%	4,310	61%	4,090
Andrew	3,500	81	2,830	79	2,830
Atchison	2,900	68	1,980	65	1,940
Audrain	8,500	75	6,350	72	6,110
Barry	6,400	66	4,220	63	4,080
Barton	3,700	65	2,420	62	2,360
Bates	5,800	72	4,170	69	4,060
Benton	2,700	77	2,080	74	2,010
Bollinger	2,500	73	1,830	70	1,830
Boone	13,700	81	11,060	78	11,410
Buchanan	32,500	92	29,770	90	29,310
Butler	10,700	67	7,220	64	6,880
Caldwell	3,200	81	2,580	78	2,590
Callaway	6,100	75	4,560	72	4,460
Camden	2,000	74	1,480	71	1,490
Cape Girardeau	11,500	82	9,440	80	9,240
Carroll	4,600	75	3,430	72	3,370
Carter	1,300	55	710	50	650
Cass	6,500	78	5,100	76	4,940
Cedar	3,200	65	2,090	62	2,050
Chariton	4,400	61	2,670	57	2,560
Christian	3,600	71	2,560	68	2,510
Clark	2,600	78	2,040	76	2,050
Clay	26,900	96	25,810	95	24,520
Clinton	3,600	90	3,230	89	3,280
Cole	11,300	87	9,820	85	9,540
Cooper	4,700	73	3,430	70	3,360
Crawford	3,000	61	1,830	57	1,780
Dade	2,600	66	1,710	63	1,690
Dallas	2,700	74	1,990	71	1,980
Daviess	3,200	81	2,580	78	2,590
De Kalb	2,300	80	1,850	78	1,880
Dent	3,100	68	2,110	64	2,060
Douglas	2,700	64	1,720	60	1,690
Dunklin	10,900	73	7,940	69	7,680
Franklin	11,900	82	9,720	79	9,420
Gasconade	4,000	73	2,920	70	2,800
Gentry	3,100	74	2,280	71	2,260
Greene	40,400	95	38,190	94	37,520
Grundy	4,000	78	3,120	76	3,100
Harrison	4,100	73	3,010	70	2,960
Henry	6,400	77	4,930	74	4,840
Hickory	1,600	78	1,240	75	1,200
Holt	2,500	68	1,700	65	1,680
Howard	3,400	72	2,440	69	2,400
Howell	5,400	51	2,750	46	2,590
Iron	1,900	61	1,150	57	1,140
Jackson	204,800	96	197,630	96	195,550
Jasper	28,500	87	24,920	86	24,350
Jefferson	20,100	94	18,920	93	17,450
Johnson	8,000	79	6,280	76	6,550
Knox	2,600	78	2,030	76	1,970
Laclede	5,900	74	4,370	71	4,200
Lafayette	7,900	83	6,550	81	6,480
Lawrence	7,100	66	4,680	63	4,520
Lewis	3,400	78	2,660	76	2,580
Lincoln	5,700	86	4,900	84	4,730
Linn	6,200	61	3,760	57	3,590
Livingston	5,100	78	3,980	76	3,930
McDonald	4,100	73	3,010	70	2,890
Macon	7,000	75	5,260	72	5,000
Madison	2,800	73	2,040	70	1,960
Maries	2,000	73	1,460	70	1,400
Marion	9,700	93	9,050	93	9,070
Mercer	1,900	74	1,400	71	1,340
Miller	4,300	73	3,120	70	2,990
Mississippi	5,400	64	3,440	60	3,320
Moniteau	3,200	73	2,340	70	2,310
Monroe	3,000	81	2,430	79	2,450

MISSOURI (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Montgomery	3,300	86	2,840	84	2,870
Morgan	2,800	73	2,040	70	2,020
New Madrid	8,800	70	6,140	66	5,960
Newton	9,100	73	6,670	70	6,400
Nodaway	7,400	68	5,030	64	4,830
Oregon	2,800	46	1,300	42	1,210
Osage	2,900	72	2,100	69	2,010
Ozark	2,000	64	1,280	60	1,270
Pemiscot	11,300	78	8,790	75	8,600
Perry	3,300	80	2,650	78	2,660
Pettis	12,700	81	10,310	79	9,910
Phelps	7,500	68	5,090	64	4,760
Pike	5,900	81	4,790	79	4,670
Platte	6,700	90	6,010	89	5,580
Polk	4,700	74	3,470	71	3,400
Pulaski	4,200	76	3,200	73	2,570
Putnam	2,600	64	1,670	61	1,640
Ralls	2,200	82	1,800	80	1,830
Randolph	7,900	72	5,680	69	5,500
Ray	5,400	83	4,470	81	4,370
Reynolds	1,400	54	760	50	700
Ripley	2,900	54	1,580	50	1,510
St. Charles	11,300	93	10,560	93	10,190
St. Clair	2,900	77	2,240	75	2,240
St. Francois	11,200	85	9,500	83	9,270
St. Louis	460,800	97	444,990	96	439,780
Ste Genevieve	3,100	81	2,500	78	2,430
Saline	7,900	74	5,870	72	5,720
Schuyler	1,500	64	960	61	910
Scotland	2,400	78	1,880	76	1,820
Scott	8,800	77	6,800	74	6,610
Shannon	1,600	46	730	41	700
Shelby	3,100	75	2,330	73	2,320
Stoddard	8,200	78	6,370	75	6,200
Stone	2,500	71	1,780	68	1,770
Sullivan	3,200	64	2,060	61	2,020
Taney	2,900	71	2,060	68	1,970
Texas	5,400	51	2,750	46	2,550
Vernon	6,500	72	4,670	69	4,540
Warren	2,300	86	1,980	84	1,940
Washington	3,700	61	2,260	57	2,180
Wayne	2,400	73	1,760	70	1,690
Webster	4,200	74	3,090	71	3,040
Worth	1,500	73	1,100	71	1,060
Wright	4,100	63	2,600	60	2,520
State Total	1,342,300	88%	1,175,110	85%	1,153,150

MONTANA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Beaverhead	2,700	51%	1,380	47%	1,170
Big Horn	2,400	48	1,140	43	990
Blaine	2,500	48	1,190	43	1,080
Broadwater	800	51	410	48	380
Carbon	2,600	57	1,470	52	1,520
Carter	700	41	290	36	250
Cascade	22,100	75	16,530	72	16,670
Chouteau	2,500	64	1,600	60	1,390
Custer	4,200	41	1,740	36	1,520
Daniels	900	42	380	37	330
Dawson	3,500	49	1,720	43	1,390
Deer Lodge	5,900	50	2,970	46	2,530
Fallon	1,000	42	420	37	370
Fergus	4,900	51	2,480	46	2,130
Flathead	10,800	65	6,990	61	6,630
Gallatin	7,800	47	3,670	42	3,310
Garfield	600	42	250	37	220
Glacier	3,000	55	1,660	50	1,560
Golden Valley	300	53	160	50	150
Granite	1,000	50	500	46	460
Hill	5,100	48	2,440	43	2,160
Jefferson	1,000	48	480	43	430
Judith Basin	700	51	360	48	380
Lake	3,300	59	1,940	54	1,850
Lewis and Clark	10,100	51	5,160	47	4,450
Liberty	500	48	240	44	220
Lincoln	3,600	57	2,040	52	1,770
McCone	1,000	50	500	44	440
Madison	1,800	47	840	42	800
Meagher	800	51	410	48	380
Mineral	900	51	460	47	420
Missoula	14,400	67	9,640	63	8,640
Musselshell	1,600	51	820	47	850
Park	4,500	57	2,550	53	2,310
Petroleum	300	53	160	50	150
Phillips	1,700	42	710	36	620
Pondera	1,900	66	1,260	63	1,190
Powder River	800	41	330	36	290

MONTANA CONTINUED

MONTANA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Powell	2,000	50	1,000	46	870
Prairie	700	49	340	43	300
Ravalli	3,700	51	1,890	47	1,780
Richland	2,700	50	1,350	45	1,250
Roosevelt	3,200	50	1,610	45	1,350
Rosebud	2,000	48	950	43	820
Sanders	2,500	51	1,270	47	1,070
Sheridan	1,900	50	950	44	800
Silver Bow	21,500	84	17,980	81	17,100
Stillwater	1,700	57	970	53	900
Sweet Grass	900	56	500	52	520
Teton	2,100	67	1,400	63	1,320
Toole	2,500	49	1,220	44	1,060
Treasure	300	50	150	47	140
Valley	3,300	42	1,370	36	1,200
Wheatland	900	51	460	47	470
Wibaux	400	50	200	45	180
Yellowstone	25,600	80	20,380	77	18,220
State Total	212,100	62%	131,280	58%	120,750

NEBRASKA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	9,600	85%	8,190	84%	8,030
Antelope	3,300	67	2,200	64	2,100
Arthur	200	45	90	40	80
Banner	400	60	240	55	220
Blaine	200	55	110	50	100
Boone	2,900	62	1,790	58	1,690
Box Butte	3,700	49	1,820	44	1,610
Boyd	1,400	45	630	40	560
Brown	1,600	45	720	40	560
Buffalo	8,200	80	6,580	78	6,400
Burt	3,300	86	2,830	84	2,780
Butler	3,400	81	2,740	78	2,740
Cass	5,600	93	5,230	93	5,100
Cedar	3,600	93	3,360	93	3,330
Chase	1,400	53	740	48	670
Cherry	2,500	48	1,200	42	1,230
Cheyenne	5,200	57	2,940	52	2,640
Clay	3,100	75	2,320	72	2,230
Colfax	3,400	80	2,730	78	2,580
Cuming	3,600	86	3,090	84	3,030
Custer	5,400	61	3,320	58	3,180
Dakota	3,500	94	3,280	93	3,250
Dawes	2,700	42	1,130	37	990
Dawson	6,500	80	5,230	78	5,010
Deuel	1,000	52	520	48	480
Dixon	2,700	93	2,510	92	2,490
Dodge	9,800	95	9,340	95	9,100
Douglas	102,000	97	98,500	96	94,850
Dundy	1,100	54	590	48	530
Fillmore	3,000	75	2,240	72	2,160
Franklin	2,000	83	1,650	81	1,610
Frontier	1,400	61	850	56	790
Furnas	3,000	82	2,470	80	2,410
Gage	8,000	86	6,870	84	6,740
Garden	1,100	55	610	51	510
Garfield	800	55	440	51	410
Gosper	700	83	580	81	570
Grant	200	50	100	45	90
Greeley	1,600	64	1,020	61	970
Hall	12,300	88	10,770	86	10,480
Hamilton	2,900	82	2,380	80	2,320
Harlan	1,700	82	1,400	81	1,370
Hayes	500	60	300	56	280
Hitchcock	1,500	53	790	48	810
Holt	4,200	45	1,890	40	1,690
Hooker	300	43	130	40	120
Howard	2,200	64	1,400	60	1,330
Jefferson	4,400	77	3,400	75	3,290
Johnson	1,900	86	1,630	84	1,600
Kearney	2,000	83	1,650	81	1,610
Keith	2,600	60	1,550	55	1,380
Keya Paha	400	50	200	45	180
Kimball	1,700	61	1,030	56	730
Knox	4,200	67	2,810	64	2,680
Lancaster	46,300	94	43,400	93	42,630
Lincoln	9,400	60	5,650	56	5,130
Logan	400	43	170	38	150
Loup	400	58	230	53	210
McPherson	200	45	90	40	80
Madison	8,000	90	7,200	89	7,020
Merrick	2,600	62	1,600	58	1,510
Morrill	2,200	60	1,330	56	1,230
Nance	1,700	62	1,050	58	990
Nemaha	3,300	80	2,640	78	2,720
Nuckolls	2,800	75	2,090	72	2,080
Otoe	5,700	93	5,310	92	4,900
Pawnee	2,000	80	1,600	78	1,560
Perkins	1,200	59	710	55	660

NEBRASKA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Phelps	3,200	82	2,610	79	2,700
Pierce	2,600	67	1,740	64	1,660
Platte	7,200	90	6,480	89	5,600
Polk	2,600	83	2,150	81	2,100
Redwillow	4,000	61	2,420	56	2,420
Richardson	4,800	79	3,780	76	3,590
Rock	900	46	410	41	370
Saline	4,500	77	3,480	75	3,370
Sarpy	6,800	96	6,500	95	6,740
Saunders	5,500	96	5,280	96	5,260
Scotts Bluff	10,600	63	6,690	59	6,350
Seward	4,100	78	3,180	75	3,080
Sheridan	2,800	49	1,380	44	1,220
Sherman	1,800	61	1,100	58	1,040
Sioux	800	50	400	45	360
Stanton	1,800	81	1,450	78	1,410
Thayer	3,000	75	2,240	72	2,160
Thomas	400	43	170	38	150
Thurston	2,400	86	2,060	84	2,020
Valley	2,000	62	1,230	58	1,220
Washington	3,700	95	3,530	95	3,420
Wayne	2,900	94	2,720	93	2,700
Webster	2,200	85	1,880	84	1,840
Wheeler	300	53	160	50	150
York	4,700	83	3,880	81	3,710
State Total	437,700	83%	362,120	81%	349,200

NEVADA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Churchill	1,900	41%	780	36%	650
Clark	40,900	81	33,060	78	27,080
Douglas	500	58	290	54	270
Elko	4,000	45	1,790	40	1,560
Esmeralda	200	45	90	40	80
Eureka	200	40	80	37	110
Humboldt	1,300	43	560	38	490
Lander	400	45	180	40	160
Lincoln	900	46	410	41	370
Lyon	1,000	58	580	54	490
Mineral	1,800	41	740	36	870
Nye	800	46	370	41	370
Ormsby	1,700	59	1,000	55	660
Pershing	1,000	41	410	36	400
Storey	100	50	50	50	100
Washoe	27,600	88	24,170	86	21,740
White Pine	4,100	45	1,840	40	1,600
State Total	88,400	75%	66,400	71%	57,000

NEW HAMPSHIRE

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Belknap	8,500	89%	7,530	87%	7,340
Carroll	4,900	90	4,400	89	4,340
Cheshire	13,000	90	11,740	89	11,390
Coos	10,500	88	9,280	87	9,030
Grafton	12,900	86	11,100	84	10,940
Hillsboro	49,700	91	45,410	90	44,380
Merrimack	18,900	90	17,060	89	16,730
Rockingham	24,200	92	22,190	91	22,280
Strafford	15,500	91	14,100	90	13,640
Sullivan	8,700	87	7,610	86	7,400
State Total	166,800	90%	150,420	89%	147,470

NEW JERSEY

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Atlantic	47,600	93%	44,350	92%	41,790
Bergen	227,800	92	208,640	91	201,960
Burlington	47,900	92	44,170	91	43,140
Camden	106,500	92	97,970	91	93,960
Cape May	14,500	92	13,320	91	12,800
Cumberland	31,800	92	29,160	91	28,440
Essex	298,700	91	272,740	90	266,900
Gloucester	36,000	92	33,030	91	32,100
Hudson	196,800	93	183,160	92	177,450
Hunterdon	14,500	92	13,400	91	13,430

NEW JERSEY CONTINUED

NEW JERSEY (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Mercer	72,900	93	67,540	92	65,900
Middlesex	102,800	92	94,210	91	90,030
Monmouth	98,200	94	91,930	93	83,380
Morris	60,500	92	55,650	91	54,120
Ocean	24,700	92	22,770	91	22,150
Passaic	117,100	92	107,870	91	105,610
Salem	17,500	93	16,190	92	15,740
Somerset	35,000	91	31,930	90	31,350
Sussex	11,800	91	10,730	90	10,590
Union	142,400	93	131,930	92	127,950
Warren	18,600	91	16,930	90	16,520
State Total	1,723,600	92%	1,587,620	91%	1,535,310

NEW MEXICO

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Bernalillo	67,500	91%	61,240	89%	56,720
Catron	500	60	300	56	280
Chaves	15,700	79	12,450	76	11,550
Colfax	3,400	45	1,540	41	1,420
Curry	8,000	60	4,810	56	4,900
De Baca	800	58	460	53	420
Dona Ana	10,200	85	8,670	83	9,630
Eddy	14,000	72	10,130	69	9,680
Grant	5,400	59	3,210	56	3,120
Guadalupe	1,300	65	840	62	800
Harding	300	47	140	43	130
Hidalgo	1,400	59	830	56	780
Lea	16,400	62	10,160	58	9,720
Lincoln	2,000	63	1,250	59	1,180
Los Alamos	3,600	77	2,770	75	2,620
Luna	3,200	63	2,020	60	1,610
McKinley	8,300	49	4,060	44	3,420
Mora	1,400	51	710	46	650
Otero	10,200	66	6,730	62	4,980
Quay	3,700	60	2,220	56	2,110
Rio Arriba	5,700	56	3,210	52	2,930
Roosevelt	4,300	57	2,450	52	2,400
Sandoval	2,400	61	1,470	58	1,380

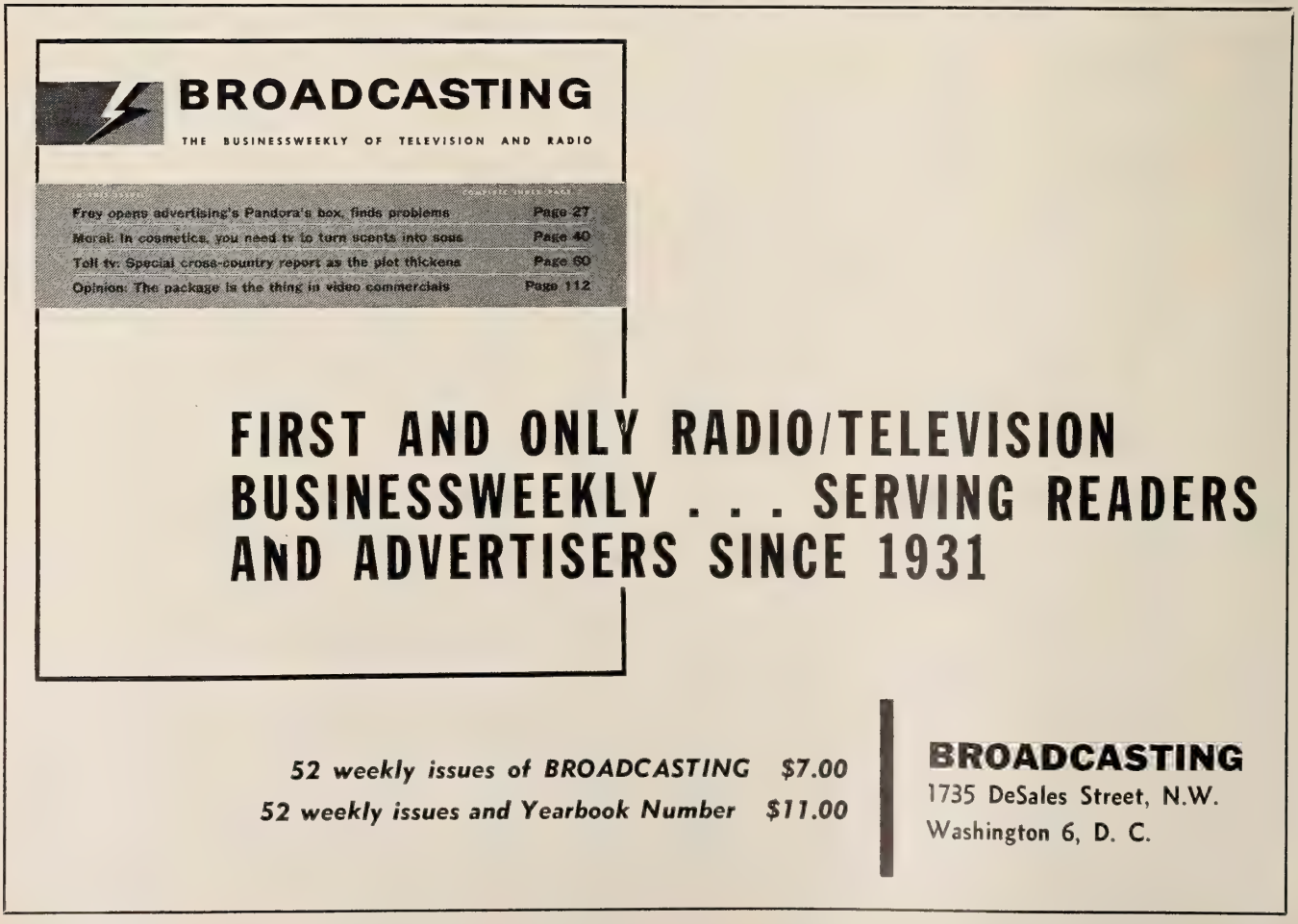
NEW MEXICO (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
San Juan	12,300	54	6,590	50	5,050
San Miguel	5,100	50	2,550	46	2,330
Santa Fe	10,700	72	7,740	69	7,330
Sierra	1,600	65	1,040	62	990
Socorro	2,300	61	1,400	57	1,320
Taos	3,000	56	1,690	52	1,570
Torrance	1,400	66	920	62	870
Union	1,700	45	760	40	680
Valencia	6,300	70	4,340	68	3,580
State Total	234,100	72%	168,790	69%	156,150

NEW YORK

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Albany	90,000	92%	82,580	91%	75,510
Allegany	13,700	80	10,920	77	10,470
Bronx	434,100	91	393,250	89	390,330
Broome	62,400	91	56,550	89	55,400
Cattaraugus	25,200	92	23,130	91	22,490
Cayuga	22,000	92	20,190	91	19,850
Chautauqua	47,700	91	43,330	90	41,840
Chemung	31,300	88	27,520	86	26,840
Chenango	12,700	89	11,360	88	11,090
Clinton	14,500	92	13,400	91	13,250
Columbia	14,300	92	13,210	91	12,880
Cortland	12,900	91	11,730	90	11,570
Delaware	14,400	84	12,090	82	11,620
Dutchess	45,600	90	41,260	89	37,640
Erie	327,100	92	302,240	91	293,230
Essex	10,800	81	8,730	78	8,290
Franklin	12,700	77	9,720	73	9,320
Fulton	17,900	89	16,010	88	15,670
Genesee	15,100	93	14,070	92	13,750
Greene	9,200	89	8,160	87	7,870
Hamilton	1,300	90	1,170	89	1,160
Herkimer	19,800	92	18,120	90	17,620
Jefferson	27,300	82	22,270	79	21,280

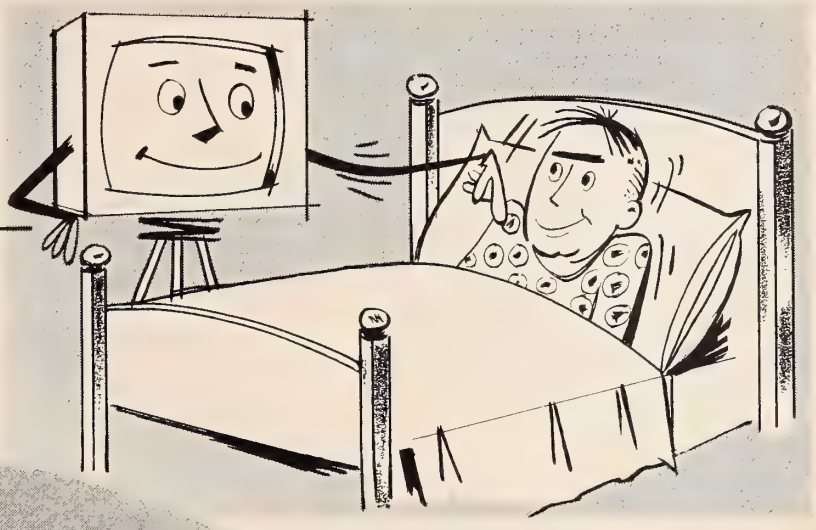
NEW YORK CONTINUED

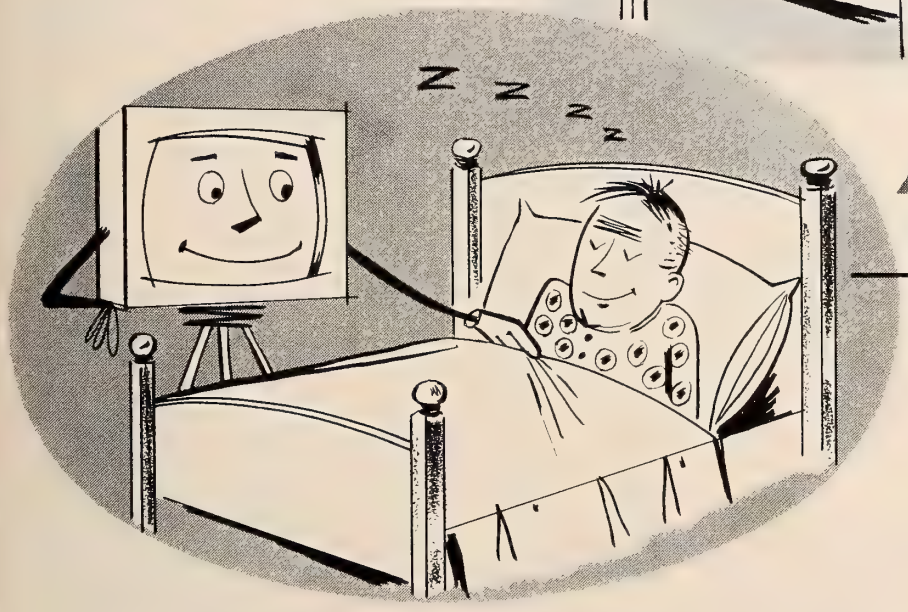


IN THE RICH ROCHESTER, N. Y. AREA

WE WAKE MOST OF 'EM UP!

74.6% Share of audience sign on to 9 a.m. MON.-FRI.





AND PUT MOST OF 'EM TO BED

61.9% share of audience 10 p.m. to midnight MON.-FRI.

Whether it's "Good Morning!" or "Good Night," you can say it *best* to the folks in the Rochester, N. Y., area by placing your sales message on CHANNEL **10**. The above figures speak for themselves—not to mention our Saturday share of audience of ***64.3%**, sign-on to 6:00 P.M. and ***60.6%**, 6:00 P.M. to 10:00 P.M.—and our Sunday-thru-Saturday share of ***59.0%**, 10 P.M. to Midnight!

JANUARY, FEBRUARY-1959 A.R.B. SURVEY OF METROPOLITAN ROCHESTER, N. Y. AREA • FOUR WEEKS, JAN. 19-FEB. 15

CHANNEL 10

WHEC-TV and WVET-TV

ROCHESTER, NEW YORK

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NEW YORK (CONTINUED)

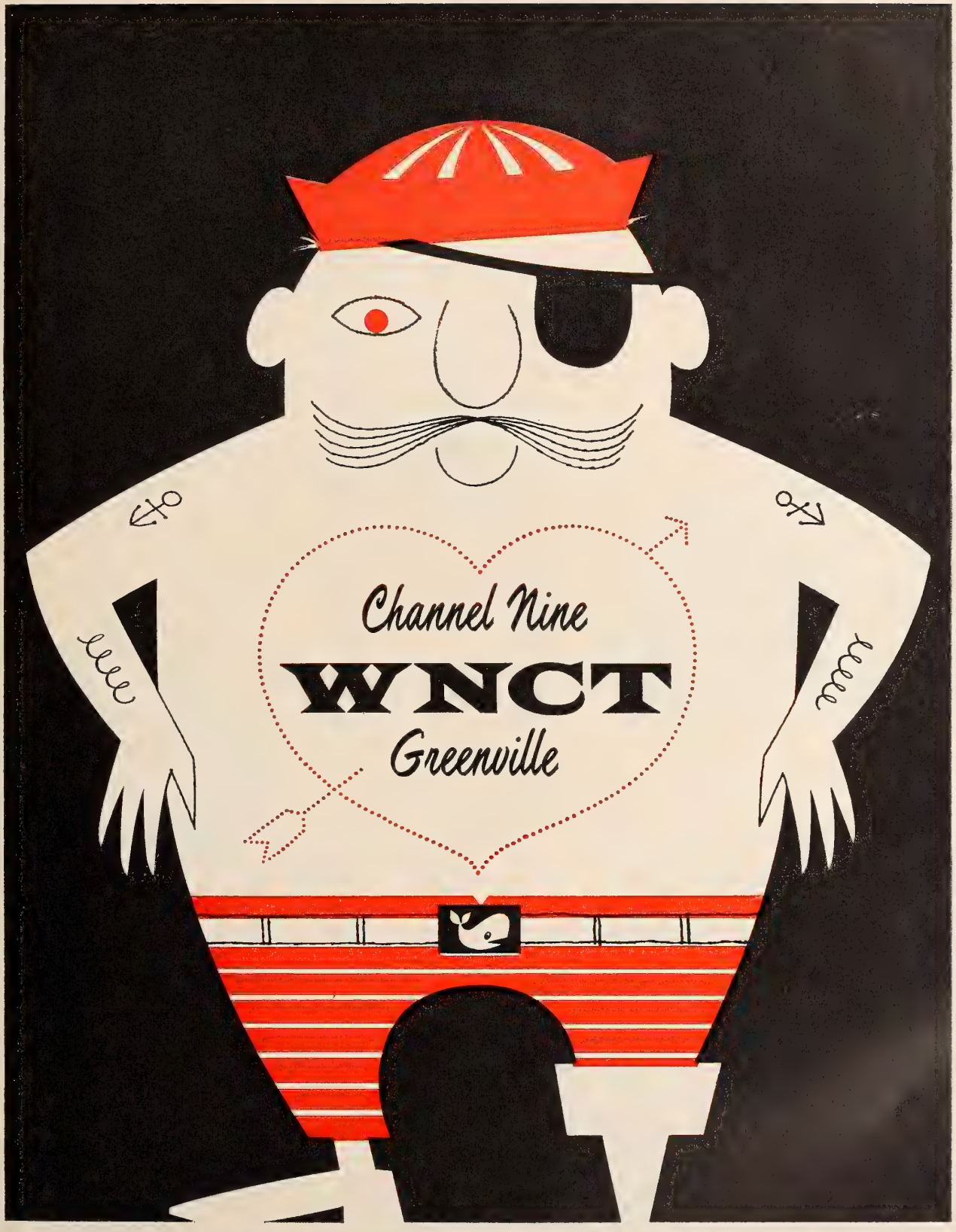
County	Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Kings	784,300	93	729,630	92	730,480
Lewis	6,700	84	5,610	82	5,570
Livingston	11,600	89	10,300	87	9,600
Madison	15,200	91	13,820	90	13,460
Monroe	183,900	92	169,000	91	162,070
Montgomery	19,300	90	17,360	89	17,010
Nassau	392,700	94	368,230	93	344,530
New York	589,100	89	526,710	88	526,960
Niagara	68,000	93	63,270	92	61,010
Oneida	72,300	93	67,330	92	64,170
Onondaga	122,100	92	112,520	91	108,850
Ontario	18,700	90	16,920	89	16,500
Orange	53,500	91	48,810	90	47,280
Orleans	10,100	91	9,200	90	8,830
Oswego	24,600	92	22,710	91	22,270
Otsego	17,300	90	15,550	89	15,230
Putnam	7,100	86	6,130	85	5,600
Queens	567,800	92	522,660	91	511,760
Rensselaer	44,100	92	40,460	91	39,430
Richmond	61,000	93	56,490	92	55,180
Rockland	30,600	93	28,370	92	27,260
St. Lawrence	32,300	77	24,930	74	23,420
Saratoga	25,800	90	23,290	89	22,600
Schenectady	52,900	91	48,300	90	47,320
Schoharie	7,500	87	6,540	86	6,350
Schuyler	4,700	89	4,190	88	4,050
Seneca	6,900	90	6,190	89	6,470
Steuben	29,700	83	24,660	81	23,250
Suffolk	165,500	91	149,930	89	137,560
Sullivan	13,700	90	12,390	89	11,950
Tioga	10,900	90	9,840	89	9,070
Tompkins	19,800	86	16,990	84	16,700
Ulster	34,600	90	31,240	89	29,900
Warren	13,500	90	12,210	89	11,770
Washington	14,100	91	12,770	89	12,230
Wayne	18,000	91	16,410	90	15,920
Westchester	232,700	94	218,200	93	212,240
Wyoming	9,200	91	8,340	89	7,950
Yates	6,100	89	5,410	88	5,250
State Total	5,079,900	91%	4,643,920	90%	4,526,020

NORTH CAROLINA

County	Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Alamance	21,600	90%	19,370	88%	18,890
Alexander	3,500	86	3,010	84	2,950
Alleghany	2,100	69	1,440	65	1,370
Anson	6,000	72	4,320	69	4,130
Ashe	5,000	69	3,440	65	3,270
Avery	3,100	65	2,000	61	1,880
Beaufort	9,500	86	8,160	84	7,900
Bertie	5,900	70	4,130	67	3,930
Bladen	6,600	53	3,530	49	3,240
Brunswick	4,500	59	2,640	55	2,470
Buncombe	36,700	75	27,390	71	25,920
Burke	11,900	80	9,570	78	9,100
Cabarrus	18,100	90	16,210	88	15,430
Caldwell	11,300	78	8,780	75	8,370
Camden	1,400	75	1,050	72	1,010
Carteret	6,900	62	4,260	58	4,010
Caswell	4,300	72	3,090	69	2,960
Catawba	18,700	89	16,680	88	16,140
Chatham	6,100	67	4,070	63	3,850
Cherokee	4,200	48	2,030	44	1,840
Chowan	2,900	63	1,820	59	1,720
Clay	1,300	48	630	44	570
Cleveland	16,400	78	12,830	75	12,420
Columbus	12,600	57	7,130	52	6,340
Craven	14,300	81	11,550	78	10,870
Cumberland	30,500	60	18,340	55	15,750
Currituck	1,800	74	1,340	72	1,290

NORTH CAROLINA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Dare	1,300	63	820	59	770
Davidson	17,200	87	15,010	86	15,490
Davie	3,900	79	3,070	76	2,980
Duplin	9,600	62	5,910	57	5,480
Durham	29,900	84	25,240	82	24,360
Edgecombe	12,200	79	9,590	76	9,240
Forsyth	49,600	88	43,630	86	42,390
Franklin	7,000	58	4,040	54	3,760
Gaston	33,200	81	27,050	79	25,750
Gates	2,300	73	1,690	70	1,620
Graham	1,700	49	830	44	750
Granville	6,800	70	4,760	66	4,520
Greene	3,600	69	2,500	66	2,380
Guilford	61,500	89	54,730	88	51,890
Halifax	13,200	68	9,010	65	8,520
Harnett	13,200	59	7,730	54	6,930
Haywood	10,300	66	6,800	62	6,330
Henderson	9,600	66	6,360	62	5,920
Hertford	4,800	73	3,510	70	3,370
Hoke	3,300	58	1,920	54	1,790
Hyde	1,400	62	870	59	820
Iredell	15,600	80	12,550	78	12,140
Jackson	4,300	60	2,570	56	2,410
Johnston	15,700	66	10,300	62	9,670
Jones	2,300	62	1,420	58	1,340
Lee	6,600	67	4,410	63	4,170
Lenoir	13,500	74	10,040	71	8,230
Lincoln	6,900	74	5,140	72	4,950
McDowell	6,900	71	4,900	68	4,610
Macon	3,900	60	2,330	56	2,180
Madison	4,300	57	2,440	53	2,270
Martin	6,100	70	4,260	67	4,060
Mecklenburg	74,100	88	65,040	86	61,150
Mitchell	3,400	61	2,080	58	1,960
Montgomery	4,300	73	3,140	70	3,010
Moore	8,200	67	5,530	64	5,220
Nash	14,400	68	9,760	64	9,150
New Hanover	21,500	75	16,090	71	15,150
Northampton	5,900	73	4,320	70	4,150
Onslow	6,000	68	4,070	64	7,360
Orange	9,200	82	7,550	80	7,250
Pamlico	2,500	62	1,540	58	1,450
Pasquotank	7,100	75	5,290	72	5,230
Pender	4,300	59	2,540	55	2,370
Perquimans	2,500	74	1,860	72	1,790
Person	5,400	72	3,870	69	3,700
Pitt	14,700	88	12,940	86	12,790
Polk	3,000	83	2,500	81	2,440
Randolph	14,100	83	11,760	81	11,370
Richmond	10,100	82	8,290	80	8,050
Robeson	20,100	67	13,510	63	13,050
Rockingham	17,800	86	15,220	84	15,120
Rowan	22,400	83	18,640	81	17,810
Rutherford	11,300	81	9,160	78	8,870
Sampson	11,500	63	7,190	58	6,690
Scotland	6,200	58	3,620	55	3,380
Stanley	10,900	90	9,760	88	10,130
Stokes	4,800	78	3,730	75	3,610
Surry	12,000	83	9,960	81	9,600
Swain	2,100	48	1,010	44	920
Transylvania	3,800	60	2,270	56	2,130
Tyrrell	1,200	63	760	60	720
Union	10,900	77	8,340	73	7,920
Vance	8,500	73	6,240	70	5,590
Wake	41,100	81	33,140	78	31,510
Warren	4,900	58	2,820	54	2,630
Washington	3,000	63	1,880	59	1,770
Watauga	4,100	64	2,640	60	2,480
Wayne	16,900	78	13,140	75	11,960
Wilkes	10,900	69	7,560	66	7,170
Wilson	14,100	77	10,910	74	9,960
Yadkin	5,600	79	4,400	76	4,270
Yancey	3,500	57	1,990	53	1,850
State Total	1,107,200	77%	850,300	74%	811,440


Channel Nine
WNCT
Greenville

NORTH DAKOTA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	1,200	53%	640	48%	580
Barnes	4,800	88	4,220	87	4,160
Benson	2,100	64	1,350	61	1,280
Billings	500	48	240	42	210
Bottineau	2,700	62	1,680	59	1,640
Bowman	1,000	49	490	43	430
Burke	1,700	66	1,120	62	1,060
Burleigh	9,800	80	7,840	78	7,230
Cass	19,900	91	18,080	90	17,480
Cavalier	2,400	55	1,310	50	1,210
Dickey	2,500	67	1,680	64	1,600
Divide	1,300	48	620	42	540
Dunn	1,600	61	980	57	910
Eddy	1,200	64	770	61	730
Emmons	2,000	76	1,520	74	1,470
Foster	1,500	64	960	61	910
Golden Valley	800	49	390	43	340
Grand Forks	13,200	79	10,410	76	9,730
Grant	1,600	84	1,340	82	1,310
Griggs	1,300	88	1,140	86	1,120
Hettinger	1,800	54	980	49	890
Kidder	1,500	76	1,140	73	1,100
La Moure	2,000	67	1,340	64	1,340
Logan	1,200	68	810	64	770
McHenry	2,700	62	1,680	59	1,640
McIntosh	1,700	66	1,130	64	1,080
McKenzie	1,800	48	860	42	760
McLean	5,200	58	2,990	53	2,780
Mercer	2,000	61	1,220	57	1,130
Morton	5,600	83	4,670	82	4,490
Mountrail	2,500	48	1,190	42	1,050
Nelson	1,600	81	1,300	79	1,340
Oliver	500	58	290	54	270
Pembina	3,400	60	2,040	56	1,910
Pierce	1,900	63	1,200	59	1,130
Ramsey	3,100	54	1,680	50	1,600
Ransom	1,900	77	1,460	74	1,480
Renville	1,400	63	880	59	830
Richland	5,500	77	4,230	74	4,160
Rolette	2,200	54	1,190	50	1,100
Sargent	1,800	77	1,390	74	1,340
Sheridan	1,100	63	690	59	650
Sioux	600	83	500	82	490
Slope	500	48	240	42	210
Stark	4,000	54	2,170	49	1,970
Steele	1,200	88	1,060	87	1,040
Stutsman	6,800	74	5,040	71	4,840
Towner	1,200	55	660	51	610
Traill	2,800	88	2,470	87	2,430
Walsh	4,600	60	2,740	56	2,570
Ward	12,300	80	9,790	77	9,150
Wells	2,600	63	1,640	60	1,550
Williams	10,400	48	4,960	42	3,900
State Total	172,500	71%	122,410	68%	115,540

OHIO

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	6,600	89%	5,890	88%	5,810
Allen	31,100	91	28,180	89	27,790
Ashland	11,900	92	10,940	91	10,450
Ashtabula	29,300	92	26,990	91	26,040
Athens	12,800	88	11,300	87	11,010
Auglaize	10,500	92	9,620	90	9,410
Belmont	26,400	92	24,180	90	23,790
Brown	7,300	89	6,520	88	6,430
Butler	53,100	93	49,290	92	47,490
Carroll	5,600	90	5,040	89	5,160
Champaign	9,200	92	8,440	91	8,270
Clark	39,600	92	36,580	91	35,800
Clermont	20,800	92	19,230	91	15,820
Clinton	9,200	90	8,310	89	8,210
Columbiana	32,800	92	30,120	91	29,760
Coshocton	10,000	87	8,670	85	9,080
Crawford	14,200	91	12,890	89	12,440
Cuyahoga	491,900	93	458,700	92	448,440
Darke	13,400	91	12,240	90	12,350
Defiance	9,000	91	8,180	90	7,820
Delaware	9,500	93	8,840	92	8,660
Erie	19,600	91	17,800	90	17,290
Fairfield	18,700	93	17,380	92	16,470
Fayette	7,800	89	6,920	87	6,730
Franklin	196,800	94	184,600	93	179,130
Fulton	8,700	90	7,810	89	7,530
Gallia	7,200	88	6,340	87	6,160
Geauga	10,200	91	9,310	90	8,670
Greene	22,500	93	20,940	92	20,270
Guernsey	11,500	87	10,050	86	9,940
Hamilton	269,200	92	248,930	91	244,750
Hancock	17,000	91	15,430	90	14,950
Hardin	9,400	91	8,570	90	8,480
Harrison	5,800	90	5,230	89	5,170
Henry	7,000	91	6,370	90	6,300
Highland	9,600	89	8,500	87	8,290
Hocking	5,700	91	5,190	90	6,120
Holmes	5,200	89	4,640	88	4,750
Huron	13,400	92	12,320	91	12,080
Jackson	9,100	90	8,160	89	7,970
Jefferson	29,000	92	26,570	90	25,610
Knox	12,500	92	11,490	91	11,170
Lake	38,200	93	35,580	92	33,490
Lawrence	15,200	92	13,990	91	13,730
Licking	25,400	91	23,080	90	22,590
Logan	11,000	91	10,060	90	9,840
Lorain	58,400	93	54,350	92	53,060
Lucas	145,000	93	134,920	92	132,090
Madison	7,800	90	7,050	89	6,340
Mahoning	82,400	93	76,440	92	74,630
Marion	18,100	92	16,670	91	16,390
Medina	16,100	94	15,070	93	14,190
Meigs	6,800	89	6,070	88	6,080
Mercer	9,200	90	8,280	89	8,270
Miami	21,800	94	20,390	93	20,020

OHIO CONTINUED

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Interview: Murray Roffis

McCann Erickson, Broadcast, Media Supervisor tells why he selects WLW-TV Stations and WLW Radio for Ajax Cleanser







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"For all-around know-how from in-store merchandising to on-the-air production the WLW Stations certainly know their business."



"No scouring around for service, the WLW-TV-Radio Stations are always willing to help."

Call your WLW Stations Representative . . . you'll be glad you did!"

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

Crosley Broadcasting Corporation, a division of Avco

OHIO (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Monroe	4,100	89	3,640	87	3,760
Montgomery	159,300	95	150,600	94	143,230
Morgan	3,500	89	3,100	87	3,320
Morrow	5,600	91	5,090	90	5,030
Muskingum	24,300	88	21,320	86	20,750
Noble	3,300	88	2,920	87	2,970
Ottawa	10,900	91	9,910	90	9,530
Paulding	5,100	89	4,540	88	4,390
Perry	7,700	92	7,050	91	7,340
Pickaway	8,500	92	7,820	91	7,650
Pike	7,600	90	6,820	89	6,640
Portage	22,200	92	20,350	91	19,380
Preble	9,600	92	8,870	91	8,600
Putnam	7,900	89	7,020	88	6,840
Richland	32,500	92	29,840	91	29,030
Ross	18,100	92	16,710	91	15,970
Sandusky	19,300	92	17,790	91	16,590
Scioto	30,600	92	28,100	91	28,490
Seneca	17,800	91	16,120	89	15,620
Shelby	9,400	91	8,550	90	8,370
Stark	97,000	92	89,550	91	86,810
Summit	154,900	93	144,820	93	138,450
Trumbull	56,500	92	51,950	91	49,790
Tuscarawas	23,300	91	21,160	90	20,690
Union	6,700	90	6,050	89	5,980
Van Wert	9,700	90	8,730	89	8,450
Vinton	2,800	91	2,540	90	2,510
Warren	17,000	92	15,670	91	14,670
Washington	14,900	89	13,300	88	12,910
Wayne	19,500	91	17,730	90	17,130
Williams	9,600	90	8,670	89	8,390
Wood	20,600	93	19,120	92	18,280
Wyandot	6,500	89	5,790	88	5,710
State Total	2,851,800	92%	2,635,890	91%	2,561,850

OKLAHOMA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adair	3,000	63%	1,890	60%	1,850
Alfalfa	2,500	73	1,830	70	1,820
Atoka	2,700	71	1,930	68	1,910
Beaver	1,800	56	1,010	51	920
Beckham	5,800	59	3,420	55	3,200
Blaine	3,600	79	2,830	76	2,820
Bryan	7,500	70	5,260	67	5,080
Caddo	7,600	78	5,940	75	5,790
Canadian	6,700	84	5,640	82	5,600
Carter	14,500	71	10,360	68	9,400
Cherokee	3,300	71	2,340	68	2,300
Choctaw	3,800	51	1,920	46	1,800
Cimarron	1,100	52	570	47	520
Cleveland	11,500	86	9,940	85	9,050
Coal	1,400	71	990	68	950
Comanche	18,800	84	15,830	82	16,910
Cotton	2,600	74	1,930	72	1,860
Craig	4,100	75	3,060	72	3,020
Creek	12,500	86	10,740	84	10,590
Custer	5,400	66	3,590	63	3,490
Delaware	2,900	75	2,170	72	2,160
Dewey	1,700	67	1,140	64	1,150
Ellis	2,100	61	1,290	58	1,210
Garfield	15,300	81	12,410	79	12,330
Garvin	9,400	78	7,290	75	6,980
Grady	9,500	84	8,000	82	7,880
Grant	2,200	73	1,610	70	1,610
Greer	2,400	61	1,460	57	1,430
Harmon	1,600	61	970	57	970
Harper	1,300	65	840	61	790
Haskell	2,500	57	1,420	53	1,370
Hughes	4,300	67	2,880	64	2,810
Jackson	8,000	61	4,860	57	4,400
Jefferson	2,500	74	1,860	72	1,860
Johnston	2,200	71	1,570	68	1,570
Kay	15,800	82	12,990	80	12,610
Kingfisher	2,900	79	2,280	76	2,290
Kiowa	4,200	73	3,070	70	3,010
Latimer	1,800	57	1,020	53	1,000
Le Flore	6,900	61	4,190	56	3,980
Lincoln	5,500	81	4,470	79	4,440
Logan	5,600	74	4,120	71	4,030
Love	1,600	70	1,120	67	1,070
McClain	4,100	76	3,100	73	2,990
McCurtain	5,200	63	3,260	58	3,090
McIntosh	3,100	67	2,070	64	2,040
Major	2,400	73	1,750	70	1,750
Marshall	1,900	70	1,330	67	1,340
Mayes	4,800	75	3,580	72	3,520
Murray	3,300	71	2,350	68	2,250
Muskogee	17,000	84	14,350	82	13,740
Noble	2,900	78	2,260	76	2,270
Nowata	3,400	82	2,780	80	2,710

OKLAHOMA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Okfuskee	3,600	71	2,550	68	2,500
Oklahoma	136,400	87	118,930	85	111,530
Okmulgee	11,000	79	8,660	76	8,500
Osage	10,100	86	8,690	84	8,420
Ottawa	8,600	78	6,700	75	6,590
Pawnee	3,700	78	2,880	75	2,790
Payne	11,900	75	8,940	72	9,120
Pittsburg	9,100	71	6,490	68	6,320
Pontotoc	9,600	81	7,760	78	7,120
Potta-watomie	14,200	76	10,850	73	9,740
Pushmataha	2,400	50	1,210	46	1,150
Roger Mills	1,400	66	930	63	950
Rogers	4,900	82	4,000	80	3,980
Seminole	11,500	78	8,960	75	7,870
Sequoyah	3,900	63	2,460	60	2,390
Stephens	11,800	79	9,350	76	8,480
Texas	3,500	51	1,780	47	1,680
Tillman	4,300	74	3,200	72	3,150
Tulsa	108,500	91	99,220	90	97,250
Wagoner	3,700	71	2,630	68	2,580
Washington	12,400	85	10,490	83	10,400
Washita	4,000	73	2,910	70	2,860
Woods	3,800	61	2,330	58	2,250
Woodward	3,600	61	2,210	58	2,020
State Total	678,400	80%	545,010	78%	525,170

OREGON

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Baker	5,700	58%	3,300	54%	3,340
Benton	11,500	68	7,840	64	7,220
Clackamas	34,900	85	29,590	83	27,630
Clatsop	9,500	69	6,580	66	6,570
Columbia	6,600	66	4,370	63	4,230
Coos	20,400	60	12,230	55	11,280
Crook	2,400	54	1,290	50	1,190
Curry	6,400	60	3,810	55	2,920
Deschutes	6,700	54	3,590	50	3,270
Douglas	20,700	67	13,770	63	14,590
Gilliam	1,100	63	690	59	650
Grant	2,400	51	1,220	47	1,120
Harney	1,900	48	920	44	880
Hood River	3,400	61	2,090	58	1,970
Jackson	23,500	78	18,330	75	17,940
Jefferson	2,500	62	1,550	58	1,460
Josephine	10,300	67	6,910	63	6,980
Klamath	14,700	65	9,570	61	8,850
Lake	2,000	55	1,090	50	990
Lane	47,300	83	39,470	81	41,330
Lincoln	8,700	61	5,320	57	5,230
Linn	17,000	69	11,680	65	11,520
Malheur	6,200	70	4,340	67	4,160
Marion	36,000	80	28,810	77	26,760
Morrow	1,200	64	770	61	790
Multnomah	194,800	88	170,980	86	166,100
Polk	6,900	71	4,870	68	4,810
Sherman	700	63	440	60	420
Tillamook	6,100	65	3,950	61	3,990
Umatilla	14,200	66	9,360	62	8,790
Union	4,900	58	2,830	54	2,910
Wallowa	2,100	58	1,220	54	1,250
Wasco	8,200	62	5,050	58	4,810
Washington	29,200	87	25,300	85	25,020
Wheeler	800	51	410	47	420
Yamhill	8,900	68	6,040	64	6,030
State Total	579,800	78%	449,580	75%	437,420

PENNSYLVANIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	12,700	85%	10,830	83%	10,660
Allegheny	476,600	93	443,670	92	439,240
Armstrong	22,400	92	20,550	91	20,390
Beaver	57,200	93	53,220	92	52,900
Bedford	10,700	92	9,830	91	9,800
Berks	80,600	91	73,200	90	71,840
Blair	39,900	91	36,440	90	35,970
Bradford	15,400	89	13,700	87	13,470
Bucks	86,800	93	80,850	92	75,750
Butler	27,900	93	25,980	92	26,090
Cambria	56,900	92	52,210	91	52,120
Cameron	1,900	72	1,370	69	1,310

PENNSYLVANIA CONTINUED



You reach more homes with WTOL TV

(Nielsen, Jan.-Feb. 59)*

you reach more homes than Toledo's second station because WTOL-TV has a twice-as-tall tower (1,000 AAT vs 510 AAT) plus maximum power

you reach more homes because WTOL-TV telecasts top-rated CBS programing with additional NBC service

you buy <u>more</u> of northwestern Ohio and southern Michigan when you buy Toledo's channel 11, WTOL-TV

H-R *Television, Inc.*
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the community broadcasting company
WTOL-TV-AM-FM Toledo

**average homes per ¼ hour*

Mon.-Fri. 6 AM-Noon
WTOL-TV 11,800
Station B 10,200

Mon.-Fri. Noon-6 PM
WTOL-TV 26,300
Station B 24,700

Sun.-Sat. 6 PM-Mid.
WTOL-TV 53,600
Station B 50,400

PENNSYLVANIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Carbon	14,900	89	13,320	88	13,280
Centre	16,500	89	14,690	88	14,540
Chester	52,500	93	48,640	92	46,590
Clarion	10,200	91	9,250	89	9,210
Clearfield	22,000	92	20,300	91	20,430
Clinton	10,800	78	8,450	75	8,210
Columbia	15,400	81	12,450	78	12,370
Crawford	23,200	88	20,320	86	20,020
Cumberland	33,300	86	28,750	84	27,880
Dauphin	66,400	91	60,300	90	58,220
Delaware	154,900	93	143,440	92	140,870
Elk	9,400	74	6,970	71	6,710
Erie	69,400	93	64,220	92	63,890
Fayette	49,800	93	46,150	92	46,300
Forest	1,100	71	780	67	740
Franklin	22,200	88	19,530	86	18,910
Fulton	2,500	78	1,960	76	1,900
Greene	12,000	85	10,180	83	10,020
Huntingdon	10,800	90	9,700	88	9,730
Indiana	20,200	91	18,340	90	18,360
Jefferson	13,500	91	12,280	90	12,200
Juniata	4,000	69	2,770	66	2,700
Lackawanna	72,300	90	65,290	89	64,970
Lancaster	69,700	92	63,970	91	63,650
Lawrence	30,800	91	28,150	90	28,240
Lebanon	24,400	91	22,240	90	22,310
Lehigh	59,300	93	55,250	92	55,350
Luzerne	102,800	89	91,910	88	91,750
Lycoming	31,200	75	23,510	72	22,610
McKean	15,900	79	12,640	77	12,430
Mercer	33,400	91	30,340	90	30,200
Mifflin	11,600	90	10,480	89	10,690
Monroe	10,300	90	9,250	88	9,370
Montgomery	134,200	93	125,260	92	123,460
Montour	3,500	84	2,940	82	2,960
Northampton	54,200	93	50,500	92	50,190
Northumberland	31,700	76	24,020	72	23,410
Perry	6,500	69	4,500	66	4,480
Philadelphia	645,700	91	584,940	89	578,300
Pike	3,000	79	2,360	76	2,290
Potter	4,500	72	3,220	68	3,150
Schuylkill	52,900	89	46,930	87	47,430
Snyder	6,000	70	4,200	67	4,070
Somerset	21,200	84	17,810	82	17,760
Sullivan	1,500	85	1,270	83	1,240
Susquehanna	8,100	89	7,210	88	7,270
Tioga	10,400	83	8,610	80	8,450

PENNSYLVANIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Union	5,900	70	4,130	67	4,000
Venango	18,600	79	14,670	76	14,220
Warren	12,000	82	9,810	79	9,750
Washington	63,200	94	59,120	93	59,240
Wayne	7,100	79	5,620	77	5,760
Westmoreland	95,000	94	89,350	93	88,340
Wyoming	4,600	85	3,900	83	3,900
York	65,800	92	60,360	91	59,800
State Total	3,241,300	91%	2,938,400	89%	2,903,660

RHODE ISLAND

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Bristol	9,100	93%	8,420	92%	8,240
Kent	26,300	93	24,340	92	23,340
Newport	18,800	92	17,330	91	16,770
Providence	176,400	92	163,080	91	161,400
Washington	16,300	92	14,980	91	14,440
State Total	246,900	92%	228,150	91%	224,190

SOUTH CAROLINA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Abbeville	5,600	73%	4,070	70%	3,900
Aiken	21,700	73	15,790	69	18,380
Allendale	3,800	57	2,180	53	1,920
Anderson	23,800	76	18,150	73	17,390
Bamberg	4,000	57	2,290	53	2,130
Barnwell	6,700	57	3,840	53	3,790
Beaufort	7,100	71	5,060	68	4,770
Berkeley	7,100	76	5,430	73	5,130
Calhoun	3,300	61	2,010	57	1,890
Charleston	55,500	86	47,500	84	45,330
Cherokee	9,900	79	7,840	76	7,410
Chester	8,100	76	6,170	73	5,910
Chesterfield	8,100	70	5,630	66	5,340
Clarendon	6,600	64	4,200	59	3,920
Colleton	7,200	73	5,230	70	5,010

SOUTH CAROLINA CONTINUED



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SOUTH CAROLINA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Darlington	12,600	69	8,720	66	8,200
Dillon	6,700	71	4,750	67	4,490
Dorchester	5,600	77	4,310	74	4,170
Edgefield	3,700	64	2,360	60	2,230
Fairfield	4,800	72	3,440	69	3,290
Florence	21,100	79	16,670	76	15,850
Georgetown	8,200	76	6,210	72	5,870
Greenville	56,800	84	47,860	82	45,580
Greenwood	13,300	77	10,280	74	9,580
Hampton	4,400	71	3,140	68	3,000
Horry	16,500	55	9,060	50	7,750
Jasper	2,600	71	1,840	68	1,760
Kershaw	7,500	77	5,750	73	5,510
Lancaster	9,400	76	7,140	73	6,760
Laurens	11,700	63	7,360	59	6,850
Lee	4,700	74	3,490	71	3,360
Lexington	13,200	75	9,890	72	9,300
McCormick	2,100	72	1,520	70	1,460
Marion	8,000	71	5,680	68	5,360
Marlboro	6,900	70	4,820	66	4,640
Newberry	8,200	69	5,670	65	5,370
Oconee	9,200	64	5,860	59	5,470
Orangeburg	16,700	67	11,110	63	10,390
Pickens	10,300	66	6,750	62	6,340
Richland	41,900	84	35,070	82	36,920
Saluda	3,700	64	2,360	60	2,230
Spartanburg	42,600	79	33,490	76	31,950
Sumter	14,000	69	9,710	66	9,800
Union	7,600	71	5,390	68	5,150
Williamsburg	9,100	76	6,960	73	6,670
York	22,100	76	16,730	72	15,570
State Total	583,700	75%	438,780	72%	423,090

SOUTH DAKOTA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Aurora	1,200	48%	570	43%	510
Beadle	6,800	54	3,670	49	3,330
Bennett	800	51	410	46	370
Bon Homme	2,200	75	1,660	73	1,670
Brookings	5,500	70	3,870	67	3,690
Brown	10,600	65	6,860	61	6,420
Brule	1,900	53	1,010	48	820
Buffalo	400	58	230	53	210
Butte	2,300	45	1,030	40	920
Campbell	800	45	360	40	320
Charles Mix	3,500	53	1,870	48	2,220
Clark	2,200	65	1,420	60	1,450
Clay	3,000	87	2,620	86	2,660
Codington	6,100	64	3,910	60	3,730
Corson	1,500	44	660	39	550
Custer	1,600	44	710	39	630
Davison	5,600	63	3,510	59	3,310
Day	3,300	65	2,160	62	2,040
Deuel	1,500	64	960	60	900
Dewey	1,100	45	490	40	440
Douglas	1,200	48	570	43	510
Edmunds	1,700	45	760	40	720
Fall River	3,300	51	1,690	46	1,560
Faulk	1,200	53	630	48	580
Grant	2,800	66	1,840	62	1,670
Gregory	2,300	50	1,140	44	1,010
Haakon	700	41	290	36	250
Hamlin	1,900	64	1,220	60	1,140
Hand	1,800	54	970	49	890
Hanson	1,300	63	820	60	780
Harding	500	44	220	40	200
Hughes	3,500	60	2,090	55	1,820
Hutchinson	3,400	75	2,550	72	2,170
Hyde	700	59	410	54	380
Jackson	500	40	200	34	170
Jerauld	1,000	53	530	49	490
Jones	600	50	300	45	270
Kingsbury	2,900	70	2,040	67	1,880
Lake	3,000	81	2,420	79	2,200
Lawrence	5,600	43	2,420	38	2,100
Lincoln	3,700	87	3,220	86	3,170
Lyman	1,100	55	610	51	560
McCook	2,400	80	1,930	78	1,800
McPherson	1,700	44	750	39	670
Marshall	2,100	66	1,390	62	1,310
Meade	2,300	43	990	38	1,140
Mellette	600	52	310	46	320
Miner	1,700	66	1,120	62	1,060
Minnehaha	27,400	94	25,750	93	24,870
Moody	2,700	80	2,170	78	1,950
Pennington	20,000	64	12,810	60	11,370
Perkins	1,700	45	760	40	720
Potter	1,300	44	570	39	510

SOUTH DAKOTA (CONTINUED)

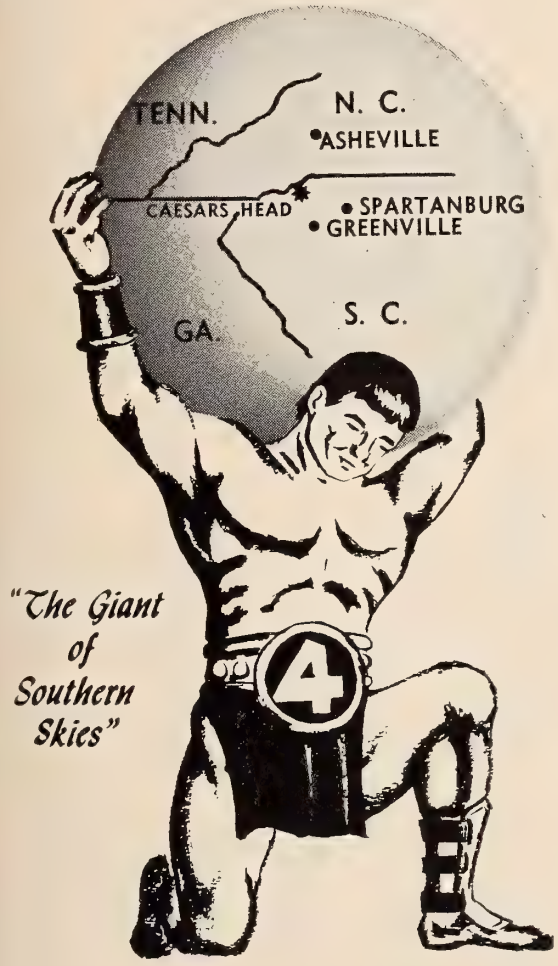
County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Roberts	3,400	66	2,240	62	2,110
Sanborn	1,400	64	890	60	780
Shannon	1,800	51	920	45	500
Spink	3,100	54	1,680	49	1,620
Stanley	800	49	390	43	130
Sully	700	44	310	40	320
Todd	1,300	51	660	46	410
Tripp	2,700	56	1,510	51	1,230
Turner	3,300	87	2,860	85	2,560
Union	3,200	87	2,780	85	2,560
Walworth	2,400	45	1,080	40	840
Washabaugh	200	45	90	40	40
Yankton	4,800	75	3,610	73	3,480
Ziebach	600	43	260	38	230
State Total	200,200	66%	132,750	63%	123,240

TENNESSEE

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Anderson	15,500	78%	12,080	75%	11,320
Bedford	6,000	73	4,350	69	4,650
Benton	2,500	53	1,320	48	1,350
Bledsoe	1,500	69	1,040	66	1,120
Blount	16,400	85	13,930	83	13,430
Bradley	9,400	75	7,050	72	6,450
Campbell	7,500	64	4,810	60	4,910
Cannon	2,000	74	1,470	71	1,410
Carroll	6,900	57	3,910	53	3,950
Carter	11,200	74	8,340	71	7,810
Cheatham	2,100	77	1,620	75	1,490
Chester	2,100	57	1,200	53	1,330
Claiborne	4,700	52	2,430	47	2,590
Clay	1,700	56	960	52	890
Cocke	5,300	55	2,930	51	2,710
Coffee	8,500	73	6,230	70	5,350
Crockett	4,700	69	3,230	65	3,260
Cumberland	4,700	50	2,370	46	2,150
Davidson	107,000	89	94,740	87	91,510
Decatur	1,500	53	790	48	1,010
DeKalb	2,300	69	1,580	65	1,690
Dickson	4,700	69	3,220	65	3,180
Dyer	7,900	77	6,110	74	6,090
Fayette	6,100	72	4,380	69	4,190
Fentress	3,000	52	1,550	47	1,560
Franklin	6,100	48	2,930	43	2,680
Gibson	14,500	65	9,410	61	9,000
Giles	6,700	52	3,500	48	3,200
Grainger	2,900	51	1,490	47	1,360
Greene	11,100	60	6,680	56	6,500
Grundy	2,400	59	1,410	55	1,590
Hamblen	8,200	55	4,530	51	4,190
Hamilton	74,000	84	62,090	82	58,750
Hancock	1,900	51	970	47	840
Hardeman	4,900	64	3,140	61	2,980
Hardin	4,100	57	2,330	53	2,270
Hawkins	8,000	55	4,380	49	3,710
Haywood	5,900	69	4,050	65	4,170
Henderson	3,200	53	1,680	48	1,830
Henry	5,700	54	3,100	50	3,260
Hickman	2,700	69	1,850	65	2,020
Houston	1,100	72	790	69	760
Humphreys	2,700	71	1,920	68	1,900
Jackson	2,100	56	1,180	52	1,360
Jefferson	5,100	56	2,860	52	2,550
Johnson	2,700	61	1,640	56	1,520
Knox	68,800	89	61,220	87	59,670
Lake	3,100	58	1,810	54	1,630
Lauderdale	6,100	72	4,400	69	4,490
Lawrence	6,400	56	3,610	52	3,610
Lewis	1,500	68	1,020	65	970
Lincoln	6,300	48	3,020	43	2,890
Loudon	6,500	70	4,580	67	4,300
McMinn	8,800	59	5,230	56	5,010
McNairy	4,700	57	2,680	53	3,070
Macon	3,000	68	2,050	65	2,270
Madison	17,800	71	12,560	67	11,880
Marion	5,000	69	3,470	66	3,300
Marshall	4,600	72	3,330	69	3,540
Maury	11,700	74	8,620	70	8,350
Meigs	1,300	60	780	56	730
Monroe	5,900	72	4,220	68	3,830
Montgomery	10,600	81	8,590	78	9,730
Moore	1,000	48	480	43	470
Morgan	2,600	52	1,340	47	1,510
Obion	7,500	58	4,370	54	4,130
Overton	3,400	56	1,920	52	2,090
Perry	1,200	48	580	43	640
Pickett	1,000	52	520	47	470
Polk	3,000	72	2,150	68	2,050

TENNESSEE CONTINUED

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(Combination Metro Rating for Greenville, Spartanburg and Asheville)

Monday through Sunday

WFBC "The Giant"	**38.9**
STATION "B"	22.7
STATION "C"	28.1

HERE'S WFBC-TV's TOTAL MARKET

82-County Data from Sales Management Survey of Buying Power, May 10, 1959 (within the 100 UV/M contour).

POPULATION	2,946,600
INCOMES	$3,584,180,000
RETAIL SALES	$2,387,606,000
HOUSEHOLDS	751,900

WFBC-TV HAS A "GIANT MARKET" BY ANY MEASUREMENT

Television Magazine ranks the Greenville-Spartanburg-Asheville Market as the

42nd

TELEVISION MARKET
IN THE UNITED STATES

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GREENVILLE, S. C.
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"The Piedmont Group"
WFBC—Greenville
WORD—Spartanburg

TENNESSEE (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Putnam	7,500	61	4,560	57	4,740
Rhea	4,200	60	2,510	56	2,180
Roane	10,600	78	8,250	75	6,440
Robertson	7,400	77	5,680	74	5,640
Rutherford	11,800	81	9,520	78	9,060
Scott	3,800	52	1,970	47	1,890
Sequatchie	1,300	69	900	66	860
Sevier	6,300	56	3,550	52	2,870
Shelby	162,800	90	145,890	88	138,740
Smith	2,600	68	1,780	65	2,270
Stewart	1,800	72	1,290	68	1,230
Sullivan	29,300	74	21,600	70	21,260
Sumner	8,900	88	7,820	86	7,590
Tipton	7,600	74	5,630	71	5,340
Trousdale	1,000	68	680	65	840
Unicoi	3,700	56	2,070	52	2,020
Union	2,100	52	1,090	47	900
Van Buren	600	70	420	66	530
Warren	6,900	59	4,040	55	3,660
Washington	16,900	79	13,340	76	12,400
Wayne	2,800	49	1,360	43	1,410
Weakley	5,800	53	3,090	49	3,380
White	3,700	51	1,870	46	1,840
Williamson	6,100	84	5,140	82	4,700
Wilson	7,600	71	5,400	68	5,220
State Total	936,100	76%	715,570	73%	689,480

TEXAS

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Anderson	7,900	64%	5,040	60%	4,820
Andrews	3,100	67	2,080	64	1,920
Angelina	11,500	67	7,700	63	7,260
Aransas	1,100	58	640	55	600
Archer	1,700	73	1,240	70	1,190
Armstrong	400	80	320	78	310
Atascosa	4,700	76	3,590	74	3,470
Austin	3,800	67	2,560	64	2,510
Bailey	2,200	80	1,750	77	1,700
Bandera	1,200	78	930	75	900
Bastrop	4,800	63	3,040	60	2,940
Baylor	1,600	73	1,170	70	1,190
Bee	6,000	67	3,990	63	3,860
Bell	25,200	80	20,040	77	18,580
Bexar	176,400	86	151,210	84	137,250
Blanco	1,100	73	800	70	770
Borden	200	75	150	70	140
Bosque	2,800	67	1,870	64	1,850
Bowie	20,200	76	15,320	73	14,880
Brazoria	18,300	86	15,790	84	14,690
Brazos	13,000	66	8,550	62	7,660
Brewster	1,600	49	780	44	840
Briscoe	900	59	530	56	500
Brooks	2,500	61	1,520	57	1,710
Brown	8,800	63	5,530	59	5,150
Burleson	2,800	66	1,850	62	1,810
Burnet	2,700	73	1,970	70	1,890
Caldwell	4,500	72	3,250	69	3,180
Calhoun	3,300	59	1,940	55	1,760
Callahan	2,100	65	1,360	61	1,350
Cameron	41,700	70	29,010	65	27,690
Camp	2,300	63	1,460	60	1,380
Carson	1,800	79	1,430	77	1,390
Cass	5,800	73	4,210	69	4,100
Castro	1,400	69	960	65	910
Chambers	2,200	84	1,840	82	1,800
Cherokee	9,300	64	5,930	60	5,600
Childress	2,900	57	1,640	52	1,570
Clay	2,200	80	1,770	78	1,800
Cochran	1,400	79	1,110	77	1,390
Coke	1,000	71	710	68	810
Coleman	3,300	68	2,240	65	2,210
Collin	13,000	84	10,910	82	10,790
Collingsworth	2,100	57	1,190	52	1,100
Colorado	4,900	64	3,140	61	2,970
Comal	6,100	73	4,440	70	4,190
Comanche	3,500	58	2,030	54	1,950
Concho	1,200	59	710	55	720
Cooke	7,100	80	5,700	78	5,780
Coryell	4,100	74	3,030	71	2,980
Cottle	1,300	55	720	51	720
Crane	1,700	61	1,040	58	920
Crockett	1,200	53	630	48	580
Crosby	2,500	76	1,910	74	1,840
Culberson	500	66	330	62	310
Dallam	2,300	82	1,880	80	1,910
Dallas	277,700	90	248,960	88	232,320
Dawson	4,700	67	3,140	64	3,890
Deaf Smith	3,800	68	2,580	64	2,120
Delta	1,700	61	1,030	57	1,030
Denton	12,700	84	10,730	82	10,300

TEXAS (CONTINUED)

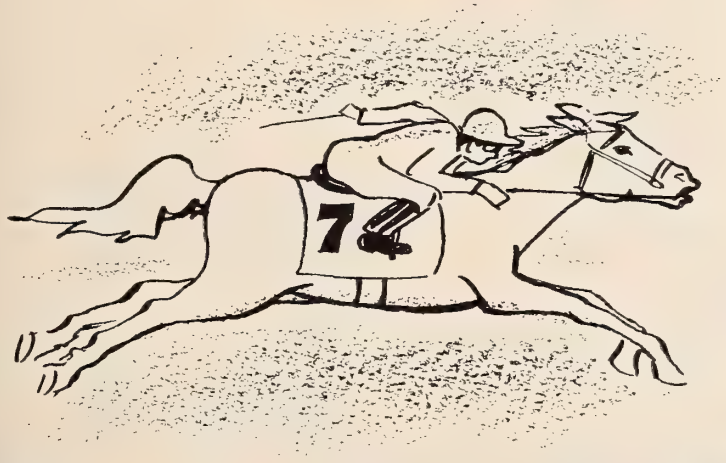
County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
De Witt	6,100	65	3,990	62	3,850
Dickens	1,700	61	1,040	58	980
Dimmit	2,400	57	1,360	53	1,260
Donley	1,500	73	1,100	71	1,060
Duval	2,900	62	1,810	59	1,880
Eastland	6,400	65	4,150	62	4,000
Ector	24,600	78	19,110	75	17,700
Edwards	800	50	400	46	370
Ellis	12,400	81	10,090	79	9,860
El Paso	79,900	84	67,160	82	59,050
Erath	4,700	67	3,140	64	3,060
Falls	6,400	66	4,210	63	4,070
Fannin	7,100	65	4,590	61	4,360
Fayette	5,600	64	3,580	61	3,450
Fisher	2,200	71	1,560	68	1,620
Floyd	2,800	76	2,120	73	2,050
Foard	900	66	590	63	690
Fort Bend	8,700	82	7,130	80	6,680
Franklin	1,200	61	730	57	740
Freestone	3,400	60	2,050	57	1,980
Frio	2,700	76	2,060	74	1,990
Gaines	2,400	67	1,610	64	1,540
Galveston	38,800	84	32,700	82	30,390
Garza	1,800	73	1,320	71	1,270
Gillespie	3,100	60	1,870	56	1,750
Glasscock	200	70	140	65	130
Goliad	1,300	67	870	64	830
Gonzales	5,400	72	3,910	69	3,740
Gray	9,300	74	6,850	71	6,510
Grayson	25,400	78	19,820	75	18,690
Gregg	22,200	75	16,730	72	15,640
Grimes	3,300	72	2,380	69	2,350
Guadalupe	7,400	79	5,850	77	5,600
Hale	11,000	78	8,570	76	7,550
Hall	2,800	60	1,670	56	1,560
Hamilton	2,700	67	1,810	64	1,790
Hansford	1,200	83	1,000	82	980
Hardeman	2,900	67	1,930	63	1,900
Hardin	5,800	62	3,620	59	3,360
Harris	367,600	89	325,580	87	310,600
Harrison	14,000	70	9,860	67	9,040
Hartley	500	82	410	80	400
Haskell	3,000	72	2,170	69	2,350
Hays	5,200	73	3,790	70	3,560
Hemphill	1,200	59	710	55	660
Henderson	5,600	59	3,300	55	2,920
Hidalgo	47,200	72	33,890	68	31,950
Hill	7,900	87	6,890	86	6,930
Hockley	6,100	80	4,850	77	4,630
Hood	1,300	79	1,030	77	1,000
Hopkins	5,900	61	3,600	57	3,440
Houston	5,000	59	2,960	55	2,820
Howard	9,800	74	7,240	71	6,670
Hudspeth	700	63	440	59	590
Hunt	12,900	85	10,910	82	10,310
Hutchinson	10,800	89	9,630	88	9,300
Irion	300	67	200	63	250
Jack	1,800	79	1,420	76	1,450
Jackson	3,600	67	2,410	64	2,300
Jasper	5,300	61	3,210	57	3,010
Jeff Davis	300	60	180	58	290
Jefferson	70,000	83	58,290	81	55,900
Jim Hogg	1,100	53	580	49	540
Jim Wells	7,900	59	4,680	55	4,490
Johnson	11,300	86	9,690	84	9,310
Jones	5,800	71	4,110	68	4,190
Karnes	3,900	66	2,590	63	2,470
Kaufman	7,000	80	5,620	78	5,510
Kendall	1,600	78	1,240	75	1,200
Kenedy	100	60	60	60	60
Kent	400	60	240	55	220
Kerr	4,300	60	2,590	57	2,430
Kimble	1,200	60	720	57	680
King	200	60	120	55	110
Kinney	500	56	280	52	260
Kleberg	7,100	60	4,260	56	3,940
Knox	2,100	66	1,390	63	1,640
Lamar	12,900	51	6,550	45	5,810
Lamb	6,000	79	4,760	77	4,550
Lampasas	2,900	73	2,120	70	2,030
La Salle	1,800	62	1,120	59	1,060
Lavaca	5,300	65	3,470	62	3,360
Lee	2,200	64	1,400	60	1,380
Leon	2,500	63	1,580	59	1,540
Liberty	7,900	83	6,590	82	6,360
Limestone	5,300	66	3,490	63	3,440
Lipscomb	1,000	58	580	55	600
Live Oak	1,900	62	1,180	58	1,110
Llano	1,600	56	890	51	820
Loving	100	50	50	50	50
Lubbock	49,800	81	40,170	78	37,700
Lynn	2,800	74	2,060	71	1,980
McCulloch	2,600	59	1,540	55	1,660
McLennan	43,300	84	36,550	82	34,560

TEXAS CONTINUED

Each a Winner

KTBC-TV ★ AUSTIN, TEXAS

Channel 7



- Tall Tower, 2049 ft. MSL—1137 ft. above ground
- CBS-NBC-ABC—Saturday night alone—5 of the top 20 shows
- ARB coincidental survey—Austin, Dec., 1958—6:00 p.m.—47.3% SIU KTBC-TV—99.1% of audience
- Capital City—University of Texas
- Military Installation—Bergstrom Air Force Base—SAC
- Covers 40 counties in heart of Texas
- Latest Nielsen figures show these counties contain 234,600 homes with 178,560 sets

affiliated with: **KTBC—RADIO 59—CBS**—5 kw

SERVING BROWNSVILLE, HARLINGEN & McALLEN KRGV-TV ★

with STUDIOS in WESLACO, TEXAS

Channel 5

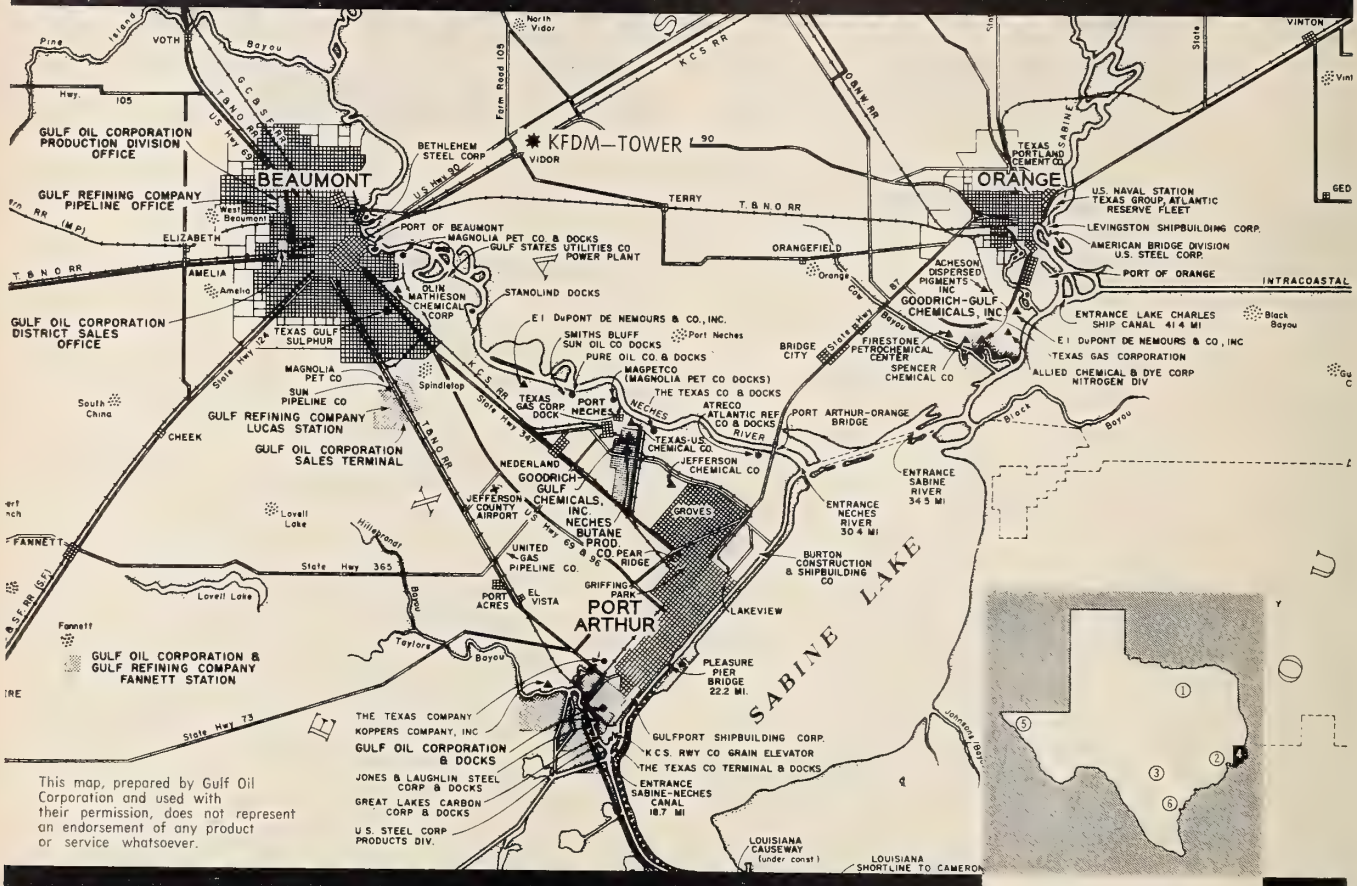
- First Agricultural market in Texas. Special farm news programming and Valley's only full-time farm director
- 140 miles to next TV market
- Year-round temperate climate — 12 month tourist season
- 2 major military installations
- Mexico's population immediately across the Rio Grande River adds a "plus" of approximately 400,000 persons
- Covers 11 counties in Texas' rich Rio Grande Valley along the border of Old Mexico
- Latest Nielsen figures show these Texas counties contain 132,900 homes with 89,030 sets



affiliated with: **KRGV—RADIO 129—NBC**—5 kw

NATIONAL REPRESENTATIVE • PAUL H. RAYMER CO., INC.

BEAUMONT-PORT ARTHUR-ORANGE



1 Dallas-Fort Worth
2 Houston
3 San Antonio
4 BEAUMONT-PORT ARTHUR-ORANGE
5 El Paso
6 Corpus Christi

Now the 4th Market in Texas with over 152,000 TV Homes!*

* A. C. Neilsen Co. TV Ownership Estimate Spring, 1959

Only KFDM-TV captures all of this oil, chemical and industry-rich Gulf Coast market of 750,000 prosperous Texans in 20 NCS Counties .



More PROOF OF PERFORMANCE

KFDM-TV

CBS / ABC

BEAUMONT • PORT ARTHUR • ORANGE • CHANNEL 6

C. B. LOCKE, Executive Vice President & General Manager
MOTT JOHNSON, Sales & Operations Manager



See Peters-Griffin-Woodward Inc.

TEXAS (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
McMullen	300	60	180	58	230
Madison	1,600	63	1,000	58	990
Marion	2,200	73	1,600	70	1,530
Martin	1,400	67	940	64	900
Mason	1,300	55	720	51	720
Matagorda	7,600	67	5,090	64	4,660
Maverick	3,000	57	1,700	53	1,630
Medina	4,700	77	3,640	75	3,450
Menard	1,000	59	590	55	610
Midland	18,000	82	14,790	80	13,390
Milam	6,600	64	4,240	60	3,260
Mills	1,400	73	1,020	70	980
Mitchell	3,900	72	2,810	69	2,830
Montague	4,400	80	3,530	78	3,510
Montgomery	7,000	77	5,420	75	5,240
Moore	5,400	82	4,410	80	6,210
Morris	2,400	72	1,730	69	1,660
Motley	1,000	57	570	53	530
Nacogdoches	7,900	62	4,890	58	4,600
Navarro	10,600	82	8,720	80	8,470
Newton	2,300	60	1,390	57	1,300
Nolan	6,000	71	4,250	68	4,060
Nueces	69,100	79	54,910	77	52,300
Ochiltree	2,000	60	1,190	56	1,110
Oldham	400	68	270	65	260
Orange	17,400	77	13,470	74	12,640
Palo Pinto	7,000	79	5,560	77	4,630
Panola	4,100	52	2,140	48	2,020
Parker	7,500	79	5,950	77	5,700
Parmer	1,800	68	1,220	64	960
Pecos	2,700	52	1,400	48	1,290
Polk	3,600	68	2,430	65	2,390
Potter	42,100	88	37,000	86	32,950
Presidio	1,400	48	670	44	610
Rains	600	80	480	78	470
Randall	7,200	82	5,870	79	5,560
Reagan	900	64	580	61	550
Real	700	61	430	57	400
Red River	4,900	57	2,810	53	2,670
Reeves	4,900	57	2,800	52	2,570
Refugio	2,600	59	1,530	55	1,430
Roberts	300	60	180	57	170
Robertson	4,600	64	2,950	60	2,830
Rockwall	1,400	78	1,090	75	1,050
Runnels	4,200	68	2,850	65	2,790
Rusk	12,100	68	8,210	64	7,760
Sabine	1,700	60	1,020	56	1,010
San Augustine	1,600	57	910	53	900
San Jacinto	1,600	68	1,080	64	1,030
San Patricio	10,100	72	7,290	68	6,780
San Saba	2,200	55	1,220	51	1,130
Schleicher	700	53	370	49	340
Scurry	8,000	70	5,580	67	6,230
Shackelford	1,100	65	720	62	680
Shelby	5,300	53	2,790	49	2,620
Sherman	700	80	560	79	550
Smith	24,200	75	18,230	72	17,280
Somervell	800	68	540	65	520
Starr	3,100	54	1,670	50	1,550
Stephens	3,100	65	2,010	62	2,160
Sterling	200	65	130	60	180
Stonewall	900	70	630	67	600
Sutton	900	53	480	49	490
Swisher	2,400	68	1,640	65	1,560
Tarrant	178,900	88	156,540	86	148,950
Taylor	25,300	79	20,030	76	18,860
Terrell	800	53	420	48	430
Terry	4,800	76	3,640	73	3,070
Throckmorton	800	73	580	69	620
Titus	5,100	57	2,930	53	2,510
Tom Green	22,200	76	16,890	73	15,740
Travis	59,200	81	47,920	78	40,830
Trinity	2,200	67	1,480	64	1,480
Tyler	2,800	64	1,780	60	1,740
Upshur	4,700	63	2,980	60	2,880
Upton	1,600	65	1,040	62	990
Uvalde	4,900	60	2,920	56	2,680
Val Verde	5,000	50	2,490	46	2,230
Van Zandt	5,000	80	4,020	78	4,070
Victoria	16,200	62	10,080	58	6,420
Walker	4,100	72	2,970	69	2,840
Waller	3,000	78	2,330	75	2,250
Ward	4,500	62	2,770	58	2,720
Washington	4,900	70	3,420	66	3,320
Webb	15,800	60	9,550	56	8,480
Wharton	9,800	75	7,390	72	7,070
Wheeler	2,200	56	1,240	52	1,200
Wichita	35,500	83	29,290	80	28,370
Wilbarger	5,400	73	3,940	70	4,060
Willacy	5,400	61	3,270	57	3,640
Williamson	10,500	78	8,170	75	7,480
Wilson	3,100	79	2,440	76	2,370
Winkler	3,500	61	2,150	58	1,970
Wise	4,100	78	3,210	76	3,190

TEXAS (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Wood	4,800	63	3,040	60	2,940
Yoakum	1,000	76	760	73	730
Young	4,500	72	3,240	69	3,100
Zapata	1,000	54	540	50	500
Zavala	2,800	60	1,670	56	1,510
State Total	2,723,100	80%	2,166,000	77%	2,038,180

UTAH

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Beaver	1,000	43%	430	38%	380
Box Elder	6,000	91	5,450	90	5,390
Cache	10,000	88	8,840	87	8,600
Carbon	7,400	59	4,340	55	3,890
Daggett	100	40	40	40	40
Davis	14,800	93	13,790	92	13,010
Duchesne	1,700	49	830	44	750
Emery	1,400	59	820	55	770
Garfield	700	43	300	37	260
Grand	1,600	63	1,000	58	760
Iron	2,800	41	1,160	36	1,020
Juab	1,400	65	910	61	860
Kane	700	41	290	37	220
Millard	2,100	65	1,360	61	1,350
Morgan	700	80	560	79	550
Piute	300	43	130	37	110
Rich	400	80	320	78	390
Salt Lake	108,200	95	102,520	94	98,860
San Juan	1,400	49	690	44	570
Sanpete	3,200	64	2,060	61	2,020
Sevier	2,900	64	1,870	61	1,900
Summit	1,400	81	1,130	79	1,100
Tooele	5,100	85	4,330	83	4,490
Uintah	2,600	48	1,260	44	1,100
Utah	27,500	93	25,470	92	24,650
Wasatch	1,300	81	1,050	78	1,020
Washington	2,700	42	1,130	37	990
Wayne	300	43	130	37	110
Weber	31,800	93	29,620	92	28,130
State Total	241,500	88%	211,830	86%	201,290

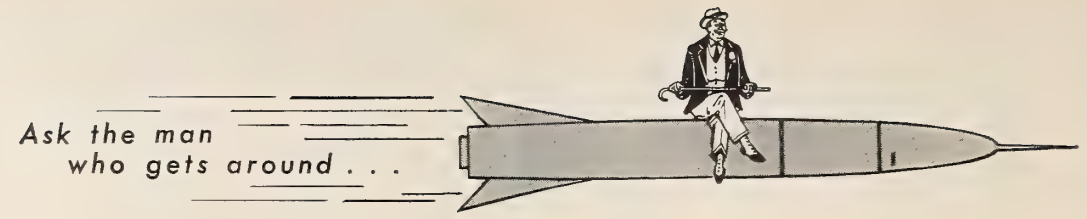
VERMONT

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Addison	4,900	86%	4,190	84%	4,110
Bennington	7,300	88	6,460	87	6,460
Caledonia	6,700	83	5,570	81	5,520
Chittenden	18,200	92	16,670	90	16,460
Essex	1,500	89	1,330	87	1,480
Franklin	8,100	87	7,020	85	6,730
Grand Isle	800	88	700	86	690
Lamoille	2,800	87	2,430	85	2,390
Orange	4,300	83	3,580	81	3,580
Orleans	5,300	88	4,680	87	4,700
Rutland	12,700	88	11,130	86	11,000
Washington	12,100	89	10,770	88	10,590
Windham	8,300	78	6,450	76	6,050
Windsor	12,000	82	9,830	80	9,660
State Total	105,000	86%	90,810	85%	89,420

VIRGINIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Accomack	10,000	66%	6,560	62%	6,160
Albemarle	14,900	66	9,780	62	8,940
Alleghany	7,200	77	5,550	74	5,660
Amelia	1,700	70	1,190	66	1,130
Amherst	4,700	73	3,410	70	3,130
Appomattox	1,900	73	1,390	70	1,330
Arlington	74,800	90	67,280	89	66,140
Augusta	19,800	66	13,060	62	11,710
Bath	1,500	60	900	56	840
Bedford	8,000	65	5,230	62	4,720
Bland	1,400	61	850	57	800
Botetourt	4,100	77	3,160	75	2,980
Brunswick	4,200	61	2,550	57	2,400
Buchanan	8,100	59	4,760	54	4,310
Buckingham	2,600	64	1,660	60	1,510

VIRGINIA CONTINUED

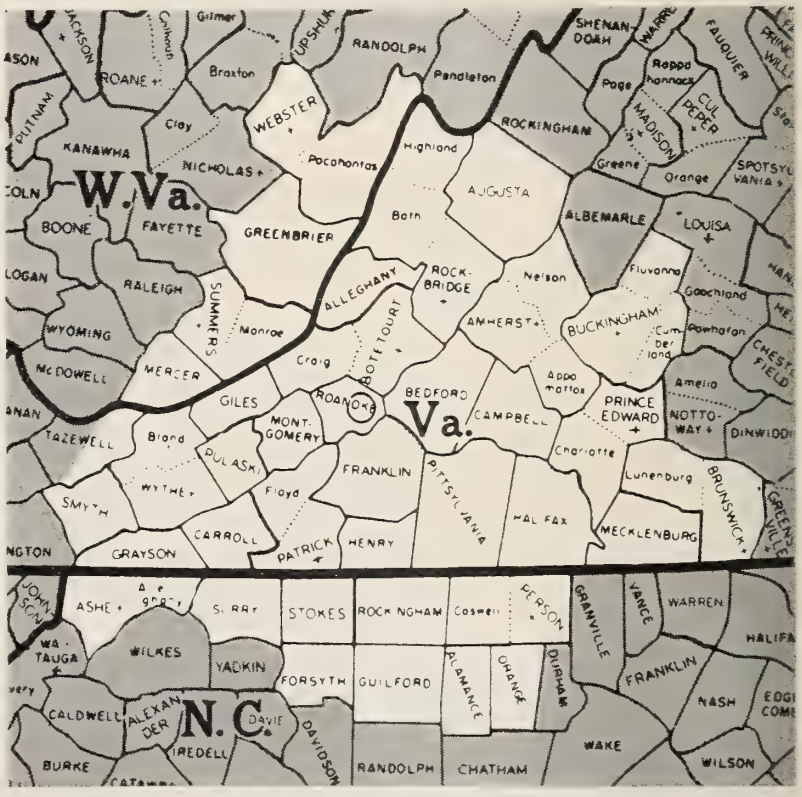


WDBJ-TV is one of the best buys in television anywhere

+ 20,550 television homes in the WDBJ-TV NCS No. 3 area*

This substantial increase brings the number of television homes in the WDBJ-TV coverage area to a total of 401,240.

There are many other reasons why it will pay you to take a close look at this rich and *growing* Roanoke market and at WDBJ-TV, which consistently delivers a big, *buying* audience at remarkably low cost.



* A. C. Nielsen Company's "U. S. Television Ownership Estimates By State And County As Of Spring 1959" adds 20,550 new television homes to the WDBJ-TV NCS No. 3 coverage area.

Ask your PGW Colonel for current availabilities

WDBJ-TV

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

CBS TELEVISION CHANNEL 7

VIRGINIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Campbell	22,800	80	18,210	77	16,970
Caroline	2,800	78	2,170	75	2,030
Carroll	7,800	58	4,550	54	3,650
Charlotte	3,600	70	2,520	76	680
Charles City	1,000	78	780	67	2,200
Chesterfield	14,790	88	12,900	86	11,190
Clarke	1,900	77	1,470	75	1,350
Craig	800	76	610	74	520
Culpeper	3,500	72	2,530	69	2,350
Cumberland	1,600	63	1,010	60	960
Dickenson	5,100	57	2,920	53	2,680
Dinwiddie	14,100	89	12,550	88	12,250
Essex	1,600	78	1,240	75	1,130
Fairfax	57,700	92	53,270	91	43,660
Fauquier	6,100	77	4,720	75	4,270
Floyd	2,600	58	1,510	54	1,460
Fluvanna	1,900	64	1,220	61	1,030
Franklin	6,400	65	4,190	62	3,730
Frederick	10,100	83	8,420	82	7,910
Giles	4,800	76	3,650	73	3,670
Gloucester	3,100	79	2,440	76	2,290
Goochland	1,800	76	1,370	74	1,250
Grayson	4,600	63	2,910	59	3,370
Greene	1,200	64	770	61	790
Greensville	4,100	70	2,860	67	2,660
Halifax	9,800	77	7,550	74	7,020
Hanover	6,600	76	5,040	74	4,350
Henrico	94,800	89	84,220	87	80,420
Henry	13,900	78	10,850	75	9,920
Highland	800	61	490	58	460
Isle of Wight	4,000	66	2,630	62	2,310
James City	2,900	79	2,280	76	2,130
King and Queen	1,500	78	1,170	76	1,060
King George	1,600	74	1,180	71	1,210
King William	1,900	78	1,480	75	1,430
Lancaster	2,500	74	1,860	72	1,650
Lee	6,600	61	4,040	57	4,190
Loudoun	5,800	88	5,080	86	4,650
Louisa	3,400	76	2,590	73	2,130
Lunenburg	3,500	61	2,120	57	1,990
Madison	2,100	64	1,340	60	1,270
Mathews	1,800	79	1,420	76	1,300
Mecklenburg	7,900	69	5,490	66	5,270
Middlesex	1,900	78	1,490	76	1,440
Montgomery	10,500	87	9,130	85	8,950
Nansemond	11,000	80	8,800	77	8,040
Nelson	3,300	73	2,410	70	2,240
New Kent	1,100	77	850	75	750
Newport News	50,000	89	44,700	88	43,540
Norfolk	138,000	90	123,920	88	125,640
Northampton	4,600	65	3,000	62	2,850
Northumberland	2,500	74	1,850	71	1,710
Nottoway	3,800	70	2,650	66	2,790
Orange	3,400	72	2,450	69	2,280
Page	3,900	69	2,700	66	2,570
Patrick	3,800	58	2,220	55	2,020
Pittsylvania	27,900	74	20,540	70	19,470
Powhatan	1,200	76	910	73	880
Prince Edward	3,800	70	2,660	67	2,530
Prince George	13,000	78	10,080	75	7,650
Princess Anne	26,100	84	21,910	82	16,360
Prince William	7,800	87	6,820	86	4,990
Pulaski	7,700	76	5,850	73	5,640
Rappahannock	1,300	64	830	61	790
Richmond	1,500	74	1,110	71	1,000
Roanoke	43,000	89	38,130	87	35,730
Rockbridge	7,700	60	4,630	56	4,170
Rockingham	13,700	76	10,450	73	9,500
Russell	6,400	57	3,670	53	3,260
Scott	6,800	62	4,240	58	3,840
Shenandoah	5,800	69	4,020	66	3,760
Smyth	7,100	63	4,490	59	4,200
Southampton	6,300	65	4,120	62	3,920
Spotsylvania	7,000	76	5,300	73	4,890
Stafford	3,700	76	2,810	73	2,420
Surry	1,500	79	1,180	76	1,140
Sussex	3,000	70	2,100	67	1,930
Tazewell	11,400	62	7,030	57	6,640
Warren	4,000	78	3,100	75	3,220
Washington	13,200	60	7,950	56	7,390
Westmoreland	2,700	74	2,010	72	2,010
Wise	12,300	63	7,730	58	7,660
Wythe	5,500	61	3,360	58	3,280
York	5,200	79	4,090	76	3,510
State Total	1,016,400	80%	816,240	78%	765,170

WASHINGTON

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	3,500	80%	2,790	78%	2,480
Asotin	4,200	70	2,940	67	2,740
Benton	22,800	68	15,460	64	13,830
Chelan	14,600	69	10,020	65	9,350
Clallam	9,600	82	7,890	80	7,300
Clark	26,900	86	23,200	84	23,370
Columbia	1,600	69	1,110	66	1,060
Cowlitz	19,100	73	13,860	69	13,250
Douglas	4,600	61	2,810	57	2,560
Ferry	1,100	69	760	66	730
Franklin	6,400	72	4,610	69	5,030
Garfield	900	70	630	67	600
Grant	15,100	69	10,380	65	9,540
Grays Harbor	19,300	71	13,790	68	13,080
Island	5,000	85	4,260	83	3,590
Jefferson	2,200	83	1,830	81	1,950
King	300,200	88	263,370	86	252,500
Kitsap	26,300	90	23,620	88	23,440
Kittitas	6,100	64	3,880	60	3,640
Klickitat	4,200	63	2,640	59	2,490
Lewis	14,400	75	10,800	72	10,670
Lincoln	3,500	79	2,780	77	2,700
Mason	5,000	83	4,170	82	4,080
Okanogan	8,800	61	5,400	58	5,080
Pacific	5,400	65	3,490	61	3,370
Pend Oreille	2,300	70	1,600	67	1,600
Pierce	95,600	89	85,360	88	83,340
San Juan	1,100	85	930	83	910
Skagit	16,600	77	12,770	74	11,660
Skamania	1,800	76	1,370	73	1,320
Snohomish	47,500	89	42,220	87	40,980
Spokane	93,900	89	83,710	88	80,310
Stevens	6,400	69	4,440	67	4,260
Thurston	16,500	85	13,960	83	13,370
Wahkiakum	1,000	64	640	61	610
Walla Walla	13,300	68	9,020	64	8,330
Whatcom	24,600	76	18,580	73	17,950
Whitman	9,100	73	6,610	69	6,320
Yakima	46,700	85	39,490	82	38,600
State Total	907,200	83%	757,190	81%	727,990

WEST VIRGINIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Barbour	4,400	59%	2,580	54%	2,430
Berkeley	7,800	81	6,340	79	6,300
Boone	7,600	77	5,870	74	5,710
Braxton	3,500	55	1,910	50	1,810
Brooke	6,700	93	6,230	92	6,260
Cabell	34,400	92	31,540	91	31,520
Calhoun	1,900	63	1,200	60	1,190
Clay	3,200	65	2,080	62	2,040
Doddridge	1,900	56	1,070	52	1,030
Fayette	20,100	75	15,120	72	14,730
Gilmer	1,800	52	930	47	900
Grant	2,000	58	1,150	53	1,120
Greenbrier	8,900	75	6,660	71	6,500
Hampshire	2,800	59	1,640	55	1,590
Hancock	10,100	91	9,240	90	8,760
Hardy	2,000	58	1,150	53	1,120
Harrison	22,000	63	13,830	59	13,170
Jackson	3,300	63	2,090	60	2,040
Jefferson	4,200	86	3,610	84	3,630
Kanawha	70,900	89	62,750	87	61,300
Lewis	4,400	58	2,560	54	2,410
Lincoln	4,600	85	3,890	83	3,890
Logan	17,800	80	14,310	78	14,000
McDowell	20,000	76	15,250	73	14,980
Marion	19,600	80	15,770	78	15,490
Marshall	8,800	89	7,800	87	7,840
Mason	5,900	84	4,980	83	4,960
Mercer	20,300	75	15,310	72	13,990
Mineral	5,500	59	3,240	55	3,080
Mingo	11,000	81	8,870	78	8,660
Monongalia	16,200	83	13,490	81	13,130
Monroe	2,900	64	1,850	60	1,810
Morgan	2,000	59	1,180	55	1,160
Nicholas	6,500	65	4,220	62	4,070
Ohio	22,700	92	20,890	91	20,560
Pendleton	2,000	58	1,150	54	1,070
Pleasants	1,300	72	930	69	960
Pocahontas	2,600	57	1,490	53	1,440
Preston	7,400	67	4,960	63	4,750
Putnam	5,000	84	4,220	83	4,220
Raleigh	23,100	69	15,900	65	15,260
Randolph	7,100	60	4,250	55	3,970
Ritchie	2,700	52	1,400	48	1,330
Roane	3,600	63	2,270	60	2,210

WEST VIRGINIA CONTINUED

WEST VIRGINIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Summers	4,100	64	2,620	60	2,540
Taylor	4,200	67	2,810	63	2,720
Tucker	2,100	58	1,210	54	1,180
Tyler	2,300	71	1,640	68	1,640
Upshur	4,700	59	2,760	54	2,600
Wayne	8,500	81	6,880	78	6,660
Webster	3,800	58	2,190	54	2,090
Wetzel	4,500	71	3,210	68	3,130
Wirt	1,100	65	710	61	730
Wood	25,300	68	17,250	64	14,700
Wyoming	9,200	70	6,440	67	6,120
State Total	512,300	77%	394,890	74%	382,500

WISCONSIN

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	2,200	72%	1,580	69%	1,730
Ashland	5,400	80	4,320	78	4,280
Barron	10,300	83	8,570	81	8,740
Bayfield	3,300	75	2,480	73	2,770
Brown	32,400	92	29,810	91	27,650
Buffalo	3,700	84	3,100	82	3,530
Burnett	2,100	77	1,610	74	2,160
Calumet	4,900	90	4,400	89	4,970
Chippewa	12,400	84	10,450	82	10,110
Clark	8,900	79	7,010	76	6,860
Columbia	12,200	83	10,130	81	8,880
Crawford	4,200	76	3,180	73	3,230
Dane	60,700	88	53,530	87	51,090
Dodge	17,200	92	15,740	90	15,550
Door	6,100	90	5,500	89	5,790
Douglas	14,400	86	12,350	84	11,820
Dunn	7,100	84	5,990	83	6,360
Eau Claire	17,900	90	16,180	89	15,770
Florence	800	75	600	73	660
Fond du Lac	21,200	90	19,030	88	18,380
Forest	1,500	76	1,140	73	1,690
Grant	12,500	83	10,330	80	9,880
Green	7,400	82	6,050	80	5,980
Green Lake	4,800	76	3,670	74	3,420
Iowa	5,500	76	4,160	73	4,110
Iron	2,500	80	2,010	78	1,950
Jackson	4,100	81	3,330	79	3,800
Jefferson	16,200	92	14,840	90	12,120
Juneau	5,000	72	3,580	69	3,520
Kenosha	30,500	92	28,150	91	23,910
Kewaunee	4,900	90	4,410	89	4,180
La Crosse	21,200	85	18,110	83	18,030
Lafayette	5,400	82	4,410	80	4,140
Langlade	6,100	81	4,920	79	4,710
Lincoln	6,700	81	5,400	78	5,100
Manitowoc	21,200	92	19,480	91	18,700
Marathon	24,700	84	20,860	82	19,190
Marinette	10,500	86	9,000	84	8,710
Marquette	2,400	77	1,850	75	2,020
Milwaukee	311,100	93	290,380	92	286,860
Monroe	8,700	83	7,230	81	6,950
Oconto	6,500	90	5,830	89	6,470
Oneida	6,700	75	5,000	72	4,840

WISCONSIN (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Outagamie	26,300	92	24,160	91	23,330
Ozaukee	9,400	92	8,640	91	7,010
Pepin	2,500	84	2,100	82	1,730
Pierce	6,600	84	5,540	82	5,090
Polk	7,700	90	6,930	89	6,580
Portage	9,400	84	7,870	81	7,660
Price	3,000	75	2,250	73	3,340
Racine	39,500	93	36,640	92	34,140
Richland	5,200	75	3,920	73	3,950
Rock	35,700	87	31,230	86	28,220
Rusk	4,300	75	3,230	73	3,270
St. Croix	7,200	91	6,520	89	7,070
Sauk	11,400	85	9,700	83	9,390
Sawyer	3,000	76	2,270	73	2,130
Shawano	9,000	86	7,730	84	8,060
Sheboygan	28,200	92	25,830	90	24,060
Taylor	4,600	75	3,450	73	3,420
Trempealeau	7,400	81	6,010	79	5,380
Vernon	7,300	76	5,540	74	5,450
Vilas	2,300	75	1,720	72	2,100
Walworth	15,800	91	14,450	90	13,550
Washburn	3,300	77	2,540	75	2,390
Washington	12,000	93	11,150	92	9,470
Waukesha	38,700	92	35,650	91	32,240
Waupaca	11,200	91	10,190	90	9,430
Waushara	3,700	76	2,830	74	3,120
Winnebago	30,900	90	27,660	88	26,870
Wood	15,800	83	13,170	81	12,570
State Total	1,134,900	89%	1,008,620	87%	971,630

WYOMING

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Albany	7,000	56%	3,900	52%	3,560
Big Horn	3,700	49	1,820	45	1,660
Campbell	1,300	43	560	38	500
Carbon	5,200	60	3,110	55	2,880
Converse	1,600	58	920	53	840
Crook	1,200	43	520	38	460
Fremont	6,300	50	3,120	44	2,730
Goshen	3,700	56	2,090	52	1,910
Hot Springs	1,800	49	880	43	780
Johnson	1,400	46	640	40	560
Laramie	17,200	84	14,400	82	14,020
Lincoln	2,300	56	1,290	52	1,200
Natrona	15,400	58	8,980	53	7,800
Niobrara	1,200	51	610	46	510
Park	7,000	51	3,590	47	2,820
Platte	2,400	50	1,200	46	1,100
Sheridan	6,300	50	3,120	45	2,710
Sublette	900	42	380	37	330
Sweetwater	6,600	49	3,240	43	2,870
Teton	800	51	410	48	380
Uinta	1,700	56	960	52	890
Washakie	2,600	46	1,190	40	840
Weston	2,300	43	980	38	870
Yel. Natl. Park	100	50	50	50	50
State Total	100,000	58%	57,960	54%	52,270

BOOK REVIEWS

- *The Image Industries: A Constructive Analysis of Films and Television, by William Lynch, S.J., Sheed & Ward, 840 Broadway, New York 3; 159 pp.; $3.50.*

Clearly and concisely, the author (a Catholic theologian) delineates the "mediocre material" that flows daily from television and the moving pictures, arguing that images, as well as ideas, have consequences. "Far from being harmless," he argues, "the image industries are turning out a product which dangerously confuses fantasy with reality and washes out the authentic lines of life in a flood of false magnificence."

This critical situation, the author insists, does not call for the "censor," but rather the earnest collaboration of the artist, theologian, critic and "common man," who is capable of far better than either the critic or the captains of the image industries think him.

"This is not meant to be a Catholic book," states the author, "but a brief appraisal of a national problem." It is a brief and generally fair appraisal that errs most seriously in implying that many critics and image makers are unaware of the problem. Such men as David Susskind, Ed Murrow, Jack Gould and others have expressed their concern publicly and often.

- *The Broadcasting & Television Yearbook [of Australia] 1959, by Greater Publications Pty. Ltd., Box 2608, G.P.O., Sydney, Australia; 306 pp; 2.2 and 6d.*

Published by the editors of *Broadcasting & Television*, Australian trade publication, this reference book contains full listings of all the radio and television outlets in that country, plus statistical information, directories of organizations connected with radio-tv and a 45-page who's who of over 875 names in broadcasting and advertising.

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Need assistant manager for station in market of 50,000, within 175 miles of New York City. Require family man with car, recent announcing and sales experience. $6,000 a year plus expense account and override. Eventual full managership certain. Send tape, photo and resume immediately. Box 750K, BROADCASTING.

Assistant manager-program director opening at midwest farm market daytimer. Top opportunity. Box 924K, BROADCASTING.

Outstanding opportunity for top young salesman "on his way up." Aggressive management with future multi-station plans now operating up and coming pop (non-rock) Seattle (18th market) station seeks go-getter with top sales record, married. Future sales managership if you can prove yourself. Excellent base plus strong incentive. First year's earnings should be $9,000 to $12,000. Resume, including earnings, snapshot to Box 946K, BROADCASTING.

Outstanding opportunity for a top young salesman "on his way up", with real sales management potential. Financially strong multi-station organization concentrating on small markets 25-100M population in eastern Great Lakes area seeks a real go-getter, specialist in local sales, for imminent sales manager opening excellent station. Future management. Family man who likes small city life. We want man capable earning well over 10M. On excellent base plus strong incentive should earn 8-10M or more first year. Resume, current earnings, snapshot to Box 955K, BROADCASTING.

Opportunity to own small station. See Stations for Sale.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Wanted: Experienced salesman-announcer, emphasis on selling, some announcing required. West coast station. Reply Box 556K, BROADCASTING.

Sales manager upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 736K, BROADCASTING.

Salesman—excellent opportunity for good producer. Strong independent, major Indiana market. $6,000 plus. Box 886K, BROADCASTING.

New midwest independent fm station needs full staff. Sales, announcer-engineer, staff announcers. Box 923K, BROADCASTING.

Florida—If you are an aggressive, experienced salesman and want to live in beautiful sunny, south Florida, earn top salary plus bonuses and commissions, then send your resume, picture and references immediately to Box 539, Hollywood, Fla.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman for radio-tv who can sell small market on live NBC-TV operation. Draw plus commission. Send complete information to KRSD, Rapid City, South Dakota.

Help Wanted—(Cont'd)

Sales

Need 2 salesmen for live wire 1 kw daytimer. Easy to sell market. Two plans—salary and commission over quota or commission only. Draw against these. Announce on board two to three hours daily. Sunday work once monthly. Must be strong on sales. We have a sales manager. Format is top 100 survey music-news. Move at own expense. If you can't earn, or are not now earning at least $600 or $700 monthly take home pay, you are not the man we're looking for. Write Clarence Jones, Manager, WBPD Radio, 144 Broughton SW, Orangeburg, S.C.

Salesman-announcer. Experienced. Salary, draw, car allowance. WLDB, Atlantic City, New Jersey.

Cape Canaveral, Fla. Immediate opening. Salesman-copy-announcing. WRMF, Titusville.

Opportunity to own small station. See Stations for Sale.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, **fast paced professionals only. $110 week to start.** Send tape, references, resume! Box 251H, BROADCASTING.

Criticism. Sincere. frank, helpful! Recorded on your audition tape by program director. Five dollars. Box 550K, BROADCASTING.

Pennsylvania chain looking for top dj. Good financial future for right man. Send tape. Box 637K, BROADCASTING.

Eastern chain needs experienced men. $90 to start, regular raises. Require smooth and enthusiastic professionals. Personal interview also necessary, but first send tape and resume. Box 751K, BROADCASTING.

Staff announcer, single station market; duties include news plus opportunity for commercial work. Job worth investigating. Box 829K, BROADCASTING.

Morning personality man for modern fast paced midwest metropolitan market station. Now solid second on heels of number one. New studios. Opportunity for production and talent fees. Send tape, photo, resume. Box 891K, BROADCASTING.

Large Florida market in indie needs 2. Mature dj with morning sound and dj with good news sound. "C"-note a week for each. Non-rock operation. Only experienced hard workers need apply. Send all with first reply. Box 893K, BROADCASTING.

Are you an air showman-salesman? Adult music, news station in thriving eastern 5-station market, about to add two men to staff. Men selected must be able to program and play music selected on content alone, not chart ratings or teenage appeal. We feature an alert, bright sound geared to adult audience. You must know popular music thoroughly, be able to project a pleasing personality without dominating the music. We carry a heavy commercial schedule, and the men we pick must be able to sell, both live and on production spots. Don't apply unless your experience and character can stand thorough investigation. Send your tape and resume to Box 902K, BROADCASTING.

First phone announcer. $455.00 per month, two years experience, no maintenance, many other benefits. Midwest power station. Box 929K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Hawaii: Number one station in the 50th State offers opportunity for announcer. Must have crisp, clever top 40 style delivery. Production ability an asset. Applicants Pacific Coast States preferred, but not necessary. Details first letter with tape. Air mail % P.O. Box 1479, Honolulu.

Announcers with first class ticket for adult music operation in Oklahoma's third market. Presently using five announcers daily. Write Ross Baker, KCCO, Lawton, Oklahoma.

Wanted immediately! Announcer to fit in music and news daytime station. Opportunity for advancement to the right man. Tapes and resume to KLEA, Hoyt Caldwell, Box 877, Lovington, New Mexico.

Increasing one thousand watts. Need first phone deejay interested in sales on commission. Up to $450 per month start plus fifteen percent sales. Red blooded for live people. Newly furnished apartment. Phone, wire, write, KPRK, Livingston, Montana.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Immediate opening! Top Negro dj—personality—program director for Cleveland's only all Negro market station. Send tape, resume to: P. G. Tuschman, WABQ Radio, 2323 Chester Avenue, Cleveland 14. Ohio.

Immediate opening announcer with sports background to handle sports show, play-by-play, live interviews and general routine. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume, or call for interview.

Florida station needs fast paced personality announcer, sales experience desired. Top salary and commission. WDVH, P.O. Box 289, Gainesville, Florida.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Announcer some experience. Preferably single. No Rock n Roll. Must fit into our type operation. Send photo with qualifications. Do not telephone. Salary open. Write: WEPM, Martinsburg, W. Va.

Wanted: DJ-salesman. Must run swinging show. Fast moving 5 kw. No beginners. Jim Duncan, WGGH, Marion, Illinois.

Announcer-salesman. Experienced. Salary, draw, car allowance. WLDB, Atlantic City, New Jersey.

Mature voice. Future for good man. FM programming 100,000 watts of power. WSOM, Salem, Ohio. Send tape, resume.

Technical

Chief engineer single market southern network station employing remote control. Inquiries confidential. Box 908K, BROADCASTING.

Engineer-announcer with fm experience needed by new midwest fm station. Box 922K, BROADCASTING.

Enjoy real living in the Rocky Mountains of Colorado—hunting, fishing, skiing, boating—KCOL, Fort Collins needs engineer with first class ticket capable of maintenance and repair transmitter and studio equipment. Opportunity to become chief.

Help Wanted—(Cont'd)

Technical

Chief engineer: Opening for qualified man for maintenance and installation. Little or no board work no announcing. Send complete details and salary requirements first letter. Radio Station KIDD, Monterey, California.

Transmitter operator for television station in Hawaii. Work 40 hours in 3 days, 4 days off weekly. Write airmail, KMVI-TV, Box 374, Wailuke, Maui, Hawaii.

Experienced man first class license. Capable making equipment installation and maintaining station 1st class technical condition. Car necessary. Permanent job for right man. Send photo with qualifications. Do not telephone. Small amount of announcing required. Start $100 per week. Write: WEPM, Martinsburg, W. Va.

First class engineer opening July 1. Some air time. Radio WPDM, Potsdam, New York.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

News director radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

Mature gentleman. Continuity director with emphasis on production spots. Must be experienced. Prefer good announcing voice. Box 862K, BROADCASTING.

Program director. Prefer experienced announcer ready to move up the ladder to "pd" job in outstanding small market station in northern Ohio. Prefer married man, good voice, knowledge of modern radio, willingness to fit into community essential. Fringe, benefits, excellent salary commensurate with experience and ability. Send resume, picture, and tape to Box 928K, BROADCASTING. If you think you qualify, let's hear from you. We will ask for personal interview.

Large mid-eastern farm market has excellent opportunity for college-trained farm editor. Must be active in farm area activities. Sales ability desirable for long range future. Excellent living and working conditions. Send photo and resume today. Box 930K, BROADCASTING.

Program director for top prestige southeastern station now running a tight, fast paced, modern operation with good music and giving the "capital rockers" a fit. If you have the ability to do a top rate morning show, and have top ideas and promotion plans and record that will stand strict investigation, you can find security and a five figure salary. Ability to handle men a must. Please don't waste our time and yours unless you can meet these requirements. Send tape, photo and resume. Box 936K, BROADCASTING.

Immediate opening Michigan. Copywriter experienced. Contact Leo A. Jyulha, WBCM, Bay City, Michigan.

Continuity writer—Experience and "know how" can find its reward in this excellent opportunity with leading Michigan station. Send sample copy, resume and photo to WFDF, Flint, Michigan.

Have immediate opening for combination production writer-announcer. Must be an experienced announcer. Contact Howard Frederick, WIRL, Peoria, immediately.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K BROADCASTING.

Manager-top radio—family man available shortly. I'll make you good manager, strong on sales. Box 626K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential Box 852K, BROADCASTING.

Manager for station bruised by top-40 competition. Over 15 years radio-tv; currently employed by top northeast tv-radio combine (heavy 5 figures) but advancement has halted. Let's work out incentive deal. Box 899K, BROADCASTING.

General manager. Currently employed. Age 46. In radio 27 years. Highly trained in all departments. Terrific record in sales and sales management. Excellent sales instructor. Guaranteed results. Unquestioned ability. Personality plus. Wide experience in national, regional and local sales. Qualifications and background on request. Prefer 1 kw or 5 kw, daytime or full time. Replies confidential. Mail market data. Box 915K, BROADCASTING.

Successful commercial manager in competitive market seeking bigger opportunity. Strong on sales and programming. Family man with excellent references. Box 927K, BROADCASTING.

Manager-sales manager. Energetic, enthusiastic, experienced local and national sales. Successful manager in competitive market. Now employed. All offers considered. Box 938K, BROADCASTING.

Be that new sound in your town—and make money too. Here's the answer to all your problems, manager salesman, engineer (first phone—with know how). Available June 15. Solid business and engineering background. Box 948K, BROADCASTING.

Sales

Salesman/announcer. Solve challenging sales problems. Write copy. Operate board. Box 705K, BROADCASTING.

Invite replies eastern states stations. Sales/announcing. Family, six years experience. Opportunity for management. Box 942K, BROADCASTING.

Radio salesman desires to advance from small market to upper midwest medium market. Business experience. Proven sales record. Young and ambitious. Box 956K, BROADCASTING.

Announcers

Gospel programs. Announcer - producer - packager. Capable handling commercial staff duties. Box 699K, BROADCASTING.

Young man determined to succeed, well trained. Any reasonable offer? Box 700K, BROADCASTING.

Announcer, Mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 702K, BROADCASTING.

Mature professional knows good music and production. Smooth voice, seven successful years in large market doing adult appeal programming. College, conscientious, references. Presently employed, will relocate to better market. Request personal interview, will forward resume and tape upon consideration. Details Box 796K, BROADCASTING.

Announcer-dj with first phone, excellent voice, would like to relocate. Presently dj at 5 kw, no maintenance. Box 815K, BROADCASTING.

Michigan—want to relocate in. Two years commercial experience as dj and newsman. Married. University graduate. Tape, resume available. Box 835K, BROADCASTING.

Sport announcer. Married, veteran. 5 years experience. Strong on the three major sports, copywriting. Box 873K, BROADCASTING.

Graduate of Professional Radio School. Operate board. Prefer northeast or southwest. Tape, photo, resume available. Box 881K, BROADCASTING.

Situation Wanted—(Cont'd)

Announcers

Versatile announcer ambitious, good voice and appearance. Will soon have wife to support. Box 884K, BROADCASTING.

Announcer—1 year experience—some sales—mature—sober—reliable. Desires permanent work. Box 885K, BROADCASTING.

Announcer - engineer. Emphasis airwork. Ten years experience all phases. Box 887K, BROADCASTING.

Girl broadcaster—Capable—versatile, operate board. Writing, production, publicity, sales. Box 889K, BROADCASTING.

Negro deejay, smooth patter. Efficient. Production. Controls. Audition tape, References. Box 890K, BROADCASTING.

Announcer-dj, two years experience, age 26, presently employed in smaller market. Desire larger market. Box 895K, BROADCASTING.

Live—fast paced dj—news—currently working "color radio". Top rating, top station, one of top markets. Box 901K, BROADCASTING.

Good announcer. Eight years am-tv experience. Third phone, write copy, news, sell. College grad. $100 weekly minimum. Box 903K, BROADCASTING.

Desire sports position. Commercial play-by-play experience all sports. Thorough knowledge all sports. College graduate. Married. Box 906K, BROADCASTING.

Don't talk to me of the lone prairie, or of speonbread or black-eyed peas; just give me a slot where the pay is a lot, and I play any platter I please. Box 909K, BROADCASTING.

Bright, cheerful, morning show. Six years experience in several areas has produced results. Interested in major eastern market. Box 910K, BROADCASTING.

Nine years, solid references. Knows standard and formula radio. Veteran with college. News experience, operates board. Finest of background. Box 912K, BROADCASTING.

Announcer, dj, graduates high school, June. Desires opportunity to learn all phases of radio. Strong on commercials, news. Tape. Box 913K, BROADCASTING.

First phone announcer, experienced. No maintenance. Prefer day, night shift affiliate. Like good pop, gospel, country, exceptional on classics. Southeastern portion. Available immediately. Box 926K, BROADCASTING.

Topnotch announcer, present position pleasant but without opportunity. Stable, experienced, references. Versatile. Starting $135. Box 931K, BROADCASTING.

Young vet, radio graduate, looking for first job. Money secondary, personal audition possible. Box 934K, BROADCASTING.

Radio announcer with a very good background wants job as tv announcer. Job must be permanent with a decent living wage. Please call, wire, or write me. Phone number is Brandywine 1-6162 Pittsburgh exchange. Have own tape recorder. Box 937K, BROADCASTING.

Recent vet. (25) college-man anxious to return to his microphone. Previous staff announcer and dj. Prefer catering to mature audience. Available to sojourn anywhere in the 50. Box 944K, BROADCASTING.

Summer replacement announcer. Experienced. mature. Taught radio, copy, tape. Box 947K, BROADCASTING.

Top rated stations—Top rated dj, personality. Production, performance, perfection. Box 949K, BROADCASTING.

Announcer—hard worker, well trained, operate board. Veteran, tape, photo, resume available. Box 950K, BROADCASTING.

Livewire sportscaster-salesman-announcer! Experienced, first phone. 1801 Coldwater Canyon, Beverly Hills, California, Crestview 5-8592.

Situations Wanted—(Cont'd)

Announcers

Are you interested in an ambitious, married announcer with 18 months experience in large eastern market. Can take directions, not afraid of hard work. Good radio voice. I consider the hours, salary secondary to employment with good organization. Good production is my prime interest in radio. Prefer personal interview at my expense. Will contact you immediately. Write Apartment 5A, 529 West 158th Street, New York.

Good announcer, 5 years, music, news, sports. Available now. References. Bob Heffner, R. R. 1, Rockford, Ohio.

Announcer-dj, married, seeking employment in small town. Claude Rupena, 2628 N. Humboldt Blvd., Milwaukee 12, Wisconsin. Available now.

Announcer-dj, 1st phone, no experience. Bill Lambert, 911 W. Poplar Ave., Porterville, California.

Announcer-dj with some sports experience. Any type show. Can run own board smoothly. Would like to combine with sales. Prefer midwest market. Dave Marmell, 3145 Palmer, Chicago, Ill. Spaulding 2-8826.

Announcer-dj. Eager and ambitious. Good sell ability. Operate board. Travel anywhere. 23, married, draft free. Tape, resume. Robert Walen, 2339 N. Melvina, Chicago 39, Illinois. Phone National 2-6831.

Announcer-dj. Fine background. Smooth, crisp delivery for "on the air" sellability. Family man, 29, versatile and dependable. Sales also. Locate anywhere. Stability a "must". Bob Walzer, 10812 S. Ridgeway, Chicago, Ill.—PRescott 9-6557.

Now, staff man, CBS affiliate, news plus the guldarnest disc show you ever heard. Station victim of depressed area. Along with other staff members am seeking relocation, preferably within 200 miles of N.Y.C. One of country's top ten negro deejays. Call or wire WJLS, Beckley, West Virginia.

Technical

Experienced chief engineer desires daytime station in Florida. Strong on maintenance fair announcer. Reply Box 683K, BROADCASTING.

First phone engineer. Maintenance experience. Want permanent position any location. Box 892K, BROADCASTING.

Have 1st phone license. Also qualified video tape operator, shop and field technician; remote control turret repairman; tv studio broadcasting and maintenance. Worked 12 years as motion picture projector. Box 897K, BROADCASTING.

Chief engineer, family man desires permanent position with opportunity for earned advancement and growth. Twelve years experience in every phase of station operation including management. Box 905K, BROADCASTING.

1st phone, 14 years experience am, fm, tv. Presently employed. South only. Box 907K, BROADCASTING.

Engineer—Desires chief's position, 7 years at present 5 kw directional. Experienced all phases of am, excellent references. CREI, no combos. Northeast preferred. Box 933K, BROADCASTING.

Engineer, experienced all am, fm and studio equipment. Single, sober. Box 935K, BROADCASTING.

Experienced engineer-announcer-chief, degree. Box 940K, BROADCASTING.

Experienced engineer-announcer, degree, licenses, part or full-time engineering-announcing and location for tv shop wanted. Box 941K, BROADCASTING.

West: Have test equipment, will travel. 38, family. Combo 9 years. 2½ as ce. Now employed. Box 945K, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

First phone desires employment. No experience, willing to lean. Will locate anywhere. Contact: Samuel Copenhaver, 504 Broadway, Rochester 7, New York.

Production-Programming, Others

Young man, for copywriter, sportscasting (extensive knowledge) and production work. Graduate of broadcasting school. Box 888K, BROADCASTING.

Program director-production mgr. Presently employed with a #1 tv station. Desires move to clean, aggressive city. Young family man. Box 894K, BROADCASTING.

Station film directorship, film exchange. Three and half years, sixteen millimeter experience. Daily film log, shipping, film filing, editing female. Please write Box 916K, BROADCASTING.

Weekend man—Within one hundred miles New York City. Box 939K, BROADCASTING.

TV-radio newsman, 27. Metropolitan newspaper experience. Take, process still and movie films. Journalism AB. Tape, references, picture available. Box 954K, BROADCASTING.

First class man with first class license. Experienced and completely qualified for news direction, sales, program direction and announcing. Family man with superlative business and credit references. Rocky Mountain, southwest or far west metropolitan areas only. 7910 Wilbur Avenue, Reseda, California, Dickens 3-8279.

TELEVISION

Help Wanted—Sales

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

Technical

Two television technicians wanted at once by full power station in midwest. Good chance for advancement by well grounded men. Please send complete resume and state starting wages expected to Box 820K, BROADCASTING.

Wanted: TV technicians with experience in maintaining tv broadcast equipment. Also kinescope recording work. Send resume. Box 943K, BROADCASTING.

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

Video tape recording tv maintenance engineers for checkout and/or R&D on video tape recorders. Mincom Division, 3 M, 2049 So. Barrington Ave., Los Angeles 25, California.

Production-Programming, Others

Experienced newsman capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

Experienced floorman, cameraman, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Sales

Young, aggressive salesman, experienced in highly competitive market. Desires Rocky Mountain or western market. Box 802K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced radio man seeking tv opportunity. Excellent appearance, good voice. Box 918K, BROADCASTING.

Announcer-director. Experienced, mature, capable, good appearance, quality voice, theatrical background. Booth, on camera—news, weather. host mc, commercials. Box 932K, BROADCASTING.

Technical

Chief engineer. 9 years experience. Planning, construction and operation. Past five years assistant chief engineer. Proven ability, excellent references. Box 771K, BROADCASTING.

College-man—seeking summer position. 5 years technical and on-the-air experience. Will travel. Box 778K, BROADCASTING.

TV engineer. Experienced studio-transmitter. Desires permanent position any location. Box 793K, BROADCASTING.

TV chief looking for opportunity in good climate. Long experience in radio and television. Box 953K, BROADCASTING.

Production-Programming, Others

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 644K, BROADCASTING.

Talented tv personality-announcer-director-switcher. Five years experience. Offer children's cartoon, weather show. Am artist-cartoonist. College grad. Box 904K, BROADCASTING.

Sincere newsman-announcer, 3 years in radio wishes initial chance in tv as announcer and floor man. Available June 15th. University grad in speech this spring. Veteran, 27, married. Objective: to become believable part of station's programming. Prefer Missouri, Kansas, Oklahoma, Nebraska, Iowa, Illinois. Box 914K, BROADCASTING.

TV production man vhf: Experience complete studio production, sales, promotion, office. Permanent or summer. Please write: Box 951K, BROADCASTING.

I.A.T.S.E. tv production man: Out of work, experience 3 years. Help. Write Box 952K, BROADCASTING.

FOR SALE

Equipment

Transmission line. 1⅝" teflon line 20 ft. sections unused. Get maximum coverage with highest efficiency. Box 723K, BROADCASTING.

Three kw, fm transmitter now on the air. Asking $3,750.00. Box 882K, BROADCASTING.

Kinevox 4 channel portable mixer, large VU, dialogue equalizer, like new. Cost $595.00, sell for $185.00. Box 911K, BROADCASTING.

Magnecorder—PT6A/PT6J, excellent, used very little, w/Astatic mike. Bargain. Box 647, Butler, Pa.

We have gone to 1 kw fulltime and have a GE 250 watt am transmitter with tubes for sale. Excellent condition. You may pick it up for $1,000.00 cash at KASK, Ontario, California, P.O. Box 593. Also, miscellaneous audio equipment and accessories. Phone Ed Jansen at Yukon 2-8888.

Western Electric 25B speech imput console, includes pre-amps, power supply—complete, ready for installation. You pay shipping charges. $350.00 will buy. KLEO, Wichita, Kansas.

Gates BCA-250 standby transmitter. Like new. Make offer FOB. KOKA, Box 3605, Shreveport, La.

Two Gates CB-11 three speed turntables. KXIT, Dalhart, Texas.

250' guyed antenna in excellent condition. WNVY, Pensacola, Fla.

FOR SALE—(Cont'd)

Equipment

1 REL 518-B-DL 1 kw fm transmitter using the Armstrong method of modulation. 1 REL 520-DL 10 kw amplifier. This equipment now operating in good condition. Available in approximately 30 days. Make us a price. WGBR, Goldsboro, North Carolina.

Channel (22) uhf RCA 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: $11,500. WSIL-TV, Harrisburg, Ill. Channel (3).

Gates BC-1J—1 kw transmitter, 3 years old, complete with tubes, diode, antenna coupler, remote control, motor rheostat, plate and current kits for remote metering plus 5 KVA voltage regulator, all perfect shape. $3300. Mel Stone, WLOB, Portland, Maine.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

T.C.A. Radio Tower Company—We have 7 used 200-ft. guyed towers for sale. These towers are ready for immediate shipment, complete with lighting. Also, have any mature, any type micro-wave towers of any height. Write, wire or call; H. C. Tant, T.C.A. Radio Tower Company, 2615 Bankhead Highway, Atlanta, Georgia. Phone: SYcamore 9-1203.

WANTED TO BUY

Stations

Revenue problems? Will invest and contribute successful management experience. Top records in revenue expansion. Box 769K, BROADCASTING.

Small. Cp or daytime station. Write full details to Box 828K, BROADCASTING.

Two hundred and fifty to one thousand watt station in Texas, Oklahoma, Arkansas or southern states. Box 917K, BROADCASTING.

Multiple radio station owners will purchase cp outright, or fifty percent interest in cp. Box 920K, BROADCASTING.

Thought of early retirement? Responsible group desires medium market on lease-rental with option to buy. Investigate tax advantage and opportunity to keep your property working for you. Cash down. Box 921K, BROADCASTING.

Station owners: Seeking responsibility and opportunity in buy out program. Program, production, managerial qualifications. Nine years background radio, television. Currently professor and director radio at major university. Under 35. Willing to make investment 1 kw midwest or northwest area. Box 957K, BROADCASTING.

Equipment

Dry modulation transformer for a 10 kw, BTA 10-F RCA broadcast transmitter using two 892-R tubes on Class "C". Box 652K, BROADCASTING.

Disc cutter, Presto 6N or equal, equipped with standard and microgroove feed screw (model SM) with or without amplifier. Box 811K, BROADCASTING.

Everything from microphones to antenna for 250 watt am station. Box 842K, BROADCASTING.

DuMont series 8000 5 kw Hi-Band transmitter or aural and visual amplifiers for series 6000 500 watt transmitter. Write Box 883K, BROADCASTING.

One kilowatt transmitter am any make in good condition. Box 919K, BROADCASTING.

1 kw transmitter, dual or single channel board, not over 5 years old. Chief Engineer, KWBY, Colorado Springs, Colorado.

Tower self supporting 150 feet insulated base. Send complete infor and asking price, Chief Engineer, WPPA, Pottsville, Pa.

WANTED TO BUY

Equipment

BQ-1A RCA turntable with base and pick-up arm. Must be in usable condition. Howard C. Gilreath, Station WVOP, Vidalia, Georgia.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24. Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Tuition of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV, 510 16th St., Oakland, California. TWinoaks 3-9928.

MISCELLANEOUS

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 4¼x5½, $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Announcers

WMAY . . .

. . . is adding another man to its air staff.

This is an opportunity to establish with a dominant Number One station in a solid, fast-moving market. We're looking for an experienced, sharp, alert young man who can build and hold a fresh, responsive audience. This person must be able to add brightness and sparkle to our schedule and conduct a tight, fast-paced show. In return we offer stability, a definite assured future, good remuneration, and complete company benefits.

We'd like a tape, of course, and the opportunity to talk to you.

CONTACT:

Gordon Sherman, WMAY
711 Myers Bldg.,
Springfield, Ill.
Phone: 4-1766

Help Wanted—(Cont'd)

Announcers

OPPORTUNITY
LIVE WIRE DJ
OR TEAM OF TWO
Prominent N.E. Station
Send Tape
Box 840K, BROADCASTING

Sales

WANTED

Men who can sell a prestige FM Station to prestige Clients. Interested in $10,000 and up per year men only. Straight commission—no cutbacks.

WNOB
1510 Williamson Bldg.,
Cleveland 14, Ohio

RADIO

Situations Wanted—Management

STATION OWNER, MANAGER — Thinking along these lines? Assistant Manager, Sales Manager, Sales. Personable, married, early 30's, 12 years experience all phases, persuasive salesman all levels, excellent broadcaster, handle details station operation, sales programming, production. Create, execute saleable ideas. Regards station's interest first. Offering stability of 4 years present position as sales manager, medium market. Desiring greater executive opportunity through long conscientious service. Relocate any desirable market. Box 896K, BROADCASTING.

MANAGER

Format-production, Storer style. 17 years' broadcast background. Family, mid-30's. Best references. Am agreeable to no-producer, no-pay arrangement.

Box 898K, BROADCASTING.

TELEVISION

Help Wanted—Sales

TV STATION

in booming 2-station market in West Texas has excellent opportunity for experienced local salesman. Established billings for the right man. Immediate start. Send full details and photo to

BOX 867K, BROADCASTING

FOR SALE—Equipment

FOR SALE
TV OR FM TOWER
Priced to Sell

400 ft. Stainless Triangular Guyed Tower.
Only Four Years Old
Will support RCA 12 Bay High Band TV Antenna

IDEAL FOR TV OR FM
Write Box 681K, BROADCASTING

FOR SALE

1-DuMont TA 178-A switcher. DuMont Mod. TA 188 scanner with dual opaque unit, 2-projectors, 1-TA-197A slide unit. Good condition and in use at present.
Box 900K, BROADCASTING.

FOR SALE

Television Mobile Unit . . . complete Video and Audio Facilities. Contact Chief Engineer, KOCO-TV, Channel 5, Oklahoma City, Oklahoma.

450-FOOT
EMSCO TOWER

40 lb. windloading, complete with lighting, guys, foundation and erection plans. Also 900 feet 3⅛-inch transmission line in 20-foot sections with interconnectors, dual hangers, and elbows. Sacrifice price for quick sale.

Contact John Adams
Technical Supervisor
KFDX-TV
Wichita Falls, Texas
Box 2040 — Phone 692-4530

TELEVISION EQUIPMENT

Transmitter—5 KW (DuMont/Link) Channel 5.	$11,000
Console for above with Frequency Pix., & W.F. Mon.	2,500
Transmitter—25 KW (DuMont #9000, Like new) Channel 5	65,000
Audio Racks—Matched pair has pre-wired jackfields and seven Audio amplifiers	1,250
Picture Monitors—Twelve 17 inch rack mount #5218B	1,000

Write or call for details
WTTG-TV, Washington, D.C.

FOR SALE

Equipment

FOR SALE
EQUIPMENT

Ling low cost TV broadcast equipment (Channels 7-83). Complete including transmitter, live cameras, film and slide chain, monitor, lenses, antenna, audio facilities and accessories, for SMALL COMMUNITIES, colleges, school district or educational TV requirements—$18,000.00 to $26,000.00.

Economical programming packages are available for such stations. Amateur TV Video transmitters (420-450 mc), camera, tripod, monitor, lens, converter, transmission line, antenna, etc. $2875.00. Financing arrangements 24 months or more.

Also complete line monitors—$215.00 to $285.00. 16 mm C Mount and Zoom Lenses, Vidicon tubes, Vidicon cameras for broadcast use, Video cables, connectors, etc. Gene O'Fallon & Sons, 639 Grant Street, Denver 3, Colorado. Phone AM 6-2397.

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INSTRUCTION

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
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Trains and places men and women in
TOP JOBS
New term starts May 29. Send for folder and list of positions available.
Call DEcatur 2-5580

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right man for your staff. There is no charge for this service. Write

DETROIT SCHOOL of ANNOUNCING AND SPEECH
138 Duffield, Detroit 1, Mich.

STATIONS

FOR SALE

OWN YOUR OWN SMALL STATION!

Hard worker with know-how can buy all or part of southern kilowatt in rich oil, timber, single station market. Can be paid out of income if you have sufficient capital to tide you over rough spots. Present owners have other interests. Honest opportunity for men long on ability but short on cash. Give us details.
Box 880K, BROADCASTING.

Midwest UHF

Needs larger transmitter. Will sell outstanding stock or will sell sufficient stock for needed capital to expand. No indebtedness on station now. Also looking for capable manager, with or without capital to invest. Write Box 925K BROADCASTING.

Ind.	Small	1kw-D	$158M	terms
La.	Single	250w-D	35M	terms
Fla.	Small	5kw-D	115M	terms
Ga.	Small	1kw-D	47M	cash
W.Va.	Small	250w-F	30M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Ala.	Medium	1kw-D	65M	terms
Mich.	Medium	1kw-F	250M	terms
S.E.	Major	5kw-D	250M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Small	VHF-TV	450M	terms
S.W.	Small	AM-TV	375M	terms

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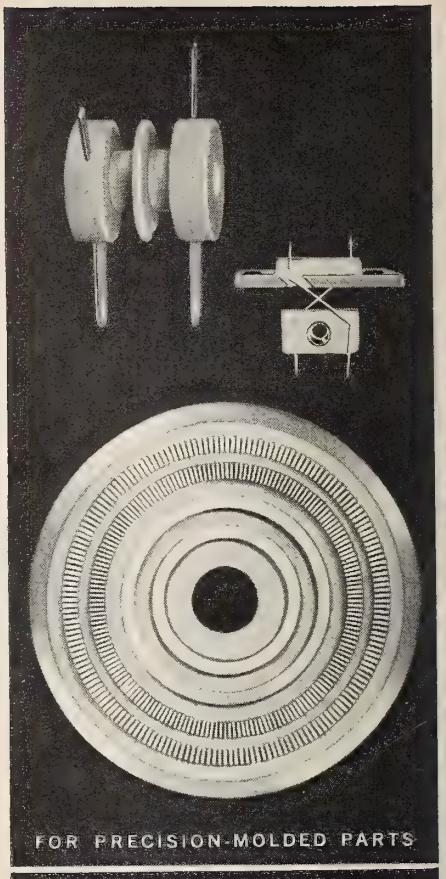
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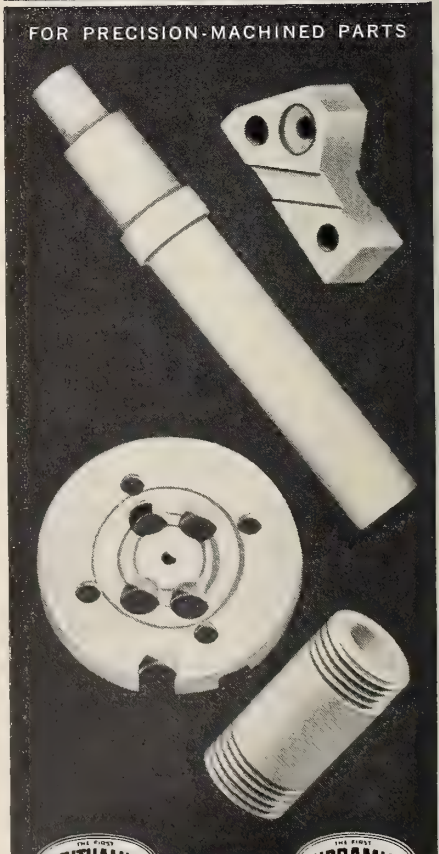
STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
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Los Angeles 28, Calif.
HOllywood 4-7279

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The world's most NEARLY PERFECT electronic insulation materials . . . . . .





Whatever your high temperature needs—to 1550°F—there is a Mycalex insulation to meet them . . . each offering a *unique combination* of special advantages for electronic design: the *plus* factors of the inorganics *and* the design latitudes of the organics!

MYCALEX® glass-bonded mica—formulations of high quality natural mica and electrical grade glasses, with high dielectric strength, total dimensional stability, high arc resistance, high temperature resistance. Depending on their formulation, they can be machined or molded to exacting tolerances, inserts can be permanently molded in or cemented in—the thermal expansion of MYCALEX being close to that of stainless steel.

SUPRAMICA® ceramoplastics—advanced formulations of synthetic mica and high temperature glasses, created for insulation applications at operating temperatures up to 1550°F. They have a thermal expansion coefficient close to that of stainless steel. They are available in moldable or machinable types . . . both offering *total* dimensional stability.

SUPRAMICA 555—Precision-molded insulation, for operating temperatures to 700°F.

SUPRAMICA 560—Precision-molded insulation, for operating temperatures to 932°F. (500°C.)

MYCALEX 410—Precision-molded insulation, for operating temperatures to 600°F.

MYCALEX 410X—Lightweight precision-molded insulation material.

SUPRAMICA 500—Machinable insulation, for operating temperatures to 850°F.

SUPRAMICA 620—Machinable insulation, for operating temperatures to 1550°F.

MYCALEX 385—Machinable insulation, for operating temperatures to 700°F.

MYCALEX 400—Machinable insulation, for operating temperatures to 800°F.

General Offices and Plant: 128-C Clifton Blvd., Clifton, N.J.
Executive Offices: 30 Rockefeller Plaza, New York 20, N.Y.

SYNTHAMICA SUPRAMICA® MYCALEX®

MYCALEX
CORPORATION OF AMERICA

WORLD'S LARGEST MANUFACTURER OF GLASS-BONDED MICA AND CERAMOPLASTIC PRODUCTS

OUR RESPECTS TO . . .

David Ryerson Hull

Capt. David R. Hull, electronic gadgeteer, made his first piece of communications gear for the Navy when he was a freshman in high school and has been at it ever since. Currently he is performing this role as defense vice president of Raytheon Mfg. Co., which makes the air-to-air Sparrow III missile and related miracles of military might.

The first homemade ham rig came out of the Hull cellar in Reading, Pa., when he was nine years old (born Oct. 29, 1903). By the time he enrolled at Portsmouth, N.H., High, he had produced a sweet-sounding rotary spark gap outfit. After school he worked part-time at the Navy Yard there as a riveter's helper and frequently hung around the radio shack. Often they let him do some key-pounding.

When yard officers heard about his home-produced rotary outfit they confiscated it for Navy use, a function it performed through World War I.

Capt. Hull this week winds up a year in one of the key professional spots in electronics—president of Electronic Industries Assn. The EIA convention starts in Chicago today (May 18) with one subcommittee session, will speed up tomorrow and be in full stride Wednesday. His rise to this top honor was based on a long series of outstanding achievements in the Navy, industry and the manufacturers' trade association.

Peripatetic Career • Young David Hull's early years—and his military years, too—were highly mobile. The elder Hull had died when David was less than a year old. His mother entered social work. This took her around many cities and gave her son frequent chances to adjust to new schools, new companions and new environments.

After World War I he entered a competitive examination for the Naval Academy and came out top in a field of 22 entries. His sponsor was the elder Henry Cabot Lodge. At Annapolis his interest in electronics, general science and mathematics was helpful. He was in the top fourth of his class.

The first assignment as an ensign was the New York Navy Yard and cruiser *Detroit*, followed by six months at the Newport, R.I., torpedo school. He met Flora Keeher in 1926 at a Vanderbilt party for servicemen and they were married a year later.

Communications always held the interest of the young officer, even while he was serving as torpedo officer on small ships just after his promotion to lieutenant (j.g.). In 1928 he received a letter of commendation from the Secretary of the Navy for his work as torpedo officer.

In 1931 he was sent to Annapolis graduate school and then to Harvard for a year at Cruft Lab. He obtained his M.A. at Harvard in 1933, having worked under Dr. G. W. Pierce of Pierce oscillator fame. Since the term "electronics" hadn't gained wide usage, the degree was "Master of Science in Electrical Communications Engineering."

Washington Experience • An assignment in Washington included development of underwater sound equipment, with electronics being adapted to underwater communication (Sonar). He worked with the Naval Research Lab. and private industry in building echo-ranging equipment which he took to sea for testing and perfection from 1933-36, headquartering in Washington and San Diego. He also developed vhf radiotelephone equipment in the mid-30s for fleet use.



ELECTRONICS EXECUTIVE HULL
". . . a forceful leader"

Next came radar development work in the Naval Research Lab., Washington, where he was assistant to the director, Adm. Harold G. Bowen. There the job was to expedite radar from the laboratory to fleet use, a number of ships having operational equipment before World War II. The equipment worked well and could detect planes 100 miles away.

When the U. S. entered World War II he was a lieutenant commander assigned to the Bureau of Ships as head of the Electronics Design Branch and quickly advanced to assistant chief of the Bureau for Electronics, senior Navy position in electronic material. In this post he was responsible for the design, procurement, installation and maintenance of all naval electronics gear.

Rising steadily in rank, he became a captain in 1942. After the war he continued in the electronics post until his retirement in 1948.

Capt. Hull continues his love for electronics and naval lore. Some day when the story of the Navy's latest Sonar equipment can be told, the chances are Capt. Hull's name will be prominent. In any case, he's parrying queries on the subject at the moment. He has a ship's clock in his Washington office, speaks with the clipped diction of the professional military man and his voice is deeper than his slight build might indicate. On the blondish side in his youth, his wavy hair for some reason turned brown in his 30s.

Into Private Industry • As Raytheon defense vice president he is mainly concerned with military procurement and development, the biggest part of electronics production.

His first job after retirement was assistant technical director of International Telephone & Telegraph Co. and vice president of the subsidiary Federal Telecommunication Labs., then making broadcast transmitters. He naturally was active in research and development. When IT&T bought Farnsworth Radio Corp. he became executive vice president and director of the Capehart-Farnsworth Corp.

Charles Francis Adams, president of Raytheon, hired him in 1950. He went to Waltham, Mass., headquarters as vice president and general manager of the equipment division. Raytheon had 5,000 employes at the time; currently the number is close to 40,000.

Capt. Hull has been an EIA director many years plus service on EIA divisions, helping break off military products into a separate unit. He was elected EIA president in 1958.

His interests center around Institute of Radio Engineers, Armed Forces Communications & Electronics Assn., Army-Navy Club, National Aviation Club and other professional organizations. He is a Congregationalist; has five grandchildren, and lives at 1500 Massachusetts Ave., Washington.

Industry connections include directorship in Mycalex Corp. of America, Technical Operations Inc., Applied Electronics Co. and Raytheon Canada Ltd.

Capt. Hull's service record includes numerous citations, including the Legion of Merit awarded by former Secretary of the Navy James Forrestal, as "a forceful leader, inspiring his associates with zeal and devotion to duty throughout a critical period . . ."

Cue for a walk-off

NO man has put the principle of free speech to sterner test than David Susskind, who is one of television's most affluent beneficiaries and unquestionably its bitterest critic. Mr. Susskind likes practically nothing of what he sees on tv, except his own productions which are numerous.

Give Mr. Susskind a forum, any forum, and he takes off on television's sterility, its lack of daring, its obsession with money. The fact that a good many critics have attached the same labels to some of his work has failed to interrupt his steady flow of abuse.

We are indebted to Sydney H. Eiges, NBC vice president in charge of publicity, for succinctly putting Mr. Susskind in his place. After Mr. Susskind last week attacked NBC as "mired in nonsense . . . the network of antiquity," Mr. Eiges replied, in part:

"Dave's success in developing adaptations of well-known classics for tv specials—including next season's 'Moon and Sixpence' for NBC—and his even greater development of the art of self-promotion have obscured the number of mediocre programs he has produced over the years."

It is too much to hope that Mr. Eiges' remark will shut Mr. Susskind up. But perhaps it will cause fewer people to listen to him.

Option time answer

THE FCC could be much closer to agreement on the vexing problem of option time than it realizes.

An analysis of recent expressions of individual commissioners persuades us that the FCC could agree to eliminate option time rules altogether and leave to stations and networks negotiation of their own arrangements in the sunlight of free, competitive enterprise.

There is no law requiring option time. There is a widely misunderstood 1941 Supreme Court opinion which holds the FCC has the power to regulate network-affiliate affairs. There is nothing to prevent the FCC from ruling that it no longer needs the chain-monopoly regulations.

Before the FCC issued its rulemaking of April 22 (BROADCASTING, April 27) proposing to reduce option time from 3 to 2½ hours in each segment, a motion by Comr. Bartley to delete the option time rule lost by one vote. Then the half-hour reduction proposal carried but with the full backing of only four commissioners.

Voting with Mr. Bartley to delete the rule were Comrs. Hyde and Ford. Mr. Hyde didn't go along with the majority on the half-hour reduction and reaffirmed his preference "to rely on the self-regulating force of competition."

Chairman Doerfer and Comr. Craven have been the most outspoken "free enterprise" advocates on the FCC. Comr. Cross, in his short tenure, likewise has demonstrated he does not want to unduly molest licensees. Where Comr. Lee stands we are not certain but we believe he, too, is a free enterprise advocate.

By proposing to cut option time by one-half hour, the FCC settles nothing. Nor would it settle anything by increasing option time.

There may be a problem of semantics involved in the FCC's dilemma. It is one thing to *repeal* the option time rules, as Mr. Bartley proposed. It is quite another to *outlaw* option time as proposed by the Barrow Network Report. The latter would prevent any station from optioning time to any network. To repeal the provision would leave stations and networks free to negotiate their own arrangements on a business basis. It would also allow syndicators and new networks, if they evolve, to contract with stations. Networks certainly would not court antitrust prosecution.

If the FCC members mean what they have said, the option time rules and all those collateral rules dealing with contractural and business affairs of stations and their networks should be repealed. This would take government at least part of the way out of the program business.

Strike that backfired

WE can't recall a more pointless strike than the one the National Assn. of Broadcast Employes and Technicians called against NBC last April 27.

To pull 1,500 workers off their jobs because some non-NABET French technicians were used in a video-taping in France was irresponsible. It is difficult to imagine how the NABET leadership can justify to members the $280,000 a week in wages they have lost.

The issue here was simple. NBC sent a *Today* crew to Paris to tape some sequences with Dave Garroway. Included in the crew were nine NABET members, on full pay, all expenses paid. During the taping of a Garroway interview with Brigitte Bardot, several French technicians were employed. NABET claimed a violation of jurisdictional agreements and pulled its members off the network when NBC insisted on playing the tape.

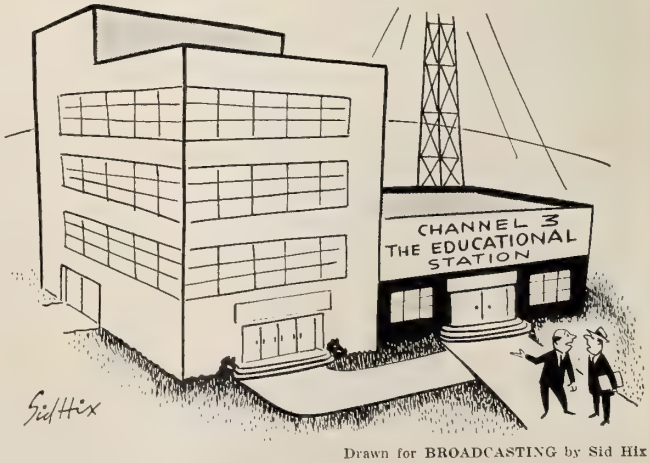
The dispute is not unlike some of those that beset the motion picture industry in the late '30s. The movie producers, bit by bit, let unions carve the business into dozens of jealously guarded precincts of authority. The inevitable result was a rigidity of union control that made efficient and economical production impossible.

There are now more technicians working in broadcasting than are needed to do the job. NBC has proved that by maintaining full network schedules with 300 supervisory employees doing the work normally done by 1,500 NABET members.

This is not to argue that in normal operations NBC is five times overstaffed. But certainly the figures do suggest that NABET job classifications and work schedules have led to a degree of featherbedding.

The problem goes beyond NBC and NABET. It extends to other networks, to stations, to other television production sources and other television unions. It is a problem that will worsen unless all networks, stations and producers resist it at every chance.

Whatever the immediate outcome of the NBC-NABET dispute, the mere fact that NBC chose to resist a clearly extreme demand has benefited the long-range development of television.



Drawn for BROADCASTING by Sid Hix

"We had to build that addition for our fund-raising operations."



EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

COURTESY OF BUICK

TEXANS Swing TO COLOR!



EMCEE TOM MULLARKEY AND TEEN AGE DOWNBEAT

LIGHTS! ACTION! CAMERA! MUSIC! ...and COLOR!

Yes sir! It's lively action, live music and color when TEEN AGE DOWNBEAT takes the stage 5:30-6:00 PM daily on WBAP-TV (ARB Rating Monday, February 2—12.6), the pioneer color station of TEXAS celebrating its FIFTH COLOR BIRTHDAY this year (May 15).

LIVE COLOR COMMERCIALS set sizzling sales records for a host of sponsors—the SOLD OUT sign hangs out, but your INQUIRIES INVITED!

TEXANS appreciate COLOR TV—Mothers and Dads go for TEEN AGE DOWNBEAT and its color-full array. The typical group above are color-full students of Arlington Heights High School. The band is the Polytechnic High School Stage Band which Participated in the AFM National Band-of-the-Year contest.

LIVE COLORCASTING is the WBAP-TV order of each day from 5:30 to 6:15 PM plus a gorgeous line-up of NBC-TV offerings nightly. More than 17 hours weekly.

WBAP-TV TOPS IN ARB*

*BOTH JANUARY and FEBRUARY 1959, SIGN-ON TO SIGN-OFF

WBAP-TV

CHANNEL 5

FORT WORTH 3900 BARNETT STREET... NBC ...DALLAS 1900 NORTH AKARD

PETERS, GRIFFIN, WOODARD, NATIONAL REPRESENTATIVES

MAY 25, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Tv timebuying by electronic brain is on the way — Page 31

Who buys national television; how much is spent — Page 34

ANA puts focus on how advertising is doing its job — Page 38

Repeal Sec. 315 now, or repent later—an editorial — Page 58

PORTLAND Loves KISN RADIO 91 and HOOPER proves it *

Check Adam Young for the full story

*HOOPER - May, 1959

the Star stations

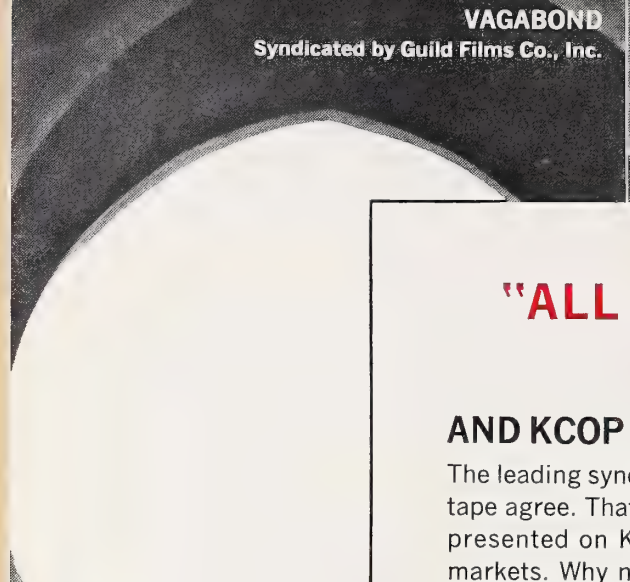
IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS

DON W. BURDEN — President

KOIL - Omaha
AVERY-KNODEL

KMYR - Denver
ADAM YOUNG

KISN - Portland
ADAM YOUNG





"ALL THE WORLD'S A STAGE"...

AND KCOP USES EVERY INCH OF IT!

The leading syndicators of TV programs on film and tape agree. That is why four great shows, originally presented on KCOP, are now available for other markets. Why not put these true-to-life syndicated shows to work for you... to sell more of your products to more viewers?

Look 'em over. They're real-life. Fact not fiction. They run the entertainment gamut from 30 minutes of travel in Mexico to a day in a Los Angeles court. From catching the elusive trout in the High Sierras ... riding the newest prop-jet... to interesting facts of science.

SEVEN LEAGUE BOOTS is an entirely new concept in travel and adventure! Filmed entirely by motion picture camera-artists, it captures the seven continents and the seven seas. From a floorshow in Europe to a Sultan's birthday party. The never-before photographed.

PEOPLES' COURT OF SMALL CLAIMS presents the gamut of every human emotion in compelling courtroom drama. From claims for the death of a parakeet to a case of noisy neighbors. Powerful, absorbing showcase to get your products into more buying homes.

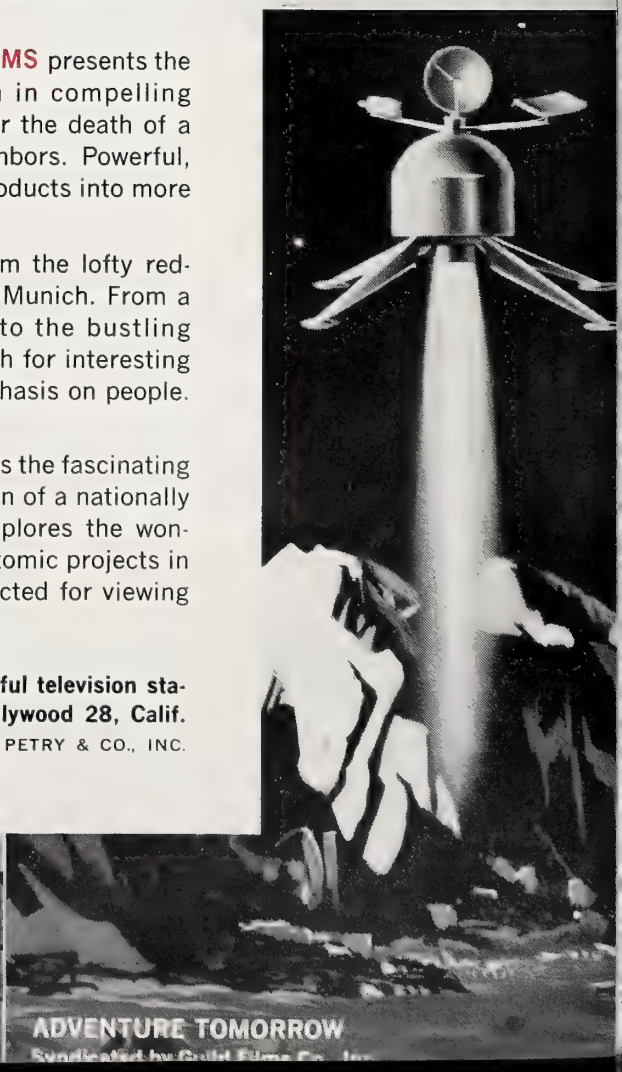
VAGABOND roams the world. From the lofty redwoods of Sequoia to a carnival in Munich. From a sleepy Mexican fishing village to the bustling "Ginza" of Tokyo. Combs the earth for interesting sights and sounds... with the emphasis on people. And people like people.

ADVENTURE TOMORROW searches the fascinating world of science under the direction of a nationally famous instructor and author. Explores the wondrous world of missiles, jets and atomic projects in a lucid, entertaining manner. Selected for viewing by our Armed Forces.

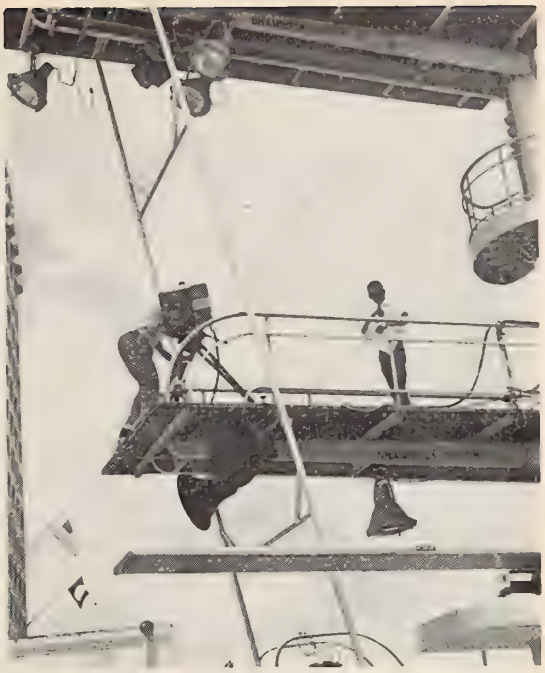
KCOP **Los Angeles' most powerful television station • 1000 No. Cahuenga Blvd., Hollywood 28, Calif.**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.















RIGHT ON TOP!

✱ of every major Houston Sports event . . . full coverage for Home Viewers — you're back of Home Plate with the ump, seeing with the judges eye at a horse show and getting a caddies eye view of the fabulous Houston Classic — another reason why KTRK-TV is Houston's Top Family Station.

K T R K TV

THE CHRONICLE STATION

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO.,
500 FIFTH AVENUE, NEW YORK 36, N.Y.

GENERAL MANAGER,
WILLARD E. WALBRIDGE
COMMERCIAL MANAGER,
BILL BENNETT

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

. . . And something else you should know—

Lancaster, Harrisburg, York

is ONE TV market

when you use

WGAL-TV





WGAL·TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

•

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Matter of time • Now that distillers have loosened up on woman taboo in display advertising, permitting milady to be shown in brand-name liquor displays, media observers feel it's only matter of time before code is revised to allow distillers to venture into broadcast media with carefully written and timed copy. Liquor advertising already is on air locally, via night club, hotel and other service spots advertising mixed drinks at reasonable prices. It's but short step to brand-name promotion on radio and tv.

Reward • NBC supervisory personnel who operated network during 19-day work stoppage by National Assn. of Broadcast Employes & Technicians reportedly came in for pleasant surprise when they returned to their regular jobs. Each of some 300 employes who substituted for absent union workers will receive at least one additional week of paid vacation and bonus of $400, and some who worked exceptionally long hours will receive larger bonus.

Promotion • Not quite ready for announcement but in work: Elevation of Edward DeGray from vice president in charge of ABC radio to president of radio division. Reports say it's set for next meeting of board of parent AB-PT.

Tv allocations • Because of tight schedule (it resumes 25 to 890 mc hearings today), FCC won't take up vhf tv drop-ins for number of critical 2-station markets until special meeting June 1. All told, some 35 cities are in line-up, but presumably only those where drop-ins could be achieved without deviating from existing mileage separations, and which have been cleared otherwise, would be promptly considered.

New allocations threat, resurrecting vhf-uhf controversy, to be considered June 1, is technical report of FCC's chief engineer, Edward W. Allen Jr., on virtues of uhf. Without evaluating economic upheaval that would result from transition to uhf, report finds major metropolitan areas (New York, Los Angeles, Chicago, etc.) could be covered by cluster of some 6 uhf stations operating on different frequencies, but repeating same program. But even existing 70 uhf channels couldn't accommodate replacement of each vhf with no adjacent channel assignments, this totally aside from economic dislocations and perhaps doubled cost of receivers.

Spectrum study • Outstanding figures in allocations planning and policy will participate in exploratory panel deliberations called for June 8-9 by Chairman Oren Harris (D., Ark.) of House Commerce Committee who is armed with $200,000 budget for study of spectrum problems involving use of space by government as well as industry, and with vhf for tv as primary consideration. Working against administration roadblocks, Mr. Harris has already received word from Defense Department that it has recalled Paul W. Goldsborough, who retired March 30 as director of telecommunications policy, to participate in panel, with full departmental authority.

While list of participants isn't complete, it's learned that FCC Chairman Doerfer, OCDM Director Hoegh, Dr. Irwin Stewart, former Federal Radio Commissioner who participated in both 1951 study and last year's "quickie," and Dr. Ernest Everett, U. of Illinois engineering dean, have sent acceptances. There was feeling, however, that NAB had not awakened to importance of sessions and that, instead of designating outstanding engineering figure, it had assigned staff member.

Key test • Strong plus in radio-tv's fight for equal access in courts seen during upcoming contempt of Congress trial of Chicago banker Edward A. Hintz. Mr. Hintz, associate of Orville E. Hodge imprisoned for embezzlement of Illinois state funds, refused to testify before Senate Banking Committee hearing in Chicago in 1956 claiming invasion of privacy because of microphones, tv cameras, tape recorders, etc. Senate cited him and trial is due soon. U. S. attorney in Chicago has asked for and received kinescope of tv coverage from WBKB (TV) Chicago and has indicated he hopes to use it to show jurors that cameras did not disturb hearing.

It doesn't always talk • That $1.5 million sale of WOV New York to Bartell Family (page 76) could just as well have been $2 million sale to another active bidder, but it would have meant change in station personality from primary Italian language format of 30 years to modern news-music. In midst of negotiations last week, M. S. Novik, president and 50% owner, was told of new $2 million proposal, but with no assurances, as were given by Bartells, that Italian programming would be "continued and expanded." He and his quarter-interest associates, Ralph Weil and Arnold Hartley, then decided to stick with Bartell offer.

Big meeting • Full membership of FCC will meet with full membership of Senate Commerce Committee within next fortnight to explore all legislative and regulatory matters of mutual interest and determine when new hearings will begin. Senate Committee, for past several years, has been keeping weather-eye on tv allocations policy, and FCC last month (BROADCASTING, April 27) submitted to committee status report to be basis for forthcoming hearings.

Change of pace • Assn. of National Advertisers' spring convention in Chicago past week was noteworthy in this respect: no speaker decried high cost of television though many have at former conventions. In fact, one (Douglas Smith, advertising and merchandising manager, S.C. Johnson & Son) came out with ringing defense of tv as advertising medium for selling goods (story page 38).

Decision • Equitable Life Assurance Co., which initially had intended to share honors next fall with *Playhouse 90* Thursday nights on CBS-TV with *Biography* series, will have six specials on NBC-TV next season. Original talks with CBS-TV on *Biography* fell through in April, and Equitable since then has looked elsewhere through agency Foote, Cone & Belding, New York.

Head start • How far in advance are film producers pitching their wares for 1960-61 season? Example: Warner Bros. is already gauging advertiser and/or network interest in planned half-hour tv series called *Room for One More* based on motion picture that featured Cary Grant.

Cumulation • WRCA-TV New York is keeping under wraps new "orbit plan," in which spot announcements in triple A time would be sold on rotating day and time basis. Research by station indicates that plan will increase cumulative rating of sponsor's message by 25%.

Appraisers • How does one determine worth of tv station? Try arbitration. That is how KRNT-TV Des Moines is being assessed, via three-man board. Arbitration route was picked by Cowles Broadcasting Co. and Kingsley Murphy Jr. to determine price Cowles will pay for Murphy 40% ownership in KRNT-TV.

REACH HER FIRST IN DETROIT





with WJBK-TV's MORNING SHOW MOVIE!

Children off to school . . . husband off to work . . . a cup of coffee and now a **Good Movie!** The "Morning Show" is the first feature film of the day in Detroit, Monday through Friday at 9:00 AM. Every show is a top-flight feature from UNITED ARTISTS, SCREEN GEMS, NTA, RKO, and coming soon, PARAMOUNT.

WJBK-TV puts you right in the picture in 1,900,000 television homes in Detroit and southeastern Michigan. Help yourself to a 9-billion-dollar sales potential in the nation's fifth market.

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

Represented by the Katz Agency

100,000 Watts CBS AFFILIATE 1057-foot tower N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-3940

Storer Broadcasting Company

Storer Television

WJBK-TV Detroit **WJW-TV** Cleveland **WSPD-TV** Toledo **WAGA-TV** Atlanta **WITI-TV** Milwaukee

WEEK IN BRIEF

How to make tv less complicated • More equitable standardization of business practices between agencies and networks regarding color costs and program license fees, for instance, would make life much simpler for everyone. This is the subject about which David W. Dole, vice president, broadcast business division, Leo Burnett Co., Chicago, has some specific suggestions. He talks them over in this week's MONDAY MEMO. Page **25.**

Revolution on Madison Avenue • Progress, important progress, in tv timebuying due soon, according to American Research Bureau, preparing to tie together the magic of an electronic brain and the first county-by-county station coverage and audience service. Page **31.**

Tv coin from many • Television Bureau of Advertising lists more than 125 different advertiser types and their estimated gross expenditures in 1958 for both network and spot. Page **34.**

Advertising insight • Delegates at Assn. of National Advertisers Golden Anniversary spring meeting in Chicago takes a close look at themselves. They mostly liked what they saw, and television's detractors were worked over. A high spot—how S.C. Johnson & Son invaded the Lexington, Ky., market. Page **38.**

Effectiveness of tv films • Agency executive argues producers and distributors should inform timebuyers of their sales impact, with research-promotion organization supplying pertinent information. Page **52.**

Relief on the way? • Senate committee schedules June 12 hearings on "Fair Political Broadcasting Act of 1959" as bipartisan supporters push for action during present Congress. Page **57.**

A chance to kill Sec. 315 • A special BROADCASTING editorial advocates an all-broadcaster campaign for repeal of the political broadcasting law. and it explains the reasons why this is necessary—and possible. Page **58.**

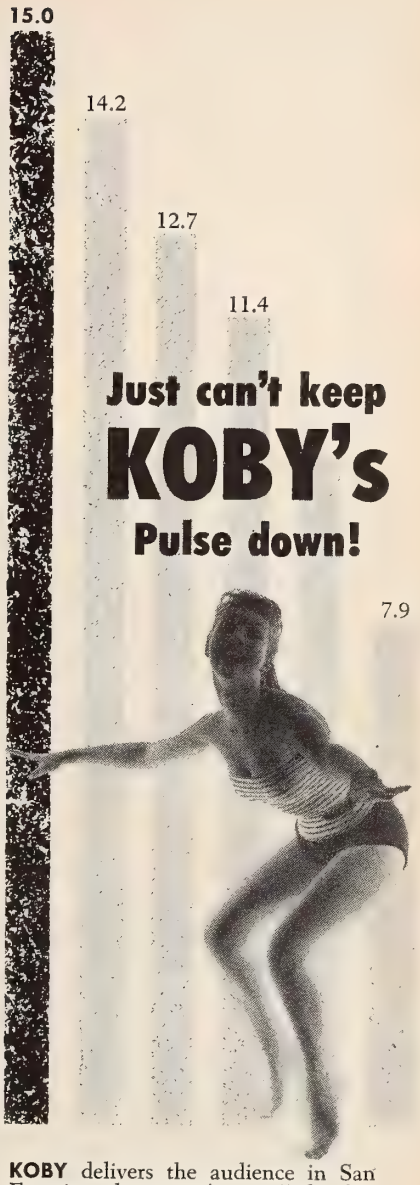
FCC embroiled in sticky one • Case of Atlanta radio station programming still being deliberated, but Commission puts two more down on license renewals, and approves two others. Page **64.**

Electronics onward • Military output of manufacturing industry, estimated at $5 billion this year, expected to pass $21 billion by 1970, Electronic Industries Assn. convention at Chicago is told. Annual medal of honor presented to Frederick R. Lack, retired Western Electric vice president. Page **94.**

More electronics • Annual Electronic Parts Distributors Show at Chicago told parts volume should near $10 billion by 1960. Sales by parts distributors up 226% in decade. Page **95.**

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KOBY delivers the audience in San Francisco—because it's got a Pulse that just won't quit. Look at this January-February report: *Koby, the highest average share of audience seven days a week—6 A.M.–Midnight—15.0.*

And that 15.0 share gives KOBY the in-home and out-of-home listeners that are ready to spend money.

So if you've got a product or service you want to put across in San Francisco, KOBY's your best buy!

SEE PETRY for the top share of audience on **KOBY,** San Francisco—and start *your* sales pulse beating faster.

10% discount when buying **KOBY**—and **KOSI,** *Denver.*

(Speaking of Denver, after July, when in the Mile High City, stay at the Imperial Motel, 1728 Sherman, downtown.)

KOBY / *10,000 Watts in San Francisco*

For *Greenville, Mississippi* — **WGVM**

MID-AMERICA BROADCASTING COMPANY

LISTENING POWER *PLUS*

More people listen to WTOP Radio than any other station in the 20 counties which make up the Greater Washington Area. Backing up this Pulse report is an independent survey revealing an astounding plus for these WTOP listeners . . . more than 76% in income groups over $6,000 per year!

wtop radio

WASHINGTON, D. C.

An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

operated by **THE WASHINGTON POST BROADCAST DIVISION:**

WTOP Radio, *Washington, D.C.* **WJXT**, *Channel 4, Jacksonville, Florida* **WTOP-TV**, *Channel 9, Washington, D.C.*

Canon 35 study voted by ABA-media group

Proposal for objective survey of radio-tv-photo coverage of court trials given preliminary endorsement Friday in Washington at joint meeting of American Bar Assn. Canon 35 Committee and media representatives. Special group to probe survey project will be named if participating organizations approve. This group will study procedure and seek financing for inquiry into idea.

When and if financing is obtained, then joint bar-media interests would consult with survey organization on chance of conducting objective study. If final decision is reached to do depth survey, findings would be reviewed by ABA and media in search of change in Canon 35 ban against radio-tv-photo coverage. ABA committee will hear all sides of problem before making recommendations to association.

Chairman of ABA committee is Whitney North Seymour, New York. Media representatives at Friday session included Robert D. Swezey, WDSU-AM-TV New Orleans, and Howard H. Bell, assistant to president, for NAB; John Fulton Lewis, WBAL Baltimore; Ted Koop, CBS News, Radio-Television News Directors Assn.; Julian Goodman, NBC, Radio-Tv Correspondents Assn. Newspaper and photo associations also were represented.

April 17 Conelrad covered U.S. 85-90%

Conelrad test April 17 covered 85-90% of U. S., National Industry Advisory Committee was told at meeting in Washington. Committee reported Friday that analysis of last month's Conelrad drill showed "extremely satisfactory" results, except for few problem areas.

NIAC also took up other plans and projects, including work by EIA committee on standardization of Conelrad signal. This is expected to be completed in July, will permit production of low cost Conelrad receivers or adapters for existing am, fm or tv receivers. Part of standardization plan is installation of automatic push-button device at transmitter which will put station into Conelrad operation in seconds. Cost of this device—estimated to be about $150 per installation—will be borne by Office of Civilian & Defense Mobilization, it was learned.

NIAC committee, chairmaned by Les Learned, MBS, met at FCC. It comprises about 60 members, all technical and production personnel of broadcast industry.

Space reflectors

National Aeronautics & Space Administration announced Friday it had issued $60,000 contract to General Mills Inc. for nine plastic balloons each 100-ft. in diameter for use in passive satellite communication tests. First is scheduled sometime near end of this year. Balloons would be ejected into orbit from space rocket and would be used to "bounce" radio signals across oceans or continents.

Hill support grows for Sec. 315 change

Additional support for S 1858 amending Sec. 315 of Communications Act (equal time provision) was voiced in Senate Friday. Sen. Prescott Bush (R-Conn.) said radio-tv stations "face an impossible situation" in covering political news as result of FCC's Chicago-Lar Daly decision. Sen. Bush, one of 12 co-sponsors of S 1858, said that if ruling goes unchallenged "it can seriously diminish the public service role of the radio and television industries. . . ."

Sen. Francis Case (R-S.D.), another co-sponsor of Hartke bill (see editorial, page 58, earlier story, page 57), said that "to require equal time for all candidates in the coverage of news is as absurd as requiring of a newspaper equal space to all candidates, including minor factions. It would make candidates the judges of news values, abuse would be inevitable." Reporting of news, he said, should be left to discretion of media. "News by stopwatch would be news by state control," South Dakota Republican stated.

EIA promotes tv

Plans for new public relations program designed to promote interest among manufacturers and distributors in fall network tv spectaculars was approved Friday by board of Electronic Industries Assn.

Campaign devised by Consumer Products Div. task force to include promotion plugs by manufacturers in distributor presentations and probably newspaper advertising. EIA to distribute materials to tv receiver firms after compiling data from networks. Committee to develop public relations program includes L.C. Truesdell, vice president and sales director, Zenith Radio Corp.; Edward R. Taylor, vice president, consumer products, Motorola Inc., and Charles N. Hoffman, sales director, Warwick Mfg. Corp.

In other action EIA divided Consumer Products Div. for first time into separate radio, tv and phonograph sections (elections page 10).

KTVW (TV) names rep

KTVW (TV) Tacoma-Seattle, Wash. (ch. 13) reported Friday (May 22) appointment of Richard O'Connell Inc., N.Y., as national representative effective immediately. James Hawking, general manager, announced station went to full power of 316 kw last week. Station is owned by J. Elroy McCaw.

St. Louis ch. 2 case

FCC has asked two weeks extension on deadline in St. Louis ch. 2 case from U.S. Court of Appeals, Washington. Commission lawyers said they had not had opportunity to take up question of whether to seek rehearing or clarification with Commission since all seven commissioners have not been present until recently. Deadline for further action in St. Louis case was Saturday (May 23). Court remanded St. Louis ch. 2 case on ground *ex parte* conversations took place while rule-making proceeding to move ch. 2 from Springfield, Ill., to St. Louis was under consideration (BROADCASTING, May 11).

Mutual signs KTOK

Mutual network affiliation in Oklahoma City will shift from KTOW to KTOK June 29, replacing CBS at latter station. KTOW has not announced future plans; neither has CBS. KTOK is 5 kw on 1000 kc; KTOW 250 w day on 800 kc. In another affiliation move, KOSY Texarkana, Tex., joins CBS effective July 2. It is on 790 kc with 1 kw day, 500 w night.

CONTINUES *on page 10*

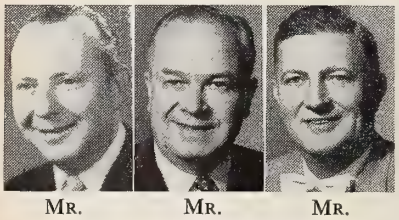
AT DEADLINE

• Business briefly

• Shulton Inc., N.Y., has mapped out June-July radio-tv spot promotion for its insecticides in 16 markets (10 radio and seven tv, with one overlap). Frequency of radio exposures per market varies from 20 to 60 depending on number of stations used. Tv spots, ranging from 12 to 18 per week, will appear on one station per market. Agency: Wesley & Assoc., N.Y.

• Spector Freight System, Chicago, through Garfield-Linn & Co., considering use of local nighttime radio in $400,000 advertising campaign during next 12 months. Company will buy programs or spots in number of key cities to promote truck service, terminal facilities and network of routes, according to Val Williams, vice president-marketing.

WEEK'S HEADLINERS



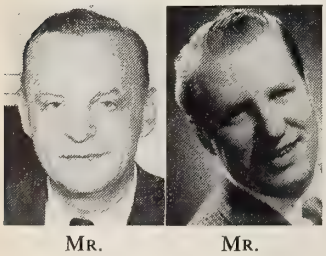
MR. HALL MR. HARTENBOWER MR. RAWLS

PAYSON HALL, treasurer and director of radio-tv for Meredith Publishing Co., elected to board of directors. Other Meredith appointments: E.K. HARTENBOWER, general manager of KCMO-AM-FM Kansas City, elected vp of KCMO Div. of Meredith Engineering Co., wholly-owned subsidiary of Meredith Publishing Co.; and RICHARD B. RAWLS, general manager of KPHO-AM-TV Phoenix, Ariz., elected vp of KPHO Div. of Meredith Engineering Co. Other Meredith stations are KRMG Tulsa, Okla., WOW-AM-TV Omaha, Neb., and WHEN-AM-TV Syracuse, N.Y.



MR. AUBREY

JAMES T. AUBREY JR., vp-creative services of CBS Inc. since April 1958, appointed to new management position of executive vp of CBS-TV effective June 1, LOUIS G. COWAN, CBS-TV president, announced Friday (May 22). Mr. Cowan said Mr. Aubrey will have general supervision of all CBS-TV departments in a post created because of "the rapid growth and increased complexity of network television." Before he joined CBS, Mr. Aubrey was vp in charge of programming and talent at ABC-TV starting in December 1956. In that same year (June 1956) he had been manager of network programs in Hollywood for CBS-TV. His broadcast background included general manager of KNXT (TV), CBS-owned station in Los Angeles, and of Columbia Pacific Network from October 1952, and before that KNX and KNXT account executive and later KNXT's sales manager.



MR. CAMPBELL MR. THAYER

WENDELL B. CAMPBELL, general manager of KFRC-AM-FM San Francisco, appointed vp in charge of Pacific coast sales for radio-tv properties of RKO Teleradio Pictures. JACK THAYER, who resigned last week as general manager of WDGY Minneapolis-St. Paul (WEEK'S HEADLINERS, May 18), succeeds Mr. Campbell as vp and general manager of KFRC. Before joining KFRC, Mr. Campbell was vp and sales manager of Mutual Broadcasting System when it was owned by RKO Teleradio. RKO Teleradio stations are WOR-AM-TV New York; WNAC-AM-TV and Yankee Network, Boston; WGMS-AM-FM Washington; CKLW-AM-TV Windsor, Ont.-Detroit; WHBQ-AM-TV Memphis; KFRC, and KHJ-AM-TV Los Angeles.

DAVID R. HULL, Raytheon Mfg. Co. defense vice president, re-elected president of Electronic Industries Assn. May 21 by EIA board, winding up weeklong sessions (early story page 94). JAMES D. SECREST re-elected EIA executive vice president-secretary.

Others elected: LESLIE F. MUTER, Muter Co., treasurer; Dr. W. R. G. BAKER, Syracuse U., director emeritus. Elected vice presidents were ROBERT S. BELL, Packard Bell Electronics Corp.; S. R. CURTIS, Stromberg Carlson Co.; RUSSELL E. CRAMER Jr., Radio Condenser Co.; A. L. CHAPMAN, CBS-Hytron; C. RUSSELL COX, Andrew Corp. New EIA board will meet Sept. 24 at Traymore Hotel, Atlantic City.



MR. BOOROM MR. DAVID

WARREN BOOROM and MILES DAVID elected vps of RAB by board of directors last Wednesday (May 20). Mr. Boorom, director of member service, joined RAB in August 1954 as assistant director of local promotion, was promoted to director in December 1955, promotion manager in April 1956 and to present post in January 1958. Previously he was director of advertising and promotion for WTOP-AM-TV Washington, and before that was with WWDC Washington and KRS Los Alamos, N.M. Mr. David, director of promotion, came to RAB in present post in March 1958 after eight years with *Sponsor* magazine both as managing editor and executive editor. Before that he had been free-lance writer, associate editor of *Science Illustrated* magazine and writer and editor on *Stars & Stripes*, army newspaper.



MR. HULT

ADOLF N. HULT, former Mutual vp and more recently tv consultant for Screen Gems and RKO Teleradio Pictures, both New York, rejoins Mutual as vp in charge of newly-created special projects department (CLOSED CIRCUIT, May 18). New department will be responsible for developing projects for network's sales department. Mr. Hult began his radio career as salesman for WGN Chicago, and in 1934 he joined Mutual's sales staff, that city. He was promoted to sales manager for network in Chicago in 1941 and in 1945 was named vp in charge of midwest operations. In 1949, he was appointed vp in charge of sales for MBS in New York and in 1953 was elected to company's board of directors.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



Philadelphia

rolls out the carpet for

John Blair & Company

With more offices (ten) and more manpower, John Blair & Company has long provided the most extensive national coverage of any radio station representative. Now an eleventh office has been opened, making Blair the first major radio station representative to establish on-the-ground service for the growing volume of spot radio in the Philadelphia area. Philadelphians in turn have been quick to recognize and applaud this continued evidence of Blair determination to "git thar fustest with the bestest."

PHILADELPHIA OFFICE:
Henry G. Chadwick, Mgr.
1617 Pennsylvania Blvd. • Phone LOcust 8-0290

NEW YORK • CHICAGO • BOSTON • DETROIT
ATLANTA • ST. LOUIS • DALLAS • SEATTLE
LOS ANGELES • SAN FRANCISCO

WELCOME*

"I want to tell you how happy we are about your opening an office in Philadelphia. Blair is to be congratulated on being the leader in this respect. Notice of your new office is being circularized through our house-organ."

* * *

"We are delighted that John Blair & Company recognizes the growth of Philadelphia as an advertising center. Our agency extends a cordial welcome."

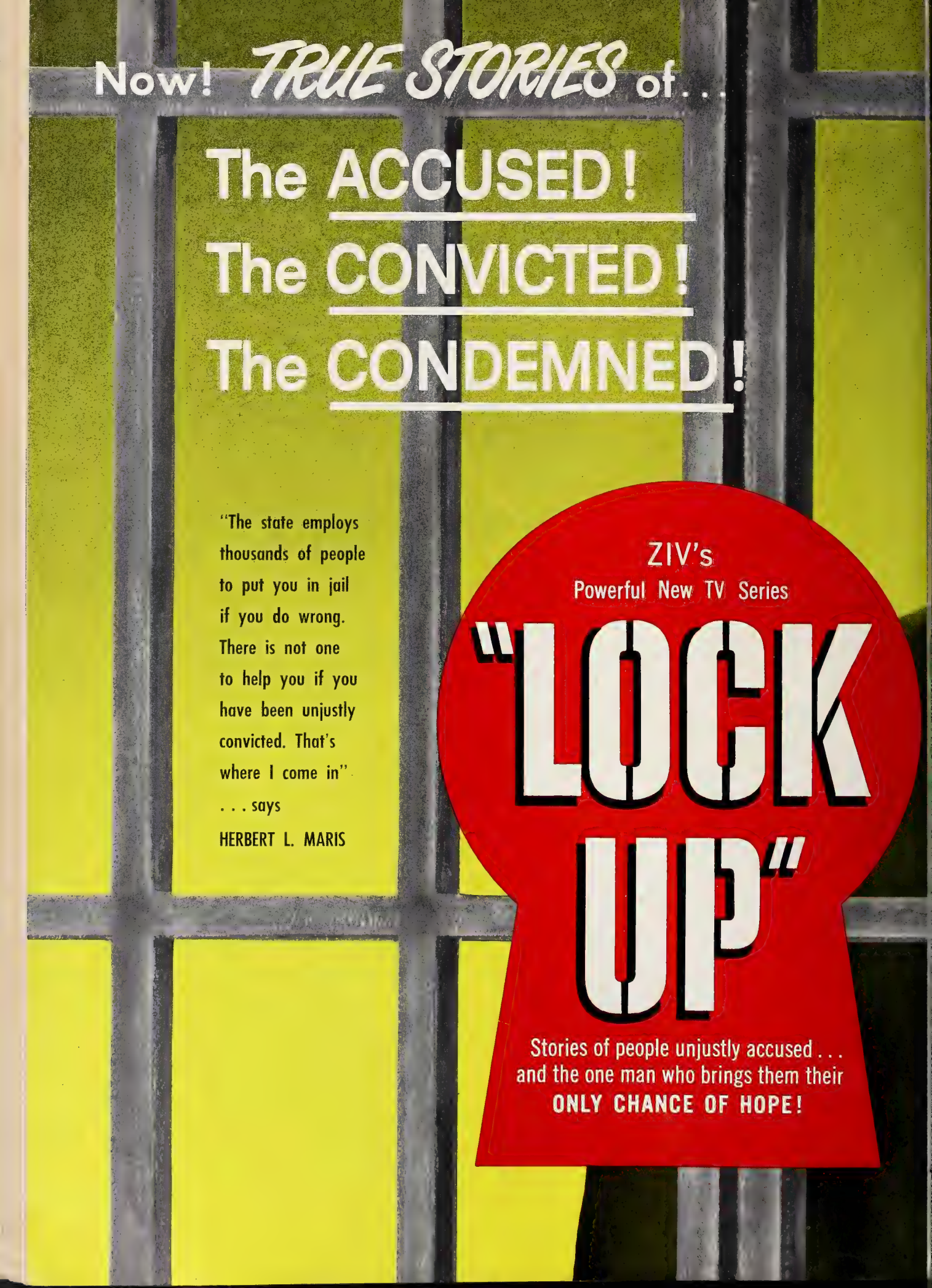
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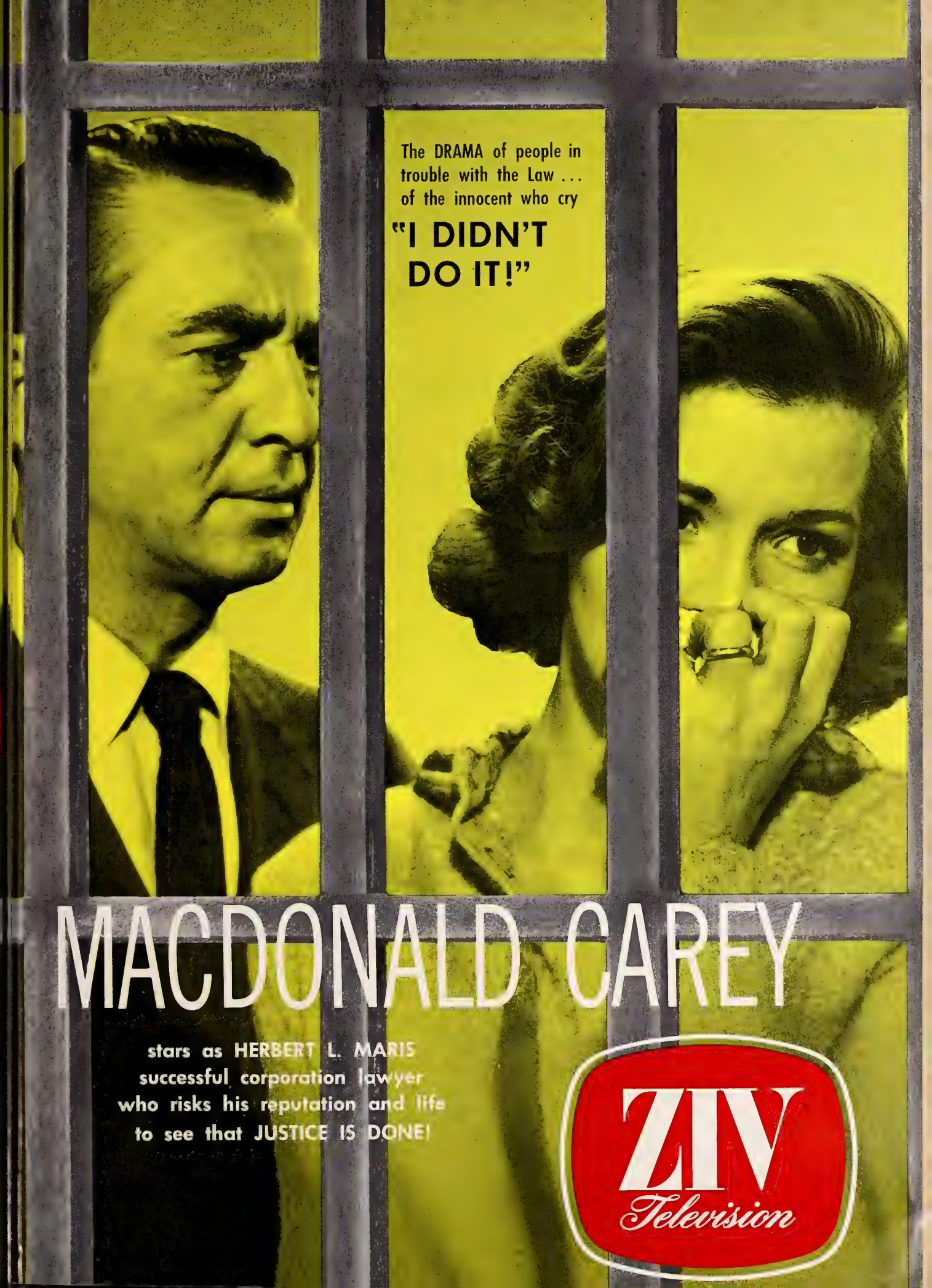
"So glad to learn that you are opening an office in Philadelphia. We shall be very happy to welcome Henry Chadwick in his new capacity, and look forward to working closely with him on broadcast schedules."

* * *

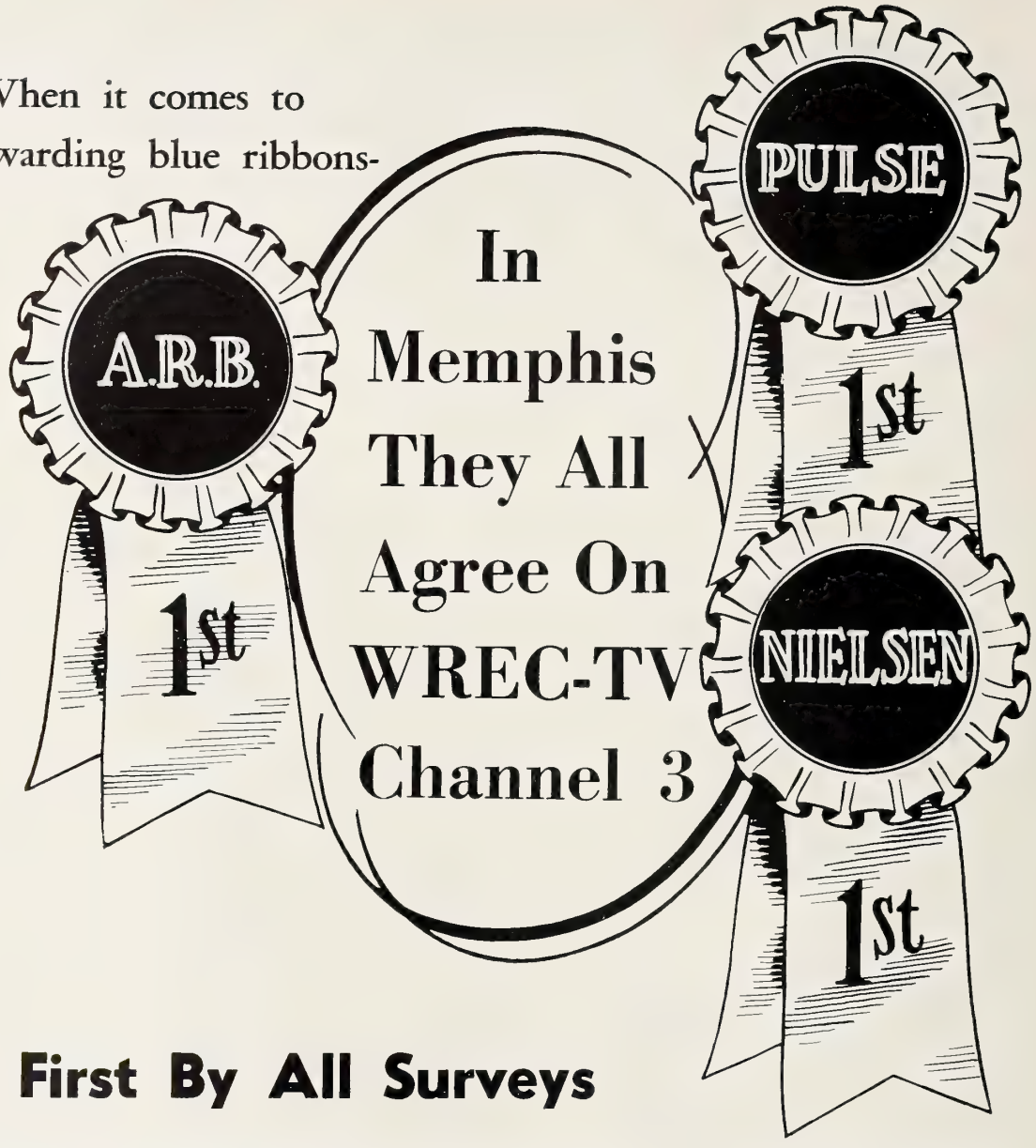
"May we add our congratulations to the many received on the opening of your new Philadelphia offices. To have on-the-ground service here is a much appreciated convenience—and we hope other representatives will follow your example."

**Typical comments from our Philadelphia mail*


Now! TRUE STORIES of...
The ACCUSED!
The CONVICTED!
The CONDEMNED!
"The state employs thousands of people to put you in jail if you do wrong. There is not one to help you if you have been unjustly convicted. That's where I come in" . . . says HERBERT L. MARIS
ZIV's
Powerful New TV Series
"LOCK UP"
Stories of people unjustly accused . . . and the one man who brings them their ONLY CHANCE OF HOPE!


The DRAMA of people in trouble with the Law . . . of the innocent who cry
"I DIDN'T DO IT!"
MACDONALD CAREY
stars as HERBERT L. MARIS successful corporation lawyer who risks his reputation and life to see that JUSTICE IS DONE!
ZIV Television

When it comes to awarding blue ribbons-



First By All Surveys

Here are the latest Memphis Surveys, showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Jan. 12- Feb. 8 '59 (Metro Area)	Pulse Feb. '59 (Metro Area)	Nielsen Feb. 8-Mar. 7 '59 (Station Area)
WREC-TV	**223**	**251**	**267**
Sta. B	110	109	66
Sta. C	57	19	51

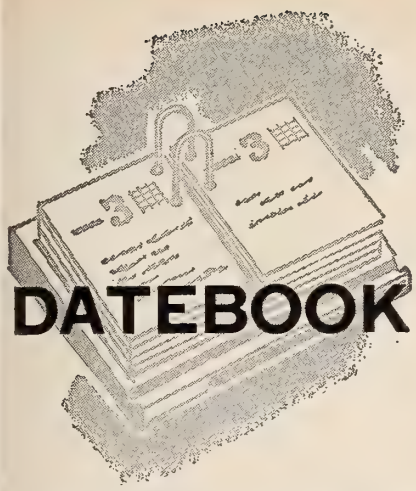
No wonder in Memphis they say "There's more to see on Channel 3." WREC-TV's combination of the finest local programming and the great shows of the CBS Television network deliver the greatest audience in the Mid-South area. See your Katz man soon.

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

May 24-26—Assn. of Independent Metropolitan Stations, Houston.

May 24-26—Life Insurance Advertisers Assn., western roundtable, Ambassador Hotel, Los Angeles.

May 25—Testimony commences in FCC's study of use of spectrum in 25-890 mc region. Witnesses permitted to spend 15 minutes on position already stated in comments filed in March. Broadcast representatives bring up tail of witness list. Hearing is before FCC en banc. Docket 11,997.

May 26—FCC Chairman John C. Doerfer addresses Federal Communications Bar Assn. on extra-record material in rule-making cases. Willard Hotel, Washington.

*May 26—Annual meeting New York City chapter, Broadcast Pioneers, Toots Shor's restaurant, 6:30 p.m. Nominating committee has named this slate of officers: Blair Walliser, MBS, president; Edward P. Shurick, John Blair & Co., Arthur Simon, Radio-Tv Daily, and Peggy Stone, Radio-Tv Representatives, vice presidents; Elizabeth Black, Harry B. Cohen Adv., sec.; Robert Higgins, Broadcast Music Inc., treasurer.

*May 27—Agency Broadcast Producers Workshop, Chicago Film Lab., Chicago. Speakers: Raymond Jones, AFTRA Chicago executive secretary, and Herbert Neuer, legal assistant.

May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

May 27—New Jersey Broadcasters Assn. spring meeting, Rutgers U. campus, Rutgers. Topics include single vs. multiple rate and station appraisals.

May 29—National Tv Repeater Assn., Denver.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

JUNE

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

June 2—Special NAB Tv Public Information Committee, formed to draw up national program, will hold first meeting in New York.

June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

June 4-6—Fm Multiplexing Seminar under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va. Agency panels on fm and its future are planned. Other topics—FCC multiplexing regulation; is multiplex a broadcast or nonbroadcast service; must background and store services be broadcast on a subchannel only; music licensing fees; stereo; fm sales prospects; fm promotion. Dan Hydrick Jr., WGH-FM general manager, is in charge of planning.

June 4-6—First meeting of new FM Assn. of Broadcasters, Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.

June 5—NAB Tv-Music Advisory Committee, NAB hdqrs., Washington.

June 6—UPI Broadcasters of Wisconsin, Milwaukee.

June 7-9—North Carolina Assn. of Broadcasters, Morehead Biltmore Hotel, Morehead City.

June 7-9—American Women in Radio & Television, board of directors meeting, Statler Hilton Hotel, Washington.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

June 8-9—Panel on spectrum allocations before Communications Subcommittee of House Commerce Committee.

*June 9-July 1—Communications Subcommittee of Senate Commerce Committee hearings on 13 pending bills amending Communications Act.

June 12—NAB Tv Code Review Board, NAB hdqrs., Washington.

June 12—Pennsylvania AP Broadcasters, Pittsburgh.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

*June 13—U. of Chicago Communications Dinner, Quadrangles Club, on campus. Louis G. Cowan, CBS-TV president, will speak on "Television and the Arts." Other speakers are Leonard Kent, Needham, Louis & Brorby, and Alec Sutherland, U. of Chicago educational broadcast chief.

June 13—UPI Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden.

June 13—UPI Broadcasters of Pennsylvania, Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

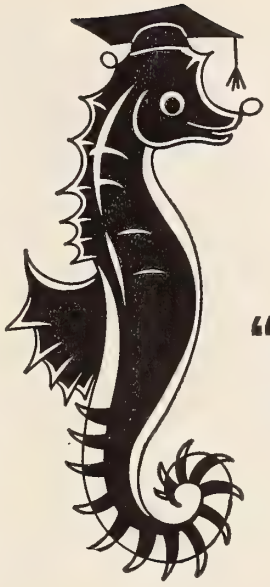
June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio.

June 13-14—Louisiana-Mississippi AP Broadcasters Assn. Jacksonian Motel, Jackson, Miss.

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

June 15-19—NAB Combined Boards of Directors, NAB hdqrs., Washington. Committee meetings and indoctrination of new directors June



"Sunny" Knows

"Sunny" knows WSUN delivers more radio homes, at the lowest cost per home of any station in the heart of Florida.*

WSUN is programmed for service . . . and for sales, and has been making friends in Florida for 31 years.



WSUN 620 KC

Tampa St. Petersburg

National Rep:

VENARD, RINTOUL & McCONNELL

Southeastern Rep:

JAMES S. AYRES

* NCS 2

Another thriller-diller from WJRT—



Time-buyers' best friend: WJRT, the easiest way known to round up Flint, Lansing, Saginaw and Bay City. And the most efficient way, for this single-station buy reaches all four mid-Michigan metropolitan areas with a grade "A" or better signal. No more hit and miss propositions! WJRT puts you on location with penetration from within. If your market includes Flint, Lansing, Saginaw and Bay City, WJRT's single-station approach is your corner. Try it on for size. See how success becomes you in mid-Michigan.

WJRT
CHANNEL 12 FLINT
ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

15-16; Tv Board June 17; Radio Board June 18; joint boards, June 19.

June 15-26—Summer workshop for communications librarians, **Syracuse U. School of Journalism** and **School of Library Science**, Syracuse, N.Y.

June 17-19—**American Marketing Assn.**, national conference, Hotel Statler, Cleveland.

June 17-19—**Virginia Assn. of Broadcasters**, Tides Inn, Irvington.

*June 17-20—**National Assn. of Television-Radio Farm Directors**, Hotel Statler, New York. Farm broadcasters will carry their "sell farm broadcasting" to Madison Avenue.

*June 17-19—Eleventh annual meeting **Catholic Broadcasters Assn.**, Pick Fort Shelby Hotel, Detroit. Significance of the encyclical "Miranda Prorsus" will be reviewed. Speakers include Most Rev. John King Mussio, bishop of Steubenville and Episcopal moderator of association; His Excellency the Most Rev. Bishop Fulton J. Sheen; Donald H. McGannon, president of Westinghouse Broadcasting Corp., discussing "Tv in the United States, Responsibilities and Opportunities"; Arthur Hull Hayes, CBS Radio president, speaking on "The Future of Radio in a World of Television"; Ed Sullivan, CBS-TV m.c.; Franklin Dunham, radio-tv chief, U. S. Office of Education, speaking on "The Social Impact of Television."

June 18—**Maryland-D.C. Broadcasters Assn.**, Stephen Decatur Hotel, Ocean City, Md.

June 18-20—**Florida Assn. of Broadcasters** convention, DuPont Plaza Hotel, Miami.

June 18-21—Pet Milk's second annual **Grand Ole Opry** talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for promotion prizes and for all expense-paid trips to Nashville.

June 19—**Rhode Island Broadcasters Assn.**, Viking Hotel, Newport.

June 21-22—**Colorado Broadcasters & Telecasters Assn.**, Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

June 22—Comments due on FCC proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859.

June 22-26—**First Advertising Agency Group**, annual conference, Belmont Hotel, Cape Cod, Mass.

June 22-Aug. 15—**Summer Radio-Tv Institute**, Stanford U., Calif. George A. Willey, director.

June 23-25—**National Community Television Assn.**, Sheraton Hotel, Philadelphia.

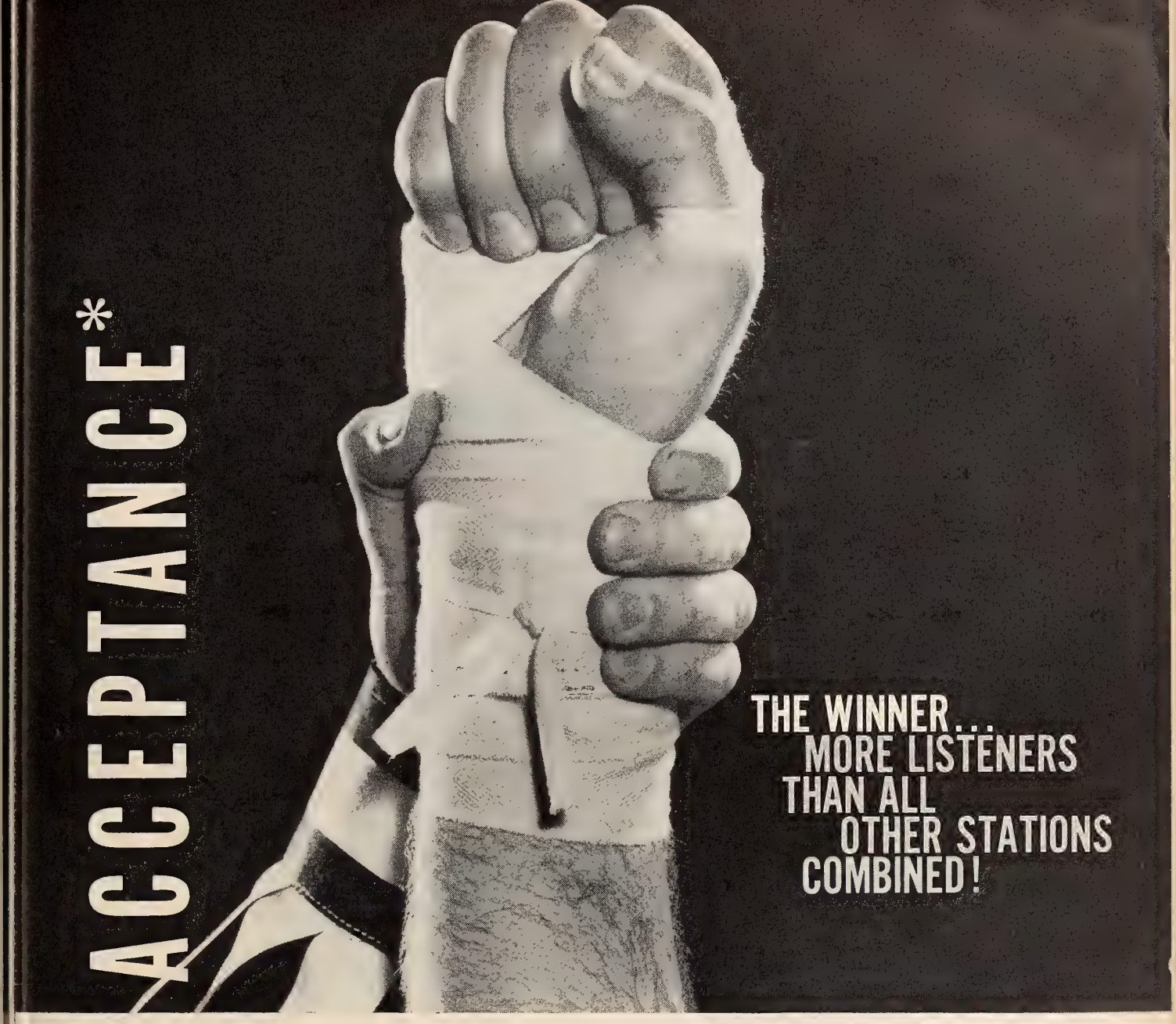
June 23-Aug. 1—Broadcasting Symposium, **Northwestern U. Radio-Tv-Film Dept.**, Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, **Saturday Review**; John O'Brien, Voice of America; Eric Barnouw, Columbia U.

June 28-29—**South Carolina Broadcasters Assn.**, William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 2—**Advertising Assn. of the West**, annual convention, Tahoe Tavern, Tahoe City, Calif.

June 28-July 4—**National Advertising Agency Network**, management conference, Del Monte Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by **Professional Group on Military Electronics of Institute of Radio Engineers**, Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.



MORE

WCCO Radio delivers . . .

- **Bigger gate** . . . more listeners than all other Minneapolis-St. Paul stations *combined!* 55.8% share of audience.†
- **Bigger purse** . . . 1,014,720 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota. $5.6 billion to spend!
- **More sock** . . . through vitality of full-size programming that attracts and sells the audience you want to reach.

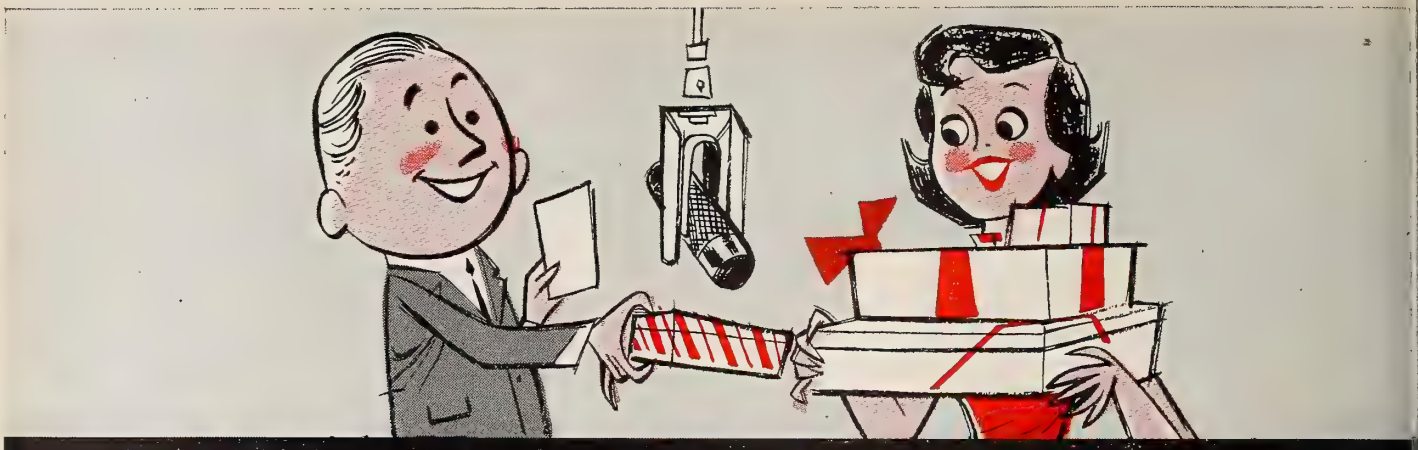
**Nothing sells like acceptance . . .*

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

†Nielsen Station Index, Jan-Feb., 1959/Station Total, 6:00 AM-Midnight, 7-day week.



NOW . . . AVAILABLE

$PRIZES$

OUR HISTORY AND GUARANTEE

- ✓ Over fifteen years experience in the prize business.
- ✓ We guarantee the prizes will be as represented.
- ✓ We have never failed to deliver as promised.
- ✓ We have never been sued by a station, client, or contestant.



Here's the kind of prizes we're now furnishing to TV and Radio Stations:

Vacation Trips
Gas Ranges
Luggage
Dinette Sets
Sewing Machines
Diamond Rings
Roaster Ovens
Ironing Board & Iron Sets
Perfume Sets
Electric Mixalls
Aluminum Sets
Toasters
Jewelry Sets
Golf Bags
Dishes
Electric Clothes Dryers
Freezers
Encyclopedia Sets
Washing Machines
Knitting Machines
Wristwatches
Vacuum Cleaners
Cooking Utensils
Electric Shavers
Cameras
Bicycles
Coffeemakers
Bathroom Scales
Pen & Pencil Sets
Bedspreads & Draperies

FROM THE PRODUCERS OF TELLO-TEST—AMERICA'S MOST

For years, we have been servicing hundreds of stations with hard-to-get prizes—in connection with our TV and radio quiz shows. Now, for the first time in our history, we have decided to make our prize service available to take care of the personal needs and requirements of any local show in any market.

FOR THE FIRST TIME!

FOR LOCAL TELEVISION AND RADIO STATIONS

. . . Offered by America's oldest and most dependable Prize Service

WHY ARE WE SO SUCCESSFUL WITH PRIZES?

1. We charge the station a nominal fee.
2. We never charge the manufacturer. (Some companies try to make money at both ends—from manufacturer and station. Result—an inferior list of awards.)
3. We protect the manufacturer. He gets the gratuitous plugs we promise him. Result—over the years we have built up an enviable position with the award donors.
4. We protect the station. We only require a realistic and practical number of gratuitous plugs for the prize donor.
5. We won't accept shoddy merchandise. We only use quality awards, of the type a contestant would love to win.
6. We ship the prizes direct to winner, at our expense. No handling or warehousing by station.

Remember, the bigger the market and the station, the better prize list we can deliver. But even for the smallest stations, we can perform successfully. Let us know what your situation is. Every deal requires special handling and attention—but we can deliver—and at a realistic price.

TV-RADIO PRIZE SERVICE

DIVISION OF RADIO FEATURES, INC.
WALTER SCHWIMMER, PRES.

75 East Wacker Drive, Chicago 1, Ill.
FRanklin 2-4392

527 Madison Avenue, New York 22, N.Y.
ELdorado 5-4616

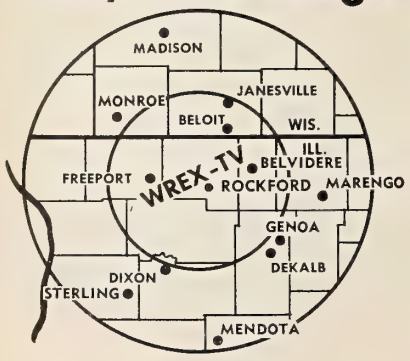
WRITE
PHONE
WIRE



POPULAR SYNDICATED QUIZ SHOW!

WREX-TV

new, wide range



with

HIGH POWER

229 KW VIDEO 115 KW AUDIO

SPANS A BILLION DOLLAR ROCKFORD PRIMARY MARKET

COVERS ALL OF 14 COUNTIES AND MARKET PORTIONS OF 14 OTHERS

The new, wide-range of WREX-TV, now increased to 229,000 watts video effective power (five times the former ratings), extends the primary limits of the Rockford TV market to encompass $1.1-billion potential . . . widens the "secondary" range of influence to include a total $2.5-billion.

ROCKFORD MARKET

WREX-TV's new power spans a primary area of four counties and market portions of 11 others . . . $1,163,973,000 consumer spendable income — 555,462 people — and markets that record total retail sales of $762,124,000 annually.

TOTAL MARKET:

Population	**1,343,651**
Households	**413,099**
Spendable Income	**$2,502,773,000**
Retail Sales	**$1,768,295,000**

WREX-TV COVERAGE

WREX-TV spans audience interest comparative rankings of top programs, ARB area survey, shows 23 of top 25 programs are all on WREX-TV. WREX-TV leadership is strong throughout the telecasting day

Rockford Metropolitan Area—station share of sets-in-use summary—for 4 weeks

Source ARB Feb. 9 - March 8, 1959

	WREX-TV	Station B
Mon. — Fri. Sign-on to Noon	**60.2***	40.3
Noon to 6:00 PM	**62.0**	37.0
6:00 PM to Midnight	**54.7**	44.5
All Week — Sign-On to Sign-Off	**59.9**	39.6

*Shares — station on less than the station telecasting the most quarter hours during particular period.



a wider market/coverage range in the Rockford BILLION DOLLAR market

WREX-TV

CHANNEL 13 ROCKFORD

J. M. Baisch Gen. Mgr.

ABC - CBS AFFILIATION

Represented By

H-R TELEVISION, INC.

OPEN MIKE

Daytimers' hours

EDITOR:

OUR SINCEREST THANKS GO TO YOU AGAIN FOR YOUR CONSTRUCTIVE THINKING IN BEHALF OF OUR INDUSTRY. YOUR EDITORIAL "TINKERING WITH TIME" (page 118, May 11) IS ANOTHER CONTRIBUTION THAT IS GREATLY APPRECIATED.

CARTER M. PARHAM
WDEF CHATTANOOGA, TENN.

EDITOR:

. . . I take exception to your May 11 editorial . . . your "Tinkering" blast coyly dismisses a serious problem afflicting almost one-third of the radio industry. . . .

In the legal and technical goulash that has been submitted by opponents of extended daytime hours, I have yet to see one solid chunk of evidence proving that regionals and clears have any substantial listening audiences outside of the immediate metropolitan areas in which they are located. Neither have I seen any "proof" that daytimers operating until 6 p.m. will interfere with regionals and clears *within* the latter's metropolitan areas. . . .

Undoubtedly, some of our high power westerners covering vast populations of prize beef cattle do offer the only service available in a few scattered "white areas." But until the daytimers have a chance to test their arguments in actual operation, who will ever know how many "white area" *people* will lose a radio service they listen to. . . .

The FCC can very easily authorize a six-month test period this winter, giving fulltimers the privilege of squelching offending daytimers if they can prove any important loss to audience due to actual interference during post-sunset hours. . . .

Tim Elliot
WICE Providence, R.I.

EDITOR:

The tenor of the [editorial] gives the impression the FCC has bestowed a favor on the operators of daytime stations by granting them licenses. I should like to inform the author . . . that the FCC grants commercial licenses on the basis of what may best serve the public interest. If anyone has been the recipient of a favor . . . it has been the American people.

. . . If the average listener had a choice in being able to hear his local station or a distant station during the critical hours in question, I'm sure the local station would win. . . .

There is one point of agreement, however. I think a maximum of 1 kw should be placed on daytimers operating during extended hours. . . .

John Pave
650 Landfair Ave.
W. Los Angeles 24, Calif.

EDITOR:

Either the editors aren't very well informed or there must be some other reason for this editorial. Apparently they forget that the primary duty of a radio station is service to the public.

. . . I . . . challenge the fulltimers to show one good reason why they should be entitled to protection in areas they don't give a hoot about except when they flash their coverage map in front of an agency's nose. . . .

Frank Luepke
WBBA Pittsfield, Ill.

Thoughtfulness appreciated

EDITOR:

Please convey to the industry my sincere gratitude for the many expressions of sympathy received by my wife and myself on the occasion of the tragic loss of our daughter, Doris. We will always remember the heartfelt concern of our many friends during our most trying time.

J. Robert Gulick
Assistant General Mgr.
WGAL-TV Lancaster, Pa.

[EDITOR'S NOTE: Miss Doris Gulick was stewardess aboard the Capital Airlines plane which exploded in mid-air near Baltimore May 12. Page 90, May 18.]

Research assistance

EDITOR:

We are preparing a listing of radio stations in the West with 5 kw daytime power or more for our *Western Resources Handbook*. Could you give us permission to use as our source, with acknowledgment, your publication BROADCASTING YEARBOOK, 1958?

Shirley M. King
Research Assistant
Western Resources Handbook
Stanford Research Institute
Menlo Park, Calif.

[EDITOR'S NOTE: Permission granted.]

BROADCASTING

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The leopard owes a great deal of his
success to the use of spot,
which increases his flexibility,
among other things.

An ever-increasing number
of advertisers, too,
use national spot as the basis
of **their** successful
campaigns on the marketplace.
No other medium
can be so readily adapted
to special marketing problems,
such as to pinpoint concentration
in "must" markets;
reach specific population segments;
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on a market-by-market basis.

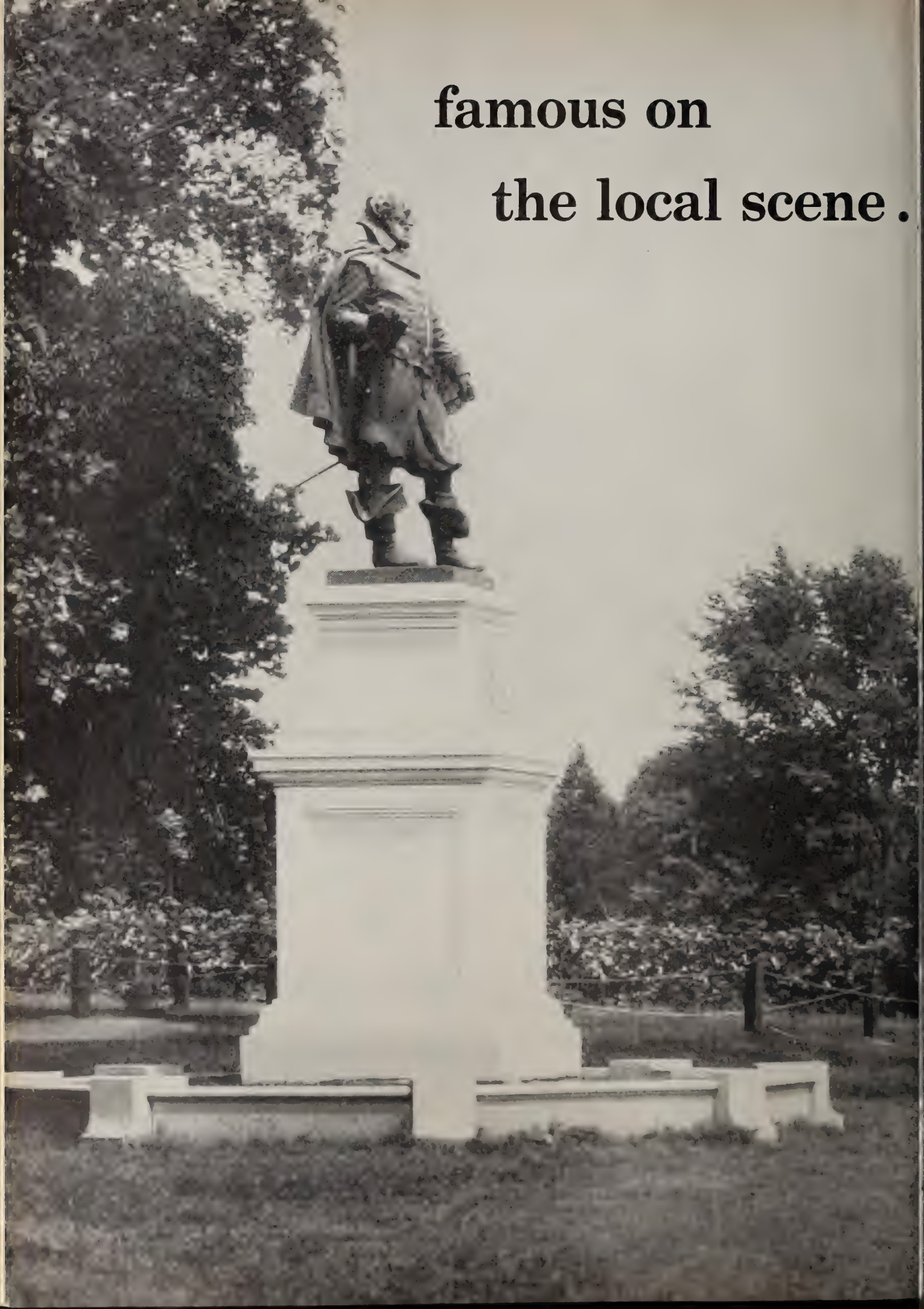
When it comes to **selling** spot,
the unique
Working Partnership concept
of the **H-R** companies is unrivaled.
This is a system in which
such a close rapport
is established between **H-R**
and its stations
that the **H-R** salesmen become,
in effect, the sales right arm
of the stations we represent.

FIRST SUCCESSFUL USER



"We always send a man to do a man's job" **H-R** *Television, Inc. Representatives*

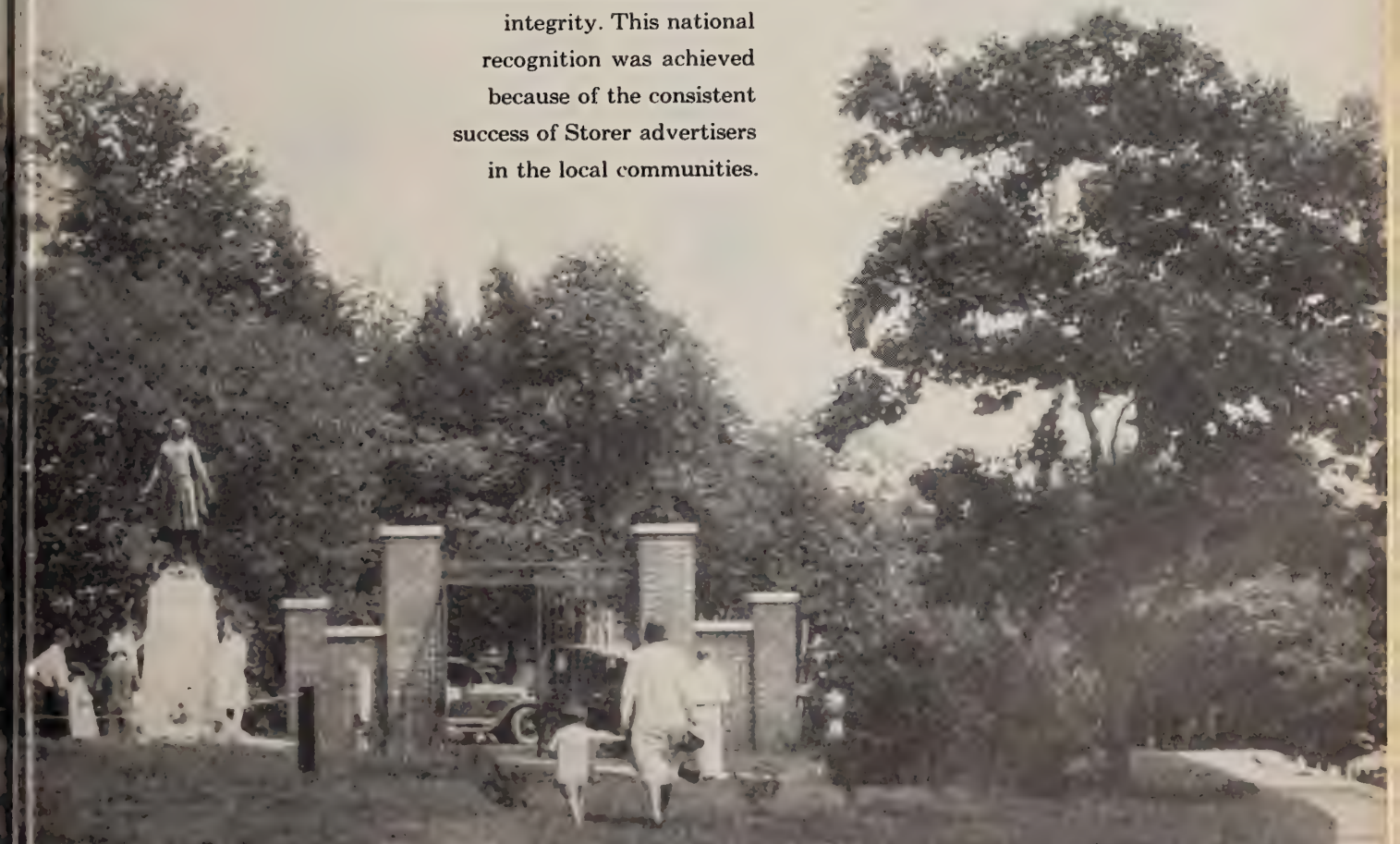
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famous on the local scene.

yet known throughout the nation

Jamestown, Virginia, founded in May, 1607, under the leadership of Captain John Smith, is recognized as the birthplace of America and stands as a symbol of the courage and integrity of its settlers . . . Similarly, Storer has become nationally recognized through vigilance in broadcasting integrity. This national recognition was achieved because of the consistent success of Storer advertisers in the local communities.



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BUYING POWER
IS UP
IN THE LAND*
OF

Profitunity



*The WFLA-TV sales area—the big third of the Florida market.

Business is good in the land of Profitunity! In the big eight years, 1950-1958, Effective Buying Income in this busy 26-county market soared upward 112%! Everyone is selling more of everything!

So, if you've a product or service to sell—spot it on WFLA-TV! Channel 8 delivers the Tampa-St. Petersburg Metropolitan Market—PLUS 26 rich industrial-agricultural counties in busy west coast and central Florida!

Want more details? Write us today.

wfla-tv CHANNEL 8 NBC
TAMPA - ST. PETERSBURG

REPRESENTED NATIONALLY BY BLAIR-TV

MONDAY MEMO

from **DAVID W. DOLE,** *vice president, broadcast business division, Leo Burnett Co., Chicago*

How to make tv less complicated

My penchant for equitable standardization of business practices within the television profession stems in part from some of the complexities of color costs and program license fees. Here is a "for instance."

Life would be much simpler if the networks would agree that where the network retains the right to change from black-and-white to color on programs purchased from them: (1) the agency would be given 60 days' notice; (2) there would no increase in program license fee to the agency; (3) the network would continue to supply, at the agency's election, either black-and-white *or* color services, materials and facilities for the commercials.

(4) The agency's additional cost of producing commercials *in color* would be limited to the average cost of black-and-white plus 50% of the difference of the extra cost for color; (5) the agency's cost of continuing to produce commercials in *black and white* would be limited to that of the average cost experienced in black and white previously; (6) any cost in excess of the agency's obligations under (4) and (5) would be paid (not billed) by the network.

An additional factor: if the network exercises the right to go to color on the program, the agency should be given the right to terminate the purchase of the program, effective immediately after the last broadcast in black and white, by giving the network notice within 10 days after receipt of the color notice.

Some Good Reasons • There are many good reasons for the above qualifications.

If the agency is using film commercials, or would have to go to film if the program went to color, the amount of advance notice is important. It takes time to create and produce a color film commercial. Unless the agency has had considerable experience working in color, the results of a quick change to color even with live commercials can be disastrous in the value of the commercials to the advertiser.

It seems inequitable for the network to raise the price of the program to the agency unless the latter agrees to the desirability of the change to color and agrees to pay the additional cost. For all the investment in color by RCA and others—and the very worthwhile results in programs such as *An Evening With Fred Astaire*—color still has a rather unimpressive cost-per-thousand record to recommend it.

On the face of it and without regard to cost, one might assume that any advertiser would prefer having a program and commercials in color. But there are some products (food products mainly, we believe) which in their usual form and color do not reproduce well in color tv. Sometimes lengthy and costly experimentation is necessary to obtain the desired results.

Impact Is Lost • If the program goes to color and the commercials stay in black and white, doesn't the advertiser lose value in all color tv homes because the relative impact of the commercials, compared with the program, is reduced?

Film or live, the color version of the same commercials are likely to cost 10% to 50% more to get them on the air. The value, either as promotion or in impact on color homes, is worth something to the advertiser. But we suggest that the most it may be worth is half of the additional cost.

If the agency feels there is not sufficient reason to go to color commercials, it is imporant budgetwise to be sure the network's decision to go to color on the program doesn't preclude or increase the cost of black and white commercials. Both can happen.

Here's another "for instance." Life in tv would be simpler if the networks would agree that program licensee fee increases resulting from boosts to the unions (AFTRA, SAG, RTDG, WGA) would be passed on to agencies effective with the date of applicability—but that all other increases would be given "facilities and services manual" status, plus the usual six months' rate protection after issuance of a new rate card.

When selling programs, the networks like any packager naturally want to protect themselves against price increases resulting from almost any source.

Language Not Specific • The network agreements usually describe the increases which the network can pass on to the buyer, in part, as those resulting from increases payable under union agreements. But often the language is so broad that while it may never have happened, the network technically could pass along increases paid to elevator operators or janitors in the network's building—as well as those directly connected with the programs.

Somewhere between a firm price (no increase at all) and this broad language is a justifiable and logical limitation of the risk. We suspect (and have had network people agree with us) that in many instances, the increases collected amount to less than it costs the network to ascertain the applicability, figure the pro rata applicable amounts and collect these from the buyer.

I would urge the networks to limit the immediate pass-on increases to those union-controlled areas where any agency should usually know of the possibility of increases—namely AFTRA, RTDG, WGA, SAG and perhaps, in connection with film programs, IATSE. Nearly all other union areas represent costs which are included elsewhere—(1) in the networks' basic rate structure, or (2) in their production facilities and services manual.

The advertiser can have better service and both agency and network can provide it at less expense. Equitable standardization in some areas will help.



David Webster Dole, b. Minneapolis, Oct. 18, 1914. Attended U. of Minnesota. Started in broadcasting 25 years ago at WTCN Minneapolis-St. Paul; also with WCCO and Mid-West Recordings there. Associate radio director and timebuyer at Henri, Hurst & McDonald 1938-47, then to C. E. Hooper Inc., N.Y. Joined Leo Burnett Co., N.Y., 1950, as producer; moved up to operations manager and finally vp heading broadcast business division of 41 people, Chicago. He has handled orders and contract negotiations for agency since mid-'50s. He's a "vocational hobbyist." Member of radio-tv administration committee of American Assn. of Advertising Agencies and chairman of subcommittee on video tape.

INTRODUCING C.R.C.'S NEWEST, MOST CREATIVE, RADIO STATION PROMOTION JINGLES....

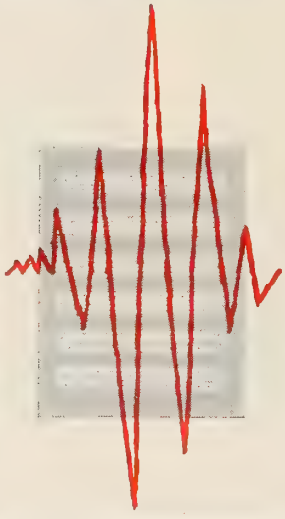
SERIES 10

Available in Stereo or Monaural!

Build a solid "Sound Image" with C.R.C.'s great new SERIES TEN. It's all there; big D.J. themes, powerful promo jingles covering every phase of modern radio, PLUS ten short I.D.'s built upon a distinctive musical trade-mark, in different arrangements. Send for your demo of SERIES TEN today! Or visit our Hotel Americana Suite during the Miami D.J. Convention. Either way, don't delay.

The big and brilliant sound has always been, and will always be, the C.R.C. SOUND. Put it to work for you NOW.

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☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

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* Reg. U. S. Patent Office

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nber **THREE** *in a series . . .*

Masla Market facts

BATON ROUGE, Louisiana — Population 394,200

Factory shifts. 7 am - 3 pm; 3 pm - 11 pm
Office hours: 8 am - 4:30 pm
Peak traffic hours: 6:30 am - 8:30 am
3:30 pm - 5:30 pm
Evenings stores stay open: Monday, Thursday
Population growth: up 25% since 1950
Tourists: State capital. Over 120,000 visitors in 1958.
Industrial: Hub of one of the greatest petroleum and chemical plant concentrations in U. S.

WLCS

First in audience . . . every time period . . . all surveys: Metro Pulse (30% share); Area Pulse (27% share); Hooper (40% share).

NEW LONDON, Connecticut — Population 104,300

Factory shifts: 7:30 am - 4 pm
Office shifts: 8:30 am - 5 pm
Peak traffic hours: 7 am - 8:30 am; 4 pm - 6 pm
Peak shopping days: Thursday, Friday
Tourists: In July and August, population upped one-third by weekly and summer-long visitors.
Military: Home base and construction hub of America's Atomic Submarine Fleet. Over 10,000 naval personnel.

WNLC

Latest Pulse (New London-Groton) proves WNLC first all day long with 32% audience share 6 am - 6 pm. Average rating 7 am - 9 am—11.1.

MIAMI, Florida — Population 859,000

Light industry shifts: 8 am - 4:30 pm
Office hours: 8:30 am - 6 pm
Peak traffic hours: 7 am - 9 am
4 pm - 6:30 pm
Peak shopping days: Monday, Friday, Saturday
Evenings stores stay open: Monday, Friday
Population growth: 1950 — 495,000
1958 — 859,000
Tourists: Miami's major "industry", with over 3,000,000 visitors each year.

WKAT

Latest Pulse Cumulative Audience Study shows WKAT reaching 107,800 unduplicated homes weekly —proves WKAT Miami's top saturation buy!

FOR FURTHER FACTS ON THESE AND OTHER MASLA-REPRESENTED STATIONS, CONTACT

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40 East 49 St.
N.Y.C. 17
PLaza 3-8571

Dick Lawrence
Director
of Programming

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Masla Means Business

Before
you finish reading—
another will

die needlessly!

What WGN Radio is doing about it!



Over one hundred people every day are killed on our nation's highways. A death rate so alarming—that it has become one of the most pressing problems confronting our country. Top priority has been given to the President's highway program. Numerous road improvements have been enacted by the states. Police patrol has been extended to the maximum. But *still* the needless slaughter goes on!

In line with *doing something* to stem this terrible tide—WGN Radio conceived and instituted "Signal Ten"—a documentary radio program taken from on-the-spot tape recordings of State Police work. *Intense—instructive—penetrating*—"Signal Ten" dramatically portrays traffic violations and their impending dangers *as they actually occur.* And WGN Radio pinpointed the problem further by taking its own survey of traffic conditions before selecting the target areas for its programming. Then to broaden the scope of this much needed safety service, WGN Radio made "Signal Ten" available to 17 other midwestern radio stations.

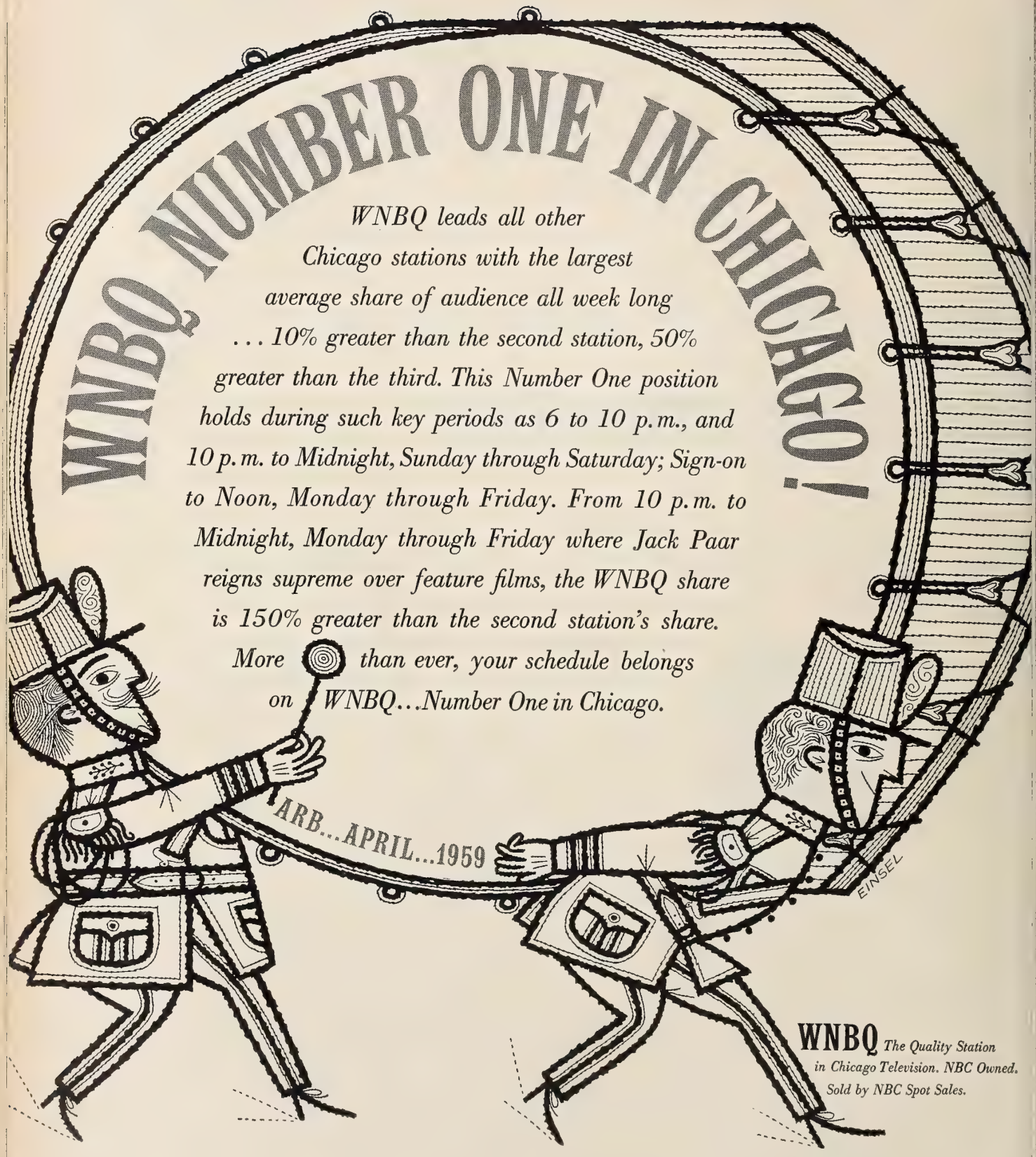
It is for this kind of sustained public service that WGN Radio was chosen as the *only* radio station over 1000 watts, to receive the coveted Alfred P. Sloan Award for promoting highway safety.

This, we believe, is an outstanding example of how WGN Radio is fulfilling its dedicated purpose of "Serving all Chicagoland" better.

WGN-RADIO

The greatest sound in radio

441 North Michigan Ave. • Chicago 11, Illinois



WNBQ *The Quality Station in Chicago Television. NBC Owned. Sold by NBC Spot Sales.*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 25, 1959
Vol. 56 No. 21

ELECTRONIC BRAIN FOR TIMEBUYING

- **ARB is installing Univac system which can plot campaigns**
- **First step is fully national measurement of tv viewing**
- **Machine will make up whole schedules in minutes, ARB says**

Automated timebuying is on the way.

A new electronic information service that will automatically lay out a complete tv campaign is promised by American Research Bureau.

The speed of the newest Univac and an entirely new ARB diary service will be combined to "revolutionize timebuying," according to James W. Seiler, president of ARB.

"A new dimension—simultaneous, nationwide tv information—is being readied for Madison Avenue," he said.

By mid-August ARB will be shaking down its electronic brain. Starting in mid-October and running into November, ARB will measure viewing in all 3,074 U. S. counties plus Alaska and Hawaii. The result, according to ARB, will be the first complete measurement of U. S. television audience viewing ever made. It will be ready by yearend.

"This has never been done before, and it will fulfill the timebuyer's dream of a complete information service," Mr. Seiler said. "It will give timebuyers precise sets of facts to use in placing television advertising."

What will Univac do for the timebuyer?

"Ask it a timebuying question and Univac will have the answer in a few minutes," Mr. Seiler said.

"Take a specific case. An agency has $500,000 to spend on a national tv campaign for a soap account. It wants to cover 90% of the U. S. effectively. What stations will do the job?

"Tell Univac the amount of money, areas, type of people to be reached. Add availabilities that have been supplied plus costs.

"Then ask Univac for the best possible schedule.

"The answer will come in a few minutes."

All this is based on the new county-by-county service that ARB plans to conduct this fall, plus regular reports.

Along about Christmas, after Univac has been fed a million punch cards containing data from 100,000 separate diaries from every county, ARB will publish a book—a big book.

"Univac will print the first copy," Mr. Seiler said. "It will show the total homes delivered by each U. S. television station for every quarter-hour of the week. Open the book and it will show you what you can get for $100 at Casper, Wyo., or Burlington, Vt., or WCBS-TV New York.

"It puts every station in the country on exactly the same base measurement at the same time."

"Agencies will be able to buy spot tv on a completely logical basis."

But ARB has another and bigger idea, due in 1960. The report based on the initial nationwide sweep next fall will supply the first nationwide information for Univac. In the spring of 1960 a second nationwide sweep is planned. Then ARB can put together its two sweeps, add its other types of information obtained in metropolitan surveys, and show, among other things, the percentage of homes able to receive each tv station in each county plus homes that actually view each station, average daytime and evening audience, plus station metropolitan audiences.

"Will ARB's Univac service eliminate timebuyers?" Betty Coumbes, of the Grey Adv. Agency tv research department in New York, was asked.

"Not until they can make one that thinks," Miss Coumbes said. "It's still a machine. It will probably be a terrific step forward but it can't know all the intricate problems or the details of coverage or all the other things a timebuyer must know."

And Ernie Fanning, ARB business manager for diary surveys, added, "It

What agencies think about automation

The most-asked question as American Research Bureau prepares the first nationwide county-by-county tv coverage service: What do agencies think?

Plenty, judging by a spot check. Some reaction is favorable, some isn't, some is wait-and-see.

A quick summary of the check:

An excellent idea. It's impossible now to project ratings to a total area.

There's a bug—it can't break down the mixed-up viewing in fringe areas.

Fine, if it doesn't cost too much.

It won't work without station program logs and that would make the book so big it would be impractical to use and too expensive to produce.

Even if it does nothing more than show ratings in many unsurveyed markets it will be helpful.

Great idea, if the sample is big enough.

Let's see how they draw the sample and control the diaries.

This simply projects methods used in the past.

It will be a miracle, as ARB says, if it screens availabilities carefully and keeps step with program changes.

How about the total reach of a signal and the impact of programs?

How about daylight time, seasons, delayed broadcasts?

A boon to timebuyers.

It can't come too soon.

Celebrating..
100 YEARS
OF PROGRESS
MICHIGAN'S CAPITAL CITY
LANSING
1859 1959
MARCH, APRIL, MAY, JUNE
... served, since 1947, by
WILS
No. 1 station (C. E. Hooper) in a fast growing metropolitan market where 313,100 residents represent a $588,989,000 spendable income (SRDS)
CONTACT VENARD, RINTOUL AND McCONNELL, INC.
97
WILS
music news sports
5000 watts
LANSING, MICHIGAN

will make timebuyers more effective, showing the tv audience potential and audience delivered for every tv station with the county as the basic marketing unit."

Each county will be sampled separately by the ARB diary method. An expanded field staff of more than 3,000 will handle the local operations. The diaries will be mailed to ARB's Beltsville, Md., nerve center, out in a wooded area between Washington and Baltimore. A room is being prepared on the first floor for the device, an extremely compact version of the electronic brain due to use of transistors, magnetic coils and printed circuits.

The fast-growing executive crew has been indulging in statistical fantasies in anticipation of Univac's arrival and the first nationwide sweep. Stardust is shimmering on the long rows of files and shelves but the practical men of research have narrowed down their planning to a few pet projects that are about ready, many in the next year or two.

Here are some of the data delights ARB is contemplating for agencies:

- Fast, maybe overnight, answers to agencies wanting detailed data on market, station, audience, program, adjacency, time-period and audience composition.
- Total homes reached, county-by-county, by every program and spot broadcast by every station and network.
- Circulation of every newspaper and magazine on a county basis (maybe this year).
- Best-liked commercials and programs.
- What people think of programs.
- Spot monitoring.
- Tv viewing record for each individual in the family.
- Station image and loyalty studies.

All this is heady stuff, but ARB has been doing trial runs that show the information can be obtained.

Then it faces another problem each time a prototype is produced: Do enough people want to buy it?

At the moment ARB is concentrating on its new Univac, a magnetic amplifier solid-state computer. Remington Rand has automated its automator by inserting a flow-matic coding method, a sort of electronic shorthand that permits use of English language words and phrases to tell the machine what to do next. This eliminates a lot of training along with pre-sorting and pre-collating.

ARB is now surveying 185 markets with its standard monthly-periodical metropolitan reports (tv ratings). Last year it added the one-week, four-week service, a technique designed to prevent stations from "loading" their programming and promoting the audience to abnormal size during the known rating week. Composition of audience is shown but ARB is now including total homes reached by each program in every one of its 185 reports.

A new way of presenting this information is being considered, a formula that will show total audiences reached by every tv station by quarter-hours and days of week plus total circulation during the four-week period.

Then by yearend ARB will have the first nationwide county-by-county sweep showing what stations can be viewed and what stations are viewed.

"ARB is changing from a rating service based on reporting in individual metropolitan markets to a true nationwide service measuring the entire tv audience," Mr. Seiler said.

The new county-by-county figures will include viewing on community antenna systems, taking into account the switching of channels by these relay operators. A county will be credited to a station wherever viewing is found, this being construed as a demonstration that the signal is being delivered.

The problem looks simple—how to find out the number of viewers each station has in every county.

Simple, maybe, but it's never been done, ARB reminds.



ELECTRONIC BRAIN TO AID TV TIMEBUYING
American Research Bureau installing this new model Univac



...ON THE BILLION DOLLAR "KEY TO THE SEA" MARKET!

With the completion of the St. Lawrence Seaway, Toledo is on the threshold of becoming a seaport of international proportions—right now it is the **world's largest coal port!** Already a billion-dollar market with a per household income **national ranking of 14,** Toledo is on the move—up. Your sales can move with it.

Doesn't it make advertising sense to zero in on this growing industrial market, with the radio station that has a larger audience than all other Toledo stations combined?

WSPD Radio says it does — **and can prove it!** Ask your Katz man.

"Famous on the local scene"

WSPD SPeeDY

NBC RADIO in TOLEDO

Storer Radio — Storer Broadcasting Company

WSPD Toledo · WJW Cleveland · WJBK Detroit · WIBG Philadelphia · WWVA Wheeling · WGBS Miami

WHO BUYS NATIONAL TELEVISION?

Groceries account for 22.5% of all network-spot money in 1958

Is it the same type of advertiser year in and year out that uses tv nationally?

Television Bureau of Advertising today (May 25) is releasing a set of figures which point up a preponderance of advertiser types, more than 125 different classifications in 32 categories using the medium last year.

Among the stabilizers in national tv gross billing, foods and cosmetics-toiletries were strongest. Of the more than $1 billion invested at gross rates by national tv advertisers in 1958, food and grocery products ($243.5 million) supplied about 22.5% and cosmetics-toiletries ($126.1 million) some 11.6% of the whole pie.

The statistics were released by TvB as the bureau completed a compilation of combined network and spot tv expenditures in 1958 by product classification and by advertiser. This was a first-time annual tabulation of this kind.

Similar Definitions • The sum totaling is now possible because N.C. Rorabaugh which tabulates spot tv expenditures and Leading National Advertisers Broadcast Advertiser Reports which compile network tv expenditures use similar product category definitions. (Before 1958, network tabulations were prepared by Publishers Information Bureau.)

Procter & Gamble Co., last year's leader in spot and network, obviously led the top 100 national tv advertisers with $84,471,710 more than $33.8 million of this amount in spot and over $50.6 million in network. P&G alone invested more than the total billing chalked up by the entire automotive product category ($58.8 million-plus) or household laundry product advertisers (over $76.2 million) and nearly to the level of tobacco advertisers ($93.4 million range) and drug products ($98.2 million range).

Network or Spot • The combined tabulation also permits zeroing-in on which way a national advertiser is oriented, that is mostly network or spot.

P&G, Lever and Colgate among many are heavy in both. Others such as American Home Products, the big auto manufacturers (General Motors, Ford and Chrysler), Pharmaceuticals, Revlon and RCA show up as heavyweights in network but featherweights in spot.

In reverse, the spot bulges with little or no network expenditure are provided by such advertisers as Adell Chemical Co. (Lestoil detergent), Continental Baking Co., International Latex Corp. (both purchases and barter), Coca-Cola Co. and its bottlers (no network through Coca-Cola is in network this year) and Pepsi Cola Co. and its bottlers.

The full compilation:

Top 100 Tv Advertisers—1958 Network—LNA-BAR, Spot—N. C. Rorabaugh
Gross Time Cost Only

	Total Tv	Spot Tv	Network Tv
1. Procter & Gamble	$84,471,710	$33,833,060	$50,638,650
2. Lever Brothers	38,537,230	16,578,860	21,958,370
3. Colgate-Palmolive	33,855,990	10,998,490	22,857,500
4. General Foods	31,753,900	11,020,780	20,733,120
5. American Home Products	27,783,360	7,275,680	20,507,680
6. General Motors Corp.	22,115,440	1,522,070	20,593,370
7. Bristol-Myers Co.	18,918,690	2,845,890	16,072,800
8. R. J. Reynolds Tobacco	18,436,470	2,434,260	16,002,210
9. Gillette	18,076,740	1,944,380	16,132,360
10. Brown & Williamson Tobacco	17,664,000	9,413,530	8,250,470
11. P. Lorillard	16,508,680	6,717,450	9,791,230
12. Chrysler Corp.	14,732,210	390,740	14,341,470
13. American Tobacco	14,270,330	3,018,150	11,252,180
14. General Mills	13,777,090	2,986,970	10,790,120
15. Ford Motor Co.	13,601,550	1,041,430	12,561,120
16. Sterling Drug	13,565,080	3,645,220	9,919,860
17. Kellogg Co.	12,840,330	2,549,440	10,290,890
18. Liggett & Myers	12,715,810	1,865,830	10,849,980
19. Miles Labs	12,681,340	7,895,950	4,785,390
20. Adell Chemical Co.	12,339,090	12,339,090	—
21. Warner-Lambert Pharma.	11,725,590	8,832,990	2,892,600
22. Standard Brands	10,513,270	4,368,290	6,144,980
23. Pharmaceuticals	10,376,000	202,440	10,173,560
24. Continental Baking	9,964,170	9,223,910	740,260
25. Philip Morris	9,033,720	4,066,710	4,967,010
26. Corn Products	8,119,030	3,191,790	4,927,240
27. National Dairy Products	7,672,430	962,920	6,709,510
28. National Biscuit	7,619,780	4,022,960	3,596,820
29. Carter Products	7,542,400	5,202,300	2,340,100
30. Revlon	7,156,890	847,850	6,309,040
31. S. C. Johnson & Son	7,055,840	1,813,560	5,242,280
32. Radio Corp. of America	6,458,130	—	6,458,130
33. Quaker Oats	6,373,420	1,679,690	4,693,730
34. Eastman Kodak	6,194,880	257,520	5,937,360
35. Pillsbury Mills	5,730,740	525,160	5,205,580
36. General Electric	5,687,210	391,210	5,296,000
37. International Latex	5,678,510	5,678,510	—
38. American Chicle	5,324,670	2,355,040	2,969,630
39. Nestle Co.	5,219,220	1,681,800	3,537,420
40. Westinghouse Electric	4,724,610	85,380	4,639,230
41. Texize Chemical Co.	4,704,170	4,704,170	—
42. Chesebrough-Ponds	4,689,770	1,591,690	3,098,080
43. Campbell Soup Co.	4,506,260	272,520	4,233,740
44. Jos. E. Schlitz Brewing	4,503,060	1,778,680	2,724,380
45. Armour & Co.	4,271,090	738,350	3,532,740
46. Swift & Co.	4,163,240	1,209,590	2,953,650
47. Robert Hall Clothes	3,993,850	3,993,850	—
48. Scott Paper Co.	3,906,370	488,270	3,418,100
49. Prudential Ins. Co. of Amer.	3,849,960	22,200	3,826,760
50. Ralston Purina	3,753,550	377,510	3,376,040
51. Coca-Cola Co./Bottlers	3,699,270	3,699,270	—
52. Helene Curtis Industries	3,690,720	752,240	2,938,480
53. The Borden Co.	3,611,570	1,750,940	1,860,630
54. Bulova Watch	3,523,280	1,856,220	1,667,060
55. Kaiser Industries	3,470,310	83,040	3,387,270
56. E. I. Du Pont de Nemours	3,406,320	645,290	2,671,030
57. Carnation Co.	3,391,110	729,860	2,661,250
58. Shell Oil Co.	3,272,410	3,272,410	—
59. Food Manufacturers Inc.	3,259,850	3,259,850	—
60. Falstaff Brewing	3,258,800	2,288,920	969,880
61. Pepsi Cola Co./Bottlers	3,163,040	3,163,040	—
62. Andrew Jergens Co.	3,153,280	3,153,280	—
63. Kimberly-Clark	3,105,820	139,050	2,966,770
64. United States Steel	3,086,950	—	3,086,950
65. Anheuser-Busch	3,058,690	3,058,690	—
66. Max Factor & Co.	3,004,970	1,309,360	1,695,610
67. J. A. Folger & Co.	2,975,260	2,975,260	—
68. Block Drug	2,890,450	1,533,210	1,357,240
69. Sperry Rand Corp.	2,888,150	85,940	2,802,210
70. Charles Antell	2,866,820	2,866,820	—
71. Pabst Brewing	2,836,100	2,836,100	—
72. Avon Products	2,770,420	2,770,420	—
73. Armstrong Cork	2,764,450	—	2,764,450
74. Vick Chemical	2,727,510	2,216,890	510,620
75. Alberto-Culver	2,682,710	1,247,830	1,434,880
76. Sylvania Electric Prods.	2,680,950	83,940	2,597,010
77. Johnson & Johnson	2,618,690	157,660	2,461,030
78. Beech-Nut Life Savers	2,597,940	121,760	2,476,180
79. Hazel Bishop	2,589,170	476,580	2,112,590
80. Standard Oil Co. of Ind.	2,546,620	1,961,290	585,330
81. Schick	2,515,290	777,550	1,737,740
82. Gulf Oil	2,465,030	1,916,020	549,010
83. The Mennen Co.	2,459,930	79,200	2,380,730
84. Marathon Corp.	2,434,000	2,434,000	—
85. Esso Standard Oil Co.	2,383,490	2,383,490	—
86. Reynolds Metals Co.	2,379,860	21,010	2,358,850



watching KMJ-TV in FRESNO (California)

LEADS IN NEW RATINGS

KMJ-TV has more quarter-hour wins during total rated time periods

58% more than second station
42% more than third station

KMJ-TV has more quarter-hour wins Monday through Friday - daytime

156% more than second station
229% more than third station

KMJ-TV Movie Matinee has 54% more audience than any other weekday movie

KMJ-TV also has top-rated late movies

Data source: ARB four-week survey, Fresno Metropolitan Area, Jan. 19 — Feb. 15, 1959.

All quarter-hour figures shown taken during periods when KMJ-TV and at least one other Fresno station were on the air.



KMJ-TV . . . first station in The Billion-Dollar Valley of the Bees

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

	Total Tv	Spot Tv	Network Tv
87. Sears, Roebuck & Co.	$2,317,960	$765,830	$1,552,130
88. Atlantis Sales Corp.	2,265,080	942,090	1,322,990
89. Pet Milk Co.	2,233,340	22,250	2,211,090
90. Singer Mfg. Co.	2,225,090	—	2,225,090
91. Drug Research Corp.	2,144,050	2,144,050	—
92. Associated Products	2,115,630	738,290	1,377,340
93. William Wrigley Jr. Co.	2,071,990	2,071,990	—
94. Theo. Hamm Brewing Co.	2,056,660	1,690,180	366,480
95. Wildroot Co.	2,032,480	523,310	1,509,170
96. H. J. Heinz Co.	2,002,570	1,207,050	795,520
97. Greyhound Corp.	1,993,880	360,060	1,633,820
98. Salada-Shirriff-Horsey	1,991,060	1,991,060	—
99. U.S. Borax & Chemical Co.	1,988,690	1,988,690	—
100. Seven-Up Co./Bottlers	1,970,390	602,110	1,368,280

Estimated Expenditures By Product Classifications
Network & Spot—January-December 1958

	Total Tv	Spot Tv	Network Tv
AGRICULTURE	$ 1,378,154	$ 1,350,000	$ 28,154
Feeds, Meals	774,154	746,000	28,154
Miscellaneous	604,000	604,000	—
ALE, BEER & WINE	50,502,987	44,214,000	6,288,987
Beer & Ale	46,172,656	40,299,000	5,873,656
Wine	4,330,331	3,915,000	415,331
AMUSEMENTS, ENTERTAINMENT	771,616	559,000	212,616
AUTOMOTIVE	58,840,855	7,376,000	51,464,855
Anti-Freeze	1,170,251	112,000	1,058,251
Batteries	884,984	131,000	753,984
Cars	46,119,575	4,134,000	41,985,575
Tires & Tubes	4,112,266	1,554,000	2,558,266
Trucks & Trailers	2,354,178	132,000	2,222,178
Miscellaneous Accessories & Supplies	2,583,525	1,313,000	1,270,525
Automotive Institutional	1,616,076	—	1,616,076
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	17,675,494	2,789,000	14,886,494
Fixtures, Plumbing, Supplies	562,000	562,000	—
Materials	3,623,716	656,000	2,967,716
Paints	2,792,760	1,185,000	1,607,760
Power Tools	275,996	59,000	216,996
Miscellaneous	452,903	327,000	125,903
Industrial Materials Institutional	9,968,119	—	9,968,119
CHEMICALS INSTITUTIONAL	404,969	—	404,969
CLOTHING, FURNISHINGS, ACCESSORIES	17,215,439	13,241,000	3,974,439
Clothing	13,793,587	11,269,000	2,524,587
Footwear	2,694,327	1,445,000	1,249,327
Hosiery	556,499	497,000	59,499
Miscellaneous	171,026	30,000	141,026
CONFECTIONS & SOFT DRINKS	40,254,724	28,237,000	12,017,724
Confections	21,191,973	12,039,000	9,152,973
Soft Drinks	19,062,751	16,198,000	2,864,751
CONSUMER SERVICES	26,325,054	14,605,000	11,720,054
Dry Cleaning & Laundries	81,000	81,000	—
Financial	2,298,209	2,181,000	117,209
Insurance	9,717,696	2,773,000	6,944,696
Medical & Dental	151,000	151,000	—
Moving, Hauling, Storage	317,000	317,000	—
Public Utilities	9,838,706	7,099,000	2,739,706
Religious, Political, Union	2,302,089	1,224,000	1,078,089
Schools & Colleges	135,000	135,000	—
Miscellaneous Services	1,484,354	644,000	840,354
COSMETICS & TOILETRIES	126,107,799	46,749,000	79,358,799
Cosmetics	14,291,147	8,133,000	6,158,147
Deodorants	10,393,933	3,426,000	6,967,933
Depilatories	365,560	295,000	70,560
Hair Tonics & Shampoos	25,099,209	8,674,000	16,425,209
Hand & Face Creams, Lotions	6,634,264	2,813,000	3,821,264
Home Permanents & Coloring	19,399,683	5,890,000	13,509,683
Perfumes, Toilet Waters, etc.	2,191,874	1,704,000	487,874
Razors, Blades	10,523,583	1,904,000	8,619,583
Shaving Creams, Lotions, etc.	7,397,084	1,694,000	5,703,084
Toilet Soaps	26,257,410	10,744,000	15,513,410
Miscellaneous	3,554,052	1,472,000	2,082,052
DENTAL PRODUCTS	34,330,671	14,467,000	19,863,671
Dentifrices	29,026,972	11,132,000	17,894,972
Mouth Washes	3,631,484	2,455,000	1,176,484
Miscellaneous	1,672,215	880,000	792,215
DRUG PRODUCTS	98,224,639	44,626,000	53,598,639
Cold Remedies	20,347,749	12,863,000	7,484,749
Headache Remedies	28,592,976	7,792,000	20,800,976
Indigestion Remedies	14,925,100	8,988,000	5,937,100
Laxatives	8,510,764	3,082,000	5,428,764
Vitamins	8,654,652	2,825,000	5,829,652
Weight Aids	2,199,936	1,917,000	282,936
Miscellaneous	14,115,792	6,285,000	7,830,792
Drug Stores	877,670	874,000	3,670
FOOD & GROCERY PRODUCTS	243,515,420	135,687,000	107,828,420
Baked Goods	30,600,235	26,469,000	4,131,235
Cereals	38,943,194	11,552,000	27,391,194
Coffee, Tea & Food Drinks	$49,040,909	$32,140,000	$16,900,909
Condiments, Sauces, Appetizers	9,521,787	5,515,000	4,006,787
Dairy Products	19,639,043	7,853,000	11,786,043
Desserts	6,646,848	2,023,000	4,623,848
Dry Foods (Flour, Mixes, Rice, etc.)	20,544,486	8,314,000	12,230,486
Fruits & Vegetables, Juices	17,818,420	9,429,000	8,389,420
Macaroni, Noodles, Chili, etc.	2,984,184	1,934,000	1,050,184
Margarine, Shortenings	12,691,659	6,673,000	6,018,659
Meat, Poultry & Fish	9,973,214	6,366,000	3,607,214
Soups	4,107,958	461,000	3,646,958
Miscellaneous Foods	10,040,510	6,420,000	3,620,510
Miscellaneous Frozen Foods	1,878,973	1,454,000	424,973
Food Stores	9,084,000	9,084,000	—
GARDEN SUPPLIES & EQUIPMENT	880,638	661,000	219,638
GASOLINE & LUBRICANTS	27,979,209	24,479,000	3,500,209
Gasoline & Oil	26,911,209	23,411,000	3,500,209
Oil Additives	858,000	858,000	—
Miscellaneous	210,000	210,000	—
HOTELS, RESORTS, RESTAURANTS	521,705	423,000	98,705
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	46,098,594	29,650,000	16,448,594
Cleaners, Cleansers	31,581,550	24,051,000	7,530,550
Floor & Furniture Polishes, Waxes	9,097,030	4,146,000	4,951,030
Glass Cleaners	1,883,042	392,000	1,491,042
Home Dry Cleaners	1,001,519	405,000	596,519
Shoe Polish	1,456,653	148,000	1,308,653
Miscellaneous Cleaners	1,078,800	508,000	570,800
HOUSEHOLD EQUIPMENT—APPLIANCES	18,996,479	4,621,000	14,375,479
HOUSEHOLD FURNISHINGS	5,353,509	2,926,000	2,427,509
Beds, Mattresses, Springs	1,807,881	1,671,000	136,881
Furniture & Other Furnishings	3,545,628	1,255,000	2,290,628
HOUSEHOLD LAUNDRY PRODUCTS	76,237,980	29,940,000	46,297,980
Bleaches, Starches	6,648,628	4,814,000	1,834,628
Packaged Soaps, Detergents	67,510,561	23,217,000	44,293,561
Miscellaneous	2,078,791	1,909,000	169,791
HOUSEHOLD PAPER PRODUCTS	15,153,884	5,163,000	9,990,884
Cleansing Tissues	2,170,063	1,411,000	759,063
Food Wraps	4,970,803	1,417,000	3,553,803
Napkins	1,914,937	347,000	1,567,937
Toilet Tissue	3,558,086	755,000	2,803,086
Miscellaneous	2,539,995	1,233,000	1,306,995
HOUSEHOLD GENERAL	10,257,185	4,101,000	6,156,185
Brooms, Brushes, Mops, etc.	524,372	430,000	94,372
China, Glassware, Crockery, Containers	1,456,429	356,000	1,100,429
Disinfectants, Deodorizers	3,599,480	1,090,000	2,509,480
Fuels (Heating, etc.)	488,000	488,000	—
Insecticides, Rodenticides	2,143,821	821,000	1,322,821
Kitchen Utensils	272,362	89,000	183,362
Miscellaneous	1,772,721	827,000	945,721
NOTIONS	415,720	384,000	31,720
PET PRODUCTS	11,665,699	4,411,000	7,254,699
PUBLICATIONS	1,559,069	757,000	802,069
SPORTING GOODS, BICYCLES, TOYS	5,209,243	3,045,000	2,164,243
Bicycles & Supplies	335,905	35,000	300,905
Toys & Games	3,497,873	2,819,000	678,873
Miscellaneous	1,375,465	191,000	1,184,465
STATIONERY, OFFICE EQUIPMENT	2,834,817	149,000	2,685,817
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	11,495,606	1,501,000	9,994,606
Antennas	163,844	108,000	55,844
Radio & Television Sets	6,245,688	208,000	6,037,688
Records	1,732,149	750,000	982,149
Miscellaneous	3,353,925	435,000	2,918,925
TOBACCO PRODUCTS & SUPPLIES	93,443,822	31,119,000	62,324,822
Cigarettes	89,248,461	28,164,000	61,084,461
Cigars, Pipe Tobacco	3,413,776	2,562,000	851,776
Miscellaneous	781,585	393,000	388,585
TRANSPORTATION & TRAVEL	5,641,358	2,937,000	2,704,358
Air	2,471,600	1,469,000	1,002,600
Bus	2,125,111	666,000	1,459,111
Rail	702,000	702,000	—
Miscellaneous	342,647	100,000	242,647
WATCHES, JEWELRY, CAMERAS	20,550,151	4,459,000	16,091,151
Cameras, Accessories, Supplies	9,177,184	290,000	8,887,184
Clocks & Watches	5,064,188	1,925,000	3,139,188
Jewelry	413,794	160,000	253,794
Pens & Pencils	4,918,875	1,988,000	2,930,875
Miscellaneous	976,110	96,000	880,110
MISCELLANEOUS	8,517,912	7,144,000	1,373,912
Trading Stamps	892,000	892,000	—
Miscellaneous Products	4,133,912	2,760,000	1,373,912
Miscellaneous Stores	3,492,000	3,492,000	—
TOTAL	$1,078,360,401	$511,770,000	$566,590,401

PREVIEW



Television time signal • Southern California viewers are being provided the exact time by the Squirt Bottling Company of Los Angeles as a result of a newly perfected watch movement that fits into a late model Baloptican machine. A minimum of 25 such time signals, each five seconds in length, are weekly being delivered during prime time on KTTV (TV) by Squirt. Viewers can see the exact second (up to a fifth of a second) on the clock face that has been engraved on a steel Baloptican plate. Arrangements for the Squirt sponsored time signals on ch. 11 were set by Hugh McKellar (r), advertising director of the Squirt Company, through Honig, Cooper, Harrington & Miner. With Mr. McKellar around the Baloptican: Al Bowen (l), KTTV production manager, and Jerry Simmonds (c), station account executive.

BEST SALESMAN
FC&B exec tells SCBA radio story with moral

"Your medium—radio—must be its own best salesman," William Monroe, vice president and west coast director of marketing services for Foote, Cone & Belding, told the Southern California Broadcasters Assn. Thursday (May 21).

Speaking on "Case Histories in Radio," Mr. Monroe reviewed two experiences with radio he had during his years as an agency marketing director in New York before moving to the Pacific Coast early this year. In both instances, the decision to use radio came from within; no one involved in the decision had been sold radio, he stated, adding that in seven years in New York he never received a call from a radio representative.

The Coca-Cola bottler in New York for some years had put most of his advertising budget of about $2.5 million into tv and at a meeting some two years ago the agency recommended a continuation of that formula, which had kept Coca-Cola sales at about the same volume right along. The client listened, said, "You're the experts and you're probably right, but I baby sit with my grandchildren a lot and they listen to the radio, so I do too. How about using some radio for Coca-Cola?"

About a week later, the head of the agency's creative department auditioned a jingle whose message was that Coca-Cola is for live people and if you're live you ought to drink it. The jingle was produced in various tempos from rock-and-roll to schmaltz, Mr. Monroe reported, and the agency bought $1 million worth of radio time on all types of stations. Ten days after the radio campaign started they made a survey, found they had driven the Coca-Cola message home to 85% of their prospects in the market.

Statistical impossibility • "Statistics can prove that this is impossible," Mr. Monroe stated, "not that many people listen to the radio. Ten days is not enough time. New York has too many diverse national groups. And so on and so on. But at the end of the year the sales curve was up and last year the whole appropriation for Coca-Cola in New York went into radio."

Another client, Mr. Monroe went on, had a different problem. He wanted to convince the designers of automobiles that the chrome they add to the cars to accentuate their appearance should be made of his product, nickel. But to tell the artists who design the new cars about nickel, he had to reach them and this couldn't be done. They work alone and their employers take great pains to see that their privacy is not invaded.

"Then some creative person had an idea," Mr. Monroe related. "These designers work in Detroit. They drive to and from work in their cars. Being intellectually curious, they probably listen to the news as they drive. So we bought time adjacent to the news and subsequently found the designers had in fact learned about the advantages of nickel chrome," Mr. Monroe reported.

Anyone who has children, anyone who drives an automobile, is a radio listener, Mr. Monroe pointed out. So he knows about radio, even if the medium's salesmen don't tell him.

Convention grind

Advertising Federation of America conventioneers will be able to clear their heads for the organization's Minneapolis gathering (June 7-10) on a four-day luxury fishing excursion at the Minnesota-Canada border. The pre-convention stag party (June 3-6) will take place aboard floating lodges complete with cook, tackle, small boats, etc. Total cost, including flight from Minneapolis to fishing site: $110 per man. (For the more conservative family man, post-convention vacations in the area have been worked out by the AFA host committee.)

Petry cites spot tv fast growth in 1958

A step-up in spot television spending in 1958 is pointed up in a presentation released last week by the television division of Edward Petry & Co., station representative. Titled "The $511,740,000 Vote of Confidence," it cites figures compiled by N.C. Rorabaugh Co. for TvB to show that while total advertising expenditures dropped last year, and all other major advertising media except network tv lost ground, spot tv gained at a faster clip in 1957.

The presentation points out that despite the recessive economy of 1958, "Advertisers, led by many of the nation's giants, swung sharply to spot television, expanding their investment past the half-billion mark to a new high of $511,749,000." Where network tv expenditures gained 9% (to $566.5 million), the presentation continues, spot tv spending gained 14% (to $511.7 million)—this when total advertising expenditures were down $110 million from 1957's all-time high of $10.3 billion.

Among those cited as leading spot growth are Procter & Gamble, Lever Bros., Colgate-Palmolive, American Home Products, P. Lorillard, Standard Brands and General Mills.

ANA CONCENTRATES ON TELEVISION

Advertising contributions to management highlights panels

Television got the lion's share of attention at last week's Assn. of National Advertisers' golden anniversary spring meeting in Chicago—and most of it was highly favorable.

Some 600 delegates took an introspective look at advertising's image in the national economy, in management and among its critics and also its success stories, some of them through utilization of the televison medium.

Supplementing tv case histories was a stout defense of the medium itself from Douglas L. Smith, advertising and merchandising manager of S. C. Johnson & Son. He scored tv's detractors among newspaper columnists and media salesmen (story page 44) while supplying a case history of how tv helped move Johnson wax products in Lexington, Ky.

Among other topics explored during the three-day (May 20-22) spring convention at the Edgewater Beach Hotel were new advertising and merchandising techniques; effective advertising management practices, including a reappraisal of the ad manager's responsibilities and agency-client relations; small agency and advertiser successes; advertising's influence in the national economy; marketing aspects, and advertising's critics.

Appearing at the same Wednesday session with Mr. Smith were Philip Kelly, vice president of Lynn Baker Inc., who recited case histories involving small clients and agencies (see page 42) and Edward Fredericks, vice president of marketing-sales, Rubbermaid Inc. Their talks followed a panel session on substituting advertising for "declining salesmanship."

Ford Measurement • Robert J. Eggert, marketing research manager of Ford Motor Co., noted his management is "constantly insisting on our measuring the effectiveness of advertising in terms of the additional sales produced." Among the usual questions: "(1) What messages are most effective in selling a car? (2) What medium or combination of media does the best sales job at the lowest cost? (3) Should we spend more or less total dollars? In a normal year Ford spends in excess of $100 million for its advertising and promotional programs. Should it be $120 million—or should it be $80 million?"

Mr. Eggert cited seven important problem areas in which answers are needed about any medium—the ability to reach households in the market for a new car the next six months; whether the key individual is exposed to the commercial or advertisement; ability of the medium and message to make an "initial conscious impression;" impact of the message; ability to change the potential buyer's intention to buy a specific make; ability to get action, and lastly: "How many additional sales are actually made as a result of the medium and the message performing each of the previous six tasks?" Management wants "comprehensive and accurate answers" to these problems, he pointed out.

Mr. Eggert predicted that in the 1960's there will be "some substantial breakthroughs in our ability to apply an effective yardstick to the complicated problem of appraising advertising results."

Taking part in a Wednesday afternoon closed management meeting were Donald S. Frost, vice president in charge of advertising of Bristol-Myers Co. and chairman of ANA's advertising management committee; George Frost, vice president and marketing manager, Cannon Mills; Tad Jeffery, vice president and advertising director, Bulova Watch Co.; Robert G. Stolz, advertising and sales promotion director, Brown Shoe Co., and Robert M. Gray, manager of advertising-sales promotion department, Esso Standard Oil Co. They discussed ad manager responsibilities, management of advertising for maximum contribution to profits; better client-agency communications, and other topics.

Key Contribution • Mr. Jeffrey told the delegates that more "creative efficiency" is the key to a maximum media contribution to corporate profits. "If there is any laxity in top management's attitude toward the advertising function or of the importance of its role in marketing, the fault may well be ours and ours alone," he said. "There is no place for mediocrity in advertising today."

Advertising in the American economy was explored Thursday morning by Henry Schachte, executive vice president of Lever Bros. Co. and ANA board chairman. He suggested advertising is impaled on a four-horn dilemma: (1) its practitioners may "default the new and vital opportunity" to properly conduct their business to satisfy management; (2) it may not "correct its degenerating stature with the public, thus diminishing its own power, and opening the floodgates of regulation and control"; (3) government may provide that regulation and its counterpart, taxation, and (4) a combination of such developments "may further sap the limp remains of the adman's personal reputation."

What are the components of poor public relations, a "poor public image of advertising?," Mr. Schachte asked. He described them as failure to understand advertising's economic contributions, the "innate dislike of being sold," the "distrust or dislike" by some public segments for certain type products, the "huckster" or gray flannel image, and advertising abuses.

The same tools used to sell public service projects when utilized to stimulate production and expand the economy incur the label "hucksters." Mr. Schachte observed. "And when we are to offer these same tools to help a would-be political candidate get elected, Madison Avenue, we read, is trying to sell politicians like bars of soap," he chided. "Anybody who has ever tried to sell a really bum bar of soap knows that no advertising is that powerful."

Management Orientation • ANA will continue to emphasize management orientation to the advertising job, Mr. Schachte reported. To that end, Donald Frost, in his capacity as head of the ANA advertising management group, reported on the association's new "Project X" campaign, designed to bridge the gap between management and advertising. He explained ANA wants to find a way to help manage-

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., May 14	Playhouse 90 (9:30 p.m.)	CBS-TV	21.6
Fri., May 15	77 Sunset Strip (9:30 p.m.)	ABC-TV	20.7
Sat., May 16	Gunsmoke (10 p.m.)	CBS-TV	29.1
Sun., May 17	Dinah Shore (9 p.m.)	NBC-TV	22.3
Mon., May 18	Ann Sothern (9:30 p.m.)	CBS-TV	22.1
Tue., May 19	Red Skelton (9:30 p.m.)	CBS-TV	22.5
Wed., May 20	Wagon Train (7:30 p.m.)	NBC-TV	23.1

Copyright 1959 American Research Bureau

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)



FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore

WAPI Birmingham

WBEN Buffalo

WGAR Cleveland

KOA Denver

WJR Detroit

WTIC Hartford

WDAF Kansas City

KTHS Little Rock

KFI Los Angeles

WHAS Louisville

WCKR Miami

WTMJ Milwaukee

WHAM Rochester

WGY Schenectady

KWKH Shreveport

WSYR Syracuse

WTAG Worcester

The "Companion Medium" is Greater than ever ...but there's a Growing Difference between Stations!

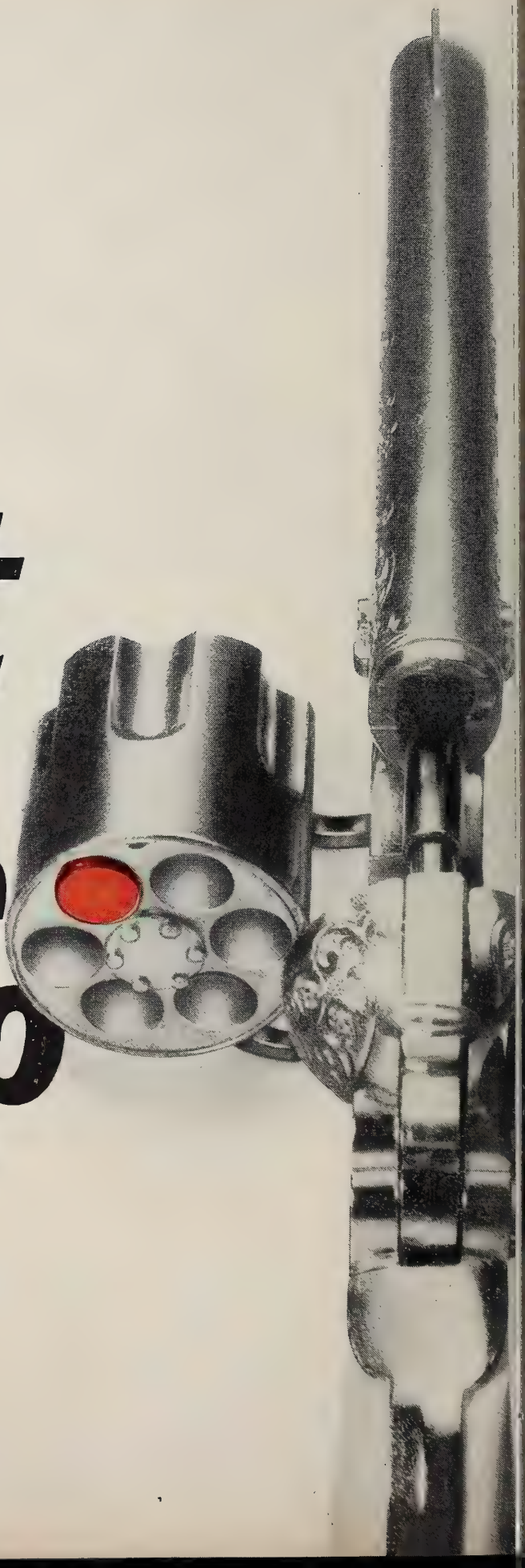
Radio reaches customers where no other medium can make contact. It talks to people persuasively and repeatedly . . . reaching huge masses most economically. These are the basic benefits of all radio. But there are important differences between stations. Particularly, there is a growing difference between *ordinary* and *great* radio stations. The great station stands out clearly in most major markets. It is distinguished by substantial investment in top facilities and personnel . . . by expert programming to cover the full range of listener interest . . . by features thoughtfully produced, professionally presented. Its responsible management permits no carnival gimmicks, shoddy giveaways or questionable advertising. Great stations amass huge audiences, earning the confidence of the community for themselves and for their advertisers. The stations listed here are the *great* stations in 18 important markets. Their coverage is so efficient that you need add only 30 selected stations out of the more than 3,000 now broadcasting, to achieve effective nationwide reach. This total of 48 constitutes "The Nation's Voice." The strategy of concentrating on these leadership stations is the way to realize the full power of "the companion medium . . ." the way to put all of radio's vitality to work on your sales problems. For complete information, including data developed by Alfred Politz Research, call any Christal office.

HENRY I. CHRISTAL CO., INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

PUBLIC SERVICE · MARKET · MANAGEMENT · FACILITIES · PROGRAMMING

what are the odds?

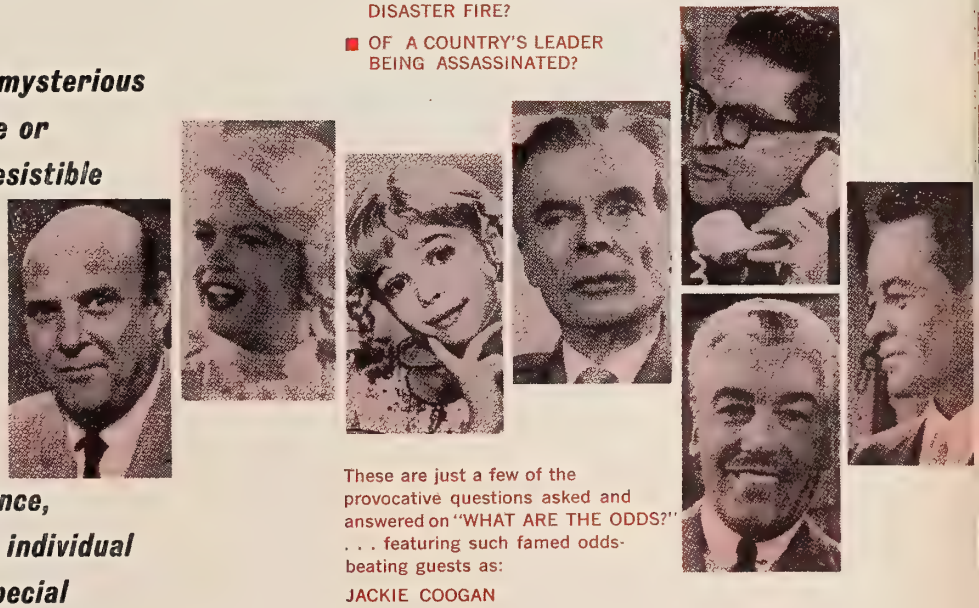


Now...the fascinating real experiences of people who have beaten The Law of Averages becomes one of the most intriguing human-interest shows ever presented on TV... for 1st Run Syndication!

39 FILMS AVAILABLE

What are the odds

- OF YOUR BEING CAUGHT IN A CASE OF MISTAKEN IDENTITY?
- OF YOUR CHILD EARNING A MILLION DOLLARS BEFORE THE AGE OF TEN?
- OF A WOMAN RUNNING FOR PRESIDENT?
- OF WINNING A MISS AMERICA TITLE?
- OF SURVIVING AN AIRPLANE CRASH?
- OF AN EX-CONVICT BECOMING PRESIDENT OF A WORLD-WIDE COMPANY?
- OF AN IMMIGRANT REACHING THE RANK OF AMERICAN ADMIRAL?
- OF YOUR CHILD BEING BORN A GENIUS?
- OF YOUR BEING INVOLVED IN A DISASTER FIRE?
- OF A COUNTRY'S LEADER BEING ASSASSINATED?



chance... *that mysterious force that often predetermines life or death, success or failure... has irresistible human appeal. Now it becomes the basis for a completely new kind of television series.* **"WHAT ARE THE ODDS?"** *takes you on a personal visit to people... many of them famous personalities in the fields of art, literature, science, entertainment... who have in their individual ways beaten the odds to achieve special distinction or survive disaster. Bob Warren, well-known to radio and TV audiences, acts as host to each remarkable guest in an intimate informal interview.* **"WHAT ARE THE ODDS?"** *offers your sponsors a completely fresh, compelling show with strong human interest. The facts in this informative show are authenticated by the Encyclopedia Britannica.*

These are just a few of the provocative questions asked and answered on "WHAT ARE THE ODDS?" . . . featuring such famed odds-beating guests as:

JACKIE COOGAN
JAYNE MANSFIELD
EVELYN RUDY
ALDOUS HUXLEY
SIDNEY SKOLSKY
CAESAR ROMERO
PAPPY BOYINGTON
GOVERNOR PAT BROWN
ADMIRAL WILLIAM MAXWELL
JERRY WALD
LAURITZ MELCHIOR

OFFICIAL FILMS, INC. ▪ PLAZA 7-0100

NEW YORK OFFICE:
25 WEST 45th STREET,
NEW YORK 36, N. Y.

A Herts-Lion Production

Big—good, not synonymous

If you're creative and can supply good advertising thinking, you don't have to be big to be good, whether you're an advertiser or an agency.

Delegates at the Assn. of National Advertisers' 50th annual spring convention in Chicago were forcefully reminded of this fact in case histories recounted by Philip J. Kelly, vice president of Lynn Baker Inc., relatively small New York agency.

Said he: "The big agencies or big advertisers have no monopoly on what are obviously the two most important things in advertising"—high creativity and sound advertising approach.

Among the examples: (1) Maypo cereal at Bryan Houston, N.Y., which proved a daytime tv success story. New England sales rose from 257 to 409 packages per 1000 families—a gain of 59%, in one year. In the second year, with increased tv expenditures, sales jumped another 25%. Sales doubled in two years. Tv outlay: $500,000 for 1958: $1 million for 1959.

(2) Wilkins coffee, handled by Belmont ver Standig, Washington, D.C. Eight-second tv commercials featuring two muppets are credited with helping raise sales by 40% during a relatively brief campaign, and they achieved the status of being among the American Research Bureau's "best liked" spots.

(3) Cocoa Marsh. Agency: Hicks & Greist, N.Y. Starting in business in 1939 with capital of $7,200, Cocoa Marsh achieved national distribution in 1946. Now it's considered the leader in its field. After a cutback to two markets by 1948, Taylor-Reed Corp. aligned with H & G and started a market-by-market expansion. Today it claims 80% national distribution and is listed among the top 100 tv spot advertisers nationally with an estimated total advertising budget of $1.6 million. "The secret of their success lies in the fact that they discovered early in the game that the best way to sell their product was on local tv with smart kid promotions" which have been spectacularly successful, Mr. Kelly said.

(4) Sandura Co., also Hicks & Greist. Sales rose from nearly $3 million to $19.6 million in five years for the floor-covering firm. It started using tv in 1953 with Steve Allen.

Mr. Kelly scored the "self appointed oracles who have been saying that if an agency doesn't have $30 million worth of business, it ought to lie down and die," and others who claim that "if you don't invest at least $2 million as an advertiser, you are not worthy of the name." Without underestimating big agency ability and services, (such as basic product research) he asserted, "a small company can often outthink and out-maneuver a big competitor" on advertising and selling.

ment "think more like advertising men" and may also help bridge the gap between advertising and government, the professions and "even the public at large." Previously, it was noted, ANA's desire was to persuade advertising men to think more in terms of management. The task will not be simple but it's clearly defined, he observed.

Other Thursday speakers included J. H. Jewell, marketing vice president, Westinghouse Electric Corp.; W. H. Burkhart, board chairman, Lever Bros., and Dr. M. Rowland Collins, dean, Graduate School of Business Administration, New York U. Luncheon speaker was Gen. Thomas D. White, chief of staff, U. S. Air Force, substituting for Secretary of Defense Neil McElroy.

Mr. Burkhart said management expects "its advertising men to understand that they must constantly strive to lower the unit cost of advertising." He cited a "basic misunderstanding" between advertising and management people. "Management is not against bigger budgets, providing they sell more—in fact, disproportionately more," he claimed. "The ratio of advertising expense to sales income must go down as total volume goes up."

In the new thinking on advertising, Mr. Burkhart held that management "now finds itself interested in what might formerly have been considered mere detail. When they see the range in costs of delivered audiences between a good and bad television show, they want to be sure that their company is doing all it can to buy with maximum skill."

Answers to Critics • Leo Burnett, board chairman of the agency bearing his name, served as moderator for a Friday morning discussion of "a way to flatten that critic of advertising." Mr. Burnett gave a presentation in his role as vice chairman of the advertising council, supplemented with a special film report on "psychological warfare against recession."

Other speakers were Charles Brower, president of BBDO, on agencies creative power; Dr. Alan T. Waterman, director of the National Science Foundation, on technological advances, and Robert R. Burton, senior vice president of Kenyon & Eckhardt, on the agency's role in marketing.

Topic for the last session was "Your $3 Billion Media decisions—Can They Be Improved?" with Emerson Foote, senior vice president, and Daniel D. Kinley, vice president and manager of planning research and media, both McCann-Erickson, plus Robert Lund, publisher of *Printers Ink*.

Comparison a Must • Mr. Kinley disagreed with critics who complain that cost-per-thousand, as between broadcast and outdoor media, is like comparing "apples and oranges." Said he: "We do have to compare because we're buying them and cost has to be a factor in our choice." In inter-media decisions, he added, "we are choosing not just between apples and oranges but among pears, pomegranates and kumquats as well."

As a solution for this type comparison, Mr. Kinley suggested (1) determine the best way to use each media type consistent with product character; (2) determine basic figures for each media type that adheres closest to "cost per thousand of effective selling messages delivered to prime prospects;" (3) compare all media types on cost-per-thousand, and (4) evaluate other factors which may perhaps offset differences in cost.

Media decisions can be improved, Mr. Kinley recommended, by establishing a "clearly defined marketing strategy based solidly on market information and communicate it to your marketing team, including media, by maintaining accurate data and by a willingness to experiment with media by careful market testing."

In making the "$3 billion media decision," the very size of the media budget itself is "often selective of the choice of media," he pointed out. For instance: Is it big enough for network tv? Can it support a national newspaper campaign? He cited 11 factors in making such decisions at McCann-Erickson: budget, competitive activity, frequency vs coverage, continuity, impact on distribution, flexibility, franchise position, standards of acceptance, cost-per-thousand, effectiveness of the selling message and prospective customers.

National Media Investments • Mr. Foote felt national advertising budgets rank among the very largest of discretionary investments of American management. Business spends at the rate of $9 billion in research and development and invests about $10 billion in new plant and equipment—compared with $3 billion in major national media.

"The investments of national adver-

How are Food Sales going, Tom?



"WDAY-TV is certainly 'pushing food' like mad, these days! Thanks to our new 1206′ tower we are reaching 96% more people—covering 60% more area and upping our area retail sales volume by 100%!

"Retail sales in our area total $670,475,000—of which $117,384,000 is in food alone!

"What's more, Standard Rate & Data Service now points out that the Fargo area is the No. 1 Retail-Sales-Per-Household Area in the entire U.S.A. The national average is $3,944 . . . as compared to Fargo's whopping $5,970!

"All in all—if you aren't advertising your food products on WDAY-TV, you're missing one of the surest bets in the nation. Why don't you ask P.G.W. for availabilities?"

Yours,

Tom Barnes

Tom Barnes

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

tisers in major consumer media are not only big," he suggested, "they're growing bigger and more important all the time. And national media expenditures still represents half of the $6 billion in undistributed profits which manufacturing firms retained to invest in growth."

Mr. Burton suggested one of the great challenges to advertising is to "restore the flow of communication which has been temporarily dammed—both within and between our organizations—and to set us free of false conflict through better understanding reached through better communication." The duel in advertising between marketing and scientific and creative forces, he asserted, is a "shambattle," fought in the advertising trade press these days. Agencies noted for creative work, he said, also stand out for their research.

"Aren't they the ones where you would most likely receive a complete modern marketing plan?" he asked. The real problem, he stressed again, is "not in a basic confiict but in a lack of communication."

Star adjacency

Hal Thompson, producer of "Family Portrait," an off-Broadway play, bought a one-time-only, station ID on WCBS-TV New York on May 8 for $337.50. The spot followed *The Guiding Light* program and made the point that four regular cast members of the tv serial could be seen in "Family Portrait." The result: Mr. Thompson reported last week that ticket purchases have perked up considerably, so that the play, on the verge of closing, is now able to continue. Mr. Thompson is naturally tv-minded: during the working day, he is a tv program supervisor for Fuller & Smith & Ross, New York.

TV SELLS WAX

S. C. Johnson story cites market impact

Television, a seemingly irresistible target for critics and competitors, last week was called an "economic phenomenon" and a "great gift" to viewers by someone who knows what he's talking about.

Douglas L. Smith, advertising and merchandising director of S.C. Johnson & Son, Racine, Wis., which bought more than $7 million worth of tv time in 1958, made these positive remarks last Wednesday (May 20) at the spring meeting of the Assn. of National Advertisers held in the Edgewater Beach Hotel, Chicago.

The title of Mr. Smith's talk was, "Does Tv Advertising Really Sell Goods?" His resounding answer: "Yes, emphatically yes. Tv advertising really sells goods and it does it immediately, now."

He described in detail how increased tv advertising in Lexington, Ky., resulted in store sales 200% higher in April 1959 than April 1958. "When projected to the whole Lexington market," Mr. Smith added, "figures indicate that the net sales increase for April alone will pay for the Lexington advertising for the first year."

Making the Most of Tv • "This kind of success is fine," he acknowledged, "but we know as you do that it can't be called a direct result of our network tv advertising in the market. It was, however, a result of capitalizing on that advertising."

The Johnson advertising expert also recounted the near fall and decline of his company's Pride in one city. Introduced in 1951, this furniture polish was doing well everywhere nationally but in St. Louis where it was "dormant, dust-collecting, dilatory and nearly dead."

And then Johnson closed a deal to buy the *Robert Montgomery Presents* program on NBC-TV. Pride's first advertising on this show hit St. Louis on Jan. 7, 1952. By the week's end many stores had sold out their entire inventory and were ordering more.

Concluded Mr. Smith: "Thus it is when television hits a market. And in that year of 1952 there weren't nearly the number of tv homes that there are today."

He went on to make some general observations about tv and its economic contribution.

"I honestly believe," stated Mr. Smith, "that much of our prosperity during these wonderful 50's must be truly attributed to the force of television in moving merchandise and thereby keeping our great productive processes flourishing."

The Value Scale • He asked that due credit be given the medium and pleaded for "a better perspective on the part of tv's critics and a recognition of what this . . . economic phenomenon represents to marketing."

"My faith is such," added Mr. Smith, "that I believe that when color tv is as commonplace as black-and-white is today, it shall provide a further and vital impetus to business and the selling of our products to consumers."

Tv's cultural values were also put into perspective by the speaker.

The range of tv is infinite, declared Mr. Smith. "You will find more fine things," he said, "covering the arts, sciences, religion, humanities and thoughtful news-information presentations than any of us in this room, or most anywhere else, will find time to watch."

Bard's Rating • For example, pointed out the Johnson ad director, "more people have seen and heard and learned about Shakespeare on tv than have done so in our colleges and universities since his first play was produced more than 300 years ago."

Mr. Smith also mentioned a special report by Secretary of State Christian Herter that pre-empted one of Johnson's own shows. "We had," he said, "the great gift (I say 'gift' because tv is still free to the viewer, you know), the great gift and privilege of having Christian Herter come into our homes and feelingly, knowledgeably explain his mission to Geneva. This was in prime time, by the way."

He felt bound to speak out, explained Mr. Smith, because of "constant criticisms of tv's detractors, painting a picture that is all black, when there is so much that is good and substantial and uplifting."

He reproached tv columnists who "pan" shows rather than try to understand them. "On the matter of critical tastefulness," he added, "we, the advertiser, must assume some leadership and influence. . . . We should feel an ultimate obligation that the shows we sponsor be as tastefully done as possible."

Communications War • Of more serious concern, warned Mr. Smith, is the criticism that "comes from the other media, that use their space and print to attack television. The *Fortune* magazine article of last November is a case in point. . . ."

"This kind of criticism," the speaker insisted, "being without objective and of questionable use of data and fact, obfuscates and beclouds the real issues and ultimately tends to confuse some of the advertisers and business management."

He added pointedly, "And by the way, I have yet to see a tv network or a station use its air time to attack another medium."

He ended with a plea to all media for fairness and objectivity. "Tell us the facts," he urged, "and what the advantages are about your own wares. Show us where the sales vitality for our commanies lies in using your properties. We and our agencies can make the comparison and the analyses."

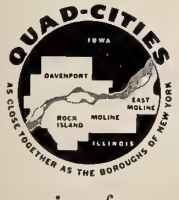
He fired one final gibe at the "tv rakers":

"If television is wrong for any of us, we will be the first to know it because we will feel it in our cash registers."



Leslie C. Johnson, vice-president and general manager of WHBF Radio and TV, looks over . . .

Letters of GOOD WILL—34 years in building— constitute a productive PLUS for WHBF advertisers!



They are a gold mine of our most treasured possessions — voluntary tributes from laymen, and from leaders in industry, education, religion and civic activities — attesting outstanding WHBF community service for more than a third of a century!

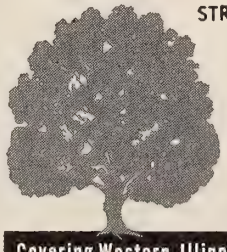
They are, indeed, a continuing area-wide, factual evaluation of WHBF community prestige. They portray a picture painted by the HOME FOLKS of a radio-television service — strong, deep rooted, and PRODUCTIVE.

Another indication of listener confidence is evidenced by the substantial leadership of WHBF in the latest Nielsen NCS No. 2. WHBF still leads all of the 68 downstate Illinois radio stations.

With the many advertisers, local and national, who have helped build WHBF over the years, their association brings PRIDE, never apology! That is a definite PLUS in productivity of any sales relationship.

* * *

YOU can be sure that WHBF radio and television quality productivity is available on a fair, honest and efficient basis to all advertisers who desire for their sales messages a friendly receptive audience in a climate of true family hospitality.



STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

Represented by Avery-Knodel

SENDAK



LATER THAN YOU THINK

. . . and greater than you think, too! On Chicago's WBBM-TV, prime time is practically an all-night affair... particularly in the summertime when late-hour viewing zooms with the mercury.

Last summer, Chicago's post-midnight audiences were 16% greater than during the winter months. An impressive increase... especially for WBBM-TV which currently attracts two-thirds of all Chicago's post-midnight television viewing.

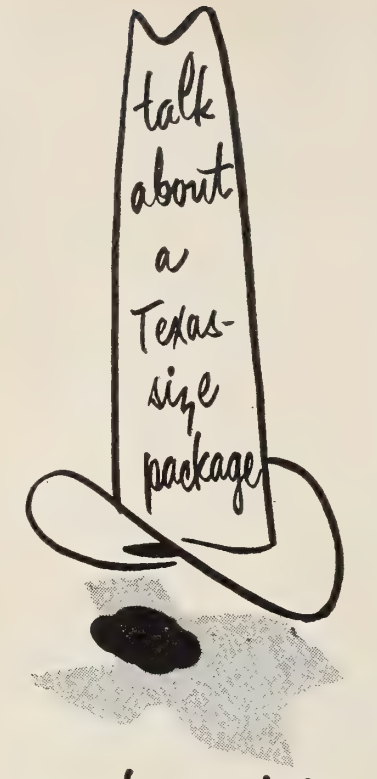
Clearly, wide-awake programming is the answer. WBBM-TV brings Chicago viewers the very finest features from such studios as M-G-M, Paramount, Columbia, Warner Brothers and 20th Century-Fox.

Don't you be caught napping this summer. Those so-called wee small hours mean large audiences on Chicago's top station...

WBBM-TV Channel 2, Chicago

CBS Owned • Represented by CBS Television Spot Sales

Source: Nielsen, July Aug '58 vs. Dec '58-Jan '59



4 rich markets as one economical combination buy!



W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

Nielsen lists top 20 buying network radio

A new kind of radio "Top Ten"—the first issued by A.C. Nielsen Co. since 1957—was made public last week.

It's "Network Radio's Leading Advertisers," which ranks the top 20 network radio clients according to "total home broadcast" and "total commercial minutes" delivered by all radio networks used by the sponsor (CLOSED CIRCUIT, March 30). Unlike the old "Top Tens" in radio, the new listing makes no attempt to show the popularity of specific programs but shows rather what each leading network radio advertiser is getting in "homes" and "minutes" from his total radio network purchases.

Computations of "broadcasts delivered" do not consider duration of broadcast, although longer broadcasts will deliver more impressions because of audience turnover, the announcement said. In figuring "total commercial minutes delivered," the researchers count six 10-second spots as the equivalent of one commercial minute, with one quarter-hour segment credited as carrying three commercial minutes.

Following is the first of the new reports (officials said if this type of information is "well received," they will consider releasing yearly and quarterly compilations of the 100 leading network radio advertisers, ranked on the same basis):

NATIONAL NIELSEN RADIO INDEX
Network Radio's Leading Advertisers
Four Weeks Ending April 4, 1959

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1.	Reynolds Tob.	320	175,407
2.	Lewis Howe	208	127,842
3.	Lever Bros.	168	120,417
4.	Bristol-Myers	135	114,926
5.	Grove Div.-Bristol-Myers	162	104,446
6.	Brown & Williamson Tob.	170	100,993
7.	Ex-Lax	188	93,870
8.	Vick Chemical	123	74,429
9.	Bon Ami	169	67,851
10.	Stewart-Warner	84	66,364
11.	Mogen David Wine	98	61,523
12.	Hudson Vitamin	191	61,119
13.	Pepsi-Cola	126	58,555
14.	Midas	105	57,270
15.	Automotive-Amer. Motors	120	51,782
16.	Campbell Soup	56	50,440
17.	Colgate-Palmolive	60	39,064
18.	Fram Corp.	83	38,473
19.	Sterling Drug	72	38,129
20.	General Mills	88	32,593

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1.	Reynolds Tob.	211	97,841
2.	Bristol-Myers	110	90,767
3.	Lewis Howe	155	89,163
4.	Brown & Williamson	128	71,581
5.	Grove Div.-Bristol-Myers	116	69,731
6.	Hudson Vitamin	205	59,580
7.	Ex-Lax	125	59,327
8.	Lever Bros.	74	51,318
9.	Colgate-Palmolive	78	48,790
10.	Mogen David Wine	72	42,883
11.	Automotive-Amer. Motors	98	41,402
12.	Fram Corp.	96	40,382
13.	Midas	79	39,976
14.	Sterling Drug	86	39,507
15.	Wrigley, Wm., Jr.	60	39,315
16.	United Motors-Gen. Motors	68	38,814
17.	Stewart-Warner	53	38.167
18.	Staley, A.E. Mfg.	63	35,334
19.	Chevrolet-Gen. Motors	58	33,752
20.	Standard Brands	43	31,987

Skeptical reception for KTTV (TV) ad show

An idea of a time period solid with commercials has been run up the flagpole but New York's ad fraternity has been slow to salute.

Skepticism initially greeted John R. Vrba, vice president of sales for KTTV (TV) Los Angeles, who let it be known privately in New York that the station was asking agencies to submit commercials which were deemed unusual entertainment.

He was in New York on a business trip and while there dropped a few suggestions at several agency offices. Agency people came back with: "Are you kidding?" But Mr. Vrba is undaunted. The programming will start in June on a basis of a half hour each week for 13 weeks in Class A time (between 6:30-10:30 p.m.). If the show attracts sufficient audience, the station will sell participations to advertisers in the second 13-week cycle.

Richard Moore, president of KTTV, suggested the plan at the Assn. of National Advertisers, western convention in Santa Barbara, Calif., a few weeks back (BROADCASTING, April 20). He said such a program would prove that the public does not object to tv advertising.

Mr. Vrba noted that he was in New York for other business and did not try to "hard sell" the idea. In any event, the station has some commitments from agencies and advertisers including the Carnation Co. and Guild, Bascom & Bonfigli.

New Buick tv vehicle supplants stagecoach

In spite of a tv western's big audience pull, does the story setting and format provide the most effective vehicle for commercials selling the modern automobile?

To the Buick Div. of General Motors Corp., Detroit, which sponsored the half-hour weekly *Tales of Wells Fargo* on NBC-TV on an alternate basis this season, the question has been important. Buick took a hard look and apparently has found the image it sought to create in its commercials for the 1959 model ("smart car of the future") was out of focus with a series itself



Check the Top 50 Shows! Latest ARB

	TOP 10	TOP 50
WTVT	8	38
Station B	2	11
Station C	0	1

Check these 10 top-rated shows! (*ARB based on 4-week average*)

SHOW	STAS.	RATING	RANK
Wagon Train	B	48.8	1
I Love Lucy	WTVT	45.2	2
Gunsmoke	WTVT	41.8	3
I've Got a Secret	WTVT	41.6	4
Perry Mason	WTVT	40.6	5
State Trooper*	WTVT	36.2	6
Ernie Ford	B	36.0	7
Sheriff of Cochise*	WTVT	35.9	8
Highway Patrol*	WTVT	35.7	9
Rescue 8*	WTVT	35.2	10

**Note—4 WTVT syndicated shows in top 10*

P. S. Nielsen for March, 1959, also confirms WTVT's dominance.

station on the move...

WTVT

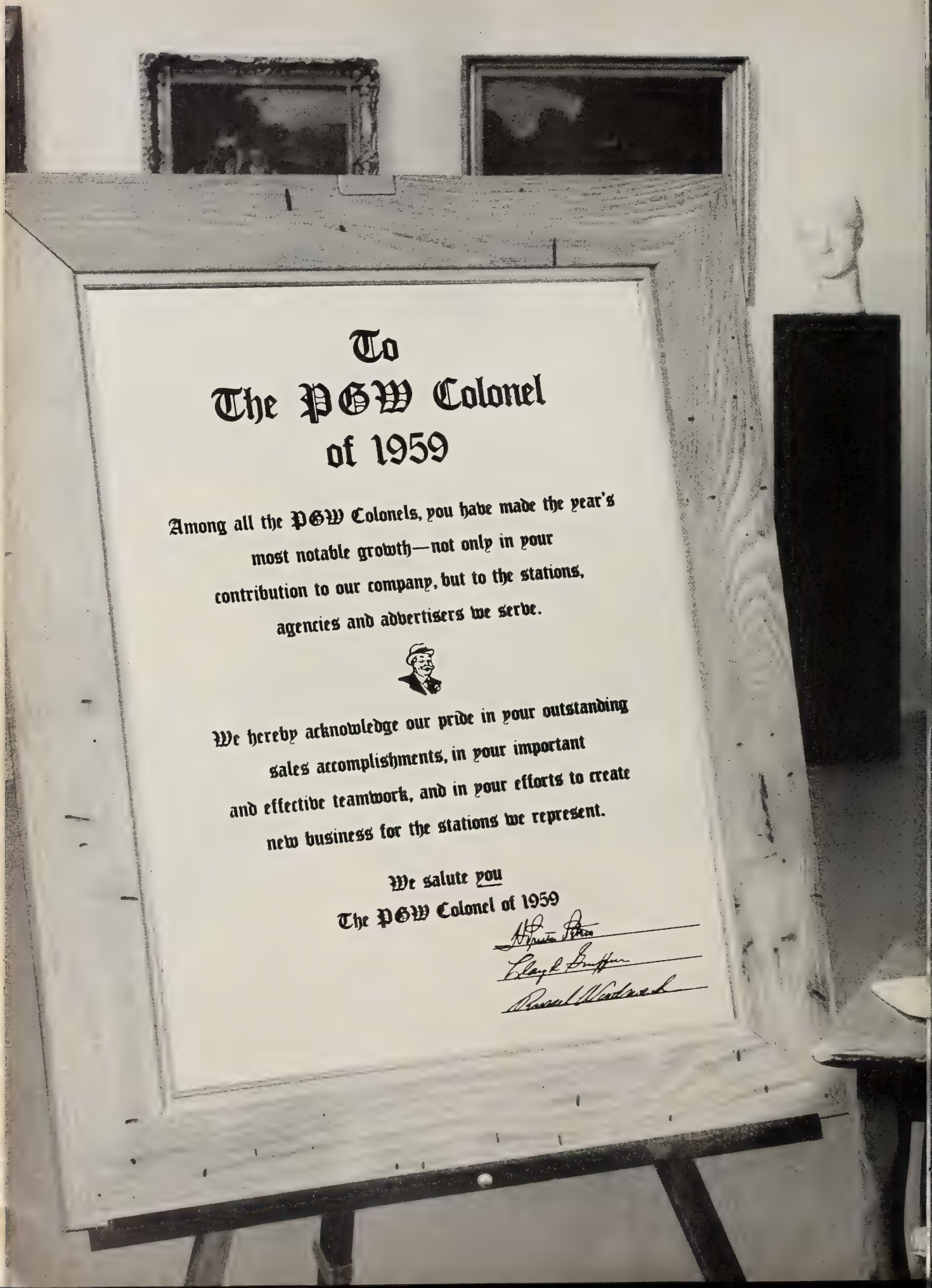
TAMPA - ST. PETERSBURG

CBS CHANNEL **13**

The WKY Television System, Inc.

WKY-TV Oklahoma City
WKY-RADIO Oklahoma City
WSFA-TV Montgomery

Represented by the Katz Agency


To
The PGW Colonel
of 1959
Among all the PGW Colonels, you have made the year's most notable growth—not only in your contribution to our company, but to the stations, agencies and advertisers we serve.
We hereby acknowledge our pride in your outstanding sales accomplishments, in your important and effective teamwork, and in your efforts to create new business for the stations we represent.
We salute you
The PGW Colonel of 1959



THE PGW COLONEL SAYS:

"Good selling
is a fine art
with us."

Some people believe salesmen are born. We know differently. It takes hard work, selfless interest and real devotion to turn out a pro.

The "Colonel of the Year" is our most coveted award at **PGW** because we believe that the salesman who contributes the most to the growth and development of himself, his company and the stations we represent should be recognized and rewarded handsomely. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

dealing with the stagecoach.

Result: Buick next fall will place its commercials in a Bob Hope series of specials on NBC-TV (as it also did this past season) but instead of *Wells Fargo* its other network vehicle will be a prestige live dramatic show (four specials) to be placed in the time slot of *Playhouse 90* (CBS-TV, Thursday, 9:30-11 p.m.) (CLOSED CIRCUIT, May 11).

Budget Increase • Net effect of this change in strategy will be a sizable increase in Buick's network tv budget for the fall along the pattern of other auto makers. Last week Buick formally announced its plans. In the 1958-59 season, the auto manufacturer will sponsor six instead of eight Bob Hope shows to cut the comedian's workload (he's under physician's orders to let up a bit). One of the specials, however, may run two hours long. But the bigger budgeting is on the four 90-minute specials on CBS-TV, the first show slated for Nov. 19. This "series" will be based on the writings of Ernest Hemingway with specific properties to be selected.

Buick, through its agency, McCann-Erickson, New York, hinted that it would tape the shows in order to "broaden the scope and locales" of the Hemingway stories. Whether the show will originate in Hollywood or New York was undecided.

Dunier asks tv film sales documentation

In an unusual move, Leslie L. Dunier, vice president and director of radio and television for Mogul Lewin Williams Saylor, New York, is urging tv film distributors to form a research and promotional organization that would document to agencies and advertisers the effectiveness of commercials within film programs.

Mr. Dunier disclosed this development last week, coincident to mailing letters to 20 film syndicators. He noted that spot television interests make "concrete facts" available to agencies, and evaluation of them makes "a sturdy case for spots exclusively." Mr. Dunier, however, ventured this observation:

"I have reason to believe that in many instances, program sponsorship offers as much or more to a client than a barrage of spots. But my arguments are based on intangibles . . . The facts tell us the cost for time and program of a prime half-hour film show. We also know that for the same expenditure in a spot schedule, we would probably double the cumulative weekly rating netted by the program. What's more the spot schedule will give the client greater diversification of audience, and most important, greater flexibility. In effect, the weight of available evidence would favor a spot campaign over a syndicated film program."

Mr. Dunier remarked that as an agencyman, who "wears the two hats of programming and media," he often must decide which form of tv to use—spots or a syndicated program. He added that his media specialists, using the material furnished by tv spot interests, assemble a formidable defense for spot tv.

His programming associates, he said, often recommend a program buy but he pointed out that they cannot muster enough research material to counter "the abundant audience data" accumulated in behalf of spot tv.

Mr. Dunier urged the leading tv film syndicators to band together and form a promotional and research organization for their mutual benefit. He declared:

"As your industry's research arm, your organization would conduct the kind of comprehensive studies that would provide agencies with sufficient ammunition — qualitative, measurable research data—to justify a recommendation for a film program buy when the conditions warrant it."

Newspapers on tv

Increased use of television advertising on the local level by newspapers is indicated by a Broadcast Advertisers Reports survey conducted for Television Bureau of Advertising. The 11-major-market survey showed 35 newspapers purchased a total of 705 spots during a sample week in the fourth quarter of 1958. In the same sample week of 1957, 32 newspapers bought 626 spots, and in 1956, 24 newspapers used 412.

Closed-circuit tv in supermarket test

Closed-circuit television at point-of-purchase is to undergo a supermarket test. Proprietor of the new advertising medium is Store-Video Inc., New York, which has engaged RCA for electronic equipment and Grand Union Supermarkets for a Manhattan testing ground.

Beginning July 15, shoppers at the selected market will encounter a proliferation of some 50 21-inch monitors suspended just above eye level throughout the store. On the screens they will see a series of 60 moving cards (tel-ops) each with an advertising message.

There Is No Audio • The tel-ops are on a motorized wheeldex which places each one before the tv camera for seven seconds, all screens receiving the image simultaneously. Lee Wagner, president of Store-Video, looks upon the device as a substitute for "rapidly disappearing" conventional point-of-sale material such as posters and banners. He says it is designed to give shoppers "total recall" of all other advertising used for a product.

Advertisers in the test run will not be charged. Eventual rates are to be per thousand cash register transactions in food stores covered. Though not yet determined, cost-per-thousand is not anticipated to exceed one dollar and may be as low as fifty cents, depending on test results. Store-Video, which will sell tel-op availabilities to advertisers, employs RCA to install and service the leased equipment, and rents space from the supermarkets.

Mr. Wagner is not new to the television medium, having founded *Tv Guide* in 1947 (subsequently sold) and extensively advertised Flav-R on tv when that product was introduced. Store-Video's vice president is motivational research pioneer William A. Yoell, who came to Mr. Wagner with the basic idea.

Carling buys 'Bilko' for spot tv drive

A $4.25 million investment by the Carling Brewing Co., Cleveland, means that 63 markets will continue to view *The Phil Silvers Show* after its CBS-TV demise Sept. 11. CBS Films Inc. sold "Bilko" to the brewer of Black Label, Stag and Heidelberg beers and Red Cap ale just two weeks after syndication was announced (BROADCASTING, May 11).

The three-year deal, through Benton & Bowles, New York, calls for weekly showings in approximately one-third of the areas, and alternate weeks in the remainder. Re-runs get underway the first week in October.

The markets:

Altoona, Pa.; Atlanta, Ga.; Baltimore; Bay City-Saginaw, Mich.; Bellingham, Wash.; Birmingham, Ala.; Boise, Idaho; Boston; Buffalo; Burlington, Vt.; Cadillac-Traverse City, Mich.; Cincinnati; Cleveland; Columbus and Dayton, both Ohio; Detroit; East Lansing, Mich.; Erie, Pa.; Eugene, Ore.; Evansville, Ind.; Flint, Mich.; Ft. Lauderdale, Fla.; Ft. Wayne, Ind.; Grand Rapids, Mich.; Greensboro, N. C.; Greenville, S. C.; Harrisburg, Pa.; Hartford, Con.; Houston-Galveston; Huntington-Charleston, W. Va.; Idaho Falls, Idaho; Indianapolis, Ind.; Jacksonville, Fla.; Klamath Falls, Ore.; Knoxville, Tenn.; Lancaster, Pa.; Lima, Ohio; Medford, Ore.; Memphis; Montgomery, Ala.; Nashville, Tenn.; Norfolk, Va.; Oklahoma City; Orlando-

KCMC-TV more dominant



ARB—April, 1959 Metro Area

SHARE OF AUDIENCE

TOTAL—

KCMC-TV	73.1%
Station B	15.0%
Station C	12.1%

NIGHTTIME DAILY—

KCMC-TV	72.7%

WEEKDAY MORNING—

KCMC-TV	66.7%

WEEKDAY AFTERNOON—

KCMC-TV	73.8%

SATURDAY DAYTIME—

KCMC-TV	74.8%

SUNDAY DAYTIME—

KCMC-TV	87.0%

TYPICAL SHOW RATINGS

KCMC-TV NIGHTTIME

Gunsmoke	67.3
Millionaire	55.9
Red Skelton	58.0
I've Got A Secret	53.7
Rifleman	55.7
Have Gun Will Travel	66.5
To Tell The Truth	52.1
Rawhide	56.6
Trackdown	52.9
Wanted Dead Or Alive	54.1

KCMC-TV DAYTIME

I Love Lucy (10 A.M.)	17.9
Edge of Night	25.1
Medic (11:30 A.M.)	12.0
American Bandstand	20.6
Verdict Is Yours	16.2
Captain Kangaroo	11.2
As The World Turns	23.4
Grand Ole Opry (7 A.M.)	10.8
News (6 P.M.)	36.5

RATINGS OF OTHER STATIONS

Bob Hope	8.2
Dinah Shore	6.7
77 Sunset Strip	2.5
This Is Your Life	6.1
Cimarron City	2.0
Zorro	4.1
Real McCoys	1.6
Steve Allen	6.8
Restless Gun	7.3
Cheyenne	7.7

AVERAGE NIGHTTIME HALF-HOUR RATING **42.6**

(Sunday thru Saturday: 6:30 to 10 PM)

THAN EVER BEFORE!





dominate the 4-state corner
OF THE SOUTHWEST WITH

KCMC-TV

CBS ABC

TEXARKANA, Texas–Arkansas

Maximum Power Channel 6

WALTER M. WINDSOR, *General Manager*

Represented Nationally By Venard, Rintoul & McConnell, Inc.
Clyde Melville Co.—*Southwest* James S. Ayers Co.—*Southeast*

29-County Nielsen Coverage

County figures indicate percent of television homes which view KCMC-TV once or more WEEKLY.



Daytona Beach, Fla.; Parkersburg, W. Va.; Peoria, Ill.; Pittsburgh; Portland, Ore.; St. Louis; Seattle; South Bend, Ind.; Spokane, Wash.; Steubenville, Ohio; Syracuse, N. Y.; Tampa-St. Petersburg, Fla.; Toledo, Ohio; Tulsa-Muskogee, Okla.; Washington, D. C.; Watertown-Carthage, N. Y.; Yakima, Wash., and Youngstown, Ohio.

Bill aids co-op ads

Rep. Samuel Devine (R-Ohio) introduced a bill (HR 7013) in the House which would reverse the Internal Revenue ruling that co-op advertising funds are subject to manufacturers' excise tax, which became effective Feb. 1. Rep. LeRoy Anderson (D-Mont.) introduced an earlier measure (HR 5594) to repeal the tax (BROADCASTING, March 30).

Maine ad tax fails

The Maine Legislature overwhelmingly defeated last week, in both House and Senate, a proposed sales tax on advertising. A legislative taxation committee earlier had recommended against passage.

• Business briefly

Time sales

• Bell & Howell (camera supplies), Chicago, announced Monday (May 18) it has agreed to co-sponsor six additional one-hour documentary programs on CBS-TV during 1959-60 season. The programs, similar to B & H's *Why Berlin?* documentary of May 8, which drew highly favorable public response, will "pre-empt prime, week-night television time slots," according to Peter G. Peterson, executive vice president of firm. He expressed conviction that "significant demand for this type of programming" has been proved and will continue.

• Liggett & Myers Tobacco Co. has carved out a 90-hour slice of ABC-TV programming for next season on behalf of L&M, Chesterfield and Oasis cigarettes. Involved is co-sponsorship of three one-hour and two half-hour programs, said to be among the largest of tv purchases. The lineup: *The Alaskans* (Sun . 9:30-10:30 p.m.) beginning Oct. 4 for Chesterfield; *Adventures in Paradise* (Mon. 9:30-10:30 p.m.) starting Oct. 5 for Oasis; *The Untouchables* (Thurs. 9:30-10:30 p.m.) for L&M and co-sponsor Procter & Gamble, and *Black Saddle* (Fri. 10:30-11 p.m.) which resumes Oct. 2 with Oasis co-sponsorship.

• First quarter reports show NBC-TV's *Today* and *Jack Parr* gross billings up 128% and 93% respectively over the same period last year, with the combined increase computed at 105%. Latest new business and renewals for the two shows totals $1,012,000 with major new purchases made by American Petroleum Institute, N.Y., through Sullivan, Stauffer, Colwell & Bayles there; The Palm Beach Co., (men's clothing) Cincinnati, through Grey Adv., N.Y., and the Polk-Miller Products Corp. (for Sergeant dog remedies), Richmond, Va., through N.W. Ayer & Son, Phila.

• Shulton Inc. (for Old Spice toiletries), N.Y., for the week of June 14 has purchased what is said to be a record volume of CBS Radio segments. The pre-Father's Day buy: 68 units of daytime and evening programs, mostly five minutes in length. Shulton's agency is Wesley Assoc., N.Y.

• Singer Andy Williams takes over the Garry Moore slot on CBS-TV (Tues. 10-11 p.m.) for the summer, beginning July 7. Sponsorship: Revlon Inc., N.Y., through C.J. LaRoche there; Pittsburgh Plate Glass Co., Pittsburgh, through BBDO there, and Kellogg Co., Battle Creek, Mich., through Leo Burnett, Chicago. Production staff is drawn primarily from now-defunct *Your Hit Parade*.

• Ford Div. of the Ford Motor Co., Dearborn, Mich., has renewed *The Ford Show* (NBC-TV Thurs. 9:30-10 p.m.). The automotive advertiser's fourth consecutive season with Tennessee Ernie begins Oct. 1. Agency: J. Walter Thompson, Detroit.

• Speidel Corp., Providence, R.I., through Norman, Craig & Kummel, N.Y., and Lever Bros., N.Y., through Ogilvy, Benson, & Mather, N.Y., have renewed *The Price Is Right* on NBC-TV (Wed., 8:30-9 p.m.), starting Sept. 23.

• NBC-TV's *Fibber McGee and Molly* (Tues. 8:30-9 p.m.), which has its television debut next fall, will be sponsored by Standard Brands Inc. and Singer Sewing Machine Co., both N.Y. Bob Sweeney and Cathy Lewis play the title roles with Hal Peary carrying over his portrayal from the original radio version to tv. The show's starting date is Sept. 15. Agencies: J. Walter Thompson for Standard Brands; Young & Rubicam for Singer.

• Paper-Mate Co. (subsidiary of Gillette Co.) plans major broadcast push this spring and summer to advertise new Holiday pen with jumbo refill. Total of 33 tv and radio network programs scheduled plus heavy spot support. Foote, Cone & Belding, Chicago, is agency.

Agency appointments

• Eversharp Pen Co., Arlington Heights, Ill., appoints Compton Adv., Chicago, as its new agency, replacing Benton & Bowles, N.Y. Eversharp invests about $500,000 in advertising.

• Anderson & Cairns, N.Y., agency for food products of Seeman Brothers Inc., N.Y., has been assigned to handle the Premier brand of Francis H. Leggett & Co., New York food producer recently acquired by Seeman.

• Sussex Foods Inc., N.Y., appoints Hicks & Greist there for its Popeye peanut butter. Total budget for the new product is devoted to spot tv in test markets.

• The Borden Foods Co., N.Y., will move its instant whipped potato account from Lennen & Newell to Young & Rubicam, effective Sept. 1. Product has been in test markets for some two years, with approximately one-half the budget going to spot tv. Lennen & Newell was named to service the estimated $1 million Regal Pale Brewing Co. account in San Francisco.

• The Dept. of the Army reappoints Dancer-Fitzgerald-Sample Inc., N.Y. D-F-S has been the departments agency since 1952.

• Also in advertising

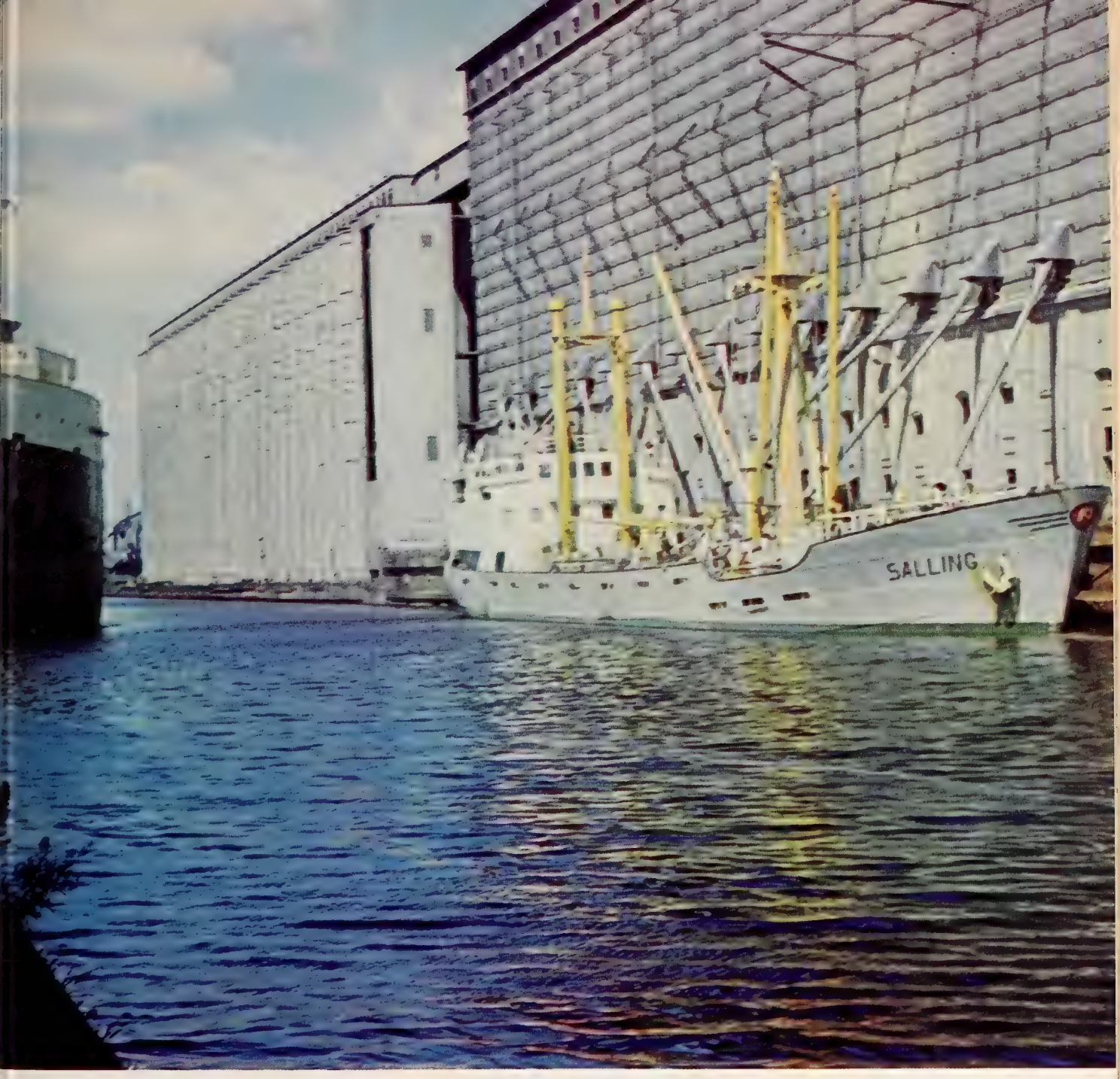
• Cunningham & Walsh Inc. has moved to larger Los Angeles quarters. It is now on the top floor of the new IBM Building, 3424 Wilshire Blvd. Telephone: Dunkirk 8-0591.

• Penn & Hamaker, Cleveland advertising agency, moves into new offices in the Shaker Commerce Bldg., 20521 Kinsman Rd., Cleveland 22. The new quarters give the agency more than 50% additional floor space.

• Wunderman, Ricotta & Kline Inc., New York, last week moved from 345 Madison Ave., to new offices at 444 Madison Ave., zone 22. New telephone number: Plaza 2-9800.

• Walker Research Service (market research), Indianapolis, celebrates its 20th anniversary by opening a Consumer Center. The center offers facilities for testing and demonstrating consumer products. They include an on-stage kitchen, an auditorium seating 60 and a lounge.

• Continuing American Phone Surveys Inc., N.Y., has begun operation as a syndicated research company servicing advertising agencies, media and industrial companies. CAPS Inc. uses a national probability sample located at 75 sampling points throughout the country. Mark Lowenthal, formerly assistant director of research of Pharmaceuticals Inc., is vice president of CAPS and client contact for sales and research. Office is at 55 W. 42d St., New York.



Sjö-veien...

MERITIE COURSD'EAU VATTEN GÄNG . . . . all mean SEAWAY.

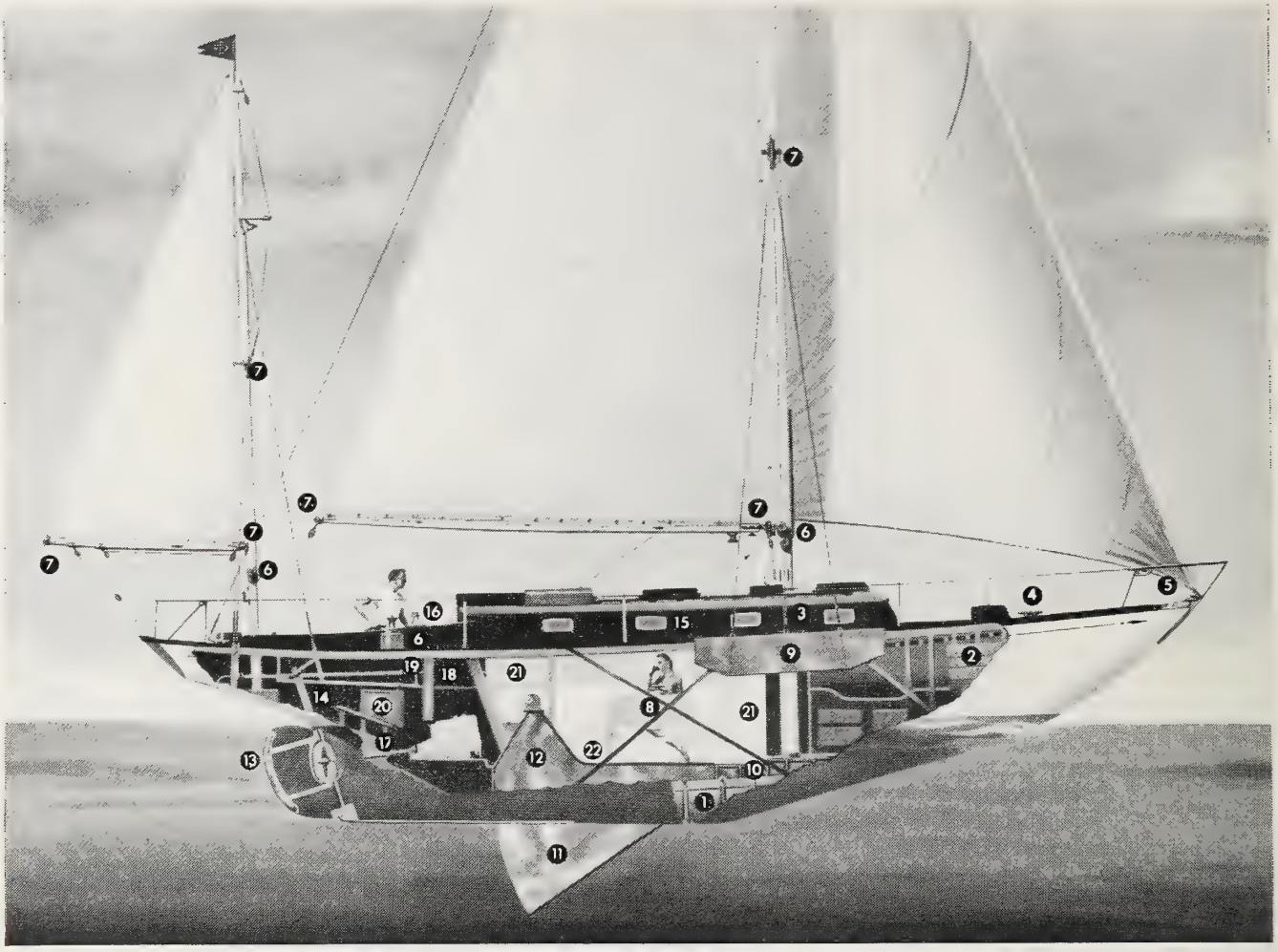
The Grand Opening of the St. Lawrence SEAWAY revolutionizes the marketing methods of the world, establishing DULUTH-SUPERIOR as the NEW distribution capitol for the 40,000,000 people in mid-America!



RADIO **KDAL** CBS • DULUTH TELEVISION

ASK AVERY-KNODEL

Dominating the World's Largest Inland Seaport!



Keyed cutaway of a Nevins 40-foot yawl shows a few of the many places where Anaconda Marine Metals are used in building fine boats. Designed by Sparkman & Stephens, N. Y. Built by Nevins Yacht Yard, City Island, N. Y.

How metals from Anaconda
make smooth sailing for boatmen
...and all industry

REFERENCE LIST

FASTENINGS: **1** Keel and frame bolts, **2** screws for planking, fittings, and hardware—Everdur.
FITTINGS: **3** turnbuckles, **4** cleats, **5** chocks, **6** winches, **7** all spar fittings—Everdur.
STRUCTURAL: **8** Hull strapping, **9** chain plates, **10** mast step, **11** centerboard and **12** trunk, **13** rudder strapping and fittings—Everdur. Power boat metal parts in slipstream or turbulence—naval brass, manganese bronze or phosphor bronze. **14** Rudder post—Tobin Bronze
HARDWARE: Hinges, handles, **15** lights, trim, **16** binnacle housing—brass or Everdur.
POWER: **17** Propeller shafting—Tobin Bronze. For high speed, heavy duty—Tempaloy. Fuel line, **18** muffler, **19** exhaust tubing—copper. **20** Fuel tank—tinned copper or tinned Everdur.
MISCELLANEOUS **21** Plumbing for head and galley—copper tube with brass or bronze fittings. **22** Water tanks—tinned copper or tinned Everdur.

Rough water, salt spray, brisk winds—the very elements that make boating the popular and thrilling sport it is—are also a boat's relentless enemies. To withstand the twists and strains of even normal running and to stave off corrosion's attack, metals of many special kinds are required: For instance, Everdur® for fittings and fastenings; Tobin Bronze® and Tempaloy® for propeller shafting.

Because the yawl above contains virtually every important metal part found on any type of pleasure boat, it illustrates the numerous ways these Anaconda Metals make for sound construction and safer boating. The development of marine metals for pleasure, naval, and commercial craft demonstrates just one facet of Anaconda's broad research program in the nonferrous metal field.

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SEC. 315 TO GET SENATE AIRING

Bipartisan support strong for Hartke bill; hearing June 12

Principally through the efforts of a freshman senator—Vance Hartke, Democrat of Indiana—the broadcasters' plight in trying to conform with Sec. 315 of the Communications Act will be aired by the 86th Congress.

The Communications Subcommittee of the Senate Commerce Committee has scheduled hearings Friday, June 12, June 15 and/or 17 on Sen. Hartke's bill, S 1858, the "Fair Political Broadcasting Act of 1959." S 1858, which has received wide bipartisan backing, exempts newscasts from equal time requirements, relieves broadcasters of responsibility for libel as a result of political statements aired and defines "qualified" candidates for the offices of President and Vice President.

Sen. John Pastore (D-R.I.) is chairman of the subcommittee and Sen. Hartke is a member. Sen. Warren Magnuson (D-Wash.), chairman of the parent committee, has given his approval for the speeded-up sessions, in spite of an extremely heavy committee schedule, and has indicated plans to attend.

The equal time hearings will be held concurrently with subcommittee hearings on 12 other communications bills (see story below).

Twelve other senators have signed as cosponsors of the Hartke bill, while three identical measures are pending in the House, two of them introduced last week. The House bills were authored by Reps. Joseph Barr (D-Ind.), HR 7122, Wayne Aspinall (D-Colo.), HR 7180, and Byron Rogers (D-Colo.), HR 7206.

Bipartisan supporters of the Hartke bill are Sens. Strom Thurmond (D-S.C.), Theodore Green (D-R.I.), Hubert Humphrey (D-Minn.), Stephen Young (D-Ohio), Gale McGee (D-Wyo.), E. L. Bartlett (D-Alaska), Francis Case (R-S.D.), Alan Bible (D-Nev.), Prescott Bush (R-Me.), Eugene McCarthy (D-Minn.), Jennings Randolph (D-W. Va.) and Claire Engle (D-Calif.).

The hearings were slated to begin June 12 to give the FCC ample time to take action on a Justice Dept. official statement telling the Commission to take a second look at its February Lar Daly equal time ruling (BROADCASTING, May 11).

Sen. Hartke said last Thursday that Congress should act on S 1858 during the present session because it is far enough away from the 1960 campaigns so that no reference will be made to specific candidates. During the 1958 campaigns, he pointed out, stations were reluctant to give complete political news coverage because of Sec. 315. "They will be even more hesitant since the Lar Daly decision," he said.

It would be impossible to write legislation covering every possible political situation, Sen. Hartke stated, and S 1858 is an attempt to place the responsibility on the broadcasting industry. He continued:

"Those who object seem to refuse to recognize that the American broadcasting industry is composed of responsible citizens who are interested in providing the people with the facts of political campaigns."

In addition to the above bills, there also are pending in Congress six other measures, three in each house, which would exempt newscasts only from the equal time provisions of the Communications Act. A majority of the sponsors of these bills have indicated that they favor broader revisions of Sec. 315 but that a step-by-step approach holds out the best promise for action.

FCC AMENDMENTS

Big radio-tv agenda for Senate Commerce

The Communications Subcommittee of the Senate Commerce Committee, chaired by Sen. John Pastore (D-R.I.), last week announced that a series of hearings, beginning June 9 will be held on 12 bills amending the Communications Act.

All of the bills except two were introduced by Sen. Warren Magnuson (D-Wash.), chairman of the parent committee, at the request of the FCC. Sen. Magnuson also introduced one of the remaining bills to carry out recommendations made by the Federal Communications Bar Assn.

On the first day of the hearings, the following will be considered:

S 1734—Prohibits any person from making *ex parte* contacts or presentations to commissioners or staff on any pending case.

S. 1735—Repeals provision of act which permits commissioners to accept honorariums.

S 1736—Eliminates the requirement that certain applications and other filings before the Commission be presented under oath.

S 1738—Redefines the duties and functions of review staff, giving Commission more discretion in its use.

S 1740—Gives the FCC authority to regulate rates of common carriers for the use of microwave and other point-to-point circuits, along with the use of wires in chain broadcasting or radio communication of any kind.

Next Take • The second phase of the hearings, beginning June 11, will hear testimony on the following bills:

S 1723—Eliminates stipulation that Commission must send prehearing notices to applicants and parties-of-interest before scheduling case for hearing.

S 1737—Gives FCC authority to levy fines for certain violations of rules in the common carrier and special service fields.

S 1898 (introduced at the request of the FCBA)—Amends protest provision (309 c) of Communications Act to provide a pre-grant hearing procedure and require FCC to act on petitions within specified time.

Catv-Booster Group • The final round of hearings, beginning June 23, will cover the following bills, all relating to community antennas and booster stations:

S 1739—Permits FCC to license already existing booster stations, constructed without legal authority to build them.

S 1741—Permits operation of boosters without direct supervision of licensed operator.

S 1801—Requires catv systems to obtain consent of tv station before repeating its signal and to carry the signal of local tv stations.

S 1886, introduced by Sen. Frank Moss (D-Utah)—Combines S 1739, 1741 and 1801 into one bill which carries out recommendations of all three.

AN EDITORIAL

REPEAL SEC. 315 NOW OR REPENT LATER

This is best, and last, chance to get relief from unworkable law

WITHIN a few weeks the Senate Commerce Committee will hold hearings on proposals to amend the political broadcasting law.

These hearings could lead to the emancipation of broadcasters from one of the main restraints that historically have prevented broadcasting from attaining equal status with the press.

Or they could lead to the same dead-end that all earlier hearings on the same subject have led to.

It will be mostly up to broadcasters themselves to determine which of the two courses develops. Never before have events been so on the side of the broadcasters' arguments against Sec. 315, the part of the Communications Act which regulates political broadcasts. Never before have so many high officials in the federal government been interested in political broadcasting problems. We do not think it extreme to say that this is the best chance broadcasters have had to obtain relief from the idiocies of Sec. 315—or to add that if they muff it, they will deserve a permanent consignment to subservience.

The history of broadcaster attempts to obtain repeal or revision of Sec. 315 is not exhilarating. To read the record of broadcasting's struggles with Sec. 315 is to read a record of defeatism. There has been a marked absence of the kind of universal revolt that is essential to the removal of government restrictions. On the record it would appear that radio and television are willing, if not eager, to delegate their basic editorial functions to government.

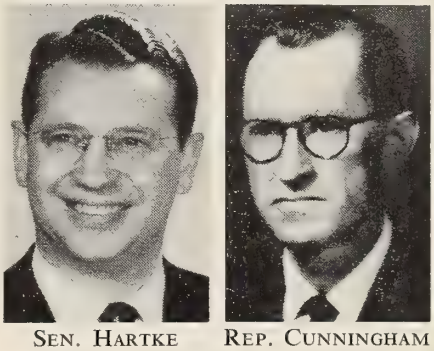
It is that record which must be erased before the Senate Commerce Committee at the forthcoming hearings. Nor will it be enough for broadcasters to stand on their testimony there, no matter how persuasive it may be. After the hearings, they must persist in unremitting missionary work in both Senate and House if they are to achieve the status to which, in luncheon speeches, so many say they aspire.

THERE are two main bills now pending in both the Senate and House to amend Sec. 315.

One, originally introduced by Sen. Vance Hartke (D-Ind.), would make several modifications in the law. It would eliminate the application of the equal opportunity rule to splinter candidates for the Presidency and Vice Presidency. It would exempt from the equal opportunity rule the appearances of all kinds of candidates on any news or panel program which is a "newsworthy event and in no way designed to advance the cause of or discriminate against any candidate." In exchange for retaining the present ban against a station's censoring a candidate's speech it would immunize the station from prosecution for libel.

The other, originally introduced by Rep. Glenn Cunningham (R-Neb.), would make only one change in the law. It would exempt from equal time requirements the appearances of candidates on news programs where "the candidate in no way initiated the recording or broadcast."

Both bills have been endorsed by some broadcasters. Frank Stanton, president of CBS, and Robert Sarnoff, chairman of NBC, have publicly announced their support of Sen. Hartke's. Leonard Goldenson, president of AB-PT, the parent of ABC, has announced



SEN. HARTKE REP. CUNNINGHAM

Two partial corrections

he favors a compromise which would do a little more than Rep. Cunningham's and a little less than Sen. Hartke's.

It was Mr. Goldenson's reasoning that a compromise was the best that broadcasters could hope to get. Mr. Goldenson is an eminently practical man, and he may be right in thinking that complete relief is unattainable at the moment. We suggest, however, that compromises are what one settles for after he has argued valiantly for something better.

The attitude of compromise is what has kept broadcasters under the yoke of Sec. 315 since the law was passed 25 years ago.

To some degree it is an attitude reflected by Messrs. Stanton and Sarnoff. For Sen. Hartke's bill is itself a compromise with the maximum relief to be desired—the repeal of all provisions of Sec. 315.

AFTER the nationwide elections of 1952, the NAB announced it would beseech the Congress to repeal the political broadcasting law. We must confess that at the time we editorialized in favor of a more moderate approach. In retrospect we do not admire that position, for those who agreed with it were not only lost to the main effort for correction of the law but also were of no effect in obtaining minor modifications.

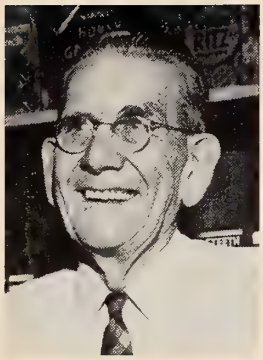
The facts are that for several years after the NAB's announcement no broadcaster made a serious attempt to advise Congress of Sec. 315's imperfections.

In early 1956 the House Commerce Committee held hearings on several bills which, in sum, would have done approximately what Sen. Hartke's present bill would do. These were endorsed by CBS, in testimony by Richard S. Salant, CBS vice president, endorsed with some reservations by NBC, through a statement filed by Thomas E. Ervin, and endorsed in part by the NAB, through the testimony of several witnesses. None of the bills passed.

During the national election campaign in the fall of 1956 the Senate Subcommittee on Elections held intermittent hearings to study the conduct of the campaigns. During those hearings, Harold E. Fellows, president of the NAB, testified that the only solution to political broadcasting problems was the repeal of Sec. 315. At the time no bill of that kind was before the committee, and none was introduced.

The campaign of 1956 proceeded under the same old law. An example of its application occurred. The FCC ruled, correctly, that if President Eisenhower appeared on a scheduled opening of the United Community Fund drive with a statement addressed solely to charitable purposes, Adlai Stevenson and other candidates for the Presidency would be entitled to equal time. A few weeks later the FCC announced it could not decide whether a speech by the President on foreign policy constituted a use of broadcasting entitling others to the same oppor-

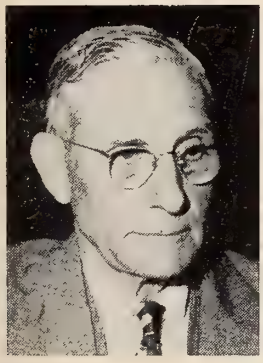
How many of these men can you identify?


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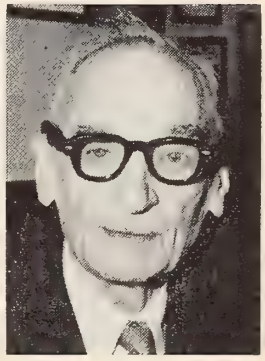

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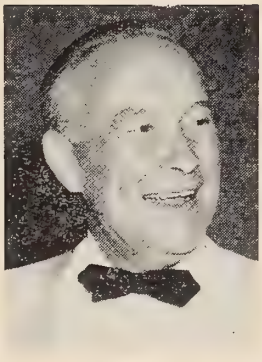

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Gallery of problems • Some of the men pictured above are obscure, some are famous, but all have one thing in common: They were candidates for the Presidency of the United States in 1956. Under the law all were entitled to the same access to radio and television. In practice not all got what they were entitled to.

Some did not demand their rights, for lack of knowledge about Sec. 315, the political broadcasting law. Others made demands which were ignored or hung up in government red tape until the elections were over and the issue moot. But if all had been alert to the opportunities guaranteed by Sec. 315, you would have been able to recognize all 14 of their faces. These were the candidates in 1956:

1 Fred C. Proehl (Greenback Party), **2** Eric Hass (Socialist Labor Party), **3** Farrell Dobbs (Socialist Workers Party), **4** Henry Krajewski (American Third Party, subtitled the Poor Man's Party), **5** Enoch Arden Holtwick (Prohibitionists Party), **6** Herbert M. Shelton (Vegetarian Party), **7** Darlington Hoopes (Socialist Party), **8** T. Coleman Andrews (Independent States Rights Party, also endorsed by the Constitution Party and the For America Party), **9** Sen. William Langer (Pioneer Party), **10** Sen. Harry Byrd (States Rights Party of Kentucky and South Carolinians for Independent Electors), **11** Ex-Sen. William Jenner (Texas Constitution Party), **12** Lar Daly (America First Party), **13** Adlai Stevenson (Democratic Party), **14** Dwight Eisenhower (Republican Party).

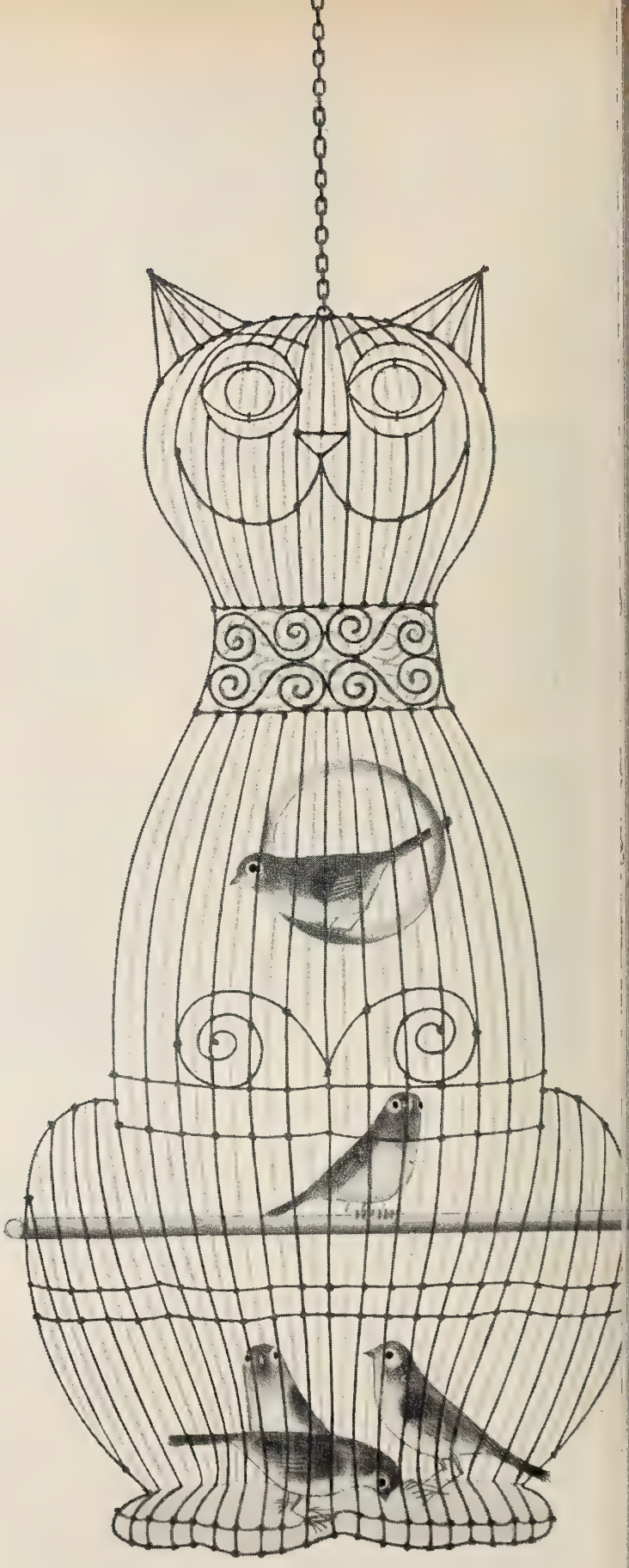
Since 1956 there has been much publicity about Sec. 315. In 1960 there will undoubtedly be at least as many candidates, of one sort or another, and all of them can be expected to know how to take full advantage of Sec. 315—if Sec. 315 is still on the books.

tunity. A week after that, the FCC came to a decision that others were not entitled to time. Meanwhile, however, Mr. Stevenson and other candidates had been put on the air by the bewildered networks.

It was during the 1956 campaign for the office of U.S. Senator in North Dakota that a classic court test of the equal time and anti-censorship provisions of Sec. 315 was precipitated. WDAY-TV Fargo, in accord with the law, put a splinter candidate on the air who made statements which the station was powerless to prevent and which caused a libel suit against the station.

That case was argued two months ago before the U.S. Supreme Court. The fact that a Supreme Court decision may be imminent is noted with comfort by some broadcasters who wish to believe that the court may declare the law unconstitutional and hence preclude the need for Congressional remedies. This is cold comfort indeed. Whatever the

CONTINUED



of course we're pleased to have so many of the Top 10...

Pleased as the proverbial cat that swallowed the canary. And so are the CBS Television Network advertisers who sponsor 16 of the 28 nighttime programs that have won a place in Nielsen's Top 10 reports during the past season.*

But perhaps the Top 10 is not as dramatic an index of network popularity as it used to be—*for today even the 40th most popular program reaches more than 24 million viewers.***

So we are equally pleased to report that in Nielsen's latest nationwide survey we not only have 5 of the Top 10 programs but also 10 of the Top 20, 15 of the Top 30, and 19 of the Top 40.

Indeed, the truest gauge of a network's value, for audience and advertisers alike, lies in the over-all popularity of its entire program schedule.

Significantly, the *average* nighttime program on the CBS Television Network throughout the season has reached an average-minute audience of 23,000,000 viewers—some 2,630,000 more than the average show on the second network and 2,980,000 more than on the third. Our leadership in average nighttime ratings has continued without interruption in the 92 Nielsen reports issued since July 1955.

(In the current season the Network leads in average *daytime* ratings as well.)

These are some of the facts that have impelled the nation's leading advertisers, for the seventh straight year, to commit more of their investment to the CBS Television Network than to any other single advertising medium.

CBS TELEVISION NETWORK

*October, 1958—April, 1959, based on NTI-AA ratings.
**2nd April report, NTI. Viewer data: NTI-AA homes multiplied by ARB viewers-per-set. (Nighttime: 6-11 pm, Sunday—Saturday; daytime: 7 am-6 pm, Monday—Friday)

Sell Flint

home of great '59's... set for a record '59

Two great cars for '59, BUICK and CHEVROLET, mean great things right now for this World's largest General Motors plant city. They're made in Flint . . . and backed-up by AC Spark Plug, Fisher Body, and Ternstedt . . . all going full speed. Sell this big, rich market . . . and all of Northeast Michigan, too . . . on W F D F.

N B C Affiliate . . . 910 on the dial

Represented nationally by

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court does, the Congress will not lose interest in political broadcasting.

THERE is only one fundamental argument that can be made for retention of Sec. 315 or for those traces of it which would remain if all the revisions suggested by the most extreme existing bill — Sen. Hartke's — were adopted. That is that broadcasters cannot be counted on to deal fairly with candidates if there is no Sec. 315.

We suggest that a telling attack can be made against that argument.

The long record of broadcasters in presenting broadcasts about political issues and political figures (when they are not active candidates) conclusively proves their desire to be fair. Controversy is treated every day, every year without slanting or bias. It is also treated without the application of any law save the general standards of fairness implied by the law's requirement that the broadcaster serve the public interest.

Indeed, during the most controversial political campaign there is no special law which governs the presentation of news or information about any issue or any person except a candidate.

What is so special about a political candidate that a special law is required to regulate his appearances on radio and television? Does a U.S. Senator who may have appeared in dozens of news spots and interview programs while not an active candidate suddenly become a commodity that broadcasting cannot manage when he announces his intention to run for re-election?

Questions like these, if asked frequently enough and by enough broadcasters are bound to provoke eventually the admission that Sec. 315 makes no sense—for the broadcaster, for the public and, most of all, for the candidate himself.

Questions leading to equally nonsensical answers can be raised about the pending amendments to Sec. 315. We say this with nothing but gratitude toward the sponsors of the amendments. Sen. Hartke, Rep. Cunningham and the many members of Senate and House who have endorsed their proposals or entered similar bills of their own are to be thanked for trying, despite lukewarm broadcaster suuport, to achieve relief for broadcasters.

But however well intended, both the Hartke and Cunningham amendments contain imperfections.

THE imperfections in the Cunningham approach lie chiefly in its inadequacy. It would provide only the limited relief of excluding from the equal time provisions of Sec. 315 the appearances of candidates on news programs. All other provisions of the section would remain intact, and these are no less silly than the equal time provisions.

Mr. Cunningham would leave undisturbed the prohibition against the editing of candidates' remarks and the application of what equal time provisions remained to splinter candidates who have not the remotest chance of election. Even if Mr. Cunningham's amendment had been in effect in 1956, WDAY-TV Fargo would still be fighting a costly libel action in the U.S. Supreme Court.

On the surface, Mr. Hartke's measure is more appealing, but it too offers only limited relief, and in one respect it actually sets a trap for broadcasters.

It would eliminate from equal time provisions splinter candidates in Presidential and Vice Presidential races. It would do nothing, however, to protect broadcasters against equal time demands by candidates for any other office. The extent of the problems which Mr. Hartke would leave unsolved may be measured by the recollection that 72 candidates ran for sheriff in Milwaukee in 1956.

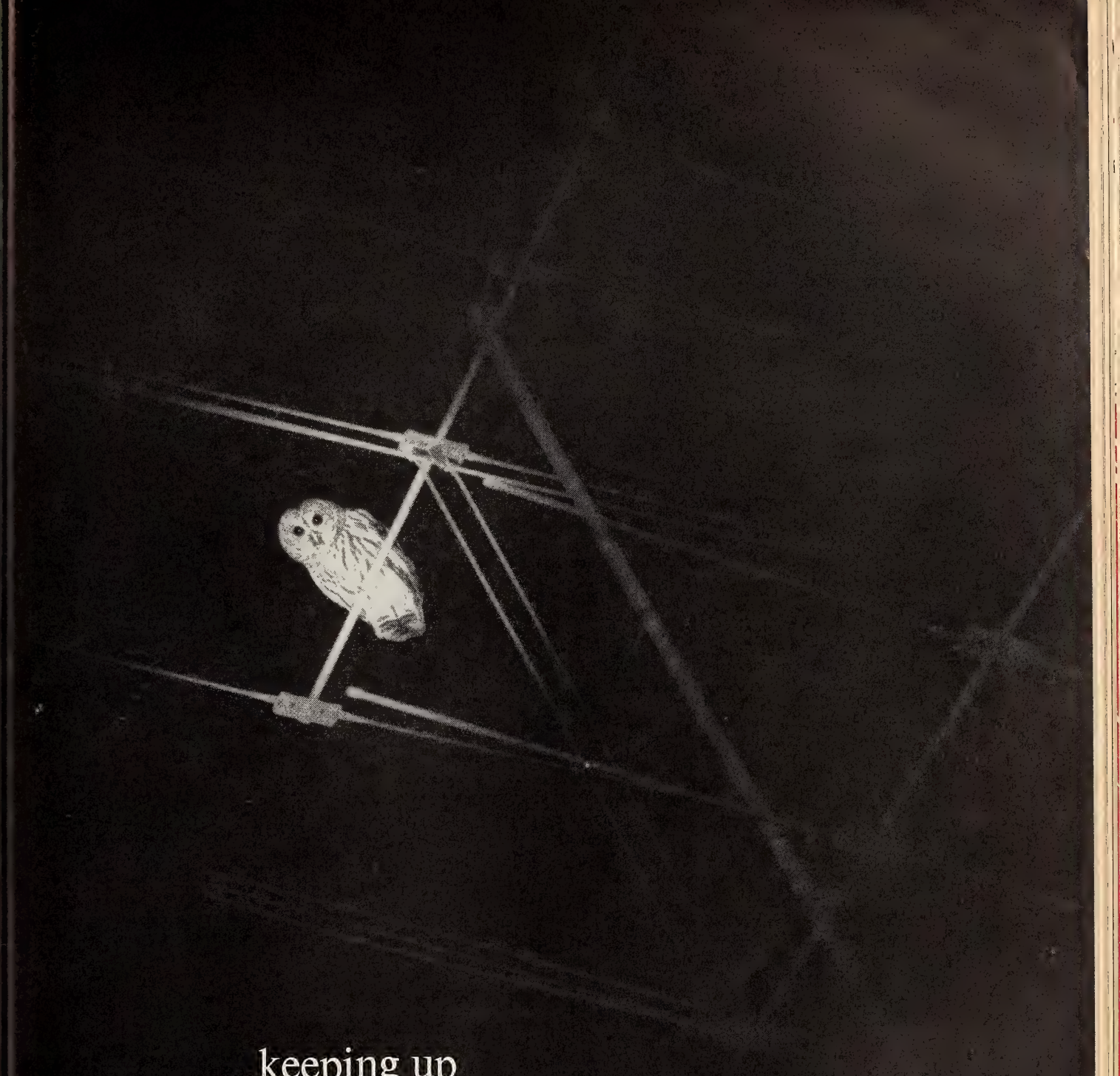
Mr. Hartke's bill would retain the anti-censorship provisions of Sec. 315, but it would relieve broadcasters of liability for libel. This, we suggest, is the trap which Mr. Hartke has unintentionally set and baited. We are not lawyers, but our common sense tells us there is a serious legal question raised by the prospect of the federal government's immunizing anyone in mass communications from libel prosecution. Turn the proposal around and it means that the government has deprived a libeled person of the right to recover damages for his injury. Turn it another way and it means that broadcasting has escaped a minor risk while giving up a major right. As long as radio and television are free from libel suits the government will never give them the authority to edit.

THE more you tinker with attempts to rewrite Sec. 315 the more evident it becomes that the tinkering will create at least as many difficulties as it corrects. Complete repeal is the only solution.

Already, highly placed officials have recognized the imbecilic features of the law. President Eisenhower has used the word "ridiculous" to describe the rigid application of its equal time features. FCC Chairman John C. Doerfer has publicly stated his conviction that the whole section ought to be repealed.

These are powerful supports for the broadcasters' argument. It remains only for the broadcasters themselves to exploit the advantages they lately have been given.

If they fail to exploit them now, it may be years—and certainly not until after another Presidential campaign—before they get another chance.



...keeping up with the Joneses

And the Browns and the Kellys too. Seems more New Yorkers all the time are keeping night-owl hours, judging by the record ratings *The Late Show's* been getting recently. Its average audience this season —722,000 well-to-do *families* nightly—is greater than in any comparable period during its eight-year history. *The Late Show* keeps 'em up . . . as it keeps on presenting more of the finest motion picture entertainment in all television, from Hollywood's top studios.

With whopping audiences every night, no wonder *The Late Show* is completely sold out across the board. But a long list of sales-wise advertisers will tell you it's worth waiting for. Meantime, let your WCBS-TV or CBS Television Spot Sales representative find another profitable perch for you on the top television station in the top television market. Source: Nielsen, Nov.'58 thru Mar.'59

CHANNEL 2 · NEW YORK **WCBS-TV** CBS OWNED · REPRESENTED BY CBS TELEVISION SPOT SALES

MUSIC-NEWS ON THE SPOT

Commission divided on Atlanta renewals

A troubled FCC is wrestling with music-news radio operations—and how radio's 1959 voice fits in with the Communications Act's mandate that broadcasters shall operate in the "public interest, convenience and necessity."

At issue are seven Atlanta, Ga., radio stations, which have been operating without license renewals for more than a year. Renewal has been held up since last March when the Commission raised its collective eyebrows at what it alleged was little or no agricultural, educational and religious programming on these stations.

The Commission last week discussed a staff report on the Atlanta renewal case—for the second time. It took no action. The subject taken up for the first time two weeks ago (CLOSED CIRCUIT, May 18), is due to be taken up again at this week's Wednesday meeting.

A sharp split has developed on how to handle this matter, it was understood.

One group would approve renewals on the ground that the Commission ought to make a policy determination on what it desires in programming before penalizing any broadcaster.

The other group believes that the Atlanta stations should be utilized as the case to make policy.

Meanwhile, the temper of the FCC on the subject of programming was shown in three other actions:

• The Commission ordered held in abeyance license renewals for two Bartell Group stations, WOKY Milwaukee and WYDE Birmingham. This was because the Bartell Atlanta station, WAKE, is one of the group involved in the Atlanta situation. The Milwaukee and Birmingham stations operate in the Bartell manner, according to the Commission, and it was felt that until the Atlanta case was decided, it would be better to mark time on similarly-operated Bartell outlets up for license renewal.

• One of the Atlanta stations involved in the programming debate had its license renewed—and its ownership transferred in one single action last week. But three commissioners dissented. The FCC approved the sale of WIIN Atlanta by Emil Arnold to Atlanta advertising executive Philip D. Denton and associates for $150,000, after first renewing WIIN's license. The renewal was necessary in order to approve the sale. No judgment was made on the programming issue in this case, it was understood.

Comrs. Robert T. Bartley, Robert E. Lee and Frederick W. Ford dissented in this action.

The other six Atlanta stations involved in the programming issue are WAOK, WEAS, WERD, WGST, WQXI and WJTH (East Point, Ga.).

• Some commissioners' concern with over commercialization became known last week when the FCC approved the license renewal of WDXB Chattanooga, Tenn. Comrs. Robert E. Lee and John S. Cross dissented on the ground that the station showed an excessive number of spots in the station's log. This ran about 2,000 commercial spots per week, it is understood. Also brought into question, it is known, were the amount of WDXB's agricultural, educational and religious programming.

Tv booster operators plan Capitol strategy

The National Tv Repeater Assn. meets in Denver May 29 to make plans for testimony by vhf tv booster operators if and when hearings are held on Capitol Hill on a number of bills affecting boosters and community antenna tv systems. No dates have been announced by the Senate and House commerce committees for hearing the bills.

FCC-recommended legislation has been introduced which would facilitate the Commission's action of last month (BROADCASTING, April 20) legitimatizing vhf boosters by giving the FCC authority to waive requirements that (1) a licensed operator be present at a broadcast station (boosters are unattended) and (2) that licenses not be granted if a station was constructed prior to the grant of its permit (boosters [there are an estimated 1,000 of them] began operating as early as 1954). Also recommended by the FCC—and incorporated in some of the legislation submitted—are bills which would (1) require a CATV operation to get permission to use the programs of an originating station and (2) require a CATV system to carry the programs of the local tv broadcast station upon the latter's request.

In a newsletter to booster operators, Jim Beamer, secretary of the Tri State Repeater Assn. (Montana, Wyoming, Idaho), criticized the FCC for failing to make provision in the proposed bill for boosters built after Jan. 1, 1959, and for not asking authority to regulate CATV systems.

Mr. Beamer said FCC Chairman John C. Doerfer had indicated he would visit Montana to discuss booster problems, but so far hasn't. The FCC was charged with allowing local Montana tv broadcast stations to be killed off by CATV systems by refusing to assume or ask for authority over CATV. He urged booster operators to push to get both vhf boosters and CATV systems considered together in congressional hearings.

A series of editorials earlier in the *Miles City* (Mont.) *Star* criticized the FCC for allowing CATV operators free rein while local tv stations in Montana, faced with competition from CATV, were drying up and tv boosters with them.

Option time filing

The FCC last week extended the deadline for comments on the proposed rulemaking on option time and the "right" to reject network programs (BROADCASTING, April 27) from June 22 to August 3. Both CBS and NBC had requested longer extensions of time to file. CBS had suggested a Sept. 11 deadline and NBC Sept. 22.

Helena catv case returned to FCC

The U.S. Court of Appeals for the District of Columbia last week remanded the Helena, Mont., community antenna case to the FCC. Last year, the Commission granted Montana Microwave permission to feed Spokane, Wash., tv programs to its Helena cable system. Capital City Television Inc., licensee of KXLJ-TV Helena, filed a protest which the Commission ruled did not meet requirements of Sec. 309 (c) of the Communications Act.

In remanding the case to the FCC, the court said the Commission "erred" in dismissing KXLJ-TV's protest, and instructed the Commission to proceed in accordance with Sec. 309 (c), which states that applications granted without a hearing may be protested by interested parties.

In January the Court denied a request by KXLJ-TV for a stay against the FCC grant (BROADCASTING, Feb. 2). At that time, KXLJ-TV, which relays programs of sister station KXLF-TV Butte, asked the FCC for permission to suspend operations for 90 days. Its appeal claimed the station would suffer adverse economic effects from the catv operation.

*ARB, Oct.,'58 and Jan., Feb.,'59

Hits home!

Available now, for the first time off-network, "This is Alice" brings you 13 fresh new first run episodes teamed with 26 first-run, off-network half-hours. They're all designed to hit homes with all-family appeal . . . and all come to you complete with built-in local sales ability. Angel and pixie, this engaging little minor has major appeal and absolutely no rating inhibitions.

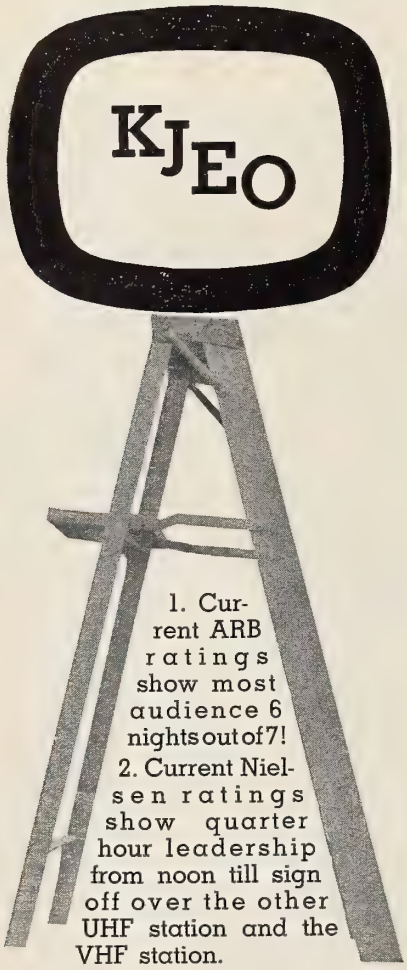
FOR EXAMPLE, IN THE HIGHLY COMPETITIVE SEVEN STATION LOS ANGELES MARKET, "ALICE" RATED* FIRST IN HER 7:00 P.M. TIME PERIOD WITH A 22.6 AUDIENCE SHARE. IN PROVIDENCE, "THIS IS ALICE" SCORED A 26.5 RATING, 55.3 SHARE; CINCINNATI, 21.7 AND 41.8 SHARE. IT HAPPENED AGAIN AND AGAIN, MARKET AFTER MARKET!

And now the dynamic selling force behind this vivacious little star is available for every local sponsor seeking network quality programming that hits home with everybody in the family, everywhere! For details contact:

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J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W. O. Edholm — Commercial Manager
See your H-R representative H-R

OVERSIGHT PROBE
New quiz June 15 will include FCC

The House Legislative Oversight Subcommittee last week issued a list of government agencies it will investigate, general subjects to be covered regarding each agency and its contemplated rules of procedure.

The subcommittee named 16 agencies, including the FCC, which it will investigate. Hearings are to begin June 15 with panel discussions among officials of the FCC and other agencies, other government officials, lawyers practicing before the respective agencies and representatives of those who are regulated by regulatory agencies (BROADCASTING, May 18)). Of these agencies there are nine, including the FCC.

The subcommittee said it will review and analyze the laws and amendments and the intent of Congress when they were enacted; look into the area regulated by each law and changing circumstances and growth in the field since enactment; consider whether legislative standards in each law can be put in more precise terms to reduce administrative discretion; consider whether rules and regulations drafted by each agency are reconciliable with "statutory standards and legislative intent" and how they have been applied in practice.

Also, review administrative interpretations and practices not covered by rules and regulations, whether the public has been notified of such interpretations and the extent to which administration is by interpretations as distinguished from published rules; look over judicial decisions on agency administration of the law and whether the decisions have enlarged the area of regulation through support of laws, rules, and interpretations; consider whether the agency has enforced laws, rules and regulations; and try to determine whether the agency is independent and bipartisan as Congress intended, how each agency handles its personnel and whether the workload and distribution of personnel is made according to law or through administrative interpretations, coordination with other government agencies or with trade or industry enforcement groups.

Rules empower Chairman Oren Harris (D-Ark.) or any member he designates to issue subpoenas, allows questioning of witnesses in closed session under certain conditions and gives witnesses the right to be accompanied by counsel, but limits counsel's function to advising the witness of his constitutional rights. (Apparently some rules restricting the activities of counsel were designed to forestall prolonged and sometimes heated exchanges between committee members and counsel, such as took place in the group's 1958 hearings.)

Hyde hearing

The Senate Commerce Committee will question Comr. Rosel H. Hyde Wednesday (May 27) before acting on the confirmation of the commissioner's appointment to serve a third term on the FCC. The Idaho Republican's second seven-year stint on the Commission expires June 30. The Committee also will question Earl W. Kintner, Federal Trade Commission general counsel who has been named to be a member of the trade commission, and several other White House appointees, the same day.

Protest change offered

Following recommendations of the Federal Communications Bar Assn., Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.) have introduced bills amending the protest provision of the Communications Act. Messrs. Magnuson and Harris are heads of the respective Senate and House Interstate & Foreign Commerce Committees, to which the bills (S 1898 and HR 7017) were referred.

The bills would amend Sec. 309 so as to limit protest hearings to instances where material and substantial questions of fact are presented and would require explicit and reasoned resolution by the FCC, prior to a grant, of questions of law or policy which do not warrant a hearing. They also would require the Commission to act within 90 days on petitions for rehearing.

Southland denied

The nine-man U.S. Court of Appeals in Washington last week denied a petition by Southland Tv Co. that it review *en banc* the decision of a three-member panel of the court upholding the FCC's July 1957 grant of ch. 12 in Shreveport, La., to KSLA-TV there. Southland, the losing applicant for ch. 12, had appealed the FCC grant and the appeal was denied by Judges Henry Edgerton, David Bazelon and Walter Bastian in a decision last month (BROADCASTING, April 20).

The FCC first made the grant to KSLA-TV in May 1955 and Southland appealed to the court. The court remanded the case because of the death of one of KSLA-TV's principals. The FCC reaffirmed the grant in July 1957.



Michigan Week
May 17-23

We're proud of Michigan . . .

Going great guns! That's Michigan whose industrial expansion was fourth highest in the nation in 1958. In Detroit, home of the WWJ stations, automobile production is way up. So are factory and non-factory employment, residential building, department store sales and other barometers of a healthy economy.

For sales results you can sing about, buy Michigan—Detroit—the WWJ stations, basic media in this big-earning, big-spending market.

WWJ AM and FM **RADIO**
The World's First Radio Station

original NBC affiliates

WWJ-TV
Michigan's First Television Station

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

ORLANDO GO-AHEAD
Court tells FCC to reopen ch. 9 case

An investigative hearing into the Orlando, Fla., ch. 9 case was officially ordered by the U.S. Court of Appeals in Washington last week.

The court told the FCC to look into allegations that off-record conversations were held with FCC commissioners during the 1957 hearing.

The court's action came six weeks after the FCC itself told the court it was reopening the Orlando ch. 9 case but was withholding the setting of a hearing date until the court expressed its wishes.

The FCC awarded ch. 9 to WLOF Orlando in 1957. In May 1958 the appeals court upheld the grant. Losing applicant WKIS then asked the Supreme Court to review this decision. The Supreme Court accepted *certiorari* last November, but remanded the case to the appeals court to look into allegations of *ex parte* representations while the case was in adjudication before the FCC.

These charges were made before the House Legislative Oversight Committee last year. It was stated by a committee investigator that William H. Dial, an Orlando attorney, had spoken to then FCC Comr. Richard A. Mack about the Orlando proceeding. In a statement to the House committee, Mr. Dial said he had spoken against the WKIS application. He said he did so as an interested citizen.

Mr. Mack, who resigned during the House investigation, is on trial on a charge of conspiring to influence the Miami ch. 10 award to National Airlines (see adjacent story).

WKIS had asked the court to appoint a "special master" to take evidence on the influence charges. The court, however, remanded the case to be handled similarly to proceedings in the Miami ch. 10 and Boston ch. 5 cases: appointment of a special examiner to hold an evidential hearing to determine the nature and source of all *ex parte* pleas and other approaches to the Commission and any other factors which might require disqualification of some commissioners or applicants. The court, retaining jurisdiction, asked that the Commission report progress on the case within 60 days.

The court said the Commission could "within its discretion" maintain existing services.

The court's decision was written by Circuit Judge Charles Fahy, for himself and Judges George T. Washington and John A. Danaher. Judge Danaher in a separate view said that since the Supreme Court had held that the appeals court's 1958 decision affirming the grant was vacated, the lower court could not retain jurisdiction.

Dead giveaway

Lift the sponsor identification requirement on radio-tv "teaser" advertising.

This was the plea of NAB last week as the organization petitioned the FCC to relax its rules for sponsor or product identification for all on-air advertising. Claiming that "effectiveness" of the so-called teaser ad is destroyed by identification, NAB pointed out that the teaser is "designed merely to stimulate interest in future substantive commercial announcements" which do identify the product or sponsor. NAB declared that FCC rules should be amended to recognize this difference.

Sen. Kefauver gets Mack trial subpoena

Defense counsel in the criminal conspiracy trial of former Comr. Richard A. Mack and his friend Thurman A. Whiteside last week subpoenaed Sen. Estes Kefauver (D-Tenn.) to testify on June 1. Sen. Kefauver is a friend of A. Frank Katzentine, president of WKAT Miami, one of four applicants for Miami ch. 10. Counsel for Mr. Whiteside also have issued a subpoena for Mr. Katzentine to appear today (May 25) in the trial.

Sen. Kefauver has said he spoke to some FCC members while the Miami ch. 10 case was pending before the Commission.

Testifying last week was Mrs. J.S. Grisillo, a bookkeeper in Mr. Whiteside's Florida law office. Government prosecutors questioned her on payments made by Stembler-Shelden Insurance Agency, which Mr. Whiteside controls, to Mr. Mack during the latter's tenure at the FCC. Mrs. Grisillo also is president of Andar Inc., a company Mr. Whiteside owned and turned over to Mr. Mack. Mr. Mack since has given up Andar ownership.

Defense counsel attempted to question Mrs. Grisillo on payments made by the insurance firm to Mr. Mack before he joined the FCC, but Federal District Judge Burnita S. Matthews refused to allow any evidence of these payments but a listing of dates. The defense sought to indicate the Mack-Whiteside financial relationship was in operation prior to Mr. Mack's tenure at the FCC.

The trial was recessed Thursday and Friday (May 21-22) while Judge Matthews attended a judicial conference. The defendants are charged with conspiring to cause ch. 10 to be awarded by the FCC to a subsidiary of National Airlines.

THE FEDERAL BAR
Lawyers, U.S. bureaus to meet on procedure

Washington lawyers who specialize in practicing before federal agencies decided last week they ought to get together with the agencies and try to standardize some of the practices and procedures. The result may even be a uniform code of ethics for all federal agencies and the lawyers who practice before them.

A proposal calling on Congress for legislation to establish a continuous, permanent Conference on Administratative Procedure was adopted last week by the Judicial Conference of the District of Columbia Circuit. It asked the President to call an interim conference and after that to recommend legislation to the Congress.

The proposal was passed following a report on problems of administrative law and procedure by a special working group, chaired by William C. Koplovitz. Other communications lawyers on this group were:

Donald C. Beelar, Jay D. Bond (FCC examiner), Ben C. Fisher, John L. FitzGerald (FCC general counsel), Robert L. Heald, Bryce Rea, Jr. Richard A. Solomon (former FCC assistant general counsel now with the Dept. of Justice) and Thomas H. Wall.

The group recommended that a permanent conference on administrative procedure be established as soon as possible. This was passed unanimously by the conference. There were three proposals on how best to accomplish this. The first was to work through the attorney general, the second, by legislation, and the third, through the agencies concerned. It was the second proposition that won a majority of conference votes.

The purpose of the permanent conference, it was pointed out, would be to eliminate undue delay, expense and volume of records, to develop uniform rules and to achieve greater efficiency and economy.

The yearly Judicial Conference comprises the judges of the U.S. Court of Appeals and the U.S. District Court in the District of Columbia and lawyers whose practice brings them into these courts most frequently. Chief Circuit Judge E. Barrett Prettyman presided.

KCCC-TV drop-in bid asks less separation

KCCC-TV Sacramento, Calif., uhf outlet on ch. 40, last week asked the FCC to institute rulemaking to reduce the minimum required mileage for tv co-channel separations in Zone II from 190 miles to 100-125 miles to provide more vhf drop-in stations pending the FCC's negotiations with the Office of Civil Defense Mobilization for more of the vhf spectrum for tv broadcasting.

KCCC-TV also submitted a proposed system of vhf drop-ins for 11 northern California markets. The Sacramento outlet said existing uhf outlets should get first chance at dropped-in vhfs and suggested ch. 8 for itself. The KCCC-TV plan follows:

Bakersfield, chs. 10, 13, 8, 2; Chico, 12; Eureka, 3, 6, 13; Fresno, 12, 4, 5, 7, 9; Sacramento, 3, 6, 10, 8; Stockton, 13; Salinas-Monterey, 8; San Francisco-Oakland, 2, 4, 5, 7, 9; San Jose, 11; San Luis Obispo, 6; Santa Barbara, 3. KCCC-TV said directional antennas and precision offset might be required where necessary.

Beaumont ch. 6

A request that U. S. Court of Appeals order the FCC to make a decision on the present record of Beaumont, Tex., ch. 6 case and not be permitted to reopen the record for further testimony under consideration by the court May 15 followed opposition filed by the FCC and KFDM-TV Beaumont to Enterprise Co. (KRIC Beaumont) petition earlier in week. Enterprise claimed FCC misunderstood court's remand earlier in year which ordered the Commission to make finding on payment of $55,000 to the applicant who withdrew (BROADCASTING, Feb. 2). It said the court meant the FCC to make ruling on record, not reopen the case. Both the FCC and KFDM-TV denied Enterprise construction of court remand. Payment of $55,000 was for out-of-pocket expenses made to third applicant, KTRM Beaumont, by KFDM when the former withdrew. Money was loaned to KFDM by W. P. Hobby (*Houston Post*-KPRC-AM-FM-TV) who holds option to buy 32.5% of KFDM-TV if the grant is made final. FCC granted ch. 6 to KFDM in 1954. Hearing on remand was scheduled by FCC to begin June 4.

Multiplex stereo

Electronics Industries Assn. last week asked for a six-month extension of the date for comments in the FCC's inquiry into standards for use of fm multiplexing in stereophonic broadcasting. The FCC on March 12 split stereo from its overall inquiry into fm multiplexing uses. Comments on this separate inquiry on stereo are due June 10. EIA said it established the National Stereophonic Radio Committee last December to make detailed technical studies for compatible stereo broadcasting and that the studies won't be completed in time.

• Government notes

• The FCC hearing on Miami, Fla., ch. 6 has lost one of its four applicants with the all but official withdrawal of Gerico Investment Co., whose ch. 17 WITV (TV) Ft. Lauderdale suspended operations over a year ago and has not participated in the hearings. The remaining contenders for the facility are Publix Television Corp., South Florida Amusement Co. and Coral Television Corp.

• A Memphis, Tenn., chancery court jury has ruled that no contract existed between station broker Allen Kander & Co. and the sellers of WDIA Memphis. The verdict was brought in two weeks ago in the Kander company's $50,000 suit against Bert Ferguson and John R. Pepper, the sellers of the station and also against Egmont Sonderling and associates, the buyers. The suit against Mr. Sonderling and his associates was dismissed by the judge. WDIA was sold by Messrs. Ferguson and Pepper to Mr. Sonderling's group in 1957. The price was $1 million.

• RCA Communications Inc.'s Thomas H. Mitchell was scheduled last week as the lead-off witness in the FCC's in-depth study of the non-government services in the radio spectrum between 25 and 890 mc, to begin today (Monday). Other witnesses scheduled to appear later this week include representatives of AT&T, Motorola Inc. and National Mobile Radio System. Broadcasting witnesses will not appear until at least the third week of the hearings (BROADCATING, April 27).

• Metropolitan Philadelphia Educational Radio and Television Corp. last week applied for ch. 12 Wilmington, Del. The facility, last operated as WVUE (TV) by Storer Broadcasting Co., has been the object of both commercial and educational interests (BROADCASTING, Feb. 23). Rollins Bradcasting Co. and a partnership composed of Egmont Sonderling, Richard Goodman, Mason A. Loundy and George T. Hernreich have also applied for the channel.

• The petition of WTHI-TV Terre Haute, Ind., to consolidate in one proceeding its applications for chs. 2 and 10 in Terre Haute, now designated for two separate proceedings, was turned down by the FCC last week. At the same time the Commission denied the request by Illiana Telecasting Corp. that WTHI-TV be required to elect which of its applications to prosecute. WTHI-TV has applied for renewal of its license on ch. 10 in Terre Haute in comparative hearing with Livesay Broadcasting Co. for a new outlet on that channel. Illiana Telecasting and WTHI-TV are in comparative hearing for a new tv station on ch. 2 in Terre Haute.

• KOBY San Francisco last week dropped its petition asking the FCC to reconsider its assignment of call letters to KOFY San Mateo, Calif., similar to those of KOBY. The San Francisco station had held that some listeners and advertisers had become confused over which station is which. KOBY, in withdrawing its petition, explained that the damage it suffered as a result is "already done" and that it would be useless to pursue the matter.

• John W. Powell last week dropped his application for ch. 23 in Yakima, Wash., leaving three contestants in hearing for the uhf facility: Charles R. White; Yakima Tv Corp. (principals in KELP-AM-TV El Paso and KXLY-AM-TV Spokane), and Yakima Valley Tv Co. (Ralph Tronsrud, realtor).

• The U.S. Court of Appeals in Washington on May 14 affirmed the FCC's decision adding two uhf channels at Bakersfield, Calif., making a total of three uhf channels (17, 29, 39) and one vhf (10) in that city. KBAK-TV Bakersfield (ch. 29) had asked review of the order, issued by the FCC without deciding on that station's petitions to make the city either all uhf or all vhf.

Bids flood FCC

A flood of filings hit the FCC May 15 before the effective date of the FCC's new rule on "cut-off dates" for am applications (BROADCASTING, April 13). A total 120 applications were filed on May 15 deadline of which 30 were for new am stations and 90 for changes in station facilities or amendments to applications. Still others had piled up during the week. The FCC, to expedite the backlog of 1,400 am applications, set a cutoff date for all applications for new stations or amendments or changes which would affect the first 50 applicants on the backlog. Other cutoff dates will be set for subsequent groups of 50 applications as FCC works off backlog. The original group of applications affected under the new cutoff policy included 269 radio applications.

WMBD

FIRST in PEORIA

FIRST with NATIONAL ADVERTISERS!

70% USE WMBD RADIO EXCLUSIVELY

Week of March 16, 1959
44 Nat'l. Advertisers
in Peoria Market
(Scotti Bureau)

FIRST with AUDIENCE!

6:00 A.M.—12:00 NOON
6:00 A.M.— 6:00 P.M.
6:00 A.M.—12:00 MID.
(NOV. '58 PULSE)

FIRST with ADULTS!

6:00 A.M.—6:00 P.M.
(NOV. '58 PULSE)
(AUDIENCE COMPOSITION)

Exclusive National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WMBD

RAB SEES HIGHER BUDGET

Record membership growth also cited

A more than $1.1 million budget and a station membership of about 1,100 by the end of this year.

That was the good news prediction from Radio Advertising Bureau officials to their board of directors at a semi-annual meeting in New York Wednesday (May 20).

Kevin B. Sweeney, RAB's president, also ticked off several "good news" items for the board. These included predictions for increases in both local and national radio business in the fall (BROADCASTING, May 18) and additional plans for "on target" research (listening habits of actual purchasers of products).

Mr. Sweeney based his membership-budget report on a current record total of 970 stations.

Board actions took in the following: Warren Boorom, director of member service, and Miles David, promotion director, elected vice presidents (see FATES & FORTUNES, page 88); approval of 58% of the budget to develop national business (42% alone going to promotion of an expansion in radio by retailers), and approval of plans to expand the fall regional management conferences from seven to eight (they begin Sept. 2).

Department Store Business • Still other results: Authorization for RAB to negotiate a contract with the "victorious" department store in the Bureau's "$64,000 challenge" competition, election of Gustav Brandborg, KVOO Tulsa, to the board and Herbert Evans, Peoples Broadcasting Corp., as member of finance committee, and "accelerated" the program for RAB to have its own building in midtown Manhattan after the board heard a preliminary report on available locations.

In the department store competition, RAB plans to co-finance a study of "radio item selling" in the winning store as well as direct the store's radio activities for a full year. The store will be selected in about a week from a list of 41 which are interested and qualified. The meeting was presided over by Allen Woodall, WDAK Columbus, Ga., board chairman.

Kansas convention

The Kansas Assn. of Radio Broadcasters held its ninth annual convention over the past weekend at the Lassen Hotel in Wichita, beginning Friday (May 22). Sen. Andrew F. Schoeppel (R-Kan.) was to address the Saturday luncheon and his talk to be carried on KFH Wichita. Other speakers: George Armstrong, vice president, Storz Stations; FCC Comr. Robert E. Lee; Clifford Barborka, vice president, Robert Walton, farm director, and Stuart Cochran, all of John Blair & Co., and Douglas Anello, NAB chief attorney.

Delegates heard discussed a proposed radio-tv-newspaper weather relay system for the state. Thomas P. Bashaw, KFH, and James Platt, KBTO El Dorado, planned the KARB convention.



From the ground up • groundbreaking ceremonies were held last Monday (May 18) for what is reported to be one of the tallest man-made structures in the world. On this site (see picture) on Brown Hill in Raymond, Me., WGAN-TV Portland is erecting its 1,619-foot tv tower. Clinton A. Clauson, governor of Maine, is shown marking the official start of construction. With him were: (l to r) Creighton E. Gatchell, vice president and general manager of Guy Gannett Broadcasting Services, licensee of the outlet; Mrs. Jean Gannett Williams, president of GGBS; Gov. Clauson, and Samuel G. Henderson, vice president in charge of tv, GGBS. The Kimco tower, designed, fabricated and to be erected by the Kline Iron & Steel Co., Columbia, S.C., will require 100 acres of land for the long guy wires. A new transmitter building will also be constructed.

RADIO PRESS

ANNOUNCES SECOND GROUP OF NEWS EXCHANGE AWARD WINNERS

Radio Press, Inc., takes pleasure in announcing the second group of winners in its mutual news exchange plan. Under this system, more than 3000 newsmen of U. S. Radio Stations have the opportunity to win cash awards for the best local stories of national significance submitted to Radio Press for re-distribution to its subscribers.

TOP COVERAGE AWARD, A Steelman "Transitape" Portable Tape Recorder, to Station WERE, Cleveland, Ohio. "For outstanding coverage of its midwest area, including St. Lawrence Seaway opening and local unemployment problems; and for the cooperation by reporter Bill Jorgenson with the Radio Press "Task Force" covering the East-West Foreign Ministers conferring in Geneva, Switzerland.

$100 CASH AWARD

To Art MacDonald of KREM, Spokane, Wash. "One of 3 newsmen permitted to talk with the desperate convicts in control of Montana State Prison, he reported the tense, danger-packed scene from within the prison walls as negotiations continued for release of 18 hostages."

$75 CASH AWARD

To Bill Harrington, WHDH, Boston, Mass. "For within-the-walls coverage of 59 mutinous convicts at Concord Reformatory in Massachusetts."

$50 CASH AWARD

To Bob Runyon, WKMH, Dearborn, Mich. "For his vivid reporting on the arrest of an escaped mental patient for the murder of a 5-year old son of deaf mute parents in Detroit."

SPECIAL $10 CASH AWARDS

Bill Crandall, WIBC, Indianapolis, Ind. "For his timely reporting of the conviction of Connie Nicholas."

Jim Fritts, KAGI, Anacortes, Wash. "For his gripping description of a U. S. Navy Plane Crash, nine killed."

Bob Jenkins, WEZL, Richmond, Va. "For his deadline reporting of a mystery shot fired at Virginia's Governor, J. Lindsey Almond."

Dale Moore, General Manager, KBMN, Bozeman, Mont. "For his actuality interview with the Montana National Guard Commander who led the final assault on Prisoners rioting in Montana State Prison at Deer Lodge, Mont."

Mike Stein, WAKR, Akron, Ohio. "For his consistently clear and timely reporting of a strike which disrupted the rubber industry."

RADIO PRESS, INC. also takes pleasure in announcing its move to enlarged and permanent quarters effective May 18th. The new Radio Press facilities include the most modern, up-to-date electronic equipment — making Radio Press a complete, self-contained communications center to better serve its clients. Address remains the same.

WRITE, CALL OR WIRE FOR FREE BOOKLET

RADIO PRESS

18 East 50th St., N. Y. 22, N. Y., PLaza 2-0650

George Hamilton Combs, President

$5.6 million sale closed in Charlotte

Checks totaling $5.6 million were distributed to stockholders of WSOC Broadcasting Co. (including E. E. Jones, Hunter Marshall, R. S. Morris and others) week before last as the purchase of WSOC-AM-FM-TV Charlotte, N.C., by the James M. Cox Enterprises was officially closed (BROADCASTING, April 13).

Carolina Broadcasting Co., new owner of the Charlotte stations, will be headed by Cox radio-tv executive director J. Leonard Reinsch, it was announced. Mr. Reinsch disclosed, however, that Larry Walker, formerly president of WSOC Broadcasting, would remain in charge of WSOC-AM-FM-TV as executive vice president of the new firm. Other officers of the new company are Raymond Sadler, vice president, Robert Morris, treasurer and assistant secretary and Robert Snyder, secretary and assistant treasurer.

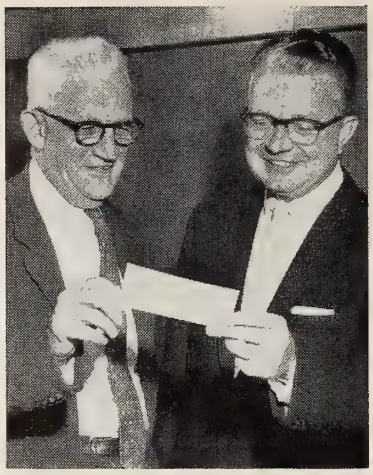
Other Cox stations include WHIO-AM-FM-TV Dayton, Ohio, WSB-AM-FM-TV Atlanta, Ga., and 42.5% of WCKT (TV) Miami, Fla. Newspapers in the Cox group are: *Atlanta Journal* and *Constitution, Miami Daily News, Dayton News and Journal Herald* and *Springfield* (Ohio) *News and Sun.*

Small stations oppose minimum wage hike

Increase of the minimum hourly wage to $1.25, as proposed in pending legislation (S 1046), was opposed at the May 13-15 meeting of Pennsylvania Assn. of Broadcasters, held at Bedford Springs.

A resolution approved by PAB explained that many small market broadcasters must conduct training programs for announcers, engineers, writers and others, many of whom never attain the skill or efficiency needed for permanent employment. PAB held training programs not to exceed six months be excluded from any increase in the minimum hourly wage.

Victor C. Diehm, WAZL Hazleton, Pa., chairman of the Mutual Affiliates Advisory Committee, explained in comment submitted to the Senate Labor Committee that many small stations must train local people for semi-skilled positions. Often, he said, from 10 to 25 people are tried out for one to three months, with only a small percentage being hired. In addition, many of those who work on small stations move to larger markets and larger stations.



Closing the deal • WSOC-AM-FM-TV Charlotte, N.C., officially becomes part of the James M. Cox interests as new president Reinsch (r) presents a $5.6 million dollar check to Mr. Jones, principal owner of the WSOC-AM-FM-TV selling group.

Editorializing favored in Wisconsin

Editorializing by broadcasters on local issues won support at the Wisconsin Broadcasters Assn.'s 30th annual spring meeting in Milwaukee last week.

Both H. V. Kaltenborn, pioneer commentator, and Gov. Gaylord Nelson of Wisconsin came out strongly for editorializing by radio and tv stations during the one-day meeting at the Plankinton Hotel May 19.

Mr. Kaltenborn asserted broadcasters should take stands similar to their newspaper counterparts on important community issues. He also scored the FCC's Lar Daly decision on newscasts and equal time provisions of political broadcasting, charging that Sec. 315 has become outdated. WBA adopted a resolution favoring editorializing.

Other speakers included Charles Tower, NAB manager of broadcast personnel and economics, and Mayor Frank P. Zeidler of Milwaukee. Mr. Kaltenborn spoke at the annual banquet, which this year honored the commentator and his wife.

WNHC-FM to QXR-FM

WNHC-FM New Haven-Hartford, Conn., is the key station in New England for the QXR-FM Network. The fm network is operated by Interstate Broadcasting Co. (WQXR), New York. WNHC-FM, a Triangle station, will originate programs for QXR-FM affiliates to be added in Massachusetts and Rhode Island.

Networks must control own content—Cowan

Networks must be the final judge in determining what programming they send out over the airways, CBS-TV Network President Louis G. Cowan told the Washington (D. C.) Advertising Club last week.

"I think broadcasters must take and keep the responsibility for the final determination of the best possible programs in the best possible sequence and with the best possible range, variety and choice—and then say to the advertiser this, we submit, is what we honestly think is best," Mr. Cowan said.

"If we think that our determination of the program schedule includes enough westerns, enough symphonies, we should stick to that and not permit an advertiser to insist on one more western or one more half hour of chamber music because that suits his particular purpose or whim." Mr. Cowan stressed that he was not talking about network financial interest or production of programs.

However, he said, "a network should be the judge of its own program schedule, subject of course to the great popular jury [the public], but solely on the basis of program content, not on the basis of who owns or produces the program."

The CBS head did not refer to any specific program or network critic. He did hit back at those who criticize the networks' alleged lack of creativity. All the arts, he pointed out, are struggling for creativity in this age.

Networks, stations, advertisers and agencies all must help advance creative programming ideas, Mr. Cowan told his audience. He said CBS has a large creative staff from which to draw and is offering five $5,000 grants-in-aid to promising young writers. "The failures are far more frequent than the successes," Mr. Cowan stated in citing the $500,000 CBS spent on *The Magnificent Montague*, which never reached network exposure. "The important thing is that we are reaching out for new writers."

Mr. Cowan spoke to the Ad Club in commemoration of "Television Day." Included in the audience were four members of the FCC.

Small market am rep

A new national station representative was formed last week specifically to handle sales and service problems in smaller market radio. The Gene Bolles Co., 510 Madison Ave., New York, announced that KPBA Pine Bluff, Ark., and WKKO Cape Canaveral, Fla., are its first clients.





Black holes inside the white show areas of heaviest precipitation. Hooked finger formation indicates tornado funnel.

LIVE WEATHERCASTING

with COLLINS Weather Radar

A Collins Weather Radar Station keeps you and your viewers "on top" of the weather. Severe weather areas can be spotted immediately and reported in the time it takes to flash a live picture on the screen.

- Collins Weather Radar — ready for immediate delivery.
- Easily installed by your personnel.
- Simplified operation — requires no technical experience.
- Proven maintenance-free operation.

Capture audiences in your market with live weather programming. Call or write your nearest Collins Broadcast representative, or Collins Radio Company, Broadcast Sales Division, Cedar Rapids, Iowa.

RADIO AND TELEVISION STATIONS NOW PROGRAMMING LIVE WEATHER SHOWS WITH COLLINS WEATHER RADAR

WSB-TV, Atlanta • WBRZ, Baton Rouge
WBEN-TV, Buffalo • WMT-TV, Cedar Rapids
WBKB-TV, Chicago • KRLD-TV, Dallas
WFAA-TV, Dallas
WWIL (Radio), Ft. Lauderdale
KSTP-TV, St. Paul
KVKM (Radio), Monahans, Texas
WTVT-TV, Tampa

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

AB-PT NET UP 25%
Stockholders okay 'Firestone' jettison

Loss of the *Voice of Firestone* program for next season was responsible for vocal resentment among a segment of stockholders attending the 7th annual meeting of American Broadcasting-Paramount Theatres Inc., last Tuesday (May 19) in New York. However, less than 50% of the estimated 200 persons attending signaled their affirmation when a show of hands was called to see how many were against the program's departure.

Leonard H. Goldenson, AB-PT president, said it was with "deep regret" that an agreement could not be worked out for a time slot satisfactory to Firestone. The proposed offer of a later time was forced upon the network because of the "lack of sufficient audience appeal" during its 9 to 9:30 p.m. segment, he explained. Since other advertisers did not want to sponsor shows next to the Firestone program in its present time, it means that instead of ABC-TV reaching 3.5 million tv homes, it will reach an estimated 14 million tv homes, Mr. Goldenson commented.

In reporting on the company's business, Mr. Goldenson said first quarter net operating earnings rose 25% over the like period in 1958 (BROADCASTING, May 4). Re-elected at the meeting for another year were 12 directors of AB-PT. Joseph A. Martino and Alger B. Chapman were new directors elected to the board (see FATES & FORTUNES).

Tv Role Climbs • The broadcasting operation now represents the major source of AB-PT's income and future earnings, President Goldenson stated. To emphasize this fact, he called on Oliver Treyz, president of ABC-TV, to describe the growth of both the tv medium and that of ABC. New programs scheduled for the fall were also introduced to the group through colored slides, with comments by Mr. Treyz.

Briefly, Mr. Goldenson told of the company's expansion and remodeling plans in New York and Hollywood (BROADCASTING, May 4), that the company's five owned tv and radio stations have also continued to show improved results, and that the ABC Radio Network is continuing to improve its operation. It has been operating at a loss, he declared, as are the other radio networks, but "this loss has been reduced."

As for theatre business, Mr. Goldenson said it is currently running ahead of last year. The company will continue to dispose of losing theatre operations, he said. At least 100 more theatres will be divested from the company within the next few years, the group was told.



Miami Shines in Moscow • Ralph Renick, vice president in charge of news, WTVJ (TV) Miami, and a group of prominent Miami business and professional leaders met with Russia's Nikita Khrushchev on Wednesday (May 20) for a two-hour exclusive interview in the Kremlin. In this Associated Press Radiophoto from Moscow, Mr. Renick (at left, foreground) is seated next to the Soviet premier who clasps the hands of Frank Smathers Sr., father of Sen. George A. Smathers (D-Fla.). At the extreme right is Jose Ferre, a Miami industrialist. Others in the picture were not identified.

Mr. Renick, who also is president of the Radio-Television News Directors Assn., took notes during the interview with the Florida group he led. The Miamians accompanied Mr. Renick on a three-week European trip what started May 7 with stops at Paris, Copenhagen, Leningrad, Moscow, Budapest and East Berlin. The interview was claimed to be the first granted a group of American business and professional men and produced news carried in broadcasts and on front pages of newspapers throughout the world. Com-

Discs, Electronics, Tourists • AB-PT's phonograph record company, Am-Par Records, showed "excellent improvement" this past year over 1957, Mr. Goldenson said. In addition to a major interest acquired recently in a New York pressing plant, other acquisitions may be made to broaden Am-Par's operation, he disclosed.

The three electronic companies in which AB-PT has a stock interest have continued to increase their sales, Mr. Goldenson reported. Products of these companies—Microwave Assoc., Technical Operations, and Dynametrics Corp.—were on display in the lobby of Studio TV-2, site of this year's annual meeting.

Greater diversification within the entertainment field was evidenced by Mr. Goldenson with the announcement of the purchase of Weeki-Wachee Spring, a 600-acre tourist center in Florida. Under the supervision of AB-PT's Florida State Theatres chain, Weeki-Wachee will be developed to create greater tourist interest, he added.

When asked why ABC-TV does not try to keep more of its business "within the family," Mr. Goldenson said "you should find creative work wherever it can be found. . . ."

Rumblings in strike aftermath at NABET

As an aftermath of the settlement of work stoppage at NBC by the National Assn. of Broadcast Employes & Technicians, certain factions within NABET last week were reported to be displeased with the conduct of the 19-day walkout and urging an investigation by the union's headquarters.

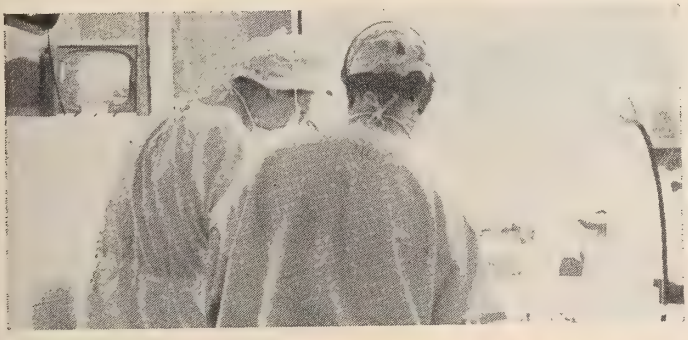
The agreement, ratified by members on May 15, (AT DEADLINE, May 18), granted NBC several concessions beyond those that touched off the dispute —jurisdiction of taped programs produced abroad. There were reports that the NABET local in Hollywood had passed a resolution criticizing G. Tyler Byrne, union executive vice president in charge of network relations, for his strategy during the work stoppage and recommending disciplinary action.

A spokesman for Mr. Byrne said he would have "no comment" on any development connected with the work stoppage.

The Ones That SERVE Are The Ones That SELL

In DES MOINES... KRNT RADIO and TV







In this area, most people have learned through years of experience that KRNT and KRNT-TV stand above all others in service to the public, day in and day out. Most people turn to these stations for help and information. During Iowa's blizzard of March 5 and 6, worst in the past decade, more Des Moines people chosen at random in an impartial survey of 500 telephone calls made March 6 said they listened for the greatest part of the time to KRNT TOTAL RADIO for storm news and information than all other stations combined!

Another outstanding example of public service occurred when KRNT-TV, in cooperation with the local Medical Society, planned and televised coverage of a "miracle" heart operation. Television made it possible for all Central Iowa doctors to benefit from viewing a new "mechanical heart" in actual operation.

Still another public service "tie-in" was with Goodwill Industries of Des Moines. A completely isolated appeal for neckties for re-sale by Goodwill Industries resulted in a landslide of ties to KRNT-TV's dominant emcee personality.

No wonder most people listen to, believe in and depend upon KRNT and KRNT-TV . . . selling Iowa because they're serving Iowa. In 1958, KRNT-TV presented 5,620 public service announcements; KRNT RADIO presented 5,628.

Serves BEST...Sells BEST In DES MOINES....

KRNT

RADIO and TV

Represented by **The KATZ AGENCY**

BREAKING ALL RECORDS . . .



. . . IN BUSINESS ACTIVITY, THAT IS

IN MIDDLE GEORGIA. . . .

. . . 1958 Retail Sales up 8.75%. Greatest increase of any Georgia Metropolitan Area.

. . . 1959 Home Building up 234% thus far. More than double any other Georgia Metropolitan Area.

. . . Employment up 38.2%.

. . . Total Railroad Carloadings up 28.1%.

PUT YOUR ADVERTISING DOLLARS IN THE RICH MIDDLE GEORGIA MARKET — THE MARKET WHERE WE'RE BREAKING ALL RECORDS.

See your Avery-Knodel man today!



BLAIR EXPANSION

Rep merges radio arms to help sales, buyers

Formation of a creative and marketing services division to boost the sale of radio time and help buyers to get more out of it was announced last week by John Blair, president of John Blair & Co., station representative.

Clifford J. Barborka Jr., vice president and manager of the Blair midwest office, will move from Chicago to New York to head the new unit, effective July 1. The division will be formed through a consolidation of the company's creative, sales development, and marketing research activities, with "substantial enlargement" of personnel. Its first year's budget is expected to run to $200,000.



MR. HARRISON



MR. BARBORKA

The new creative and marketing services division vice president has been with the Blair organization since 1952, following service with NBC Spot Sales and, before that, the Pepsodent Div. of Lever Bros., where he had charge of field tests of merchandising plans.

Harrison Named • Mr. Barborka will be succeeded as head of the midwest office by Thomas C. Harrison, who has been elected a vice president. He has been a sales executive in the Blair New York office since early this year, and formerly was with the company from 1954 to 1957, when he resigned as head of the St. Louis office to become a vice president of ABC.

Mr. Harrison will be replaced in New York by Albert C. Long, who joined Blair in 1955 and has been head of the sales development department for the past two years.

Esther Rauch of the Chicago staff will move to New York as assistant to Mr. Barborka. She joined the company in 1957 as midwest sales development manager. Before that she was with the Leo Burnett Co., Chicago, and with KSTP St. Paul, WMT Cedar Rapids, and CBS in Chicago.

In announcing formation of the new division, Mr. Blair said that "in the media field today, creative selling is of paramount importance." And Mr. Barborka, he continued, has switched large appropriations from other media to spot radio, through creative selling.

In his new post Mr. Barborka will have available the assistance of an expanded radio research staff, Mr. Blair reported. He said Robert Galen, formerly research director of ABC films, had joined as radio research specialist, and that Mr. Galen would be aided by Frances Sweat, formerly of Rorabough Reports Inc. The research department is headed by Vice President Ward Dorrell.

ABC affiliates meet

ABC's special affiliates committee which defended network practices before the FCC in Barrow Report hearings last year met Thursday and Friday (May 21, 22) in Washington to work up a statement on the FCC proposals to revise option time rules (BROADCASTING, April 27). The group agreed to circularize all ABC affiliates to get a consensus on various elements of the Commission proposal, but agreed that attack will be centered on a suggested cut in option time from three hours per segment to 2½ hours.

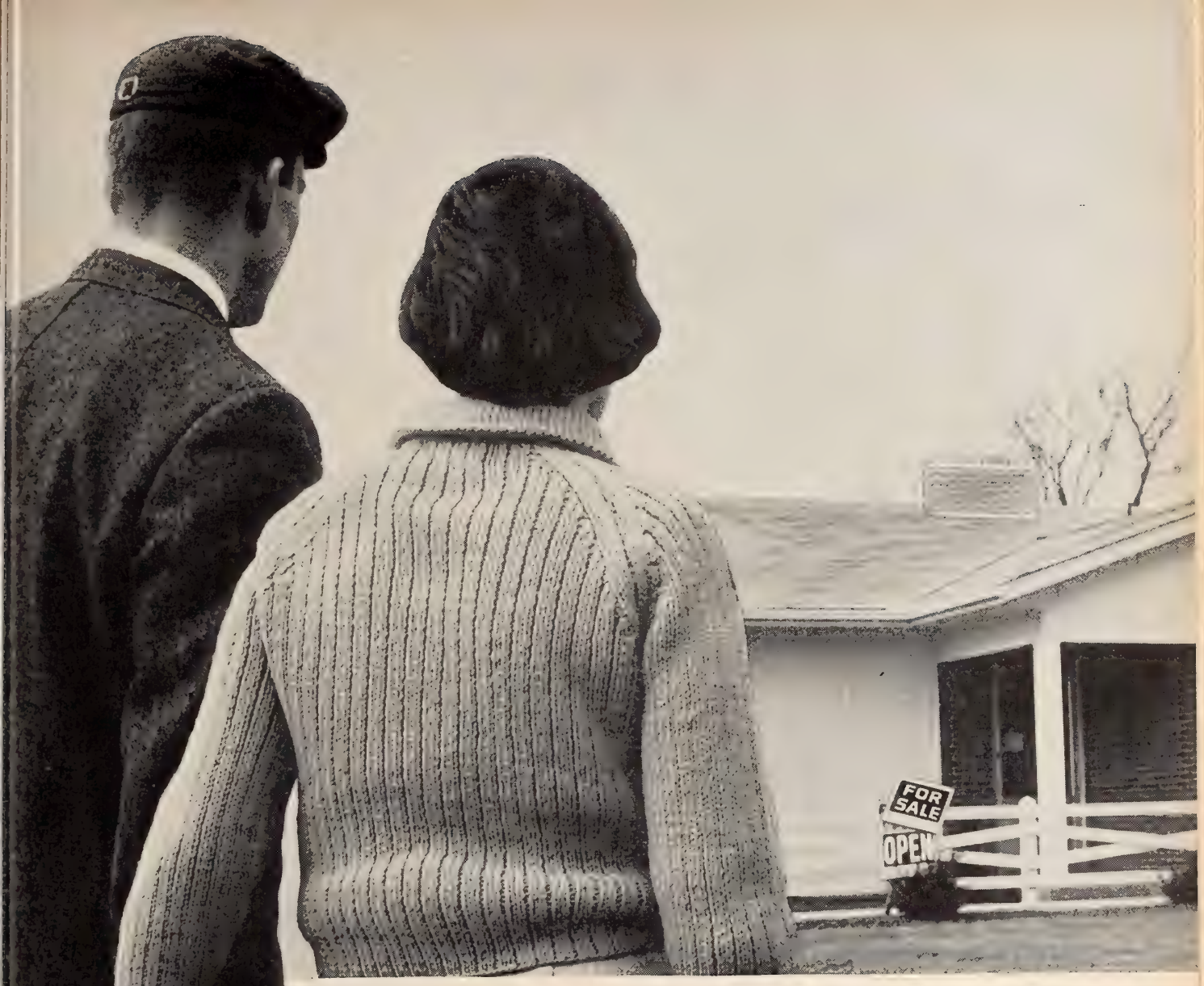
The committee is headed by Alex Keese, WFAA-TV Dallas, and comprises J.J. Bernard, KTVI (TV) St. Louis, Thomas P. Shelburne, WNEP-TV Scranton-Wilkes-Barre, Philip P. Allen, WLVA-TV Lynchburg (Va), Fred Houwink, WMAL-TV Washington. Roger Clipp, WFIL-TV Philadelphia, Willard E. Walbridge, KTRK-TV Houston, and Donald D. Davis, KMBC-TV Kansas City. Attorney is Morton H. Wilner, Washington.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WOV New York, N.Y.: Sold by Morris S. Novik and associates to Bartell Broadcasters Inc. for $1.5 million with $450,000 down payment and remainder to be paid over 4½ years. Bartell stations include WOKY Milwaukee, WAKE Atlanta, KCBQ San Diego, KYA San Francisco, WYDE Birmingham.

Present programming policies of 33-year-old New York outlet (specializing in Italian language and Negro programming) will be maintained, announcement said. Station maintains studio in Rome. Melvin Bartell, who studied opera in Italy before joining his brothers in radio, will become WOV president-general manager. Ralph N. Weil, present executive vice president and general manager of station, will become Bartell vice president in charge of national sales for whole Bar-



This is the kind of hold our station has on people...

That's the miracle of our country's heartland out this way. Roots go deeper. More people own homes (68% against a national 55%). They live in them, proudly and permanently, as their children buy, and furnish, more! Men here are highly skilled in many fields—richly rewarded. In our area, alone, 3⅓ billion dollars are expended annually on living. Pleasantly.

Our station—locally owned, staffed and programmed—is almost compulsively attuned to our viewers' TV desires. Lots of public service—news—and sports. Low-key voicing. No double talk or triple spots.

We "hold," because we believe in it, to our audiences' desires. And in return, they "hold" to us. And on us, every worthy product looks better, acts better.

Some of these statements sound like rankest advertisingese.

George P. Hollingbery can back up every one with figures—with market figures, of every kind, and with amazing Pulse ratings. Or would you rather believe in human nature?

WHIO-TV
CBS
channel 7
dayton, ohio

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

tell group. Arnold Hartley remains as WOV vice president in charge of programming and operations.

WOV operates on 1280 kc with 5 kw, directional, shares time with WHBI Newark, N.J. The Newark station operates for the full day on Sundays only. Mr. Novik owns 50% of WOV, with Mrs. Weil, 26% and Mrs. Hartley, 24%.

• KVI Seattle, Wash.: Sold to Gene Autry group by Vernice Irwin and family for $770,000 (CLOSED CIRCUIT, May 18). Other Autry stations are KOOL-AM-TV Phoenix, KOLD-AM-TV Tucson, KMPC Los Angeles and KSFO San Francisco. The sale was handled by Howard Stark. KVI is on 570 kc with 5 kw and is affiliated with MBS.

• KBLR-AM-TV Goodland, Kan.: Sold to group headed by Leslie E. Whittemore by James E. Blair for total of $145,000 plus assumption of approximately $400,000 in liabilites. KBLR-TV is on ch. 10. KBLR is on 730 kc with 1 kw, day, and is affiliated with MBS.

• KBVM Lancaster, Calif.: Sold to Tri-County Broadcasters Inc. for $100,000 by Brocaw Broadcasting Co. (Harold J. Brown, president and general manager). Tri-County principals: George Patton, advertising, Roy N. Hinkel, NBC-TV producer, Don Lewis, advertising, Don Parks, time salesman. The sale was handled by Wilt Gunzendorfer & Assoc. KBVM is on 1380 kc with 1 kw directional.

• KACY Port Hueneme, Calif.: Sold to Lincoln Dellar, station broker, for $100,000 by Coast Broadcasters (Don C. Reeves, Judd Sturtevant and J. Claude Warren). KACY is on 1520 kc with 250 w. directional.

• WCNH Quincy, Fla.: Sold to William S. Dodson, former program manager for WTTG (TV) Washington, D.C., and presently account executive for a D.C. ad agency, by A. B. Letson for $90,000. The sale was handled by Blackburn & Co. WCNH is on 1230 kc with 250 w. and is affiliated wth MBS.

• WYSR Franklin, Va.: Sold to newspaper and radio representative Thomas F. Clark by S. L. Goodman for $80,000. The sale was handled by Blackburn & Co. WYSR is on 1250 kc with 1 kw, day.

• WCAT Orange, Mass.: Sold to William R. Sweeney by James W. Miller and associates for $65,000. Mr. Sweeney owns WBNC Conway, N.H., and WERI Westerly, R.I. The sale was handled by Haskell Bloomberg. WCAT is on 1390 kc with 1 kw, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 102).*

• WSAI-AM-FM Cincinnati, Ohio: Sold to Consolidated Sun Ray Inc. (WPEN-AM-FM Philadelphia, Pa., and WALT Tampa, Fla.) by Sherwood R. Gordon for $1.9 million. Comr. Robert Bartley dissented on the multiple ownership issue. WSAI is on 1360 kc with 5 kw directional. WSAI-FM is on 102.7 mc with 14.7 kw.

• WPIC-AM-FM Sharon, Pa.: Sold to Sharon Broadcasting Co. (William H. Rich, president, and two other stockholders have interests in WMGW Meadville, Pa.) by A.W. McDowell and others for $510,000, including agreement not to compete for a period of 10 years within a radius of 150 miles of Sharon. WPIC is on 790 kc with 1 kw, day. WPIC-FM is on 102.9 mc with 26 kw.

• WERC-AM-FM Erie, Pa.: Sold to Cleveland Broadcasting Inc. (Ray T. Miller Jr., president) by WERC Broadcasting Corp. (Joseph L. Brechner, president) for $270,000. Cleveland Broadcasting owns WERE-AM-FM-TV Cleveland, Ohio. WERC is on 1260 kc with 5 kw, directional, and is affiliated with ABC. WERC-FM is on 99.9 mc with 9.7 kw.

• WWSC Glens Falls, N.Y.: Sold to Normandy Broadcasting Corp. (John B. Lynch) by Great Northern Radio Inc. (Martin Karig, president) for $212,000, including $14,000 for 7 years consultant agreement and $56,000 for agreement not to compete in Glens Falls area for 7 years. WWSC is on 1450 kc with 250 w and is affiliated with ABC.

• WRVM Rochester, N.Y.: Sold to State Broadcasting Co. (Frank W. Miller Jr., president) by Harry Trenner for $210,000. WRVM is on 680 kc with 250 w, day.

• KPAM, KPFM (FM) Portland, Ore.: Sold to Gospel Broadcasting Co. (F. Demcy Mylar, president, is 50% owner of KRWC Forest Grove, Ore.) by Stanley M. Goard and others for $200,000. Comr. Robert Bartley dissented on the overlap issue. KPAM is on 1410 kc with 1 kw, day. KPFM (FM) is on 97.1 mc with 33 kw.

• Media reports

• Television Bureau of Advertising, N.Y., reports the signing of the following new members: NBC Spot Sales; WVUE (TV) New Orleans; WTVD

CALIFORNIA — **$450,000**

Fulltime station in one of nation's top 25 markets. Great potential. 29% down on $450,000 price.

UPPER-MIDWEST — **$100,000**

Profitable daytimer in prosperous area. $29,000 down on $100,000 price.

SOUTHEAST — **$90,000**

One of top 100 markets. Prosperous business area. Fulltime facility. $25,000 down—balance on easy terms.

VIRGINIA — **$80,000**

Consistently profitable daytimer in small monopoly market. $24,000 cash required, balance on easy terms.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	California Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Avenue	Healey Building	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Atlanta, Georgia	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

(TV) Durham N.C., WKTV (TV) Utica, N.Y., and KMSO-TV Sedalia, Mo., plus two Canadian stations—CKCK-TV Saskatchewan and CHCT-TV Calgary, Alta.

• WAIT Chicago, Ill., is to become a full daytime operating station with the FCC's grant last week of the license for WCBD Chicago to WAIT. Both outlets had previously shared time on 820 kc, although WCBD was only on the air on Sundays. For contracts of sale of time and the goodwill of WCBD (which is going off the air) the Miller family, principals of WAIT, paid WCBD's licensee, The Christian Catholic Church, $132,000.

• WNBF-AM-TV Binghamton, N.Y., opened new studios and offices May 30. WNBF-TV's first telecast was a live origination of the *Dick Clark Show* (ABC-TV, 7:30-8 p.m.).

• Compass Productions Inc., New York, recently organized by George Schaefer to produce shows for tv, Broadway and motion pictures, has established headquarters at 1341 Broadway. The company's first assignment is to produce and direct six 90-minute dramatic shows for NBC-TV's *Hallmark Hall of Fame*, beginning in October.

• Weed & Co., radio station representative, announces opening of St. Louis office in Syndicate Trust Bldg., 915 Olive St., (Telephone: Chestnut 1-0646), with Edward D. Podolinsky, formerly national sales manager of KTNT-TV Seattle, Wash., as manager. Office is the ninth to be opened by Weed organization and is designed to improve service to radio-tv stations, advertisers and their agencies in both St. Louis and Kansas City.

• Announcers at KSON San Diego unanimously voted to become affiliated with American Federation of Television & Radio Artists in a mail-ballot election which produced six votes for AFTRA, none against. Sale of KSON to Kenyon Brown, president, KCOP (TV) Los Angeles, is awaiting FCC approval (BROADCASTING, April 20).

• WAVE-AM-TV Louisville, Ky., ran its fourth annual *Bids for Kids* telethon May 17, raising $130,995 in donations and pledges for a local children's hospital. The 16-hour show is jointly sponsored by the stations and the Louisville Junior Chamber of Commerce.

• KPEN (FM) Atherton, Calif., has increased power to 35 kw from 5 kw. The station is on 101.3 mc. Its antenna has been moved to San Bruno Mountain (south of San Francisco), covering the six Bay Area counties and 14 others.

PULSE and NIELSEN agree



K-NUZ is NO. 1 where it counts*

still the lowest cost per thousand buy in Houston!

* PULSE—(Jan.-Feb., 1959)
. . . in total rated periods 6:00 AM to 12:00 Midnight, Monday through Friday. K-NUZ is also top-rated on Saturday and Sunday, too!

* NIELSEN—(Jan.-Feb., 1959)
K-NUZ is No. 1 in total time periods from 6:00 AM to 12:00 Midnight, Monday through Friday, plus delivering the largest per cent of adult listeners!

AIMS Association of Independent Metropolitan Stations

Kay-News K-NUZ Radio Center
Houston's 24-Hour Music and News

National Reps.:
THE KATZ AGENCY, Inc.
• New York • St. Louis
• Chicago • San Francisco
• Detroit • Los Angeles
• Atlanta • Dallas

IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

BASEBALL EYES TV 'Fruitful' session bears little fruit

Baseball Commissioner Ford C. Frick announced last Thursday (May 21) that the major-minor league Committee on Radio & Television had held a "fruitful session" but a report on its findings and recommendations would not be released until July 7 when the All-Star Game will be played.

Among the possible courses of action reported to have been explored by the committee during meetings in Columbus last Tuesday and Wednesday were: the abandonment of the Saturday and Sunday *Game of the Day* network telecasts and a substitution of a Monday night network telecast (minor league clubs would make all Mondays open dates), plus an arrangement whereby 50% of all tv revenue derived by the majors from games telecast into minor league territories would be allocated to minor leagues.

Mr. Frick indicated during the meetings that the question of broadcasts into minor league territories would not be solved at that time. He added:

Game Delayed • "I can only say that we had a very satisfactory meeting. Progress has been made toward solution of our common problem, but no decision will be made at this time.

Commissioner Frick made no mention of the unrestricted tv plan advocated last Monday (May 18) by C. Leo De Orsey, former director of the Washington Senators.

A frequent critic of baseball's operations in the past, Mr. De Orsey proposed complete freedom of tv coverage across the U.S. with the proceeds being divided three ways. One third would go to the minor leagues clubs, one third to the minor league pension fund and the final third to be divided equally among the major league teams.

Mr. De Orsey said that failure to solve the tv problem has brought organized base ball to the brink of its "greatest disaster."

"Common sense," he proclaimed "must now replace greed and insincerity."

D.j.'s honored

Miami Mayor Robert King High has proclaimed this week, May 24-31, as "Disc Jockey Week in Miami" to coincide with the second annual International Radio Programming Seminar and Pop Music Disc Jockey Convention May 29-31 at the Hotel Americana, Miami Beach. The proclamation noted "the disc jockeys of our nation have played an important part in enriching the American way of life by making it possible for us to enjoy the best in popular music through the medium of radio." The mayor also cited how "the disc jockeys of America have given unselfishly of their time and talent in the advancement of the welfare of our nation through their work for many projects of a charitable and patriotic nature." Added to the list of guest speakers for the convention (BROADCASTING, May 18, page 60) is Tennessee Gov. Frank Clement, who will address the Saturday night banquet.

LEGAL ACTION? Film men dislike tv-taped commercials

The Film Producers Assn. of New York is exploring with various government agencies the possibility of legal action against the television networks over their activities in the video-tape commercial field.

FPA's plan was revealed last Tuesday (May 19) at the Association's first Industry Achievement Awards Dinner in New York. FPA awarded plaques to nine individuals for contributions to the film industry in New York.

Nathan Zucker, president of FPA, disclosed that a group from the association and from the International Alliance of Theatrical Stage Employes had conferred recently in Washington with the Senate Small Business Committee with a view towards ascertaining "the avenues which are open to FPA for legal action." Though Mr. Zucker did not deal with specific complaints FPA has, it is known that association members who produce tape commercials feel the networks have "an undue advantage" over them in that networks may offer a "package deal" to an advertiser, including program and tape commercials, at a price independent producers cannot match. Mr. Zucker made this reference to network practices:

Cities 'Network Control' • "The networks, through affiliates and associations, today control more than 80 percent of the nation's tv markets. They have moved from control of time to control of talent, to control of programming and now to control of production . . . We are not going to stop networks from going into production, either on video-tape or film, but we are going to keep them honest."

Mr. Zucker said that after conferences with the Senate committee, it was agreed that the association would file briefs and review the situation again with the committee. He told the dinner meeting that FPA's counsel believes that "a full body of laws and regulations already exists to meet the situation and the matter will be pursued in conjunction with the ICC, the FCC and the anti-trust division of the Justice Dept."

IATSE has agreed to share a portion of the legal expense. The union has an interest since its members hold jurisdiction as technicians over tape work at film studios but not at networks.

Plaques were presented to Mayor Robert E. Wagner of New York; Paddy Chayefsky and Nat Hiken, writers; Elia Kazan and George Justin, producers; Walter Lowendahl, consultant to Transfilms Inc., New York; Martin Poll, president of Gold Medal Studios, New York; Hazard Reeves, president of Reeves Sound Studios Inc., New York, and Mr. Zucker, who also is president of Dynamic Films, New York.

Skiatron 'definitely' will tape Bolshoi

Telecasting plans for four one-hour tapes of the Bolshoi Ballet by Skiatron of America, New York, were still a deep secret last week. But Matthew Fox, president of Skiatron, said, "we definitely will tape the programs."

Mr. Fox declined to offer any information on the method he would employ to exhibit the programs. Asked if negotiations now are in progress with networks and stations, Mr. Fox replied: "No, I'm just thinking."

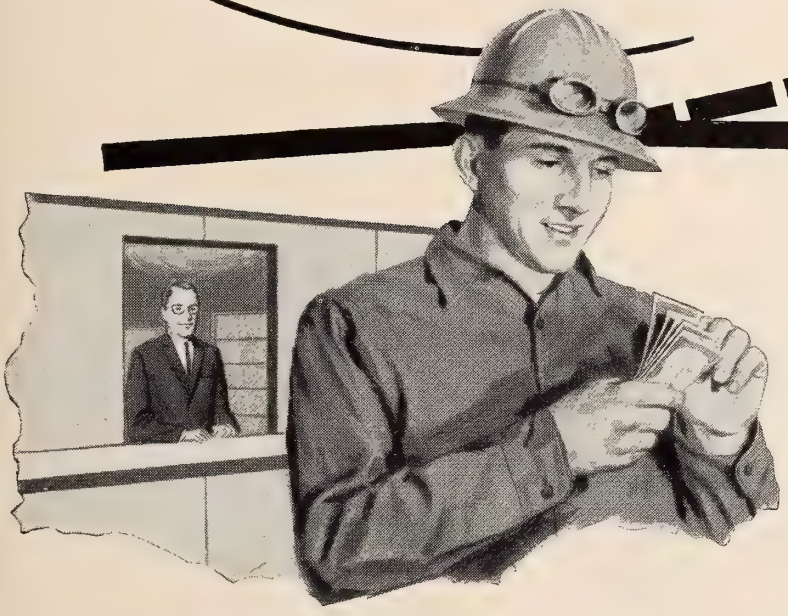
Mr. Fox confirmed he would tape the four programs at Paramount Television Production's studio used by KTLA-TV Los Angeles on June 1-2, but would not reveal production costs. There are reports the four tapes would run to about $750,000. Mr. Fox obtained tv rights to the ballet from impresario Sol Hurok.

Several station operators in New York revealed they had been approached by Mr. Fox on his plan to offer the programs on this basis: the stations would make a guarantee, carry the programs and ask viewers to send in $1, "a back-door approach" to pay tv (BROADCASTING, May 11). These station officials said they had rejected the proposal and had not even discussed the guarantee with Mr. Fox. One operator said that even for New York, he did not

288%

INCREASE

in steelworkers' wages and benefits in 18 years



30% increase in shipments per man-hour worked

Steelworkers' wages and employment benefits paid for by their employers have increased 288 percent in the last 18 years.

Earnings of the men who make steel are at the top level for all industry.

Also those steelworkers' earnings have increased *faster* than the average workers'.

But shipments of finished steel products per man-hour worked have not increased at any such pace—even with the help of billions of dollars worth of improved equipment and processes installed by the steel companies. In the last 18 years steel shipments per man-hour worked have gone up only 30 percent.

Unfortunately this tremendous and growing gap between shipments and wages is *inflation.*

The big job for everybody is to help close the gap, not widen it. Until that is done nobody can win the fight against inflation.

This message is being brought to you by

REPUBLIC STEEL

because

INFLATION ROBS US ALL

REPUBLIC STEEL makes the world's widest range of standard steels and steel products. This diversity of products is so great it touches every industry and every person. Republic is a major supplier of pig iron for foundries; of alloy bars for the forging industry, of sheet and strip steels for the appliance, automobile, air conditioning, and heating industries. Republic also manufactures a wide range of products bought directly by the public: bolts, nuts, and nails; woven wire fence and barbed wire; windows, doors, and other building materials for houses and non-residential construction. Republic's management operates a continuous program to produce better steels and develop better products from steel.



ATAS election • New officers elected by board of governors of Academy of Television Arts & Sciences' New York chapter Wednesday (May 20) night gather about new ATAS President Walter Cronkite, CBS newsman and program host. From left, they are Royal E. Blakeman, secretary (with Marshall, Bratter, Greene, Allison and Tucker law firm in New York that represents tv producers and performers); Hubbell Robinson Jr., first vice president (CBS-TV vice president in charge of programming); Mr. Cronkite, who succeeds NBC-TV Vice President Robert Lewine as ATAS president; Henry S. White, second vice president (Screen Gems' director of programs), and Thomas W. Moore, treasurer (ABC-TV vice president in charge of programming).

consider the Bolshoi Ballet of "sufficient mass appeal" to justify a sizable investment by a station. He added that in his opinion, the logical exhibition method for a ballet program is via closed-circuit to theatres where an audience of devotees in principal cities might be willing to pay premium prices for the performances. Earlier this month Mr. Fox was unsuccessful in lining up a theater chain for a closed-circuit telecast of the ballet, it was reported.

KTLA (TV) Los Angeles is putting more than $50,000 into fixing up stage 6, making it the "largest tv sound stage in the country," KTLA says, in preparation for taping the ballet June 2-3, and has hired 35 men to augment others for a crew of 60 for the job. A network-size control room is being built and equipped on stage and KTLA has added five image orthicon and two vidicon cameras.

To carry the more than 450 lights, 4,000 feet of pipe has been rigged and 15 light control men hired. A separate communication link is being installed for lighting men. Two cycloramas, 30 by 178 feet, have been purchased to serve as backdrops for the dancers who will alternate between two areas totaling more than 11,000 sq. ft. of dance floor. Stage 5 has been converted for a 90-piece orchestra whose conductor will watch the dancers on two stationary vidicon cameras and closed circuit monitors. Audio recording, in stereophonic sound, will be handled by an outside contractor.

AFM, MGA to hold election next month

Hollywood musicians employed at the major motion picture studios early next month will again have an opportunity to make a choice between the American Federation of Musicians and the Musicians Guild of America.

About a year ago, MGA defeated AFM in an NLRB election and won the right to act as bargaining agent for musicians employed by the major motion picture companies (BROADCASTING, July 14, 1958). In a contract negotiated by MGA with these producers is a clause which requires musicians to join MGA and pay dues to this union within 30 days of being hired by one of these studios. On petition by AFM, the NLRB regional office in Los Angeles has called an election for June 3-4 to withdraw from MGA the right to maintain the union shop security provisions in its agreements. Eligible to vote are all musicians who worked at least two calls at the major studios between July 21, 1957, and May 2, 1959 (about 600, according to an AFM spokesman).

MGA protests that the action is one which could be used as a precedent to attack and destroy union shop security provisison of all unions whose members are engaged in part-time casual employment like that of the musicians employed for motion picture work. The union declares that "the de-authorization election is not a choice between AFM and MGA. The musicians are being asked to choose between the guild or no union at all to represent them and enforce their contract in the studios . . . elimination of the guild's union-shop will weaken and destroy its financial support and make it almost impossible for the guild to properly represent musicians and enforce the provisions of their contract . . . thus, if the federation is successful, it will destroy, not replace the guild. . . ."

MGA is urging musicians to defeat "this anti-labor device of the AFM simply by boycotting the election and staying away."

Taped Irish games to be seen nationally

Fans of the "Fightin' Irish" will see all 10 of the 1959 Notre Dame U. football games this fall on a "national network." The games will be tv-taped for delayed broadcast to meet NCAA restrictions and probably will be carried prior to the Sunday afternoon telecasts of the National Football League, according to M.S. Greenman, president of Newspix Inc., New York, producer.

The telecasts, which will originate from the university owned station, WNDU-TV South Bend, Ind., will be distributed by Sports Network Inc. A minimum 115 stations are expected to carry the games which will feature play-by-play announcer Harry Wismer and Edward (Moose) Krause, Notre Dame athletic director.

NCAA rules governing college football telecasts require that games other than those NCAA sanctioned on the "Game of the Week" schedule not be telecast until 11 p.m. the night of the contest. It is because of this rule that the games will be on tv-tape.

Four-opera season announced by NBC-TV

The NBC Opera Co. during the 1959-60 season will present four productions in English and in color on NBC-TV, it was announced Tuesday (May 19) by Samuel Chotzinoff, producer. Starting with a two-hour presentation of Beethoven's "Fidelio" in November, the series will continue with the annual production of "Amahl and the Night Visitors" in December. Scheduled for February is Mascagni's "Cavalleria Rusticana."

NBC has commissioned poets W. H. Auden and Chester Kallman to prepare an English translation of Mozart's "Don Giovanni" for a two-and-one-half hour colorcast in April. Mr. Chotzinoff said that these upcoming performances bring to 54 the number of operas the company will have produced since it was formed in 1949.

The cost of presenting an NBC-TV

opera, Mr. Chotzinoff estimated, is $150,000 for one performance. It costs almost that much for a repeat presentation, he said. Mr. Chotzinoff registered his approval for westerns on television because, he said, "westerns help pay for tv opera."

Small details stymie NBC-TV, UA-TV plans

For United Artists Television and NBC-TV last week it was a climate "as at Geneva," as negotiations continued on a new anthology series to be produced under UA-TV auspices using the same producers as its parent, United Artists Corp. (BROADCASTING, May 18).

As of May 21 no agreement was reported. One official compared the dickering over details to the give-and-take at talks in progress among the major powers at Geneva.

NBC-TV has offered UA-TV a plan for placing the film company's prospective anthology on the network in the next fall season asking for a commitment of 13 programs with options for 26 more. UA-TV prefers a contract that would call for a 26 program series at one crack.

Another point that is delicate to work out: financial details with NBC-TV sharing in ownership of the series along with UA-TV and the producers themselves.

Live tv for Olympics on ABC-TV in February

ABC-TV next February will provide network television coverage of the first Olympic games held in the U.S. since 1932. The network last week acquired exclusive rights to broadcast the 1960 Olympic winter games from Squaw Valley, Calif., Feb. 18 through 28, according to Thomas W. Moore, ABC-TV vice president in charge of programming.

Though plans are incomplete, ABC-TV reports it will give live and tape coverage of each of the 11 days of the games. More than 1,000 athletes from 34 nations will compete in various skating and skiing events. Special Olympic pageantry, which will be staged by Walt Disney, also will be televised, Mr. Moore said.

PTA to rate tv shows

The National Congress of Parents & Teachers will publish ratings of tv shows for family viewing in its monthly organ starting next fall. Eva Grant, editor of the PTA magazine, told a news conference at the congress' 63rd annual meeting that the ratings are prompted by the tv industry's "failure to reduce the num-

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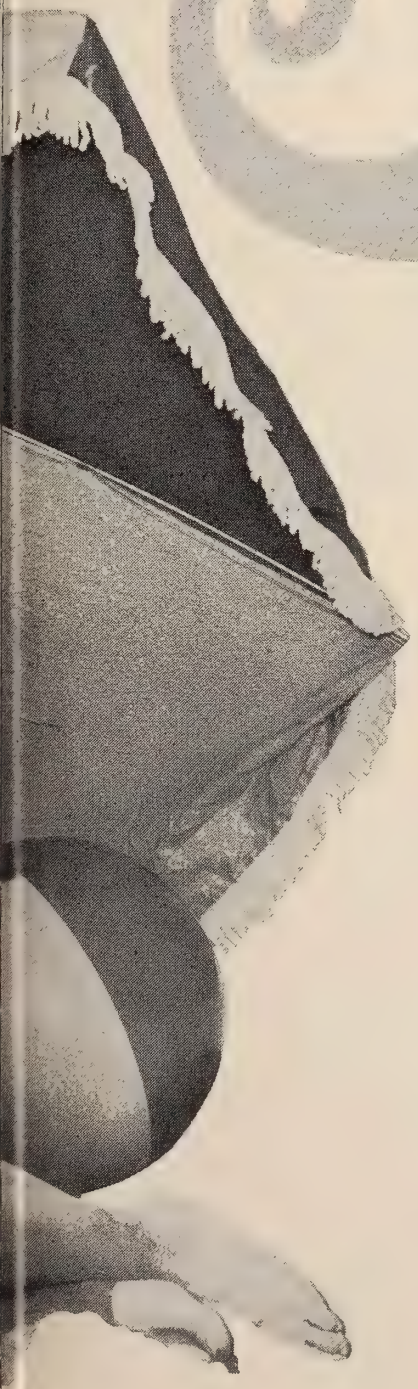
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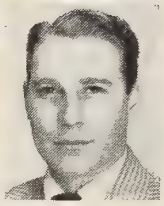
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ber of shows depicting brutality and violence." She said that "this doesn't mean . . . that the National Congress is going to set itself up as a . . . censor. The judgments will be reached by a group of experienced parent-teacher people who know something about tv and children."

• Program notes

• In reportedly the first instance in which a network has bought a western film series for a daytime strip, ABC-TV last week said it has acquired *Restless Gun,* starring John Payne, for its daytime schedule next fall. The series, produced by Revue Productions, Hollywood, is in its second season of evening telecasts on NBC-TV (Mon. 8-8:30 p.m.).

• Jayark Films Corp., New York, has slated for fall release two new tv series, *Trapped* and *Birthright,* currently being filmed at Republic Pictures, Hollywood, according to Reub Kaufman, Jayark president. *Trapped* will consist of mystery-suspense situations, with a different set of stars in each half-hour story, it was reported. *Birthright* dramatizes case histories from the files of the Los Angeles Bureau of Adoptions and other child welfare groups. Duke Goldstone is executive producer of both production units, Mr. Kaufman said. Jayark's initial syndication entry, *Bozo the Clown,* reportedly has been sold in 85 markets, including recent sales to WSLS-TV Roanoke, WTVR (TV) Richmond, KFRE-TV Fresno, Calif., WHYN-TV Springfield, Mass., WCKT (TV) Miami, WSB-TV Atlanta and KARD-TV Wichita.

• Replacing *The Steve Allen Show* this summer on NBC-TV (Sun. 7:30-8:30 p.m.) will be *Suspicion,* a filmed series of 13 one-hour dramas originally seen during the 1957-58 season on the network, it was reported last week. Actor Walter Abel has been named to serve as live host of *Suspicion,* which starts June 14. No sponsor has as yet been signed, according to NBC-TV.

• Screen Gems, N.Y., reports the sale of 130 feature films to the Triangle Stations (WFIL - TV Philadelphia, WFBG-TV Altoona and WLBR-TV Lebanon, all Pennsylvania; WNBF-TV Binghamton, N.Y.; WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif.).

• Independent Television Corp., has moved its temporary production offices from California Studios to an entire floor of the Jack Wrather Organization building at 270 N. Canon Drive, Beverly Hills, where Ted Rogers, ITC's director of programs and production—who will head up the operation, will headquarter. Production is staffed to handle film, video-tape and live programming, ITC reports.

• ABC-TV's *Polka-Go-Round,* originally scheduled for a half-hour this summer, has been shifted to the one-hour class (Mon. 7:30-8:30 p.m.). The series, which will emanate from ABC's WBKB (TV) Chicago, begins June 1.

• International Transmissions Inc., N.Y,. voiced news service, on June 1 will be in operation from new quarters at 2 W. 46th St., it was announced last week by Sumner J. Glimcher, president. The company has been located at 480 Lexington Ave. ITI's new telephone number will be Columbus 5-2400. New subscribers signed last week were KTHS Little Rock and KWKH Shreveport.

• General Film Labs Corp., (film processing), Hollywood, Calif., has opened a Kansas City office at 106 W. 14th St. Neal Keehn, formerly of Calvin Co. (film production), Kansas City is in charge of the new operation.

• WLWI (TV) Cincinnati inaugurates its color facilities next week for the Memorial Day Indianapolis '500' racing car event. Nine WLWI cameramen at the Indianapolis track will give their color footage to motorcyclists for delivery at WLWI. About 5,000 ft. of color film of the race will be processed, edited to about 1,000 ft. and telecast in less than six hours. (Live telecasts are not permitted.)

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

May 25-29, June 1-3 (2:30-3 p.m.) **Haggis Baggis,** participating sponsors.

May 25-29, June 1-3 (4-4:30 p.m.) **Truth Or Consequences,** participating sponsors.

May 25, June 1 (10-10:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell.

May 26, June 2 (8:30-9 p.m.) **Jimmie Rodgers Show,** Liggett & Myers through McCann-Erickson.

May 27, June 3 (8:30-9 p.m.) **Price Is Right,** Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

May 27, June 3 (9-9:30 p.m.) **Kraft Music Hall, Starring Dave King,** Kraft through J. Walter Thompson.

May 28 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

May 28 (10:30-11 p.m.) **Masquerade Party,** P. Lorillard through Lennen & Newell.

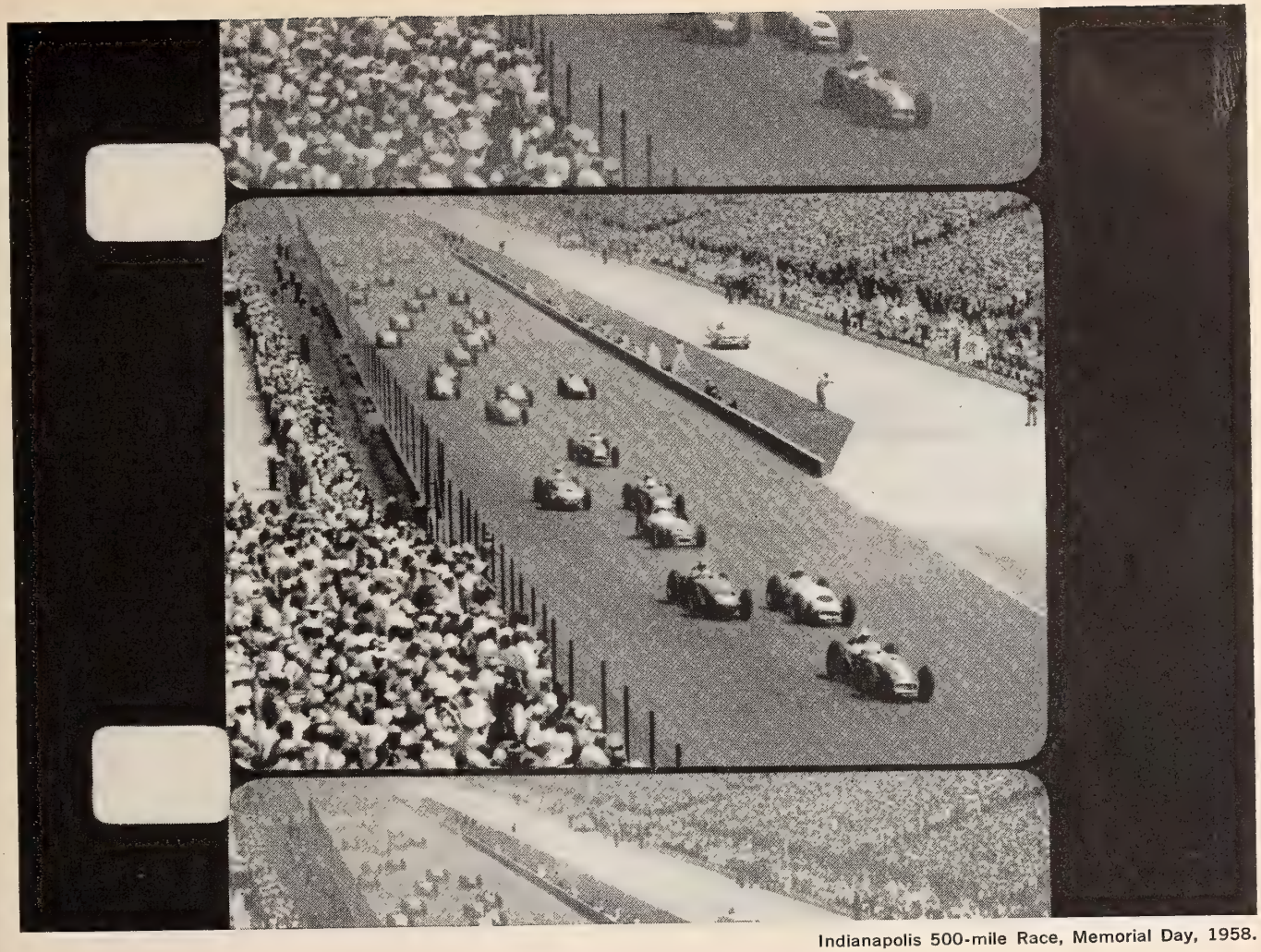
May 29 (7:30-8 p.m.) **Northwest Passage,** sustaining.

May 29 (8-9 p.m.) **Ellery Queen.** Gulf through Young & Rubicam.

May 30 (8-9 p.m.) **Perry Como Show,** participating sponsors.

May 31 (7:30-8:30 p.m.) **Steve Allen Show,** sustaining.

May 31 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.



Indianapolis 500-mile Race, Memorial Day, 1958.

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FATES & FORTUNES

Advertisers

• JOHN W. HALEY, advertising manager, director of public relations and member of board of directors, Narragansett Brewing Co., Cranston, R.I., elected vp and member of executive committee. Mr. Haley was also appointed general advertising manager.

• J. JACKSON RIGGS, formerly district manager of Westinghouse Appliance Sales Co., Detroit, to Argus Cameras, division of Sylvania Electric Products, N.Y., as vp, marketing.

• B. C. (BURT) FLOUNDERS, formerly advertising product manager of Scott Paper Co., Chester, Pa., named advertising manager of Pet foods division of Carnation Co., L.A.

Agencies



MR. WILLMARTH

• JOHN H. WILLMARTH, executive vp and creative director, elected president of Earle Ludgin & Co., Chicago, succeeding VINCENT R. BLISS, resigned. GEORGE A. RINK, vp, adds duties of general manager while RALPH E. WHITING, vp, becomes chairman of newly-formed executive committee composed of Messrs. Willmarth, Rink and EARLE LUDGIN, chairman of board. JANE (BORAH) DALY, vp in charge of radio-tv, also resigns.

• KENNARD G. KEEN JR., vp and director of Arndt, Preston, Chapin, Lamb & Keen, Phila., elected president. He succeeds JOHN F. ARNDT, who becomes board chairman. JAMES G. LAMB, formerly board chairman, named chairman of new executive committee. ROBERT N.D. ARNDT, vp and director, named executive vp.

• CURTIS A. ABEL, merchandising director, Young & Rubicam, L.A., named vp-manager.

• JOHN GRAFF, formerly vp of Fletcher D. Richards, N.Y., to Dickerman Adv., New Hyde Park, N.Y., as vp and account executive.

• JAMES SEABORNE, formerly supervisor, production of commercials, for Whitehall Div. of American Home Products and Standard Brands at Ted Bates & Co., N.Y., to Morse International, that city, as director of radio-tv production department.



MR. STEFAN

• ROBERT (BUD) STEFAN, manager of BBDO's Hollywood office, appointed vp in charge of radio-tv. Mr. Stefan joined Hollywood office in 1952 as tv production supervisor and was appointed manager in February of this year. He was previously with KTLA (TV) Los Angeles as writer-director-performer.

• ERIC MARDER, account research director of Kenyon & Eckhardt, N.Y., elected vp.

• STUART GANON, formerly member of creative plans board, Hicks & Griest, N.Y., to The Joseph Katz Co., that city, as copy supervisor. PHILIP D. PORTERFIELD, formerly of D'Arcy Adv., N.Y., on consulting basis, Studebaker account, joins Katz as merchandising account executive.

• WILLIAM F. JAMES, vp of Gardner Adv.'s New York office, elected chairman of executive committee.

• GLENHALL TAYLOR, manager of Holly-



wood office of N. W. Ayer & Son, has resigned to form his own program production firm.

• BERN KANNER, assistant media director of Benton & Bowles, named associate media director. ROGER CLAPP, media buyer, named assistant media director. Both remain in New York office.

• JAMES ENGLISH, formerly associate media director of Young & Rubicam, N.Y., to Kenyon & Eckhardt, that city, in similar capacity.

• DR. CHARLES WINICK, educator, advertising and marketing research (Massachusetts Institute of Technology, Columbia U.) and visiting lecturer (U. of London, U. of Rochester), joins J. Walter Thompson, N.Y., to direct program of basic research.

• FRANK CLAYTON, group supervisor of Gardner Adv., St. Louis, to Kenyon & Eckhardt, Chicago, as media director. He succeeds HARRY SAGER, appointed senior account executive on local Pepsi Cola account.

• LEONARD RUBENSTEIN, Clinton E. Frank, elected president of Art Directors Club of Chicago. Other officers: SAM FINK, Young & Rubicam, first vp; DEAN STRAKA, N. W. Ayer & Son, second vp; RALPH ECKERSTROM, Container Corp. of America, secretary, and JULES BESKIN, Foote, Cone & Belding, treasurer. Elected directors for two years: LEE KING, Edward H. Weiss; BILL SILET, J. Walter Thompson, and LEE STANLEY, Leo Burnett. For one-year terms: KENNETH BOEHNERT, Grant Adv., and ROBERT PATTERSON, McCann-Erickson.

• EUGENE LETOURNEAU, traffic manager of Geyer, Morey, Madden & Ballard, Detroit, named assistant manager, dealer service department of agency's Rambler dealer organizations.

• GORDON MILLER JR., formerly vp-sales of Gordon Miller Co., Cincinnati industrial incentive awards firm, and F. JOSEPH MARIN, formerly of D'Arcy Adv. and Campbell-Mithun, to Leo Burnett, Chicago, as account executive.

• ARTHUR TOPOL, formerly media buyer of Donahue & Coe, N.Y., and PETER BERLA, formerly media buyer of Benton & Bowles, N.Y., to Ogilvy, Benson & Mather, that city, in similar capacities.

• ED KASSER, formerly timebuyer of Erwin Wasey, Ruthrauff & Ryan, Chicago, to Arthur Meyerhoff & Co., that city, in similar capacity.

• STUART Q. HYATT, formerly copywriter of Calkins & Holden, N.Y., (now merged with Fletcher D. Richards Co.), to Anderson & Cairns, that city, in similar capacity.

Networks



• DRESSER DAHLSTEAD, program director, ABC, western division, named director of operations, Pacific Coast regional network.

MR. DAHLSTEAD

• WALTER P. ROZETT, director of financial and administrative operations of CBS, awarded Alfred P. Sloan fellowship in executive development at Massachusetts Institute of Technology, and begins one year leave of absence on June 1, to participate in that program.

• CLIFF ANDERSON, director of labor relations of ABC, appointed to newly-created post of director of special services for ABC, western division.

• RICHARD W. BRAHM, formerly presi-

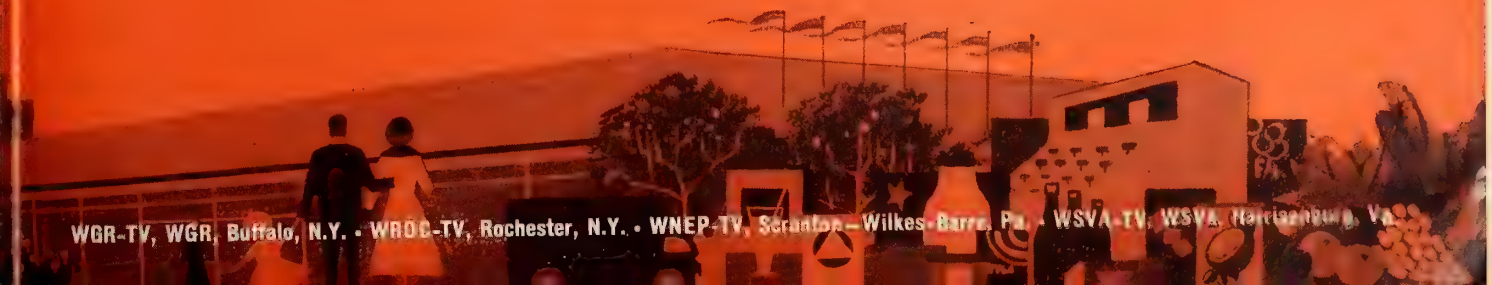
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WGR-TV, WGR, Buffalo, N.Y. • WROC-TV, Rochester, N.Y. • WNEP-TV, Scranton—Wilkes-Barre, Pa. • WSVA-TV, WSVA, Harrisonburg, Va.

dent, Media-Merchandising Inc., N.Y., to Mutual Broadcasting System's Chicago office as midwest manager.

• EDWARD R. MURROW and ERIC SEVEREID, CBS News commentators, decorated by Belgium government for "contributions in the field of foreign affairs." Mr. Murrow received "Officer of the Order of Leopold" while Mr. Severeid received "Officer of the Order of the Crown."

Stations

• STEPHEN J. ROONEY, with WAMP-WFMP (FM) Pittsburgh and predecessor WJAS since 1953, named general manager of both stations, effective June 1.

• NORMAN GITTLESON, formerly general manager of WMUR-TV Manchester, N.H., has joined KLMS Lincoln, Neb., as general manager.

• STANLEY A. WAINER, treasurer of Telemeter Magnetics Inc., L.A., Paramount Pictures Corp. subsidiary, transfers to KTLA (TV) Los Angeles, owned by Paramount Television Productions, as business manager.

• E.H. KEOWN, general manager of WQSN Charleston, S.C., elected vp.

• PAUL N. MILES, formerly sales manager of WHLL Wheeling, to general manager of WCAW Charleston, both West Virginia. Other WCAW appointments: PAUL HOWARD, production manager of WCUE-AM-FM Akron, Ohio, to program director; NORMAN L. POSEN, of sales department of WMAL-AM-FM Washington, to sales manager; MRS. GLORIA M. BEST, formerly of WCHS-TV Charleston, W. Va., to woman's director.

• JERRY L. LUQUIRE, program director and operations manager of WDBM Statesville, to WSOC-AM-FM-TV Charlotte, both North Carolina, as production manager, effective June 1.

• KEN GAUGHRAN, chief announcer and traffic manager of WREB Holyoke, Mass., named program director. Mr. Gaughran will retain traffic manager duties.

• THEODORE R. DORF, station and commercial manager of WGAY and WSHO-FM Silver Spring, Md., before its purchase by Connie B. Gay Enterprises, retained in both positions, effective June 1.

• DON ERICKSON, production director of WCTV (TV) Thomasville, to WALB-TV Albany, both Georgia, as production manager.

• KEITH G. DARE, formerly consultant for ABC and Katz Agency, to WHCT (TV) Hartford, Conn., as director of sales.



Visiting Viking • Erik Diesen (l), head of the Entertainment Dept. of the tv division of the Norwegian Broadcasting Corp., listens to R.J. Heiss, station manager of WTMJ-TV Milwaukee, explaining the program log in the station's projection room. Mr. Diesen is spending two months as a staff member of WTMJ-TV to learn American tv techniques which could be applied to Norwegian tv, currently in the experimental stage. The device to the right is the WTMJ-TV Balopticon projector.

• ROBERT V. CAHILL, in legal department of NAB since 1957, appointed to post of NAB attorney, replacing late WALTER R. POWELL who died May 13 (BROADCASTING, May 18).

• ROBERT N. PRYOR, head of promotion and information services of WCAU-TV, elected president of Television & Radio Club of Philadelphia. Other officers: PATRICK J. STANTON, president of WJMJ, chairman of board; WALTER L. TILLMAN, manager of Philadelphia *Tv Guide*, vp; MORTON J. SIMON, attorney, vp and counsel; BLAINE BUTCHER, Al Paul Lefton Co., treasurer; MRS. ROBERT STUART, copywriter of Bauer and Tripp agency, secretary.

• JACK GILBERT, KHOL-TV Holdrege, elected president of Nebraska Broadcasters Assn. Other officers: HARRY PECK, KODY North Platte, vp; DICK CHAPIN, KFOR Lincoln, secretary-treasurer; NEWELL EASTMAN, KOGA Ogallala, MAX BROWN, KRVN Lexington, BILL MOORE, KMMJ Grand Island and DAVID YOUNG, KSID Sidney, radio directors; OWEN SADDLER, KMTV (TV) Omaha and E. JAMES EBEL, KOLN-TV Lincoln, tv directors.

• RICHARD S. CALENDER, formerly general manager of KLIQ Portland, Ore., appointed sales manager of KEWB (former KLX) San Francisco-Oakland, Calif.

• JAMES F. SIMONS, formerly director of operations of Mutual Broadcasting System and before that with John Blair & Co., Chicago, elected general sales manager of KFWB Los Angeles, effective today (May 25). CLEVE HERMANN joins KFWB news staff.

• ROBERT C. PETTINGELL JR., account executive of KOB-TV Albuquerque, N.M., named sales manager of KOB, effective June 1, succeeding late FRANK P. REDFIELD, who died following auto accident May 12.

• JACK LYNN, formerly program director, WNTA-TV Newark, N.J., to WNEW-TV New York in similar capacity.

• IVAN JONES, farm editor of KGW-AM-TV Portland, Ore., elected president of Oregon Agricultural Editors, new organization of agricultural editors of state's press and broadcast media.

• CLARK B. GEORGE, general manager of KNXT (TV) Los Angeles and Columbia Television Pacific Network, has received Lee de Forest award of National Assn. for Better Radio & Television. It was first time local tv station has been so recognized by NAFBRAT for outstanding programming and only third time that award has been given. Previous winners were Joyce Hall of Hallmark Cards, sponsor of *Hallmark Hall of Fame*, and Harvey Firestone Jr. of Firestone Tire & Rubber Co., sponsor of *Voice of Firestone*.

• JACK MILLS, KSIB Creston, elected president of Iowa Associated Press Radio & Television News Assn. DICK GREENE, WOI Ames, elected vp, and CY DOUGLASS, chief of AP's Des Moines bureau, re-elected secretary.

• LEE WHITE, news director of KROS Clinton, elected president of United Press International Broadcasters of Iowa, succeeding ROBERT FRANK, WOC Davenport. WALLY BISHOP, KXEL Waterloo, elected vp and WILLIAM E. SPICER, Iowa news manager for UPI, re-elected secretary.

• EUGENE WILKIN, sales manager of WPRO-TV Providence, R.I., elected president of Providence Adv. Club.

• BILL GRAMER, chief newscaster of WGTO Cypress Gardens, elected president of Florida United Press Broadcasters, succeeding BILL BAYER, WPST-TV Miami. Other officers: BILL GROVE, WJXT (TV) Jacksonville, vp;

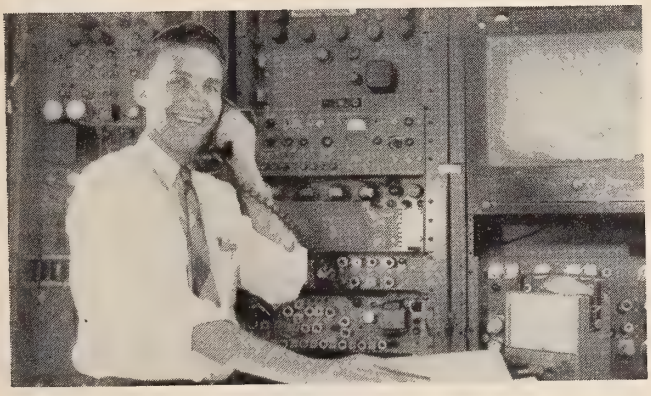
SUCCESS STORIES

One of a series of salutes to successful Radio and TV stations across the nation . . . and to Northwest Schools graduates who have contributed to their success.

KVIP-TV
Channel 7
REDDING, CALIFORNIA

KVIP-TV is located in Redding, California, and along with sister station KVIQ-TV in Eureka, serves television fare for NBC and ABC to the Northern portion of California.

With transmitter located on mile-high Shasta Bally Mountain, the station's facilities penetrate large areas of mountain population that enjoy no other television service . . . as well as the rich Sacramento Valley.



Lynn Olsen, Studio Engineering Supervisor



George C. Fleharty, President and General Manager KVIP-TV, Redding

A recent report from KVIP-TV, advises two extremely valuable cogs in the KVIP team are Lynn Olsen, Studio Engineering Supervisor, and Richard Bertolin, Film Director. Both men came to the station in its early days of telecasting from Northwest Schools and have continued to develop their aptitudes and positions to the present date. "Needless to state, we are more than satisfied with the performance of your two graduates", is the pleased comment of KVIP President, George Fleharty.



Richard Bertolin, Film Director

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

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Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

DAVE PFAFF, WNOG Naples, CRAWFORD RICE, WTVT (TV) Tampa, ED GRANT, WPDQ Jacksonville, DON MILLER, WDAE Tampa, FRANK BLACK, WJXT and Mr. Bayer, all directors.

• HAROLD SALZMAN, news director of WLS Chicago, re-elected president of Illinois News Broadcasters Assn. to serve remaining eight months of 1959, as INBA reverts to calendar year for officers. Others: JOHN RHODES, WRRR Rockford, vp; FRAZIER WRIGHT, WCIA (TV) Champaign, treasurer; DONALD BROWN, U. of Illinois, executive secretary. Directors: FRAN BOOTON, WLBK DeKalb; GEORGE MARTIN, WTHI-TV Terre Haute (Ind.); BILL SPANGLER, WFRX West Frankfort, and RALPH SMITH, WIRL Peoria.

• DEAN NAVEN, KMA Shenandoah, elected president of Iowa Radio & Television News Directors Assn., succeeding DICK PETRIK, KOEL Oelwein. FRANK MANGOLD, KWPC Muscatine, elected vp, and ART BARNES, U. of Iowa, re-elected secretary-treasurer. Directors: WALLY BISHOP, KXEL Waterloo; ROBERT FRANK, WOC Davenport, and Mr. Petrik.

• MIMI HOFFMEIR, manager of program analysis of NBC, elected president, New York Chapter of American Women in Radio & Television, for 1959-60 season. She succeeds LUCILE MASON, casting director, Compton Adv.

• THOMAS MARSHALL WEAVER, formerly sales manager of *Adult* magazine, Dallas, joins KRGV-AM-TV Weslaco, Tex., as administrative assistant.

• ROBERT W. BLOCK, formerly manager of Los Angeles office of AM Radio Sales Co., to KSFO San Francisco sales staff.

• CHARLES BOHN, newsreel photographer of KMOX-TV St. Louis, elected president of National Press Photographers Assn.'s St. Louis chapter.

• JOSEPH LUTZKE transfers from NBC Radio Spot Sales, Chicago, to sales staff of WNBZ (TV), that city. ROBERT E. MCAULIFFE, formerly of WBKW-TV Buffalo, N.Y., to WNBQ sales staff.

• MIKE WEIDE, air personality of KOMO Seattle, named account executive. DOROTHY SORTOR, formerly publicity director of Seattle-King County March of Dimes, joins KOMO-AM-TV as public relations assistant.

• CHUCK OLSON, formerly sales promotion manager of WREX-TV Rockford, Ill., to WITI-TV Milwaukee, Wis., in similar capacity. JACK LIGHTNER promoted from sales staff to succeed Mr. Olson at WREX-TV.

• FRANK J. MARUCA, formerly field account executive of Ketchum, MacLeod & Grove, Pittsburgh, to WAMP/WFMP (FM), that city, as program-promotion coordinator. EARL BUNCHER, formerly commercial manager of WEDO McKeesport, Pa., to WAMP/WFMP as sales representative on local accounts.

• BILL MCMAHON, formerly air personality of WISC and WMFM (FM), both Madison, Wis., appointed program and public affairs director of WSJM St. Joseph, Mich.

• MAX MACE and JIM PITTS named commercial production supervisor and copy chief-newscaster, respectively, of WESC Greenville, S.C.

• JERRY BOWER, formerly of WGN-TV Chicago, to WPTA (TV) Ft. Wayne, Ind., as chief engineer. BOB CARTER, producer-announcer, named production manager of WPTA.

• MARSHALL KARP, formerly account executive, National Telefilm Assoc., N.Y., to WPIX (TV) New York, in similar capacity.

• MARTY CONNELLY, account executive of Peters, Griffin, Woodward, S. F., has joined sales staff of KTLA (TV) Los Angeles.

• MAX REEDER, sales manager of KLX Oakland, and ROBERT I. PRICE, account executive of KCBS San Francisco, are joining KTVU (TV) San Francisco-Oakland as account executives.

• ROBERT W. BLOCK, manager of Los Angeles office of Am Radio Sales Co., has joined sales staff of KSFO San Francisco.

• LARRY CONTI promoted to chief announcer of WSTV-AM-FM Steubenville, Ohio. MARSHALL FATKIN joins news staff of WSTV (TV).

• NORMAN WINN and SANDY SIMS join copy staff of WMAZ-AM-TV Macon, Ga. DONNIE CARL, formerly of copy staff to announcer of WMAZ.

• BURT YOUNG, formerly of Lando Adv., Pittsburgh, to WTAE (TV), that city, as member of promotion department.

• CHARLIE JEFFERDS, air personality of WHIM Providence, R.I., to WICE, that city, in similar capacity.

• DEEMS TAYLOR, music critic and commentator, signed by WGN-TV Chicago for *Great Music From Chicago* symphony series starting Oct. 18.

• DR. JOHN WESLEY HOLLAND, 82, radio pastor of WLS Chicago's *Little Brown Church of the Air* for 26 years, died May 15 after several weeks' illness. He is credited with being first ordained minister ever appointed for a "radio parish," retiring in 1958.

• HAROLD J. SCHMITZ, KFEQ-AM-TV St. Joseph, Mo., honored with national Animal Agricultural Award for farm directors, sponsored by American Feed Mfrs. Assn.

• GENE BLAINE resigns as program director of WAKE Atlanta, Ga.

• ELWOOD S. THOMPSON, formerly of WPVL Painesville, Ohio, and SANDY FOUTS, formerly of WRRF and WITN (TV), both Washington, N.C., join WBRE-AM-FM-TV Wilkes-Barre, Pa., as members of announcing and production staffs.

• KENNETH DAUST, formerly staff announcer of KWK-AM-TV St. Louis, to KPLR-TV, that city, in similar capacity.

• DON HICKMAN, formerly part owner of WTUC Union City, to WDXI-AM-TV Jackson, both Tennessee, as announcer and member of programming staff.

• JULIAN ROSS, head of music library, WINS New York, named newsroom supervisor.

• EV SUTHERIN, formerly of WWVA-AM-FM Wheeling, W. Va., to WGL Fort Wayne, Ind., as air personality.

• JACK CHASE, oldest son of Warren Chase, chief engineer of WDEV Waterbury, Vt., has received appointment to U. S. Military Academy at West Point, reporting July 1. He was sponsored by Sen. George Aiken (R-Vt.).

Representatives



MR. COTTINGTON

• CHARLES H. COTTINGTON, formerly vp in charge of broadcasting, Erwin Wasey & Co. (now Erwin Wasey, Ruthrauff & Ryan), N.Y., to Stars National, that city, as president.

• GIL JOHNSTON, formerly manager of KWK St. Louis, to Robert E. Eastman & Co. as manager of St. Louis office.

• JOHN A. MCELFRESH, formerly on sales staff of WCAU-TV Philadelphia, to CBS Television Spot Sales, as account executive, Chicago office.

• GEORGE BEAVERS, salesman in New York office of Broadcast Time Sales, named director of sales development in firm's west coast division.

Programming

• ARNOLD FETBROD, formerly coordinator of syndication sales of Screen Gems, N.Y., to Official Films, that city, as manager, syndication department.

• JACK J. BROWN, formerly head of his own advertising agency in Chicago, appointed midwest division manager, Trans-Lux Television Corp., that city.

• JACK SHEA, NBC-TV director, elected president of Hollywood local of Radio & Television Directors Guild. HOWARD QUINN, CBS-TV association director, elected vp; MURRAY SCHWARTZ, NBC-TV associate director, secretary. Runoff election will be held between Hap Weyman, director of KABC-TV, and DAN GINGOLD, director of KNXT (TV), for post of treasurer. Mr. Shea, as president, automatically becomes representative of local on union's international board, to which SEYMOUR BERNS, retiring president, was elected and MICHAEL KANE re-elected.

• CHARLES L. TOWNSEND, formerly manager, film and kinescope facilities of NBC, to TelePrompTer Corp., N.Y., as director, television engineering.

• RICHARD R. KREPALA to promotion manager of Peachtree Production Assoc., Atlanta. Other PPA appointments: BETTY L. MERRITT to promotion and pr manager; LOUIS C. INGRAM, JR., formerly on sales staff of 20th Century Fox Films, Hollywood, to sales manager; NORMAN WHITMAN, formerly of WERG-TV, Mobile, Ala., to production manager.

• GERTRUDE PALMER, office manager of National Telefilm Assoc., N.Y., named director of personnel.

• MEL LONDON, formerly executive producer of On Film Inc., Princeton, N.J., to Transfilm Inc., N.Y., as producer for industrial film division.

• TOM MORGAN, artist and repertoire producer of Capitol Records, Hollywood, adds duties of liaison with motion picture and tv industries.

• L. MERCER FRANCISCO, head of Francisco Films, Chicago, appointed editorial consultant to Atlas Film Corp., Oak Park, Ill. Film firm also announced leasing of additional quarters at 185 N. Wabash Ave., Chicago.

• TONY WILSON, formerly production executive of Young & Rubicam, signed by Screen Gems, Hollywood, as producer for *Alcoa-Goodyear Theatre* tv series.

• OSCAR RUDOLPH, who directed most of *The Donna Reed Show* during current season for Screen Gems, N.Y., signed to multiple-film contract as director of next season's series. PHIL SHARP, formerly contract producer of CBS-TV, signed as associate producer of *The Donna Reed Show*. Other Screen Gems appointments: HET MANHEIM as story editor for new *Undercover Man* series; DON MOORE as story department editor, Hollywood office, and EVE ETTINGER as department's associate editor.

Equipment & Engineering

• MICHAEL BALOG, formerly manager of semiconductor division of Sylvania Electric Products, N.Y., named plant manager of CBS-Hytron's receiving tube plant in Newburyport, Mass.

• CHARLES M. VOLKLAND, formerly west coast assistant regional sales manager of Philco Corp.'s Govt. & Industrial Div., appointed sales manager of Sierra Electronic Corp., Menlo Park, Calif., Philco subsidiary.

• DAVID ALAN SAFER, formerly public relations consultant of Embassy of India in Washington, D.C., and previously director of public and professional relations of Cavitron Equipment Corp., Long Island City, N.Y., named director of information services of CBS Labs, Stamford, Conn.

• WILLIAM L. REYNOLDS, general counsel of Electronic Industries Assn., Washington, resigns to join Litton Industries, Beverly Hills, Calif., as general attorney, effective about June 1.

Allied

• LLEWELLYN BROOKE WHITE, 59, veteran editor and author of *The American Radio*, died May 15 in Lenox Hill Hospital, N.Y., following coronary thrombosis. Mr. White retired in 1955 as State Dept. program division chief for press service of International Information Administration. Published in 1947, *The American Radio* dealt with the history and growth of that industry.

• PAUL DUDLEY, 46, script writer for radio, tv and motion pictures, died May 18 in Duarte, Calif., of lung fungus disease. Mr. Dudley wrote for Jack Paar, Frank Sinatra and *Martin Kane, Private Eye* series.

International

• ELDON M. SINCLAIR named president of Leo Burnett Co. of Canada, Toronto, Ont., succeeding RICHARD N. HEATH, Chicago, appointed chairman of Canadian executive committee.

Anita Sundin Calling . . .



"Anita Sundin Calling" is heard Monday through Friday in convenient 90-second "capsule" form at peak hours for reaching women in the home and on their way to shop.

Anita provides Quint-City area housewives with a daily stream of recipes, hints to make home-making easier and social notes. Local groups use the show as their bulletin board for fraternal, social, civic and educational announcements.

Anita has a wide following and her audience respects her advice. Many women tell us they listen to the program to learn what is going on in the area.

Anita is available as a personality or for spot adjacencies . . . contact your P.G.W. Colonel or call, write or wire Sales Department WOC AM-FM-TV, Davenport, Iowa.

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ELECTRONICS: $21 BILLION IN '70

EIA delegates optimistic at convention; WE's Lack honored

Electronics production is headed toward a period of intensive growth, with military output likely to quadruple by 1970, members of Electronic Industries Assn. were told last week at the association's 35th convention in Chicago.

The industry's meeting was marked by presentation of the EIA Medal of Honor to Frederick R. Lack, retired vice president of Western Electric Co. and a past vice president-director of EIA. The medal was presented by EIA President David R. Hull, Raytheon Co., at the Thursday (May 21) dinner.

Mr. Lack was the eighth "Electronics Man of the Year" honored by EIA. He served nearly a half-century with Western Electric, starting as a shop tester in 1911 and moving upward until his retirement in 1958. Among recent achievements was direction of the development and manufacture of Western Electric's Nike family of missiles and the recent Nike-Zeus anti-missile missile.

A series of two-score separate business meetings marked EIA's convention, held at the Sheraton Towers in Chicago. These ranged from consumer items to military and specialty product problems.

Bullish Report • Mr. Hull gave an optimistic report on industry progress. He estimated 1959 electronics sales at the factory level will reach $9 billion this year for a new record. Military production absorbs 52% of industry sales and 30% of the Defense Dept.'s procurement dollars he explained. The military output will approach $5 billion this year, he predicted, emphasizing the $2 billion electronic output devoted to missiles. Civilian space equipment will use about a third of electronics through 1970, he estimated, with $4.8 billion this year.

EIA's efforts to induce the government to conduct a long-range spectrum study of the radio spectrum were recounted by Mr. Hull. EIA will state its views at a June 8-9 Senate Commerce subcommittee hearing.

"We in electronics must strive for technical improvements that will assure the United States of continuing mastery in modern military armaments and the exploration of outer space," Mr. Hull said. "At present we have good reason to believe that this country is ahead of its rivals in electronic technology and production. It is our responsibility to retain this lead."

The $5 billion military electronics output this year is expected to exceed $21 billion by 1970, EIA was told by Frank W. Mansfield, Sylvania Electric Products, reported in his capacity as chairman of EIA's Marketing Data Dept.

"Sales of table, clock and portable radios increased 400,000 sets to 8.6 million during the current fiscal year," he said, with tv sales to consumers declining from 5.9 million to 5.2 million sets.

Stereo Stimulation • Robert S. Bell, Packard Bell Electronics Corp. who heads EIA's Consumer Products Division, said the increase in phonograph sales of 4.7 million units during the year was mainly because of the enthusiastic public response to stereo. Only 50,000 stereo phonos were sold by factories during fiscal 1957-58, he said, but 1959 stereo sales are expected to reach 2.2 million units. Stereo's impact cut monaural sales from 4.4 million to 2.5 million units.

Factory production of tv sets is running around the 100,000 mark per week, 15% of the previous year-to-date figure, Mr. Bell said, and consumer purchases in March and April were ahead of the same months last year. He added that EIA is studying the threat of foreign imports, excise tax relief and multiple tv set production activities.

Servicing and installation of electronic equipment has risen to $2.8 billion a year, tripling in the last eight years, according to Kenneth H. Brown, Westinghouse Electric Corp., chairman of the EIA Service Committee. He said the industry should continue to work toward increasing the prestige and business ability of the service technician.

D. W. Gunn, Sylvania Electric Products, speaking as chairman of the EIA Tube-Semiconductor Division, said the dollar value of transistor sales by factories has increased more than 20 times in a five-year period, or from $5.1 million to $112.7 million. In the same period the germanium silicon semiconductor dioderectifier industry has quadrupled from $20 million to $96 million.

Picture Tubes Down in '58 • Sales of tv picture tubes by manufacturers during 1958 fell below 1957, or 8.3 million units with factory value of $163 million, he said, adding, "Developments in this industry are pointing toward shorter necks, more efficient electron guns and improved picture quality."

U. S. exports of electronic equipments and parts rose nearly 10% between 1957 and 1958, said Ray C. Ellis, Raytheon Co., chairman of the EIA International Dept. Radio shipments increased from 298,000 units worth $7.9 million in 1957 to 316,000 units valued at $10.3 million, he said. Tv receiver exports in 1957 totaled 156,000 units priced at $19.6 million, rising to 219,000 sets valued at $25 million in 1958.

Mr. Ellis reported shipments in the broadcast transmitter field (am, fm and tv), including studio equipment, rose from $11.2 million in 1957 to $12.8 million in 1958. Export business totaled $100 million in the first quarter of 1959, down a little for the period.

Mr. Hull said the Consumer Products Division has embarked on a cooperative industry program "designed to stimulate tv set sales by convincing

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numerous families that one receiver is no longer enough. It also began a preliminary study of the question of whether EIA should sponsor an electronic patent exchange, starting in the consumer goods area."

Spectrum Re-evaluation • He explained another activity which is more long range in its effects but of great importance to the industry was its continuing program "to bring about a re-evaluation of one of our greatest national resources, the radio spectrum.

"EIA participated in the more limited studies and report of the Television Allocations Study Organization, which recently made its recommendations to the Federal Communications Commission. We also saw some progress in our two-year efforts to stimulate a government study of the civilian and military uses and requirements for radio channels."

Commenting on the June 8-9 EIA Spectrum Study Committee's scheduled House appearance, he said the committee is headed by H. Leslie Hoffman, Hoffman Electronics Corp. "While it is too early to forecast the ultimate disposal of pending legislation," Mr. Hull said, "it is encouraging that both the President and Congressional leaders are agreed on the need for a spectrum study although somewhat apart on the best method for conducting it.

"On the government relations front, our Government-Industry dinner in Washington last March was the most successful event of this kind we have yet held. Almost 600 persons, including 150 or more high ranking Government officials and legislators attended."

EIA Industry Problems • Mr. Hull added: "Despite a productive year and the generally optimistic outlook, we have some problems which are still unsolved and which should have our continuing attention. These fall into two categories: (1) those of concern to the entire industry and other industries and (2) those of a strictly EIA character.

"One of the most serious and complex problems in the first category is what we are to do about the rapidly increasing foreign competition, especially from Japan. Our Board of Directors and several of our divisions and committees have been occupied with this problem for more than a year. Yet no solution has been found which is acceptable to all members.

"Our Electronic Imports Committee, under Chairman Robert C. Sprague, Sprague Electric Co., has spent considerable time and effort in alerting federal agencies to the problem and attempting to win industry support for a petition asking our government to negotiate a limitation on these imports with Japan. We still hope this can be accomplished.

Electronic parts on upward sales curve

Electronic parts volume at the factory level should reach between $9.1 and $10 billion by 1960, according to estimates given at last week's Electronic Parts Distributors Show in Chicago last week.

Manufacturers of radio, tv and high fidelity parts and components, electronic equipment and service tools exhibited their wares to distributors at the Conrad Hilton Hotel May 18-20. Attendance hit about 13,000, comprising distributor, commercial sound, sales and advertising agency representatives.

The show conducted by the Electronic Industry Show Corp., included as sponsors Electronic Industries Assn., Assn. of Electronic Parts & Equipment Mfrs., National Electronic Distributors Assn. and other groups.

William H. Thomas, of James B. Lansing Sound Inc. and vice president of Electronic Industry Show Corp., noted a "very definite interest" in high fidelity by buyers and parts distributors. He reported that while hi-fi sales of wholesale parts distributors declined with the emergence of audio dealer specialists, the trend has now been reversed. He felt the "great bulk of high fidelity stereo customers" hasn't really materialized yet in the market place. He claimed stereo has required customers to "spend twice as much money and need twice as much space."

W. S. Parsons, of Centralab and show corporation president, predicted an annual 10-12% increase in parts distributor sales. In the past 10 years, he noted, volume increased 226%, while total electronic industry growth (excepting radio-tv entertainment products) jumped 165%. The largest potential, he said, law in the commercial and industrial market for electronic parts.

RCA delivers tv-tape

RCA last week announced delivery to WBTV (TV) Charlotte, N.C., of the first production model of its "advanced" television tape recorder. It features production of interchangeable color or black-and-white tv tapes, plus a built-in cueing system. Its tapes are said to be usable on any recorder meeting industry-determined standards, while properly prepared tapes from other machines can be played back on the RCA recorder with "maximum fidelity." RCA earlier produced seven pre-production models of its tv tape recorder. Six of them are being used by NBC in New York and Burbank, Calif., and the seventh has been in service at WBTV since September 1958.

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National Cash Register
Picks Jacksonville



S. C. ALLYN
Chairman of the Board
The National Cash Register Company

National Cash Register has picked Jacksonville for a new business machine supply plant. Jacksonville welcomes this new addition to the rapidly expanding North Florida economy and looks with pride toward National Cash Register's faith in Florida's Gateway City.

In Jacksonville, Jaxons have picked WFGA-TV, Channel 12.

NBC and ABC Programming

Represented nationally by Peters, Griffin, Woodward, Inc.

(Fifth of a Series)

WFGA — TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

Jerrold has 26% gain

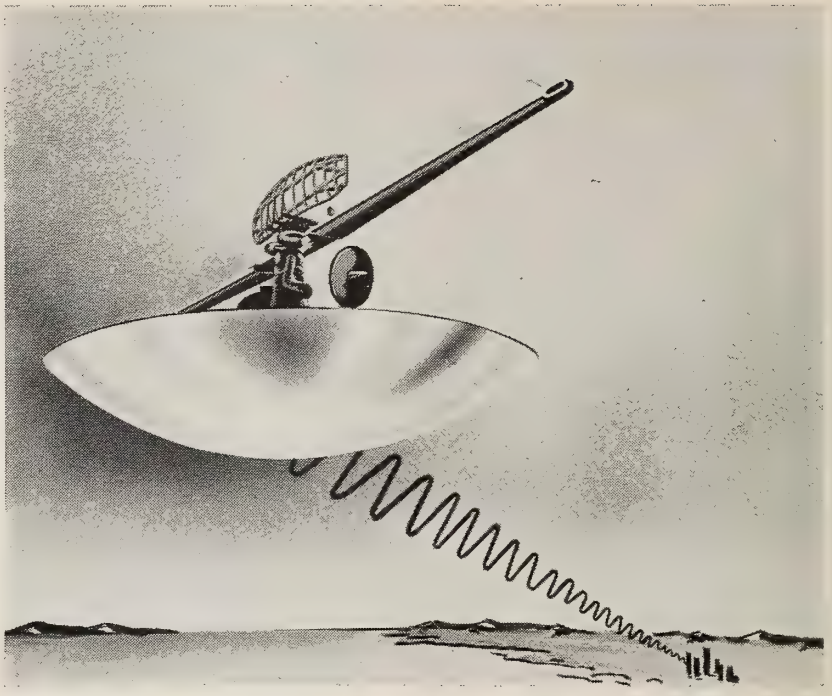
Operating revenues of Jerrold Electronics Corp. for the fiscal year ended Feb. 28 totalled $7,658,371, according to Milton J. Shapp, president of the manufacturing and community antenna system-owning firm. The new revenue figure was a 26% increase over the previous fiscal year's report. Net income after taxes was up to $397,656 (36c per share of common stock) for the fiscal year as compared to $105,281 (10c per share of common) for the fiscal year ended Feb. 28, 1958. Jerrold owns and operates community antenna systems in Alabama, Iowa, Arizona, Idaho, California, New Jersey and Washington, serving approximately 33,000 subscribers.

• Technical topics

• Nems-Clarke Co. (electronic equipment), Silver Spring, Md., a division of Vitro Corp. of America, had $2 million new business last month. N-C had orders totaling $3.6 million in the first four months of this year (about three times the same 1958 period). Equipment is being shipped at a rate of $500,000-worth a month.

• Camera Equipment Co., N. Y., introduces a new CECO Blimp designed exclusively for the Maurer camera. The new Blimp features an external viewfinder which permits the cameraman greater ease in viewing scenes. Lenses from 15mm focal length can be used. The Blimp normally takes a 400-ft. magazine but an additional hood for a 1200-ft. magazine is available.

• Raytheon Co., Waltham, Mass., announces a new 24-channel fm carrier system for channelizing its MCR-1000 microwave radio communications link. Manufactured for Raytheon by Lynch Carrier Systems, S.F., the B-640 multiplex carrier features transmitter crystal-control, miniaturized plug-in assembly and full compatability with telephone transmission standards. It provides voice channels over fm subcarriers in the 40 to 420 kc base band. The carrier equipment may be separated from the associated rf equipment by several miles of wireline or cable.



Sky stations • The Raytheon Co., Waltham, Mass., plans to send stratospheric stations (see drawing) miles above the earth. The company's Government Equipment Div. says that a key factor in the project is development by Raytheon of a high-frequency, high-power microwave tube called the Amplitron. Long-range tv transmission, other communications, missile detection meteorology and other commercial-military operations will be aided by the helicopter-borne stations. Weightless fuel to power them will be from high frequency radio waves in the microwave region. The energy will be beamed in narrow paths from transmitters on earth.

• Emerson Radio & Phonograph Corp., Jersey City, N.J., has leased 10,000 square feet of space in Canada House, 680 Fifth Ave., New York, to provide facilities for an Emerson and DuMont Exhibition Hall. An additional area is to be occupied by Emerson's national sales headquarters. The hall, expected to open in June, will be used to demonstrate radios, tv receivers, stereophonic high fidelity instruments and air conditioners. DuMont's radio-tv receiver line is manufactured by Emerson.

• Philco Corp., Phila., had first-quarter sales of $95,558,000 and net income of $1,589,000. Earnings were 37 cents a common share after preferred dividend requirements. Sales in last year's first quarter were $74,016,000 with a net loss of $1,098,000 (29 cents a common share). This means a 29% volume increase over 1958.

• Minnesota Mining & Manufacturing Co., St. Paul, had first-quarter sales of $102,361,998 and common stock earnings of $13,191,419 (78 cents a share). In the same time last year 3M sales were $85,207,362 with common stock earnings of $7,899,374 (47 cents a share).

• General Precision Lab Inc., Pleasantville, N.Y., has appointed The Northern Electric Co. Ltd., as Canadian distributor for its tv equipment.



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CBC faces threat of NABET strike

A strike vote is being taken by the 1,268 members of the National Assn. of Broadcast Employees & Technicians against the Canadian Broadcasting Corp., on a matter of higher wages in a new contract. A Canadian conciliation board has recommended an 8% increase over an 18-month period.

The strike vote is expected to be completed by the end of May and if NABET goes on strike it will interfere with the extensive coverage of the six-week tour of Queen Elizabeth II to Canada, June 18 to Aug. 1.

NABET Canadian Director Tim O'Sullivan, claimed that CBC technicians are paid "well below" the national average for skilled workers, starting at $46.44 weekly and receiving a minimum of $70.61 weekly after two years' experience. A NABET strike would mean that the national radio and television networks could work only with limited coverage and film, but CBC would carry on as shown by this past winter's two-month strike on the French-language radio and tv networks.

CAB's Neill urges beer-wine ban repeal

Beer, wine and securities advertising on Canadian broadcasting stations was urged by Malcolm Neill, CFNB Fredricton, N.B., and president of the Canadian Assn. of Broadcasters, at a May 14 hearing of the Canadian Board of Broadcast Governors (BBG) at Ottawa.

Mr. Neill suggested that the BBG impose no special regulations prohibiting beer and wine advertising. This would permit stations to use such advertising in provinces where the provincial government permits such advertising in other media.

At present beer and wine advertising is only allowed in Quebec province. BBG is at present overhauling broadcasting regulations inherited when it took over regulatory operations from the Canadian Broadcasting Corp. last fall.

CAB also asked that advertising of certain securities, those approved by provincial authorities and for investment under the Canadian and British Insurance Companies Act, be permitted on radio and television stations.

FC&B German office

Foote, Cone & Belding is setting up shop in Frankfurt, Germany. Don R. Cunningham, FC&B Chicago account executive, will head the office.

Growing business in Germany and the potential of the expanding European Common Market were cited by Robert F. Carney, board chairman of FC&B, as reasons for opening the Frankfurt branch. As managing director, Mr. Cunningham will be in charge of a staff of 16 people. FC&B also is represented in England, Mexico and Canada.

CBC loans personnel for West Indies study

Neil Morrison, audience research director of Canadian Broadcasting Corp., Toronto, Ont., has been loaned to the West Indies Federation government for three months, to make studies for a federal system of broadcasting for the new federation of former British colo-



One hundred eleven* national and regional spot advertisers know
Terre Haute is not covered effectively by outside TV
*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

Advertisement

CCA SWAMPS KCRG

In a letter to Boyd W. Lawlor, General Sales Manager of Community Club Awards, Mr. Redd Gardner, General Manager of KCRG-TV & AM, Cedar Rapids, Iowa, stated:—


Mr. Gardner

"If you could see the mountain of sales slips, bottle caps, etc., we have accumulated as CCA proofs-of-purchase, you would know that CCA in Cedar Rapids is a big success. We even rented an empty store in which to pile them!
The KCRG Stations are concerned with the quality of their advertisers. Every single advertiser we signed up for CCA is of the highest quality in Cedar Rapids. Many of them have never advertised as heavily before and many had never been on our stations at all. All of them allocated new budgets to include CCA, or they increased their current spending to include CCA.
Thanks for selling CCA to the KCRG Stations!"

COMMUNITY CLUB AWARDS
20 East 46 Street
New York 17, N.Y.
MUrray Hill 7-4466

nies. Other CBC personnel are expected to be loaned to the federation as well. Mr. Morrison will make recommendations on programming, capital and recurrent costs, regularizing standards of radio and television, and the establishment of a co-ordinating authority.

At present, there are six radio stations in the West Indies Federation, and no tv stations. Commercial stations are operated at Kingston, Jamaica, and two in Trinidad, with government stations on the islands of Grenada, Antigua and Montserrat.

• Abroad in brief

• New York office of the National Film Board of Canada has set up a television film library for service organizations that reach the public through time donated by local tv stations. The library offers films dealing with creative arts, health, welfare, safety, science, nature study, industry, labor and sociology. Catalogues obtainable from NFBC, Canada House, 680 Fifth Ave., New York 19.

• The following are locations and dates of electronic exhibitions: International Electronics & Nucleonics, Tv, Radio & Kinematography Show, Rome, Italy, June 15-July 5. (Nucleonics, June 15-20; electronics and radio-tv, June 22-26.) Bi-annual West German Radio Show, Frankfurt-on-Main, Aug. 14-23. Swiss Radio & Television Show, Zurich (tentatively) Aug. 27-Sept. 1. Sixth Annual Radio, Television, Telecommunication & Automation Fair, Lyublyana, Yugoslavia, Aug. 28-Sept. 8. Tenth International FIRATO Radio, Television & Phonograph Exhibition, Amsterdam, Sept. 1-8. National Radio, Television & Phonograph Exhibition, Sept. 10-21, Paris, France.

• Ontario Radio Sales Ltd., Toronto, Ont., has been formed by Arnold Stinson, formerly of Radio Representatives Ltd., Toronto, and CJOY Guelph, Ont., and CJRH Richmond Hill, Ont. The new firm starts with representation in Ontario of CJOY and CJRH and will make its headquarters at CJRH in suburban Toronto.

• West German radio-tv set wholesalers had a 4% sales increase in January-February over the same period last year. The increase was influenced by a short period of price-slashing of 90° deflection tubes now that 110° models are on the market.

• Siemens & Halske (electronic manufacturer), West Germany, paid a 14% dividend on registered capital in its 1957-58 fiscal year.

• Standard Elektrik Lorenz had a 15% sales increase last year. Export sales were up 11%.

• Max Braun (radio-tv appliance manufacturer), West Germany, had a 20% sales increase last year over 1957.

• The Russians have an experimental vhf color television transmitter at the state-owned laboratories in Leningrad. It gives coverage to a five-mile radius. The transmitter uses OIR standards with an additional subcarrier for color information (a 625-line picture resolution with a spectrum distance of 1.5 mc between video and sound carriers).

• Canadian Broadcasting Corp., Toronto, Ont., has sold two educational television film series for use in other countries. The Australian Broadcasting Commission has ordered 26 episodes of CBC's *The Living Sea* series, and the National Educational Television Network, Ann Arbor, Mich., has ordered 12 programs of the physics series *Live and Learn*. This is the first time the U.S. network has bought an outside film series. CBC had earlier sold *The Living Sea* series to Great Britain's Granada Television organization.

• CHAU-TV New Carlisle, Que., to go on the air early this summer with 52 kw video and 27 kw audio power. The ch. 5 outlet will use a Canadian GE eight-slot low channel antenna. This will be the tallest low channel tv antenna built in Canada with a 32 inch diameter, power gain of 24, length of 164 feet (12 feet inside tower top) and will be erected on a mountain about 1,800 feet above the Bay of Chaleur on the Gaspe Peninsula.

• CHUM Toronto, Ont., has moved studios and offices to 1331 Yonge St., where station occupies 15,000 sq. ft. of floor space on two floors. Telephone is Walnut 5-6666.

Too many spots

Television commercials are "about the most public piece of systematic looting in British history," Laborite Christopher Mayhew said in recommending passage of a law restricting sponsored time on the country's commercial tv network.

Mr. Mayhew said tv advertising averages about six minutes an hour during the day but increases to nine minutes an hour in evening peak hours. He maintains this is "wholly excessive."





Drummer boy • Four-year-old Bill Autry is commissioned in the sales corps of WRBL-TV Columbus, Ga., by Ridley Bell, station manager (top). Below, he has been convoyed north and is shown at a Madison Avenue engagement with Ted Kelly, McCann-Erickson timebuyer. The "Wee Rebel," son of WRBL-TV production director Chick Autry, won the post over a number of outsiders recruited through casting and model sources. The idea of personifying the station's cartoon logotype was suggested by Liller Neal Battle & Lindsey, WRBL-TV's agency.

WFAA farm tour next month

A group of 175 farmers, ranchers, bankers and their wives leave June 17 on the 10th WFAA Dallas Farm Study Tour. They will be away through July 1.

A special train will take the tourists from Dallas to Omaha, Minneapolis, Winnipeg, Jasper National Park, Kamloops, Vancouver, Portland, Spokane, Coeur d'Alene, Glacier National Park, Billings, Black Hills, Denver, Colorado Springs and back to Dallas. Stops include markets, farms, fairs, factories and local points of interest along the way.

Murray Cox, WFAA farm director, conducts the tour this year as he has for the past nine.

Saturation awards

Liquid detergent Lestoil's 25th anniversary and completion of 150,000 sq. ft. of office and plant space was celebrated at an open house last week in Holyoke, Mass. By the end of the party, Lestoil's founder and president, Jacob L. Barowsky, had collected a long shelf-full of awards.

A silver tray was presented by WHYN-TV Springfield, Mass., to Mr. Barowsky. WHYN-TV was the first station that Lestoil used in its march from regional to national distribution by the saturation tv route. WBNS-TV Columbus, Ohio, presented Mr. Barowsk ywith a "Buckeye" tree. Knox Glass Co. and distributor Feldman Glass Co. presented a sterling silver Lestoil bottle in recognition of Mr. Barowsky's "25 years of outstanding leadership in modern manufacturing, merchandising and advertising." The Massachusetts Dept. of Commerce Special Achievement Award was also given.

Massachusetts' Lt. Gov. Robert F. Murphy, spoke at the dedication ceremonies, along with Holyoke Mayor Samuel Resnic, who brought along a City of Holyoke plaque for the Lestoil president. Mr. Barowsky took the occasion to announce a forthcoming new product (details not given) and to restate his faith in television.

At the May 18 ceremonies: state and local officials, media and trade representatives. Tours through the new plant went on all week.

WINS anti-freeze dollars

New York car owners drained WINS there of $500 in less than two hours on May 16 when the station paid $1 each to the first 500 listeners who brought in their drained out anti-freeze. The contest was held to encourage the warm weather draining of anti-freeze from car radiators. The song "Cool, Cool Water" was the theme music of a week-long series of 30-second spots preceding the event.

Finals in the race

Winners have been announced in the annual WFBM-AM-TV Indianapolis Motor Speedway Race contest for timebuyers and Katz Agency Inc. sales-



IN CINCINNATI METROPOLITAN AUDIENCE IN

ONE YEAR

Jan.-Feb. '58 avg. ¼ hr. rating 3.0
Jan.-Feb. '59 avg. ¼ hr. rating 4.7
6 AM - 6 PM, Mon. - Fri.

AND WCKY gives you a larger percentage of women buyers than any other Cincinnati station. Compare the percentage of women in WCKY's audience to the other Cincinnati stations. These figures are from the latest Nielsen Report (Jan.-Feb. 1959):

Station	Women	Men	Teen-agers and Children
WCKY	68%	14%	17%
Sta. A - Ind.	51%	20%	29%
Sta. B - Net	61%	22%	17%
Sta. C - Net	66%	20%	14%
Sta. D - Ind.	43%	8%	45%

MORE AUDIENCE and MORE BUYERS mean MORE SALES

Let us show you how we can sell your product or service on WCKY. Call CHerry 1-6565 in Cincinnati; in New York, call Tom Welstead, EL 5-1127; in Chicago and on the West Coast, call AM Radio Sales.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

men. The trick is to guess drivers' pole positions (qualifying times) for the upcoming Indianapolis race.

Winners: N. C. Doughty of N. W. Ayer & Son Inc., Detroit; Rudi Marti of Campbell-Mithun Inc., Minneapolis; Arthur J. Meagher of Young & Rubicam Inc., New York; Edward Kahn of Victor A. Bennett Co., New York; Eleanor D. Werner of Hirsch Tamm & Ullman, St. Louis.

Katz Agency winners: Ken MacQueen of Detroit, Don Kamin of Chicago, Frank McCann of New York, Jim Greenwald of New York and Alan Axtell of St. Louis.

Victors will be flown to Indianapolis Saturday (May 30), for a weekend that includes box seats at the Indianapolis 500 event.

WFBM-AM-TV also assign the number of a competing car to each of the agencymen. The holders of these numbers will receive prizes according to how their cars place at the race's finish.

Francophile flacks

Press releases dated "le 13 Mai" and written entirely in French were distributed by CBS Radio. Baffled monolingual editors were informed the following day by an English translation dispatch that it was all about the network's hour-long Maurice Chevalier "spectacular" upcoming from Paris in September. The message expressed confidence that Monsieur Chevalier's performance will further cement Franco-American relations, already off to a good start, thanks to Lafayette, Jefferson and Franklin.

Looking ahead

In the rush of day-to-day promotion, KXEL Waterloo, Iowa, also is looking to the future and has taken steps to remind future generations of its call letters. In a cornerstone for Waterloo's new city hall, there is a half-hour KXEL taped message to listeners in the year 2059. The mayor placed the recording alongside city documents, maps and civic mementoes in the cornerstone at building ceremonies.

The tape, narrated by KXEL announcer Bob Lakin, includes general news items, farm news and popular songs to convey "the sound of a hundred years ago." Playback instructions are included in the package. The recording was made on Scotch brand 150 magnetic recording tape of Minnesota Mining & Mfg. Co. It was sealed in a plastic bag and encased in an aluminum can sealed with masking tape.

Merchandising the medium market

How do you put a medium-size market on the map?

WICU-TV Erie, Pa., acknowledges that it has a problem "in convincing some national dollar-spenders that the Erie market is a fruitful place to plant a budget."

In such places local product sales representatives spend considerable time in sporadic efforts to sell the territory to national marketers and dispensers of cooperative advertising funds. These diverse efforts now are being coordinated in Erie. WICU-TV has taken the initiative and come up with the Sell the Erie Market (STEM) Club.

Club members are product men, jobbers, brokers, retailers and others. Some 80 of them, mostly food and drug people, answered WICU-TV's call last month to organize. Now they are on a bi-monthly meeting basis and feeding Erie promotional material regularly to their home offices.

For the first STEM meeting, Paul Whittingham, WICU-TV marketing director, planned a relaxed but substantial bill of fare. Ben McLaughlin, general manager of the station, was on hand to greet guests as they stepped up for a menu featuring a bar, a buffet and a beauty (briefly uniformed serving maid).

In addition to refreshments, the guests got corsages to carry home to wives who allowed them an extra night out.

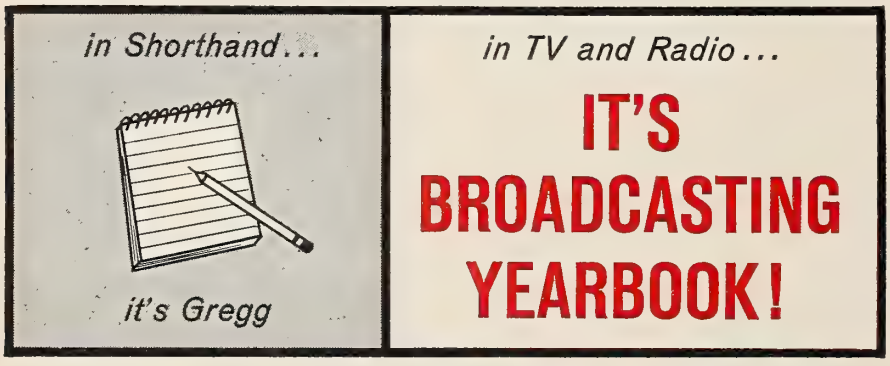
Substance of the meeting: a speech by a food trade publisher, a question and answer session, information kits on Erie and WICU-TV and a visual presentation on market promotion by station officials. Costs of this and all subsequent STEM meetings are being born by WICU-TV.

First-person presentation

The personalized approach to agencies was used in New York by Graham Moore, sales manager of Gold Coast stations KSBW-TV Salinas-Monterey and KSBY-TV San Luis Obispo, all California.

Mr. Moore held nightly presentations at a suite in New York's Sheraton-East Hotel for two weeks running for media experts from leading agencies, taking one group (30 people on the average) from a single advertising agency or two medium-sized agencies each night. About 270 New Yorkers saw the showings (May 5-15) which point up the Gold Coast region as a single, virtually exclusive area market.

The same presentation has been



To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1959 **BROADCASTING YEARBOOK** won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as **THE** authority for a multitude of facts about television and radio... **dependable** facts they can translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1959 **BROADCASTING YEARBOOK**, packed with more data about the broadcast media than ever before, will be delivered to 16,000 **paid** subscribers in August. Your message gets a big bonus of attention and long life at regular **BROADCASTING** rates. Today's **the** day to reserve a good spot for it.

Deadlines? July 1 if proofs are needed; July 15, no proofs.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

shown elsewhere around the country, including San Francisco and Cincinnati. Chicago and Minneapolis are next on Mr. Moore's itinerary.

• Drumbeats

• NBC News has established a $60,000 annual fund to spur development of new programming. Preparations are currently underway for seven full hour news programs to be scheduled in prime evening time. Announced so far are: a two-part examination of "Africa: Its New Nationalism," "Spotlight on Latin America," a mid-year appraisal of major world news developments, "The Best of '59," "Projection '60," and a special program probing the background of a major news event.

• Bill Stewart, d.j., KMPC Los Angeles, has inaugurated a series of teenage news conferences to bring entertainers to youngsters for interrogation. In the first program, school newspaper editors questioned Columbia Pictures' actor-singer James Darren.

• The tower of KYA San Francisco has become a giant "Victory Candle" for the Giants baseball team. The structure has been outlined with red lights topped by a red and yellow flame. It is turned on whenever a Giant victory is announced and left ablaze until midnight that evening. The Victory Candle, visible for a 15-mile radius in the Bay Area, was the idea of Morton J. Wagner, executive vice president of the Bartell Family Radio stations and general manager of KYA.

• WCCO Minneapolis has helped two local newswomen tour Russia. They won part of their expenses from a journalism society but were $1,000 short when WCCO announced their plight one Sunday evening. Listeners and the station rallied with the full amount. The women are taking recordings of WCCO programs to play in Moscow and will also send back reports to the station.

• There is a new name among show credits of WTMJ-TV Milwaukee. It will appear June 15 when the station presents a "translation" of Shakespeare's "Macbeth," 2-3 p.m. The adaptation is by Milwaukee Mayor Frank P. Zeidler who has put the play in modern English.

• KEZY Anaheim, Calif., set out to let people in its coverage area know about it before the station commenced operation. A 50-ft.-long, 10 ft.-high electrically illuminated sign was flown behind a plane over Orange County and an 18 ft. x 12 ft. sign toured the area atop a station wagon. KEZY debuted May 17 on 1190 kc with 1 kw.

• KXOK St. Louis, Mo., has more than 300 news stringers touring its area each day. They are cab drivers carrying "KXOK Radio News Cab" decals on their taxis. The station pays $5 for each news tip phoned in by the drivers. They also compete for $25 given for the best tip of the week.

• WFMQ (FM), Chicago good music station, is publishing a "Top-40" list every two weeks. The list, distributed via record stores, comprises the top four classical albums, the top seven jazz albums, and the top 15 popular albums and the top 15 single phonograph records, excluding rock and roll. numbers.

• Three times as many votes were cast in the KXO El Centro, Calif., "Imperial Valley Mother of the Year" contest than in the last city election there, according to station calculations. The winner got a diamond ring, a three-day trip to Las Vegas and a color portrait.

• Graduation ceremonies were to be held Saturday (May 23) in the studios of WMAL-TV Washington for 156 persons who are receiving full American U. college credit for its series, *The Life and Teachings of Jesus*. Another 1,800 participated on a non-credit basis in addition to an estimated 32,000 families (American Research Bureau) that watched the Saturday series. The course was taught by Dr. Edward W. Bauman, university chaplain. FCC Comr. Rosel H. Hyde took part in the graduation program.

• A spate of bad checks in the area prompted KRSD-TV Rapid City, S.D., to put on a special public service program presenting a panel of local officials, showing samples of bogus checks and telling how to spot them. No more were passed after the show, KRSD-TV reports.

• WJPS Evansville, Ind., collected 35 cakes in a contest offering $50 first prize and ten $5 merchandise certificates for the best call letter-decorated entries. Winners included an edible turntable and a typewriter cake complete with keys and inserted paper bearing a station slogan. The Sears Roebuck Evansville store co-sponsored the WJPS promotion, putting up prizes and in-store signs.

• WPEN Philadelphia calls its summer sales presentation "Fresh Air Selling." Cardboard fans bearing the slogan are being left with sales contacts along with a brochure on the summer pitch. WPEN salesmen use a flip chart presentation



on "Radio as a Basic Summertime Buy," selling directly against television and newspapers. Points and figures are summarized in the brochure left with prospects.

• The WTMJ-TV Milwaukee *Woman's World* series (Monday-Friday 1:30-2 p.m.) has launched an "Architects at Home" feature. Each week a different Wisconsin architect discusses his own home, showing how it suits his family and what he had in mind when he designed it.

• When morning man Al Lohman Jr. left KBOX Dallas to join WABC New York, KBOX placed a three-column by 15-inch spread in the *Dallas Times Herald* to congratulate its departing dj.

• WBZ Boston broadcast five 20-second announcements a day for 17 days to promote its "Sports Car Gymkhana." About 25,000 turned up at a suburban shopping center parking lot to see sports cars compete for WBZ prizes. A feature of the event was a race with WBZ staffers driving small carts powered by chain saw engines.

• Promotions by KISN Portland, Ore., to announce its change of call from KVAN included parading 10 girls with sandwich boards announcing "I just love KISN. Try it at Radio 91." The girls gave away numbered candy kisses to passers by. Numbers were selected, announced and listeners with the corresponding numbers given prizes.

• Half a hundred stringer cameramen for KDKA-TV Pittsburgh were wined, dined and briefed at an all-day studio seminar this month. The news photographers came from Pennsylvania, Ohio and West Virginia to discuss tv news techniques and technical developments. Stringer Steve Sewzak of New Castle, Pa., received a correspondent's award for his footage of the New Castle flood in January 1959. KDKA-TV is going to make the stringer seminar an annual affair.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

May 14 through May 20. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

Existing Tv Stations

APPLICATION

WBMG (TV) Birmingham, Ala.—Request for STA on ch. 4 in Birmingham, Ala., with ERP vis. 100 kw, aur. 60 kw; ant. height above average terrain 1387.65 ft.; pending finalization of rulemaking matters looking toward allocation of ch. 4 to Birmingham and pending resolution of any comparative hearing subsequently required for permanent operation on frequency. Ann. May 15.

CALL LETTERS ASSIGNED

KGUD (TV) Los Angeles, Calif.—Sherrill C. Corwin.

WEGS-TV Waycross, Ga.—Georgia State Board of Education.

KHOU-TV Houston, Tex.—Gulf Television Corp. Changed from KGUL-TV.

New Am Stations

ACTION BY FCC

Dallas, N.C.—Fred H. Whitley. Granted 960 kc, 1 kw D. P.O. address Box 997, Kannapolis, N.C. Estimated construction cost $22,350, first year operating cost $36,000, revenue $60,000. Mr. Whitley owns WGTL Kannapolis. Ann. May 20.

APPLICATIONS

Birmingham, Ala.—Birmingham Bcstg. Co. 1550 kc, 50 kw D. P.O. address 3855 30th St., North; Arlington, Va. Estimated construction cost $154,000, first year operating cost $120,000, revenue $130,000. Principals are **Mary** and **Richard S. Cobb** (25% each), **Charles R. Rudolph** (30%) and **Farley W. Warner** (20%). Cobbs are in frozen food business and Messrs. Rudolph and Warner are attorneys. Ann. May 14.

Tolleson, Ariz.—E. O. Smith 1190 kc, 250 w. P.O. address 3701 E Pasadena Ave., Phoenix, Ariz. Estimated construction cost $19,775, first year operating cost $32,500, revenue $37,500. Mr. Smith owns KEOS Flagstaff, Ariz., and has one-third interest in KHEY El Paso, Tex. Ann. May 18.

Coachella, Calif.—Coachella Radio Corp. 1460 kc, 500 w D. P.O. address Box 933, Beverly Hills, Calif. Estimated construction cost $15,220, first year operating cost $20,000, revenue $25,000. Sole owner, **Richard L. Triplett** is drilling contractor. Ann. May 15.

Aspen, Colo.—Aspen Bcstg. Co. 1260 kc. 5 kw. D. P.O. address General Delivery, Aspen. Estimated construction cost $49,106, first year operating cost $31,200, revenue $57,000. Equal one-third partners are **Myron J. Kammeyer,** professional pianist; **Edward L. Vestal,** ski instructor; and **Theodore B. Gazarian,** office manager for brokerage firm. Ann. May 15.

Denver, Colo.—T.I. Moseley 1470 kc, 1 kw. D. P.O. address 1515 Industrial Way, Belmont, Calif. Estimated construction cost $44,950, first year operating cost $60,000, revenue $72,000. Mr. Moseley is mechanical engineer and industrialist, manufacturing radar antennas. Ann. May 18.

West Hartford, Conn.—Grossco Inc. 1550 kc, 1 kw. D. P.O. address 74 Whetton Rd., West Hartford. Estimated construction cost $45,051, first year operating cost $85,000, revenue $90,000. Principal owner is **Julian Gross** (74.3%). Mr. Gross heads advertising agency in Hartford. Ann. May 18.

Coral Gables Fla.—Sioux Bcstg. Corp. 1550 kc, 10 kw. D. P.O. address Miami Beach First National Bank Bldg., Miami Beach, Fla. Estimated construction cost $125,000, first year operating cost $150,000, revenue $160,000. Principals are **Robert A. Peterson, Cameron Stewart** and **Jerome C. Annis** (23% each), **Henry K. Peterson** (21%) and **Robert L. Johns** (10%). Messrs. Robert A. and Henry K. Peterson are attorneys; Messrs. Stewart and Annis are real estate brokers and Mr. Johns is employe of ad agency. Ann. May 14.

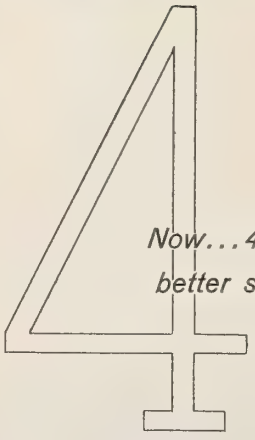
Dunedin, Fla.—Broadcasting Associates. 1550 kc, 5 kw. D. P.O. address % WPDQ, Gulf Life Bldg., Jacksonville, Fla. Estimated construction cost $25,744, first year operating cost $42,000, revenue $60,000. Principals are **James R. Stockton** (45%), **Richard E. Fellows** (20%), **Ernest R. Currie** (20%) and **Robert R. Feagin** (15%). Messrs. Stockton and Feagin are stockholders WPDQ Jacksonville. Others are employes of WPDQ. Ann. May 18.

Englewood, Fla.—Sarasota-Charlotte Bcstg. Corp. 1580 kc, 500 w D. P.O. address Commercial Court Bldg., Sarasota, Fla. Estimated construction cost $18,936, first year operating cost $35,275, revenue $40,250. Principals include **Dorcus P. Monroe** (51.8%), **Dorothy A. Miller** (23.6%) and **Richard R. Purdy** (18.8%). Mrs. Monroe is housewife; Mrs. Miller is in construction and real estate and Mr. Purdy is in lumber business. Ann. May 18.

Eastman, Ga.—Farnell O'Quinn 1580 kc, 1 kw. D. P.O. address Box 265, Baxley, Ga. Estimated construction cost $19,585, first year operating cost $32,000, revenue $42,000. Mr. O'Quinn owns WCQS Alma and WHAB Baxley, both Georgia. Ann. May 18.

Fort Wayne, Ind.—Fort Wayne Bcstg. Co. 940 kc, 1 kw. D. P.O. address Box 123, Elkhart, Ind. Estimated construction cost $14,590, first year operating cost $82,000, revenue $90,000. Sole-owner, **Clarence C. Moore** owns WCMR Elkhart. Ann. May 18.

Iowa City, Iowa—Iowa City Bcstrs. Inc.



R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

CINCINNATI, O.
Paul E. Wagner
Fifth Third Bank Bldg.
DUnbar 1-7775

WEST COAST
Lincoln Dellar & Co.
Santa Barbara, Calif.
WOodland 9-0770

OMAHA, NEB.
Paul R. Fry
P.O. Box 1733 (Benson)
TErrace 9455

NEW YORK
41 E. 42nd St.
MUr. Hill 7-8437

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 20

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,318	39	126	695
FM	564	41	146	77
TV	455[1]	65	102	112

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 20

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	32	10	42[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through April 30, 1959

	AM	FM	TV
Licensed (all on air)	3,318	562	455[1]
CPs on air (new stations)	36	39	64[2]
CPs not on the air (new stations)	123	143	102
Total authorized stations	3,477	744	667
Applications for new stations (not in hearing)	491	54	40
Applications for new stations (in hearing)	159	21	70
Total applications for new stations	650	75	110
Applications for major changes (not in hearing)	555	40	34
Applications for major changes (in hearing)	49	0	17
Total applications for major changes	604	40	51
Licenses deleted	0	2	0
CPs deleted	1	2	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

1380 kc, 500 w D. P.O. address 615 Security Bank Bldg., Sioux City, Iowa. Estimated construction cost $12,150, first year operating cost $48,000 revenue $54,000. Principals are **Wyman N. Schnepp** (18.18%) and (9.09% each): **John W. Gleysteen, Eskil M. Nelson, Glenn M. Foster, John B. Albers, Edgar F. Pechacek, William A. Amsler, Frederick P. Reynolds, J. Dudley Weible** and **C. August Nelson.** None has present broadcast interests. Ann. May 14.

Washington, Iowa—Washintgon Home and Farm Radio Inc. 1380 kc, 500 w D. P.O. address Box 116, Muscatine, Iowa. Estimated construction cost $17,375, first year operating cost $38,000, revenue $50,000. Principals are **George J. Volger** (87½%) and 19 others. Mr. Volger has interest in KWPC-AM-FM Muscatine, Iowa. Ann. May 18.

Port Allen-Baton Rouge, La.—Port Allen Bcstg. Co. 1550 kc, 10 kw. D. P.O. address 3855 30th St., North; Arlington, Va. Estimated construction cost $44,314, first year operating cost $76,000, revenue $84,000. For ownership see application for Catonsville, Md. Ann. May 18.

Catonsville, Md.—Catonsville Bcstg. Co. 940 kc, 1 kw. D. P.O. address 3855 30th St. North; Arlington, Va. Estimated construction cost $35,000, first year operating cost $84,000, revenue $92,000. Principals are **Mary Cobb** (25%) **Richard S. Cobb** (25%), **Farley W. Warner** (20%) and **Charles R. Rudolph** (30%). Cobbs are in frozen food business. Messrs. Warner and Rudolph are attorneys. Ann. May 18.

Glen Burnie, Md.—Elias & Robinson 1550 kc, 250 w. P.O. address 6307 Western Run Drive, Baltimore 15. Estimated construction cost $49,500, first year operating cost $65,000, revenue $75,000. Equal partners are **Horace J. Elias,** employee advertising agency, and **Irving E. Robinson,** in real estate. Ann. May 18.

Beverly, Mass.—United Bcstg. Inc. 1570 kc, 500 w D. P.O. address 126 Dartmouth St., Boston, Mass. Estimated construction cost $24,413, first year operating cost $36,000, revenue $48,000. Principals include (17% each): **John MacLellan, Richard O'Connor** and **Richard Colten.** Also (12¼% each): **Joseph Rothberg, Edward Modiste, Harry Slabin** and **Irving Kadesh.** Mr. MacLellan is announcer WCOP Boston. Mr. O'Conner is news director WFLY Troy, N.Y. Mr. Colten is employee closed circuit tv network. Mr. Modiste is attorney. Mr. Kadesh is in jewelry business. Ann. May 18.

Holly Springs, Miss.—Radio Holly Springs. 1240 kc, 100 w. P.O. address 125 Warren Court, Lexington, Ky. Estimated construction cost $6,650, first year operating cost $18,000, revenue $25,000. Sole owner is **Kestner P. Graham,** engineer at WVLK Lexington, Ky Ann. May 14.

El Dorado Springs, Mo.—Paul Vaughn 1580 kc, 250 w D. P.O. address 113 N. Main St., El Dorado Springs. Estimated construction cost $10,448, first year operating cost $13,520, revenue $20,800. Mr. Vaughn owns appliance store, Recd. May 18. Ann. May 20.

Festus, Mo.—Donald M. Donze 1400 kc, 250 w. P.O. address 601 N. Mill St., Festus. Estimated construction cost $15,680, first year operating cost $36,000, revenue $50,000. Mr. Donze is former owner KJCF Festus. Recd. May 18. Ann. May 20.

Princeton, N.J.—Nassau Bcstg. Co. 1350 kc, 5 kw. P.O. address 295 Mercer Rd., Princeton. Estimated construction cost $140,882, first year operating cost $110,000, revenue $130,000. Principal owner, **Herbert W. Hobler** (68.42%) is radio tv consultant, has small interest in TelePrompTer Corp. and owns 500 shares in Storer Bcstg. Co. Ann. May 14.

Toms River, N.J.—Radio Toms River 1230 kc, 100 w. P.O. address 50 Charles St., New Rochelle, N.Y. Estimated construction cost $19,216, first year operating cost $55,000, revenue $60,000. Sole owner is **Nicholas J. Zaccagnino** employe NBC, New York. Ann. May 18.

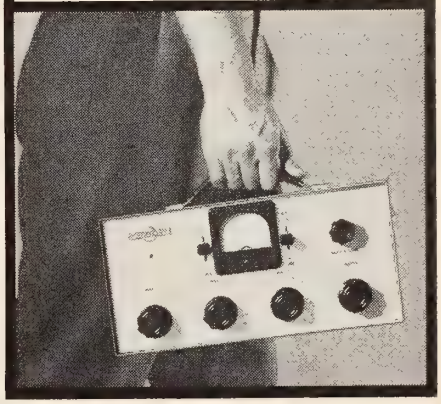
Plattsburgh, N.Y.—Olean Bcstg. Corp. 920, kc, 1 kw. D. P.O. address 168½ N. Union St., Olean, N.Y. Estimated construction cost $24,642, first year operating cost $37,000, revenue $50,000. Principals are **Donald W. Merriman** (50%), and (10% each); **James C. Gleason, Daniel S. Souders, Herman C. Mosch, F. Kenyon Reed** and **Carroll E. Anstaett.** Olean Bcstg. Corp. is licensee of WMMS Olean, WIPS Ticonderoga and permittee of WSET Glens Falls, all New York. Olean is also majority owner WRNY Rome, N.Y. Ann. May 18.

Graham, N.C.—Frank P. Larson Jr. & James P. Poston 1550 kc, 500 w D. P.O. address. Box 6096, Charlotte, N.C. Estimated construction cost $14,998, first year operating cost $48,000, revenue $55,000. Messrs. Larson and Poston are equal partners. Mr. Larson has interest in WUTV-TV Charlotte and Mr. Poston is v.p. of radio sales agency. Ann. May 18.

Havelock N.C.—Charles E. Springer 1290 kc, 1 kw. D. P.O. address Route 2, Box 74, Midlothian, Va. Estimated construction cost $12,600, first year operating cost $30,000, revenue $40,000. Mr. Springer has interests in WKIK Leonardtown, Md., WDDY Gloucester, Va., and WRON Ronceverte, W.Va. Ann. May 18.

Cincinnati, Ohio—Continental Bcstg. Co.

BUILT-IN RADIO MONITORING



COLLINS **NEW** 3 CHANNEL REMOTE AMPLIFIER

Now, a remote that allows you to monitor on the spot. The new Collins Remote has a built-in, crystal-controlled superheterodyne receiver to let you monitor your station. Instantaneous switching is provided between receiver and line monitor. And the Remote is lighter, more convenient than any other three channel remote you've ever used. It's completely self contained — features line check control through a built-in microphone with a press-to-talk switch. All controls are front panel mounted.

The Collins Remote Amplifier measures a compact 6⅝" high, 13⅜" wide, and 7 5/16" deep — weighs approximately 14 lbs.

Check these specifications:

Frequency Response: 50 to 15,000 cps.
Distortion: 1% or less at 12 dbm output.
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Input Impedance: 250 ohms (nominal).
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Collins is your one *complete* source for all your broadcast needs. For further information and technical specifications, call or write Collins Radio Company, Broadcast Sales Division, Cedar Rapids, Iowa.

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940 kc, 5 kw. D. P.O. address 1616 Union Central Bldg., Cincinnati. Estimated construction cost $68,925, first year operating cost $120,000, revenue $150,000. Principals are **Bernard Perry** (25%), **Electronic Laboratories Inc.** (25%), **James J. Nathan** (18%), **Leonard Abraham** (18%) and **Keith L. Reising** (12%). Mr. Perry is in vending machine and food catering business. Electronic Labs is licensee WORX-AM-FM Madison, Ind. Messrs. Nathan, Abraham and Reising are employes WINN Louisville, Ky. Principal owner of Electronic Labs is **Clarance E. Henson.** Ann. May 18.

Zanesville, Ohio—Muskingum Bcstg. Co. 940 kc, 1 kw. D. P.O. address First National Bank Bldg. Zanesville. Estimated construction cost $34,467, first year operating cost $80,000, revenue $110,000. Principals are **John P. Carr** (51%), **George R. Rising** (39%) and **Earl M. Johnson** (10%). Mr. Carr has interest in WDNE Elkins, W.Va., Mr. Johnson in WCAW Charleston, W.Va. Mr. Rising is bank vice president. Ann. May 18.

Lancaster, Pa.—Lancaster County Bcstrs. 1550 kc, 1 kw. D. P.O. address Lancaster. Estimated construction cost $32,318, first year operating cost $72,000, revenue $75,000. Sole owner is **H. Clay Esbenshade**, farmer. Ann. May 18.

Lebanon, Pa.—Rossmoyne Corp. 940 kc, 1 kw. D. P.O. address 228 N. Court St., Harrisburg, Pa.. Estimated construction cost $38,250, first year operating cost $60,000, revenue $72,000. Applicant is licensee WCMB-AM-TV Harrisburg. Ann. May 18.

Quakertown, Pa.—North Penn Bcstg. Co. 1550 kc, 250 w. D. P.O. address 404 W. Broad St., Quakertown. Estimated construction cost $39,274, first year operating cost $37,500, revenue $42,000. Principals are (one-third each): **Martin H.** and **Frances J. Philip** and **Murray Mackson.** Messrs. Philip have interests in WNAK Pauticoke, Pa. Mr. Mackson and Martin Philip are attorneys. Ann. May 18.

Towanda, Pa.—Vical Bcstg. Co. 1550 kc, 500 w D. P.O. address Box 93, Towanda, Pa. Estimated construction cost $19,432, first year operating cost $24,000, revenue $30,000. Equal, one-third partners are **T. Justin Myers Sr.**, operator insurance agency; **Victor A. Michael,** schoolteacher and operator radio sales and service company and **M. Alan Poole,** school art supervisor. Ann. May 14.

Windber, Pa.—Gosco Bcstrs. 1350 kc, 1 kw. D. P.O. address 1234 Luzerne St., ext., Johnstown, Pa. Estimated construction cost $21,400, first year operating cost $48,000, revenue $60,000. Principals are (25% each): **Fred Glosser Isadore Glosser, Herbert Sinberg** and **Sydney Ossip.** Glossers have ownership interest in and others are employes of Glosser Bros. department store. Mr. Sinberg has interest in WPAZ Pottstown, Pa. Ann. May 18.

Memphis, Tenn.—Phil-Day Bcstg. Co. 1550 kc, 50 kw. D. P.O. address 706 Union Ave., Memphis 3. Estimated construction cost $114,265, first year operating cost $79,000, revenue $102,000. Principals are **Earl W. Daly** and **Sam C. Phillips** (50% each). Mr. Daly owns WHEY Millington Tenn. and Mr. Phillips has interests in WHER Memphis and WLIZ Lake Worth, Fla. and is president Sun Record Co. Recd. May 18. Ann. May 20.

Houston, Tex.—Lake Huron Bcstg. Corp. 1070 kc, 10 kw. P.O. address 221 S. Washington Ave., Saginaw, Mich. Estimated construction cost $179,177, first year operating cost $310,000, revenue $390,000. Principals are (one-third each): **William J. Edwards, Howard H. Wolfe,** and Michigan Congressman **Alvin M. Bentley.** Applicant corporation owns WKNX-AM-TV Saginas, Mich. Ann. May 18.

Highland Springs, Va.—Charles E. Springer 1450 kc, 250 w. P.O. address Route 2, Box 74, Midlothian, Va. Estimated construction cost $12,850, first year operating cost $50,000, revenue $62,000. Mr. Springer has interests in WKIK Leonardtown Md.; WDDY Gloucester, Va. and WRON Ronceverte, W.Va. Ann. May 18.

McLean, Va.—Tenth District Bcstg. Co. 950 kc, 1 kw. D. P.O. address 3855 30th St., North; Arlington, Va. Estimated construction cost $25,000, first year operating cost $75,000, revenue $85,000. Equal partners are **Mary** and **Richard S. Cobb** who are in frozen food business. Ann. May 18.

Newport News, Va.—Edwin R. Fischer 940 kc, 10 kw. D. P.O. address 2526 17th St., N.W., Washington 9, D.C. Estimated construction cost $48,923, first year operating cost $96,000, revenue $100,000. Mr. Fischer is attorney in office of Army Judge Advocate General. Ann. May 18.

Vinton, Va.—Harry A. Epperson Sr. 1290 kc 1 kw. D. P.O. address Ararat, Va. Estimated construction cost $20,800, first year operating cost $38,000, revenue $45,000. Mr. Epperson owns WBRG Lynchburg, Va. Ann. May 18.

Vinton, Va.—WYTI Inc. 1550 kc, 1 kw. D. P.O. address P.O. Drawer 471, Rocky Mount, Va. Estimated construction cost $15,715, first year operating cost $40,000, revenue $45,000. Applicant is licensee WYTI Rocky Mount, Va. Ann. May 18.

Winchester, Va.—Edwin R. Fischer 940 kc, 500 w D. P.O. address 2526 17th St., N.W., Washington 9, D.C. Estimated construction cost $29,672, first year operating cost $42,500, revenue $45,000. Mr. Fischer is attorney in office of Army Judge Advocate General. Ann. May 18.

Buckhannon, W.Va.—Central W.Va. Service Corp. 1450 kc, 250 kw. P.O. address Box 431, Weston, W.Va. Estimated construction cost $14,418, first year operating cost $21,889, revenue $33,770. Principals are **Richard G. Ralston** and **Francis E. Andrew** (49.6% each). Mr. Ralston owns newspaper and Mr. Andrew is in retail jewelry business. Ann. May 18.

Existing Am Stations

APPLICATIONS

WAUD Auburn, Ala.—Cp to increase daytime power from 250 w to 1 kw and make changes in trans. (1230 kc). Ann. May 15.

WKUL Cullman, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. for daytime use (2 main trans.) (1340 kc). Ann. May 18.

WDIG Dothan, Ala.—Cp to increase daytime power from 250 w to 1 kw and make changes in trans. (1450 kc). Ann. May 14.

WARF Jasper, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. May 18.

KFPW Fort Smith, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc) Ann. May 18.

KCLA Pine Bluff, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 15.

KGFJ Los Angeles, Calif.—Cp to increase daytime power from 250 w to 1 kw (except when KPPC is on air, then power reduced to 100 w) and install new trans. (1230 kc) Waiver 3.188(d) requested. Ann. May 18.

KDOL Mojave, Calif.—Mod. of cp (which authorized new station) for increase in power from 100 watts to 250 w-N, 1 kw-D, install new trans. and studio and remote control point to be determined. (1340 kc). Ann. May 15.

KDEN Denver, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

WILI Willimantic, Conn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WTAN Clearwater, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

WJBS DeLand, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. May 14.

WHYS Ocala, Fla.—Cp to increase power from 1 kw to 5 kw, install new trans. and make ant. changes. (1370 kc). Ann. May 15.

WRFB Tallahassee, Fla.—Mod. of cp as modified (which authorized new standard broadcast station) to change frequency from 1580 kc to 1410 kc. Ann. May 14.

WCPK College Park, Ga.—Cp to change frequency from 1570 kc to 1550 kc, increase power from 1 kw to 5 kw, install new trans. and ant. changes. Ann. May 14.

WXLI Dublin, Ga.—Mod. of cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 14.

WCOH Newnan, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WSFB Quitman, Ga.—Cp to increase power from 250 w to 1 kw and install new trans. (1490 kc). Ann. May 14.

WSNT Sandersville, Ga.—Cp to increase daytime power from 250 w to 500 w and install new trans. (1490 kc). Ann. May 18.

WCCP Savannah, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WEAW Evanston, Ill.—Cp to increase power from 1 kw to 5 kw, install new trans. and make changes in directional antenna (DA-D). (1330 kc). Ann. May 18.

WQUA Moline, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 18.

WCVS Springfield, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WHBU Anderson, Ind.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). (Request waiver 3.188[d] and 3.28[c]). Ann. May 18.

WGRY Gary, Ind.—Cp to increase power from 500 w to 1 kw. (1370 kc). Ann. May 20.

WBAT Marion, Ind.—Cp to increase daytime power from 250 w to 500 w and install new trans. (1400 kc). Ann. May 18.

WLBC Muncie, Ind.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). (Waiver 3.28[c] requested). Ann. May 18.

KIOA Des Moines, Iowa—Cp to increase

Midwest Money Maker—only radio station in market of 234,000—no other frequencies available. Heavy industrial—bright growth potential. Total price $800,000 with $250,000 down. Excellent cash flow. Valuable real estate.

The St. Lawrence Waterway is bringing to this Midwestern city a genuine growth potential. Kilowatt daytimer with good spot on dial. Price $110,000 with $55,000 down. If you desire to buy a radio station without land and building and lease back, then $35,000 will handle. Contact nearest office for details.

HAMILTON-LANDIS & ASSOCIATES. Inc.

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EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

power from 5 kw, 10 kw-LS to 5 kw, 50 kw-LS, install new trans and make ant. changes (DA-2). (940 kc). Ann. May 15.

KFJB Marshalltown, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 15.

KBIZ Ottumwa, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. May 18.

KLLA Leesville, La.—Cp to increase power from 250 w to 1 kw and make changes in trans. (1570 kc). Ann. May 20.

WIDE Biddeford, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WFMD Frederick, Md.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and change from DA-N to DA-2. (930 kc). Ann. May 18.

WNEB Worcester, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). (Waiver 3.188[d] and 3.28[c] requested). Ann. May 18.

WABJ Adrian, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. May 14.

WATZ Alpena, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 15.

WCSR Hillsdale, Mich.—Cp to increase power from 100 w to 250 w-N and 500 w-D and install new trans. (1340 kc). Ann. May 18.

KODE Joplin, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 18.

KSIM Sikeston, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 20.

KODY North Platte, Neb.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. May 18.

KWNA Winnemucca, Nev.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 20.

WDCR Hanover, N.H.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

WMTR Morristown, N.J.—Cp to increase power from 1 kw to 5 kw, install new trans. and DA-D (1250 kc). Ann. May 18.

WICY Malone, N.Y.—Cp to increase daytime power from 250 w to 1 kw and make changes in trans. (1490 kc). Ann. May 18.

WREM Remsen, N.Y.—Cp to increase power from 1 kw to 5 kw and install new trans. (1480 kc). Ann. May 18.

WMFR High Point, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Waiver 3.188(d)(2) and 3.28(c) requested. Ann. May 18.

WLAS Jacksonville, N.C.—Cp to increase power from 1 kw to 5 kw and install new trans. (910 kc). Ann. May 15.

WJRI Lenoir, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

WRAL Raleigh, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. May 18.

WCOL Columbus, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 18.

WJER Dover, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WLEC Sandusky, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WSTV Steubenville, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

KGRO Gresham, Ore.—Mod. of license to change hours of operation from unl. to S. (1230 kc). Ann. May 18.

WICK Scranton, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WAIM Anderson, S.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. May 18.

WGRV Greeneville, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 20.

WKPT Kingsport, Tenn.—Cp to change frequency from 1400 kc to 1550 kc, power from 250 w to 10 kw and hours of operation from unl. to D, change ant.-trans. location and install new ant. and trans. Ann. May 14.

WTSA Brattleboro, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WCFV Clifton Forge, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. and tower. (1230 kc). Ann. May 18.

WBRG Lynchburg, Va.—Cp to change frequency from 1050 kc to 930 kc, power from 1 kw to 5 kw and install new trans. Ann. May 18.

WBOY Clarksburg, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WPAR Parkersburg, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 18.

WRIT Milwaukee, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 18.

WRJN Racine, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 18.

WTMB Tomah, Wis.—Cp to change frequency from 1390 kc to 1220 kc, and power from 500 w to 1 kw. Ann. May 18.

CALL LETTERS ASSIGNED

WNUZ Talladega, Ala.—Radio Alabama Inc. Changed from WHTB.

KTAN Tucson, Ariz.—Catalina Bcstg. Co. Changed from KCNA.

KABL Oakland, Calif.—McLendon Pacific Corp. Changed from KROW.

KFMC Santa Barbara, Calif.—Sherrill C. Corwin.

KTUX Pueblo, Colo.—Steel City Bcstg. Inc.

WJBM Jerseyville, Ill.—Tri-County Bcstg. Co.

KHAK Cedar Rapids, Iowa—Laird Bcstg. Inc.

KVAS Astoria, Ore.—Lower Columbia Bcstg. Co. Changed from KIAL.

WYNG Warwick-East Greenwich, R.I.—West Shore Bcstg Co. Changed from WSBR.

KLBG Liberty, Tex.—Liberty Bcstg. Co.

KUBO San Antonio, Tex.—Radio KIWW Inc. Changed from KIWW.

New Fm Stations

APPLICATIONS

Laurel, Miss.—Voice of the New South Inc. 100.3 mc, 4.76 kw. P.O. address Box 2336, Laurel. Estimated construction cost $8,000, first year operating cost $20,000, revenue $25,000. Principals include (each with approximate one-fourth ownership): **Joe Carson** and **Eddie Holladay,** (with interests in WOKK Meridian, WLSM Louisville, WNSL Laurel, all Mississippi and WACT Tuscalosa, Ala.) and **W. E. Jones** and **Granville Dalters,** (both with interests in WNSL Laurel, Miss.). Ann. May 20.

Levittown, Pa.—Bucks Bcstg. Corp. 99.9 mc, 1.66 kw. P.O. address 349 Bustleton Pike, Feasterville, Pa. Estimated construction cost $6,100, first year operating cost $20,800, revenue $26,000. Equal one-third owners are **Marlin R. Taylor,** (now in U.S. Army), **Carl E. Bernius,** electronic technician, and **Nicholas Dalessandro,** chief engineer WTNJ Trenton, N.J. Ann. May 14.

Fredericksburg, Va. — Fredericksburg Bcstg. Corp. 97.5 mc, 3.3 kw. P.O. address Box 269, Fredericksburg, Estimated construction cost $11,950, first year operating cost $2,000. Applicant owns WFVA Fredericksburg. Ann. May 14.

Existing Fm Stations

APPLICATION

WQAL-FM Omaha, Neb.—Mod. of cp to change frequency from 94.3 mc to 94.1 mc change ERP from 1 kw to 69.09 kw and ant. height above average terrain from 220 ft. to 229.95 ft. Ann. May 20.

CALL LETTERS ASSIGNED

KROY-FM Sacramento, Calif.—KROY Inc.

KLRO (FM) San Diego, Calif.—E.F. Weerts.

KSEA (FM) San Diego, Calif.—Leonard Graysen.

KFMC-FM Santa Barbara, Calif.—Sherrill C. Corwin. Changed from KFMC (FM).

WJZZ (FM) Bridgeport, Conn.—Connecticut-New York Bcstrs. Inc.

WKOX-FM Framingham, Mass.—WKOX Inc.

WLPH (FM) Lancaster, Pa.—Percy B. Crawford.

KROW (FM) Houston, Tex.—McLendon Corp.

KAKI (FM) San Antonio, Tex.—Sunshine Bcstg. Co. Changed from KTSA-FM.

Ownership Changes

APPLICATIONS

WENN Bessemer, Ala.—Seeks transfer of control of **Bessemer Bcstg. Inc.** from **John M. McLendon Assoc.** to **Gene Newman Radio Inc.** McLendon Assoc. is paying $30,000 and transferring WENN to Gene Newman Radio Inc. in exchange for WEZB Homewood, Ala. (See below). Sole owner **Dorsey Eugene Newman** also owns WHRT Hartselle, Ala. Ann. May 15.

WEZB Homewood, Ala.—Seeks assignment of license from **Gene Newman Radio Inc.** to **John M. McLendon Assoc. Inc.** For consideration, see WENN Bessemer, Ala., above. McLendon Assoc. owns KOKA Shreveport, La., KOKY Little Rock, Ark., and has 50% interest in WOKJ Jackson, Miss. Ann. May 15.

KAWT Douglas, Ariz.—Seeks assignment of license from **Carleton W. Morris** to **Hillcrest Bcstg. Co.** for $55,000. Purchasers include **Herbert G. Newcomb** (35%), **Frank C. Fabian** (30%), **Edwin Roberts** (16%) and

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others. Mr. Newcomb and Mr. Roberts are Chicago freelance radio-tv announcers. Mr. Fabian is dentist. Ann. May 15.

KIKK Bakersfield, Calif.—Seeks transfer of control of **Valley Radio Corp.** from **Dawkins Espy** (present 90% owner) to **Joseph M. Arnoff** for $48,000. Mr. Arnoff is in real estate. Ann. May 14.

KGMS Sacramento, Calif.—Seeks assignment of license from **Capitol Radio Enterprises (Irving J. Schwartz, William S. George** and **John Matrangea)** to **KGMS Inc.** for $500,000. Purchasers are **Anthony C. Morici, Carol McNamee, Marianne A. Assa** (23% each); **Alfred A. Morici** (20%) and **Abraham R. Ellman** (10%). Anthony Morici and Mr. Ellman own interests in KIST Santa Barbara, Calif. and KRAM Las Vegas, Nev., and Mrs. McNamee and Mrs. Assa own interests in KRAM. Ann. May 15.

WDAT South Daytona, Fla.—Seeks assignment of license from **Regional Bcstg. Co.** to **Quality Bcstrs. of Daytona Inc.** for $70,000. Purchasers are (one-third each): **John S. Mark,** who has interest in WMT-AM-TV Cedar Rapids and KWMT Fort Dodge, both Iowa; **James S. Beattie,** owner WPTX Lexington Park, Md. and **Walter L. Cronkite,** CBS news analyst. Ann. May 20.

WAAG Adel, Ga.—Seeks assignment of license from **Cook County Bcstg. Co.** to **Cook County Inc.** Change from partnership to corporate form of business. No ownership change involved. Ann. May 20.

WTRP La Grange, Ga.—Seeks transfer of control of one-third interest of **Ralph E. Freeman** in **Chattahoochee Bcstg. Co. Ltd.** to **Byron Hurst** (present one-third owner), **Frank Hurst** (present one-sixth owner) and **Julian Hurst** (present one-sixth owner) for $19,000. After transfer, Byron Hurst will own 40% and others will own 30% each. Ann. May 15.

WGES Chicago, Ill.—Seeks transfer of control of **Radio Station WGES** through sale of 10% interest owned by **Evelyn M. Dyer** to **Helen M. Kennedy, Mary J. Weller, Patricia D. Fort** and **Martha D. Curtis,** Transferees each presently own 10%. After transfer, each will own 12.5%. Consideration: $70,000, for 10% interest. Ann. May 20.

WFAM-TV Lafayette, Ind.—Seeks assignment of license from **Lafayette Bcstg. Inc.** to **Sarkes Tarzian Inc.** for $65,000. Sarkes Tarzian stations include: WTTV (TV) Bloomington-Indianapolis and WPTA (TV) Fort Wayne, Ind. Ann. May 15.

KJOE Shreveport, La.—Seeks transfer of control of **Audiocasting Inc.** through exchange of half of 50% stock interest owned by **Joe C. Monroe** to **Joyce Lane C. Monroe.** No financial consideration involved. Ann. May 20.

WARA Attleboro, Mass.—Seeks transfer of control of **Attleboro Radio Assn. Inc.** from **Texas Instruments Inc.** to **Jerome Ottmar** (present 6¼% owner) for $28,150. after transfer, Mr. Ottmar will own 52.5% of WARA. Ann. May 14.

WHMI Howell, Mich.—Seeks assignment of license from **Livingston Bcstg. Co. (Melvin H. Wirth,** sole owner) to **Wirth Bcstg. Co.** (Mr. Wirth, 60%; and **Laura A. Wirth,** 40%). No cash consideration involved. Ann. May 20.

WIL St. Louis, Mo.—Seeks transfers of control of **Radio Station WIL** (Joint Venture) (1) from **WIL Radio Corp.** (33⅓%) to **H.&E. Balaban Corp.,** (2) from **Herbert Schoenbrud** as trustee of **Schoenbrud's Trust** (2%) to **Schoenbrud Corp** and (3) from **Barbara Fink,** as trustee of **George Fink Trust** (3%) to **Sphinx Corp.** Consideration: stock exchanges. Ann. May 15.

KABQ Albuquerque, N.M.—Seeks assignment of license from **Duke City Bcstg. Corp.** to **Sandia Bcstg. Corp.** for $275,000. Principals are **Oscar I. Dodek,** who has interest in Washington, D.C., mens wear store (80%) and **Maxwell M. Marvin,** who has interests in WOL-AM-FM Washington and WDOV-AM-FM Dover, Del. Ann. May 14.

WBUT-AM-FM Butler, Pa.—Seeks assignment of license from **WBUT Radio (J. Patrick Beacom)** to **WBUT Inc. (James S. Beattie,** Washington ad agencyman and **Klon O. Row,** Washington manufacturer's representative) for $135,000. Mr. Beacom will retain 10% interest in stations. Ann May 20.

KOPY Alice, Tex.—Seeks assignment of license from **Alice Bcstg. Corp.** to **Leon S. Walton** d/b **Alice Bcstg. Corp.** No ownership change involved. Ann. May 15.

KPSO Falfurrias, Tex.—Seeks assignment of license from **Radio Station KPSO Ltd.** to **Bob Hicks Enterprises.** Change in name only. No ownership change involved. Ann. May 20.

KSOX Raymondville, Tex.—Seeks assignment of license from **Radio Station KPSO Ltd. to Bob Hicks Enterprises.** Change in name only. No change in ownership involved. Ann. May 20.

WACO Waco, Tex.—Seeks transfer of control of **Waco Bcstg. Corp. C.C. Woodson,** present 40% owner is returning his stock to licensee for $105,192. **Wendell Mayes,** present 40% owner is transferring 25% of his interest in license to **R. Lee Glasgow,** present 20% owner, making both Messrs. Mayes and Glasgow 50% owners. Consideration: half ownership of real estate owned by Mr. Glasgow. Ann. May 20.

Hearing Cases

FINAL DECISION

By decision, Commission granted application of Fred H. Whitley for new am station to operate on 960 kc, 1 kw, D, in Dallas, N.C., and denied mutually exclusive application of Wayne M. Nelson for new station on same frequency with 500 w, D, in Concord, N.C. Comrs. Bartley, Lee and Ford dissented. Initial decision of May 14, 1958 looked toward this action. Ann. May 20.

INITIAL DECISION

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting applications of Orange County Bcstg. Corp. to increase power of station WGNY Newburgh, N.Y., from 1 kw to 5 kw and install DA, continuing operation on 1220 kc, D, with effective date of grant to be stayed, pursuant to Commission's Public Notice of June 18, 1957, pending ratification of Agreement between United States and Mexico with respect to operation on Mexican Clear channels with 5 kw power during daytime hours; and Vincent De Laurentis for new station to operate on 1220 kc, 1 kw, DA, day, in Hamden, Conn.; conditions. Ann. May 19.

STAFF INSTRUCTIONS

Commission on May 20 directed preparation of document in accordance with remand by U.S. Court of Appeals in proceeding on applications of Plainview Radio and Star of Plains Bcstg. Co. for new am stations (1050 kc) in Plainview and Slaton, Texas, respectively. (May 15, 1958 decision granted Plainview application and denied Star of Plains.)

OTHER ACTIONS

By memorandum opinion and order, Commission took following actions on pleadings in Terre Haute, Ind., ch. 10 comparative proceeding: (1) denied petition by Plains Television Corp. (WICS, ch. 20, Springfield, and WCHU ch. 33, Champaign, Ill.) for review of Chief Hearing Examiner ruling terminating Plains participation as party intervenor, and affirmed that ruling; (2) dismissed petitions of Plains and of Prairie Television Co. (WTVP [TV] ch. 17, Decatur, Ill.) for enlargement of issues; and (3) denied Plains petition for reconsideration of Sept. 22, 1958 hearing order. Comr. Ford dissented and issued statement. Ann. May 20.

By memorandum opinion and order, Commission denied (1) petition by Wabash Valley Bcstg. Corp. to consolidate in one proceeding applications for tv chs. 2 and 10 in Terre Haute, Ind., now designated for hearing in two separate proceedings, and (2) request by Illiana Telecasting Corp. that Wabash Valley be required to elect which of its applications to prosecute. (Applications of Wabash Valley and Illiana Telecasting Corp. for new tv stations on ch. 2 in Terre Haute are in comparative hearing; application of Wabash Valley for renewal of license of station WTHI-TV, ch. 10 in Terre Haute is in comparative hearing with application of Livesay Broadcasting Inc., for new station on that channel in Terre Haute. Ann. May 20.

By memorandum opinion and order, Commission denied petition by David V. Harman for leave to enlarge issues in proceeding on his application and those of Tempe Bcstg. Co. and Richard B. Gilbert for new am stations to operate on 1580 kc in Tempe, Ariz.; granted motion by Gilbert for leave to file answer to Broadcast Bureau's reply; and granted Broadcast Bureau request for enlargement of issues, with burden of proof thereunder on Gilbert. Chairman Doerfer not participating. Ann. May 20.

On joint request by Standard Radio and Television Co. (KNTV [TV] ch. 11), San Jose, Calif. (protestant), and United Bcstg. Co., Commission continued for 60 days oral argument set for May 22 on United application for new class B fm station (KEEN-FM) in San Jose to operate on 100.3 mc, ERP 3 kw, ant. height minus 150 ft. Jan. 21 grant of United application was, on March 23, postponed pending decision after oral argument. Parties are now negotiating to effect resolution of engineering conflict. Ann. May 20.

By memorandum opinion and order, Commission granted petition by Continental Bcstg. Corp. and enlarged issues in proceeding on its application to change facilities of WHOA, San Juan, P.R., from 1400 kc, 250 w, U, to 870 kc, 5kw, DA-1, U, and that of Jose R. Madrazo for new station to operate on 860 kc, 500 w, D, in Guaynabo, P.R. Comr. Lee dissented and issued statement. Ann. May 20.

Routine Roundup

By memorandum opinion and order, Commission denied petition by the Association of Federal Communications Consulting Engineers for reconsideration of April 8 report and order which amended Part I of procedural rules by setting forth new procedure for processing am applications and by establishing new "cut-off" dates determining time and order in which these applications will receive consideration. Ann. May 18.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 15

WKWK-AM-FM Wheeling, W.Va.—Granted involuntary transfer of control from estate of **John B. Reynolds** to **Corinne Anderson Reynolds.**

KMOX-TV St. Louis, Mo.—Granted cp to utilize driver portion of old main trans.-ant. system and tower, formerly authorized as main trans.-ant. for auxiliary purposes only, at old main trans.-ant. location (aux. trans. & ant.).

WSTE Fajardo, P.R.—Granted extension of completion date to November 18.

Actions of May 14

KXEL Waterloo, Iowa—Granted assignment of licenses from **Cy N. Banakel** to **KXEL Bcstg. Inc..**

WNAH Nashville, Tenn.—Granted relinquishment of positive control by **Van T. Irwin, Jr.,** through transfer of stock to **Mrs. Goldie G. Irwin.**

WMAS Springfield, Mass.—Granted cp to install new alternate main trans.

KCOY Santa Maria, Calif.—Granted mod. of cp to change type trans.; conditions.

WICA-FM Ashtabula, Ohio—Granted cp to change frequency from 103.7 mc to 97.1 mc; install new ant, new trans., increase ERP to 118 kw and ant. height to 380 ft.; conditions.

KLWT Lebanon, Mo.—Granted cp to install new trans.

WJBK Detroit, Mich.—Granted cp to in-

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stall new trans. at present main trans. site as alternate main trans. and auxiliary trans. (DA-2).

KGRL Bend, Ore.—Granted mod. of cp to change ant.-trans. and studio location.

WQAL (FM) Philadelphia, Pa.—Granted mod. of cp to decrease ERP to 7.8 kw, increase ant. height to 710 ft.; change trans. location, type ant. trans.; remote control permitted.

KATY-FM San Luis Obispo, Calif.—Granted mod. of cp to change frequency to 96.1 mc.

WDTI Danville, Va.—Granted mod. of cp to change type trans.; conditions.

Following stations were granted extensions of completion dates as shown: KDAY Santa Monica, Calif. to June 3; KAAB Hot Springs, Ark. to August 1; KVEN-FM Ventura, Calif. to September 28; WHEO Stuart, Va. to October 1; WHEW Riviera Beach, Fla. to July 1; KXRX San Jose, Calif. to July 19; KSFV (FM) San Fernando, Calif. to August 3; WDVL Vineland, N.J. to July 30; WQAL (FM) Philadelphia, Pa. to September 19; KANT-FM Lancaster, Calif. to September 1.

WBEV Beaver Dam, Wis.—Granted authority to sign-off at 6 p.m., local standard time for period ending Aug. 31.

Actions of May 13

WKYT, Lexington, Ky.—Granted assignment of license from **WKYT Inc.** to **Radio Cincinnati, Inc.**

KLEX Lexington, Mo.—Granted assignment of license to **Lexington Bcstg. Inc.**

KRKC King City, Calif.—Granted acquisition of positive control by **James H.** and **Hazel H. Rose** through purchase of stock from **Howard E.** and **Helen M. Slagle.**

KABQ Albuquerque, N.M.—Granted license covering change in facilities, type trans., installation DA-N and make changes in ground system.

WMFJ Daytona Beach, Fla.—Granted license covering installation of alternate main trans.; remote control permitted.

***KSAC Manhattan, Kan.**—Granted mod. of license to change name to **Kansas State University of Agriculture and Applied Science.**

WNHC New Haven, Conn.—Granted request to cancel cp to make changes in ant. system.

WCMI-FM Ashland, Ky.—Granted authority to remain silent for period ending Sept. 1.

Granted extensions of completion dates for the following stations: WJMJ Philadelphia, Pa. to June 12; WRNY Rome, N.Y. to August 10; WELZ Belzoni, Miss. to May 30.

Action of May 12

WPGW Portland, Ind.—Granted authority to sign-off at 6 p.m. CST, for period ending Aug. 31, except for special events at which time station may operate to licensed sign-off time.

Actions of May 11

KSOK Arkansas City, Kan.—Granted license covering installation of new trans.

***KSDB-FM Manhattan, Kan.** — Granted mod. of license to change name to **Kansas State University of Agriculture and Applied Science.**

WTIM Taylorville, Ill.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31.

Actions of May 8

***WMUB (FM) Oxford, Ohio**—Granted cp to replace expired permit which authorized change trans. and studio, location, ant. height to 293 ft, and make changes in ant. system; without prejudice to whatever further action Commission may deem necessary based on renewal application now pending.

WWRJ White River Junction, Vt.—Granted mod. of cp to make changes in ant. system.

KNDC Hettinger, N.D.—Granted authority to sign-off at 7 p.m.

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

Granted petition by Broadcast Bureau for extension of time to May 19 to file responsive pleadings to petition by Peoples Bcstg. Corp., for enlargement of issues in proceeding on application of Inter-Cities Bcstg. Co., for am facilities in Livonia, Mich. Action May 15.

Granted petition by James E. Walley, Oroville, Calif., for extension of time to May 7 to file responsive pleadings to petition by KCRA Inc., for enlargement of issues in proceeding on am application of Walley, et al. Action May 15.

By Chief Hearing Examiner James D. Cunningham

In connection with request by Elmwood Park Bcstg. Corp., Elmwood Park, Ill., for acceptance of its appearance filed late in proceeding on its am application in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis., et al., directed Elmwood to submit to Commission by May 25 amended certificate of service embodying clear statement of whether it has mailed or otherwise delivered copies of request to all parties to proceeding, and, if so, date of such mailing or delivery. Action May 18.

Granted request by Mid-America Bcstrs. Inc. (KOBY), San Francisco, Calif., to withdraw its petition for reconsideration of April 22 action assigning call letters KOFY to Intercontinental Bcstg. Corp., San Mateo, Calif.; terminated proceeding. Action May 15.

Scheduled hearings for July 20 in following am proceedings: Northeast Radio Inc. (WCAP), Lowell, Mass.; Jack W. Hawkins, Blanding, and Uintah Bcstg. and Tele. Co., Inc. (KVEL), Vernal, both Utah; Radio Americas Corp. (WORA), Mayaguez, P.R.; Benjamin C. Brown, Oceanside, Calif. Actions May 15.

Dismissed petition by Joseph F. Sheridan to accept late appearance in proceeding on his application for am facilities in Ukiah, Calif. Action May 15.

Upon request by John W. Powell, dismissed his application for new tv station to operate on ch. 23 in Yakima, Wash., and retained in hearing status remaining applications involved in consolidation. Action May 15.

Granted petition by Broadcast Bureau and scheduled following dates for filings by parties in proceeding on application of Spartan Radiocasting Company (WSPA-TV), Spartanburg, S.C.; May 22—briefs by applicant and Broadcast Bureau; May 29—opposition brief by protestants; June 5—replies, if any, by applicant and Broadcast Bureau. Action May 13.

By Hearing Examiner Basil P. Cooper

Pursuant to agreements reached at May 14 prehearing conference, continued date for evidentiary hearing from June 10 to date to be announced following conclusion of further prehearing conference scheduled to resume June 29 in proceeding on applications of North Shore Bcstg. Inc., and Suburbanaire Inc., for am facilities in Wauwatosa, and West Allis, both Wisconsin. Action May 15

By Hearing Examiner Isadore A. Honig

On own motion, scheduled prehearing conference for June 12 in proceeding on application of Virgin Islands Bcstg. System for additional time to construct am station WDTV, Christiansted, V.I. Action May 18.

On own motion, and with agreement of counsel for parties, advanced hearing from June 23 to May 28, at 9:30 a.m., in proceeding on am application of Southland Bcstg. Co. (WLAU), Laurel, Miss. Action May 18.

Granted petition by Voice of New South Inc. (WNSL), Laurel, Miss., for leave to amend its application so as to specify daytime operation on 1260 kc with 5 kw power in lieu of 1430 kc, 5 kw; accepted amendment and removed application from hearing status; retained in hearing status am application of Southland Bcstg. Co. (WLAU), Laurel. Action May 14.

By Hearing Examiner Annie Neal Huntting

Scheduled hearing for June 4 in Beaumont, Texas, tv ch. 6 remand proceeding. Action May 14.

Granted oral joint request by Louis W. Skelly, Conneaut, Ohio, and Mon-Yough Bcstg. Co. (WMCK), McKeesport, Pa., and continued date for exchange of exhibits from May 18 to May 25 in proceeding on their am applications. Action May 15.

By Hearing Examiner H. Gifford Irion

Granted petition by Broadcast Bureau for extension of time from May 14 to May 21 for filing proposed findings in proceeding on am application of Booth Bcstg. Co. (WWBC), Flint, Mich. Action May 13.

By Hearing Examiner Jay A. Kyle

Upon verbal request of counsel for all parties in Weston, W.Va., tv ch. 5 proceeding, continued hearing from May 14 to May 28 at 9:15 a.m. Action May 13.

By Hearing Examiner Forest L. McClenning

Granted petitions by Southbay Bcstrs. for leave to amend its application for am facilities in Chula Vista, Calif., to make substitution in partnership and to show its financial qualifications and proposed contribution to partnership. Action May 15.

Scheduled prehearing conference for May 27 in proceeding on am applications of Birney Imes Jr., West Memphis, Ark., et al. Action May 14.

By Hearing Examiner Herbert Sharfman

Granted petition by Alvarado Television Inc., for further extension of time from May 18 to July 6 for filing initial proposed findings of fact and conclusions and from June 1 to July 20 for filing replies in proceeding on application of Video Independent Theatres Inc. (KVIT [TV]), Santa Fe, N.M., for modification of cp. Action May 13.

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Wanted: If you are an aggressive, clean-cut salesman, 35 years of age or younger, here is your opportunity. We have 1 kw in a good competitive upper midwest market. We need a good commercial manager. We'll pay salary and commission. You should make $10,000 the first year and more thereafter. Send photo, experience and reference to Box 966K, BROADCASTING.

Salesman-announcer. New York state. Salary plus 15% commissions on sales. Box 116M, BROADCASTING.

Leading radio programming distributor has immediate opening for experienced salesman. Heavy travel. Excellent salary. Paid expenses. Paid medical and life insurance. Pension plan. Send complete details plus recent photo. Box 117M, BROADCASTING.

Progressive southern chain expanding. Seeks executive type salesmen for management. 8-10 annually. Yankees welcome. Send resume, photograph first letter. Box 135M, BROADCASTING.

Need salesman-announcer immediately. Salary plus commission. 4 hours per day board. Send tape and sales record. Box 393, Riverton, Wyoming.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman to be assistant to sales manager. Salary and incentive commission. Enclose your sales record and photo. Radio KCOL, Box 574, Fort Collins, Colorado.

Opportunity to own small station. See Stations for Sale.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

First phone announcer. $455.00 per month, two years experience, no maintenance, many other benefits. Midwest power station. Box 929K, BROADCASTING.

Morning personality man for modern fast paced midwest metropolitan market station. Now solid second on heels of number one. New studios. Opportunity for production and talent fees. Send tape, photo, resume. Box 891K, BROADCASTING.

Eastern North Carolina station needs southern announcer interested in sales. Salary plus commission. Box 110M, BROADCASTING.

Pennsylvania, 5 kw, excellent market. Immediate opening for alert, young, willing announcer-producer with "push" who can fit into fast-paced, modern format. Real opportunity. Salary open. Tape, photo. Box 120M, BROADCASTING.

Good, pleasant, dependable morning man for top Virginia market. Good salary. Send tape, resume, photo and expected starting salary. Box 126M, BROADCASTING.

Eastern group has three applications pending for new and improved facilities. Need experienced announcers for management training. Minimum two years experience required. Personal interview necessary eventually, but first, send tape and resume. $90 to start with regular raises. Box 139M, BROADCASTING.

Need announcer-salesman immediately. Top salary plus commission for right man. 4 hours board per day. Send tape, resume, Box 393, Riverton, Wyoming.

Announcer—Starting pay $80.00 per week. Experienced music and news man. Opportunity for advancement. Send tape and resume to KNIM, Maryville, Missouri.

Immediate opening. Experienced announcer. Repeat experienced. Good pay for good job. Send tape, resume Kenn Maloney, Manager, KUVR, Holdrege, Nebraska.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Immediate opening! Top Negro dj—personality—program director for Cleveland's only all Negro market station. Send tape, resume to: P. G. Tuschman, WABQ Radio, 2323 Chester Avenue, Cleveland 14, Ohio.

Wanted: Announcer-engineer with first phone immediately. Excellent working conditions. Call collect. Jim Clark, General Manager, WCPS, Tarboro, North Carolina. Phone TA. 3-2191.

Florida station needs fast paced personality announcer, sales experience desired. Top salary and commission. WDVH, P.O. Box 289, Gainesville, Florida.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Announcer: First phone. Must like coastal rural area. Excellent facilities. Mostly announcing. Tape, picture, history, credit references: Brooks Russell, WESR, Eastern Shore Radio Center, Tasley, Virginia.

Established 5 kw independent offers good opportunity for sober, stable staff announcer. Variety programming with emphasis on local interest, local news, and better grade music. Submit application with salary requirements and audition tape. WLET, Toccoa, Georgia.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer for new daytime station in rural community. General staff announcing and programming duties. Only experienced apply. Contact Walter Luce, WKSK, West Jefferson, North Carolina.

Technical

Chief engineer single market southern network station employing remote control. Inquiries confidential. Box 908K, BROADCASTING.

Engineer-announcer with fm experience needed by new midwest fm station. Box 922K, BROADCASTING.

Chief engineer-announcer for complete maintenance and installation of new equipment. 250 watt station in small pleasant North Carolina town. Please state salary desired and qualifications. Box 103M, BROADCASTING.

Florida station needs announcer, maintenance man with first or second class ticket. Small town, reasonable living cost. Good working conditions. Box 107M, BROADCASTING.

Need first ticket immediately, combo. top salary to experienced man. Box 393, Riverton, Wyoming.

Enjoy real living in the Rocky Mountains of Colorado—hunting, fishing, skiing, boating—KCOL, Fort Collins needs engineer with first class ticket capable of maintenance and repair transmitter and studio equipment. Opportunity to become chief.

Chief engineer: Opening for qualified man for maintenance and installation. Little or no board work no announcing. Send complete details and salary requirements first letter. Radio Station KIDD, Monterey, California.

Transmitter operator for television station in Hawaii. Work 40 hours in 3 days, 4 days off weekly. Write airmail, KMVI-TV, Box 374, Wailuke, Maui, Hawaii.

Chief engineer-announcer with first phone interested in sales. Up to $450 per month start. Newly furnished, modern apartment. Phone, wire or write KPRK, Livingston, Montana.

Wanted: Announcer-engineer with first phone immediately. Excellent working conditions. Call collect. Jim Clark, General Manager, WCPS, Tarboro, North Carolina. Phone TA. 3-2191.

First class telephone maintain Magnecorders and RCA transmitter at WFRM, Coudersport, Pa. Some announcing desirable. Send details, salary expected to John Fay, care WKBI, Box 466, St. Marys, Pa.

First phone full or part-time transmitter engineer. Experience unnecessary. Good working conditions. Full time directional. WMNI, Columbus, Ohio.

Engineer-experienced. Best references. Moving to California near wife's relatives. Need California job. WPCC needs combo replacement. Write WPCC, Clinton, S. C., PH 1410.

Wanted-First phone engineer. Some announcing. Good starting salary. WTTN, Watertown, Wisconsin.

Chief engineer-announcer for growing chain's new 5,000 watt Fargo N.D. daytimer. Attractive salary-permanent. Tape, full details. Gene Williams, W. 411-33rd, Spokane, Washington.

Help Wanted—(Cont'd)

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

News director radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

Mature gentleman. Continuity director with emphasis on production spots. Must be experienced. Prefer good announcing voice. Box 862K, BROADCASTING.

Program director. Prefer experienced announcer ready to move up the ladder to "pd" job in outstanding small market station in northern Ohio. Prefer married man, good voice, knowledge of modern radio, willingness to fit into community essential. Fringe, benefits, excellent salary commensurate with experience and ability. Send resume, picture, and tape to Box 928K, BROADCASTING. If you think you qualify, let's hear from you. We will ask for personal interview.

Program director for top prestige southeastern station now running a tight, fast paced, modern operation with good music and giving the "capital rockers" a fit. If you have the ability to do a top rate morning show, and have top ideas and promotion plans and record that will stand strict investigation, you can find security and a five figure salary. Ability to handle men a must. Please don't waste our time and yours unless you can meet these requirements. Send tape, photo and resume. Box 936K, BROADCASTING.

Continuity director. Experienced girl top independent station. Give complete details background, references, recent snapshot. Box 973K, BROADCASTING.

California station best bay area independent, long established negro policy, has two positions open, for highly experienced persons: 1. Merchandising assistant-top salary. 2. Account executive, top guarantee against commission. Only highly qualified and experienced persons need apply. Furnish resume and picture. Box 122M, BROADCASTING.

Experienced newsman. Immediate opening for man to augment radio news department at leading Flint station. Radio or newspaper background acceptable. Send resume, photo and sample copy to WFDF, Flint, Michigan.

Experienced traffic-copy girl for 5,000 watt Mutual affiliate. Resort town, benefits, good working conditions. Send full information WPCF, Panama City, Florida.

Newsman to gather, edit and broadcast local news. Contact H. Borwick, WVOS, Monticello, New York, phone Monticello 2204.

Continuity writer—Experience and "know how" can find its reward in this excellent opportunity with leading Michigan station. Send sample copy, resume and photo to WFDF, Flint, Michigan.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K, BROADCASTING.

Manager for station bruised by top-40 competition. Over 15 years radio-tv; currently employed by top northeast tv-radio combine (heavy 5 figures) but advancement has halted. Let's work out incentive deal. Box 899K, BROADCASTING.

Successful commercial manager in competitive market seeking bigger opportunity. Strong on sales and programming. Family man with excellent references. Box 927K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager-sales manager. Energetic, enthusiastic, experienced local and national sales. Successful manager in competitive market. Now employed. All offers considered. Box 938K, BROADCASTING.

Seek opportunity in radio management. Have very successful sales background in radio, tv and insurance. Excellent announcer. Will consider all replies. More information on request. Box 974K, BROADCASTING.

As general manager with complete control over personnel, sales and programming (not top 40) I will guarantee you a 10% increase in local billings and commensurate profits. Box 985K, BROADCASTING.

Manager: Aggressive, sincere, honest, sober, family, age 35. Very strong on sales, knows modern money-making radio. All top qualifications and references, long on management know-how. Interested in medium size market. Box 997K, BROADCASTING.

Would like to step up to manage 20,000 market. Nine years active, successful, competitive operation from engineer to program director and salesman. First ticket. Family man. Box 998K, BROADCASTING.

Station manager or commercial manager available. Finest references from present employer. Sale of station reason for move. Contact Box 999K, BROADCASTING.

Manager: Increased gross during recession with a dwindling population. Desire more potential. Sales, programming, award winning play-by-play and announcing. Experienced all phases. First phone. Active state, community, and industry affairs. All offers will be considered. Possible limited investment. Box 114M, BROADCASTING.

Experience all phases, personal interview. Prefer south. Available June 15. Box 128M, BROADCASTING.

Have staff, will travel. Box 129M, BROADCASTING.

Sales

Salesman/announcer. Good general background, capable for switch to broadcasting. Box 807K, BROADCASTING.

Announcers

Girl broadcaster—Capable—versatile, operate board. Writing, production, publicity, sales. Box 889K, BROADCASTING.

Negro deejay, smooth patter. Efficient. Production. Controls. Audition tape, References. Box 890K, BROADCASTING.

Good announcer. Eight years am-tv experience. Third phone, write copy, news, sell. College grad. $100 weekly minimum. Box 903K, BROADCASTING.

Announcer, dj, graduates high school, June. Desires opportunity to learn all phases of radio. Strong on commercials, news. Tape. Box 913K, BROADCASTING.

Radio announcer with a very good background wants job as tv announcer. Job must be permanent with a decent living wage. Please call, wire, or write me. Phone number is Brandywine 1-6162 Pittsburgh exchange. Have own tape recorder. Box 937K, BROADCASTING.

Recent vet. (25) college-man anxious to return to his microphone. Previous staff announcer and dj. Prefer catering to mature audience. Available to sojourn anywhere in the 50. Box 944K, BROADCASTING.

Summer replacement announcer. Experienced, mature. Taught radio, copy, tape. Box 947K, BROADCASTING.

Enjoy morning show—with light, humorous, fast pace? Then I'm your man! Have 4 years college radio, station manager; 2 years commercial; 2 years AFRTS. B.A. Pleasant personality, ambitious, hard worker. Will locate anywhere. Box 962K, BROADCASTING.

California employed. Personality dj, sd, pd. Ten years experience. Seeking permanent position radio and/or tv. Minimum salary $150 weekly. No top 40 stations, please! Box 969K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Intelligent, sincere and capable young man desires position on announcing staff of station preferably in northeast. Light experience but vitally interested in all phases of radio and/or television. Good voice quality, with clarity and distinctiveness. Enjoy doing news and hope to see you soon. Box 965K, BROADCASTING.

Would like summer replacement job. Sports is main field, play-by-play etc. Also dj. Box 978K, BROADCASTING.

Don't talk to me of the lone prairie; Or of spoonbread or black-eyed peas; Just give me a slot where the pay is a lot; And I play any platter I please. Box 909K BROADCASTING.

Announcer with first class radiotelephone license, three years experience, wants position in broadcasting. Box 986K, BROADCASTING.

Is there anyone courageous enough to gamble on a new Lonesome Gal? Box 991K, BROADCASTING.

Top rated dj "airsalesman", presently employed, excellent references, proven results, looking for top financial future with progressive organization in metropolitan market. Box 992K, BROADCASTING.

Night time is the right time—increase your audience in the wee small hours—no hard sell-easy-relaxed style, single, but dependable. Box 101M, BROADCASTING.

Experienced first phone deejay/newsman. $100 five day, forty hours. Box 106M, BROADCASTING.

Announcer, beginner, vet, single, ab, radio-tv major, go anywhere. Salary no object. Box 109M, BROADCASTING.

Steady, successful morning man. No gimmicks. Adult audience. Require one year contract. $10,000. Current market one million. First ticket. Will also sell. Box 113M, BROADCASTING.

Announcer, young, experienced. Staff work. Seeks larger market. Box 118M, BROADCASTING.

My offer: Reliable, young, versatile dj-announcer with experience. Willing to travel. Box 119M, BROADCASTING.

15 years experience announcing news-programming. Married, west coast preferred. Box 125M, BROADCASTING.

Florida stations. Top announcer. Florida market, 7 years. Fast or slow paced. Dialect, top references Box 127M, BROADCASTING.

Attention Michigan-announcer-dj, young, experienced, tape and resume. Box 130M, BROADCASTING.

East and south preferred announcer, operate board, copywriting, single, dependable. Box 133M, BROADCASTING.

Thoughtful young man of twenty-five with excellent voice. Two years technical school —first phone. Two years college pre-journalism. One year experience as combo man. Presently employed at 5 kw station in small mid-western market. Repay opportunity to develop and grow in sharp operation with utmost loyalty and diligence. All offers welcome. Tape, photo, and complete resume sent on request. Box 137M, BROADCASTING.

Morning man, personality, deep voice, married, plenty experience. Available now. Telephone Fieldbrook 8-4892, Fall Branch, Tenn.

Top-notch announcer, versatile, stable. Desires alert station. References. Call Logan 1-0147, Kansas City, Missouri.

Announcer-dj with news-pd experience. Seeking good position back in home area. New England. Six years experience. Family man. Desires permanent position. Present position—news director. Bob Germain, 1918 Green St., Dublin, Ga., Broad 2-1222.

Situations Wanted—(Cont'd)

Announcers

Exceptionally capable and convincing dj, radio and tv news and commercial announcer, over two years with CBS outlet major Michigan market. Seeks greater challenge, single, age 26. Copy and programming potential. Prefers midwest, immediately available. Lofland, 327 Michigan N.E., Grand Rapids, Michigan.

Announcer, 1st phone, $85, no car. Berkshire 7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago, Illinois.

Experienced sportscaster, salesman, newscaster, 1st phone. Call: "Tremendous". Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, California.

Technical

Chief engineer 18 years experience 100 to 50 kw including directionals, desires position in upper midwest, Minnesota preferred. Box 976K, BROADCASTING.

Ten years experience in all phases, know radio from ground up. Looking for good paying job instead of false promises. You will get value for your money. Married, two children. Excellent business and personal references. Have 1st class ticket, want advancement and permanency. Box 983K, BROADCASTING.

Engineer. 8 years directionals, fm. From construction to measurements, from recordings to remotes. First phone. Box 987K, BROADCASTING.

Recent U.S.C. graduate telecommunications, local operating experience, hard worker. Seeks opportunity in radio broadcast field. Box 123M, BROADCASTING.

Technical: Engineer with first class radiotelephone license and two years experience am radio wants relocation central Minnesota. Reliable worker. Will consider any midwest offer. Box 124M, BROADCASTING.

Radio chief or tv technician; seven years radio, one year television. Joe McClain, WLW-I, Indianapolis.

Production-Programming, Others

Young man, for copywriter, sportscasting (extensive knowledge) and production work. Graduate of broadcasting school. Box 888K, BROADCASTING.

Weekend man—Within one hundred miles New York City. Box 939K, BROADCASTING.

Four years announcing/program director want pd. post. Hard worker. Contact Box 961K, BROADCASTING.

Florida stations attention: Versatile broadcaster with news, announcing, advertising agency experience seeks Florida opportunity. College grad, 28, dependable, top references. Will visit you for interview. Box 970K, BROADCASTING.

Need different spots? Most talked about novelty commercials in metropolitan area. Ideas, copy, production. Prompt service. Box 980K, BROADCASTING.

Newsman—National radio press award winner seeks metropolitan Ohio market. College graduate. 4 years experience. Excellent references. Box 984K, BROADCASTING.

Newsman-deejay—If your requirements are long on experience but short on salary, don't read this ad! Have had extensive experience as bright, fast-paced disc jockey and as local newsman-editor. Will consider either field but not both together. Car. Available immediately. Box 996K, BROADCASTING.

This pen for hire. Intelligent commercial copy, written continuity, product merchandising, station promotion, sales presentations. Box 108M, BROADCASTING.

Program manager. Originality, productive ideas, captivating shows. "For quality adult music operation." Increased revenue, ratings assured. All markets reply. College. Box 115M, BROADCASTING.

Experienced news production man: "On the spot" coverage of local news, using the voices of the people who make the news. Beeper reports, mobile unit, tape work, documentaries. Box 133M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Production assistant. Top man for summer work. Currently program director of university radio station. Experienced in engineering, news, and general program assistant. Joe Schrier, 1801 Dorchester Road, Brooklyn 26, N.Y.

TELEVISION

Help Wanted—Sales

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

Sales manager with station management potential for progressive NBC affiliate in rapidly expanding, oil rich, Rocky Mountain area. Bob Berger, KTWO-TV, Casper, Wyoming.

Announcers

Experienced tv announcer; southwest city, 150,000 population, three-station market. On-off camera work. Send complete resume, tape, recent dated photo. Salary open. Box 960K, BROADCASTING.

Versatile on-camera and booth announcer for vhf in major southwestern market. Clarity, intelligibility and naturalness desired rather than affected stylization. Send picture and tape to Box 971K, BROADCASTING.

TV station has opening for announcer. Good voice and neat appearance a must. Resident of southeast preferred but not essential. Between ages 21-31. Complete details in first letter, recent photo and tape. Call for personal interview if possible. Production Manager, WALB-TV, Albany, Georgia.

Technical

Two television technicians wanted at once by full power station in midwest. Good chance for advancement by well grounded men. Please send complete resume and state starting wages expected to Box 820K, BROADCASTING.

First class engineer. Fulltime for small tv station. Contact Bob Berger, KTWO-TV, Casper, Wyoming.

Channel 6 needs maintenance technician. TV experience not necessary to man with good broadcast background. Contact Bruce Joyner, KVIQ-TV, Eureka, California.

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

TV studio transmitter engineer. Opening soon. Permanent. Experienced preferred. Send complete resume. Tom Jones, Chief Engineer, WSVA-TV, Harrisonburg, Virginia.

Sarkes Tarzian, Inc. needs design engineers familiar with cameras, monitors and other video equipment. Good salary, midwest location. Write E. M. Sears, Box 62, Bloomington, Indiana.

Production-Programming, Others

Experienced newsman capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

Experienced floorman, cameraman, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

TELEVISION

Situations Wanted—Management

Permanent position with reliable station, commercial manager/sales executive. Now employed with 15 years radio-tv experience in sales and management. Excellent background, best references. Box 968K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Top major market account executive. Tremendous sales record; executive experience, "intelligent-sell", talented, ambitious. Outstanding background, references, education. Box 121M, BROADCASTING.

Sales

Salesman—on camera announcer combination. Location secondary, potential and future prime importance. Box 993K, BROADCASTING.

Announcers

Announcer-director. Experienced, mature, capable, good appearance, quality voice, theatrical background. Booth, on camera—news, weather, host mc, commercials. Box 932K, BROADCASTING.

Technical

TV engineer. Experienced studio-transmitter. Desires permanent position any location. Box 793K, BROADCASTING.

Chief engineer, 11 years tv experience, 9 years supervisory. Administration, maintenance and construction. Best references, available for interview. Box 825K, BROADCASTING.

Midwest 13 years radio and tv. Desire technical position with good future. Can accept responsibility. Box 981K, BROADCASTING.

12 Years experience. Responsible engineer desires to relocate pacific northwest. Box 982K, BROADCASTING.

15 years experience. First phone. Prefer California, tv, radio, studio or transmitter. Available immediately. Box 990K, BROADCASTING.

Experienced all phases studio operation. 1st phone. Prefer east, but will go anywhere. Available immediately. Box 104M, BROADCASTING.

Production-Programming, Others

Talented tv personality-announcer-director-switcher. Five years experience. Offer children's cartoon, weather show. Am artist-cartoonist. College grad. Box 904K, BROADCASTING.

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 989K, BROADCASTING.

News. Will gather, take pictures, write and air. Experienced, good. Box 994K, BROADCASTING.

TV production man: Skilled young man with background and training in radio and television production, desires position as floor man, cameraman, etc. Capable of handling all phases of tv production. Box 134M, BROADCASTING.

FOR SALE

Equipment

Transmission line. 1⅝" teflon line 20 ft. sections unused. Get maximum coverage with highest efficiency. Box 723K, BROADCASTING.

Windcharger #300 galvanized 190 foot am-fm tower, 35 foot pylon, beacon, obstruction lights. Box 963K, BROADCASTING.

FM 8-bay antenna. Can be sidemounted. Magnecord 814 tape player. Box 221, Lebanon, Tennessee.

Magnecorder—PT6A/PT6J, excellent, used very little, w/Astatic mike. Bargain. Box 647, Butler, Pa.

Portable Magnecorder PTZP, PT63AH, good operating condition, $350.00. Write 3331 Harvester, Ft. Wayne, Ind.

FOR SALE

Equipment—(Cont'd)

Andrew 3⅛-inch coaxial transmission line type number 452 16—20 ft. sections. 2—90 degree special angle bends. Complete with long inner connectors and fixed flanges. Inpedance: 51.5 ohms. Frequency range: 0 to 216mc low-loss steatite insulators: 7-Stand off insulators and mounting brackets: Collins' type 37M-8, 8 ring top mounted fm antenna. Antenna is incorporated with the 3⅛-inch transmission line. Overall length of Collins 8 ring antenna 79 feet. First reasonable offer accepted. Radio Station KBUR, Burlington, Iowa.

Gates BCA-250 standby transmitter. Like new. Make offer FOB. KOKA, Box 3505, Shreveport, La.

Magnecord tape recorder S-36B; 7½ & 15'; portable case; case still looks like new; ideal for remotes or studio work; has provision for bridging and mike input; 600 ohm output; now in service as primary recorder. Factory instruction book; cost $395 net; first check over $250. FOB WACE, Chicopee, Mass.

1 REL 518-B-DL 1 kw fm transmitter using the Armstrong method of modulation. 1 REL 520-DL 10 kw amplifier. This equipment now operating in good condition. Available in approximately 30 days. Make us a price. WGBR, Goldsboro, North Carolina.

Large stock replacement parts and accessories for RCA TTR and TRR microwave equipments. Reasonable prices. Box 70, Van Nuys, California. STanley 3-2400.

Portable STL microwave system 7000 mcs band, 1 watt transmitter, power splitter, four 4' antennas, two receivers and misc. accessories. Used a short time as part of a large system leased to government. All units in good working condition—fine for remotes. Will consider all offers over $8,-000.00. Write J. E. Banister, Dage Television Division, Thompson Ramo Wooldridge Inc., Michigan City, Indiana or phone TRiangle 4-3251.

RCA TG-1A sync generator TK-1A monoscope camera TA-1A distribution amplifier, 480C power in two racks $1,000. LEL, Inc., 380 Oak Street, Copiague Long Island, New York.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

T.C.A. Radio Tower Company—We have 7 used 200-ft. guyed towers for sale. These towers are ready for immediate shipment, complete with lighting. Also, have any mature, any type micro-wave towers of any height. Write, wire or call; H. C. Tant, T.C.A. Radio Tower Company, 2615 Bankhead Highway, Atlanta, Georgia. Phone: SYcamore 9-1203.

TV, am, fm transmitters, cameras, studio terminal equipment. If you need anything in the BC line please contact us. Technical Systems Corp., 12-01 43rd Ave., L.I.C., N.Y.

WANTED TO BUY

Stations

Small. Cp or daytime station. Write full details to Box 828K, BROADCASTING.

Multiple radio station owners will purchase cp outright, or 50 percent interest in cp. Box 920K, BROADCASTING.

Radio station presently a "money maker" asking from $100,000.00 to $500,000.00. Must stand rigid investigation. Must see detailed analysis of income and expenses. All information held in strictest confidence. We are private parties who want action. Box 967K, BROADCASTING.

Partners wish to purchase or lease small market am station. Prefer southeast but any good market considered. Anxious to act promptly, confidential. Write Box 975K, BROADCASTING.

Responsible group expanding, will lease with option to buy, small or medium market station in upper southland. Box 977K, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

C.P. or small station. Prefer daytimer. Any location. Experienced owner. Immediate action. Confidential. Box 102M, BROADCASTING.

Small station or cp in southeast wanted by experienced operators. Single, dual or 3-station markets considered. Box 105M, BROADCASTING.

Equipment

One kilowatt transmitter am any make in good condition. Box 919K, BROADCASTING.

Wanted 10 kw fm amplifier. Pay cash. Give full description and operating history. Box 995K, BROADCASTING.

250 to 1kw fm transmitter w/monitors. Small console. Details, lowest price first letter. Box 100M, BROADCASTING.

Want fm broadcast and audio gear, in need of repairs or reconditioning. Will pay good price. Box 111M, BROADCASTING.

Good used console, call or write manager KUDE, Oceanside, California, Saratoga 2-8294.

Clarke 108 phase meter for use on four tower system. Write George F. Sprague, Chief Engineer, WLOS, Box 2150, Asheville, N.C.

BQ-1A RCA turntable with base and pick-up arm. Must be in usable condition. Howard C. Gilreath, Station WVOP, Vidalia, Georgia.

One Hi Band vhf 5 or 10 kw tv transmitter. One 12 section channel 12 Batwing antenna. Air mail reply to Carlos Rivera, Box 2050, San Juan, Puerto Rico.

TV-fm-am transmitters. Cameras, audio video consoles all types terminal equipment. Technical Systems Corp. 12-01 43rd Ave., L.I.C., N.Y.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24 Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Tuition of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV, 510 16th St., Oakland, California. TWinoaks 3-9928.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Free information-copyrighted 3 day radio promotion grossing $500.00. Jack Ortmann, Sales Manager, KAGE, Winona, Minnesota.

Call letter items—Banners, lapel pins, microphone plates, car plates, bumper strips, decals; printed forms, personnel service—Bro-Tel, Box 592, Huntsville, Ala.

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

MISCELLANEOUS

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Announcers

OPPORTUNITY
LIVE WIRE DJ
OR TEAM OF TWO
Prominent N.E. Station
Send Tape
Box 840K, BROADCASTING

TOP FLIGHT DJ
Plus additional announcing experience by leading Washington station. Send resume, tape and photo.
Box 132K, BROADCASTING.

WMAY . . .

. . . is looking for a live wire, swinging dj.

This is an opportunity to establish with a dominant Number One station in a solid, fast-moving market. We're looking for an experienced, sharp, alert young man who can build and hold a fresh, responsive audience. This person must be able to add brightness and sparkle to our schedule and conduct a tight, fast-paced show. In return we offer stability, a definite assured future, good remuneration, and complete company benefits.

We'd like a tape, of course, and the opportunity to talk to you.

CONTACT:
Gordon Sherman, WMAY
711 Myers Bldg.,
Springfield, Ill.
Phone: 4-1766

RADIO

Situations Wanted—Management

MANAGER

Format-production, Storer style. 17 years' broadcast background. Family, mid-30's. Best references. Am agreeable to no-producer, no-pay arrangement.
Box 898K, BROADCASTING.

Situations Wanted—Management

HARD WORKING GENERAL MANAGER-SALES MANAGER AVAILABLE NOW

20 years' experience and proven ability in Radio and Television. Strong on local and national sales. Have programming; merchandising, promotion and publicity know how. Married, stable and sober. Can supply interested owner with top drawer business and character references. Willing to buy an interest if available.

Box 979K, BROADCASTING

UNUSUAL CIRCUMSTANCES

make experienced manager of vhf and 50,000 watt combined operations in one of top dozen markets immediately available. Ten years in management at same operation. Excellent record and best references. Strong on sales. Desire association that can utilize ideal experience and background in radio, television or both.

Box 138M, BROADCASTING.

Announcers

NUMBER ONE OVER STORZ
WANT
LOS ANGELES, CHICAGO,
NEW YORK
$15,000
Box 972K, BROADCASTING

FOR SALE—Equipment

FOR SALE NEW EQUIPMENT

Ling low cost TV broadcast equipment (Channels 7-83). Complete including transmitter, live cameras, film and slide chain, monitor, lenses, antenna, audio facilities and accessories, for SMALL COMMUNITIES, colleges, school district or educational TV requirements—$18,000.00 to $26,000.00.

Economical programming packages are available for such stations. Amateur TV Video transmitters (420-450 mc), camera, tripod, monitor, lens, converter, transmission line, antenna, etc. $2875.00. Financing arrangements 24 months or more.

Also complete line monitors—$215.00 to $285.00. 16 mm C Mount and Zoom Lenses, Vidicon tubes, Vidicon cameras for broadcast use, Video cables, connectors, etc. Gene O'Fallon & Sons, 639 Grant Street, Denver 3, Colorado. Phone AM 6-2397.

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts May 29. Send for folder and list of positions available.
Call DEcatur 2-5580

INSTRUCTION

Looking for NEW TALENT? PRODUCTION PERSONNEL?

Leading Radio and TV studios call Leland Powers School for well-trained talent and production personnel. Competent young men and women skilled in radio and TV techniques including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized throughout the industry for sound, comprehensive training.

Write Graduate Relations Department today. Placement service free to employer and graduate. 55th year.

LELAND POWERS
SCHOOL OF RADIO TELEVISION AND THEATRE
25 Evans Way, Boston 15, Mass.

BUSINESS OPPORTUNITY

WHAT ARE YOU GONNA DO WITH ALL THAT LOOT?

If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

GREAT WESTERN MERCHANDISE
6013 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

STATIONS • FOR SALE

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.
New England—$45,000, $60,000, $200,000, $250,000. Alabama—$225,000. Colorado—$250,000. Texas—$400,000. North Carolina—$75,000. Florida—$37,000. Pennsylvania—$160,000. PLEASE WRITE. Advise cash.

KCHS
Truth-or-Consequences
New Mexico
Still for sale on Dutch Auction and of course at best price ever—now only $27,000.00.
Going down $1000.00 per week
Can't last long
Write Box 351 Truth or Consequences, N. Mexico

Ind.	Single	1kw-D	$158M	terms
La.	Single	250w-D	35M	terms
Fla.	Small	5kw-D	115M	terms
Ga.	Single	1kw-D	47M	cash
W.Va.	Small	250w-F	30 M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Ala.	Medium	1kw-D	65M	terms
Mich.	Medium	1kw-F	250M	terms
Central	Metro-suburb		158M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	375M	terms
S.E.	Small	VHF-TV	450M	terms

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CHAPMAN COMPANY
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MEDIA BROKERS

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new york
1270 ave. of americas
chicago
205 w. wacker
santa barbara
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OWN YOUR OWN SMALL STATION!

Hard worker with know-how can buy all or part of southern kilowatt in rich oil, timber, single station market. Can be paid out of income if you have sufficient capital to tide you over rough spots. Present owners have other interests. Honest opportunity for men long on ability but short on cash. Give us details.

Box 880K, BROADCASTING.

FOR SALE
40%
Of profitable radio station in southern California. One of world's richest agricultural areas, $50,000, cash $10,000. Write
Box 964K, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
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Washington 7, D. C.

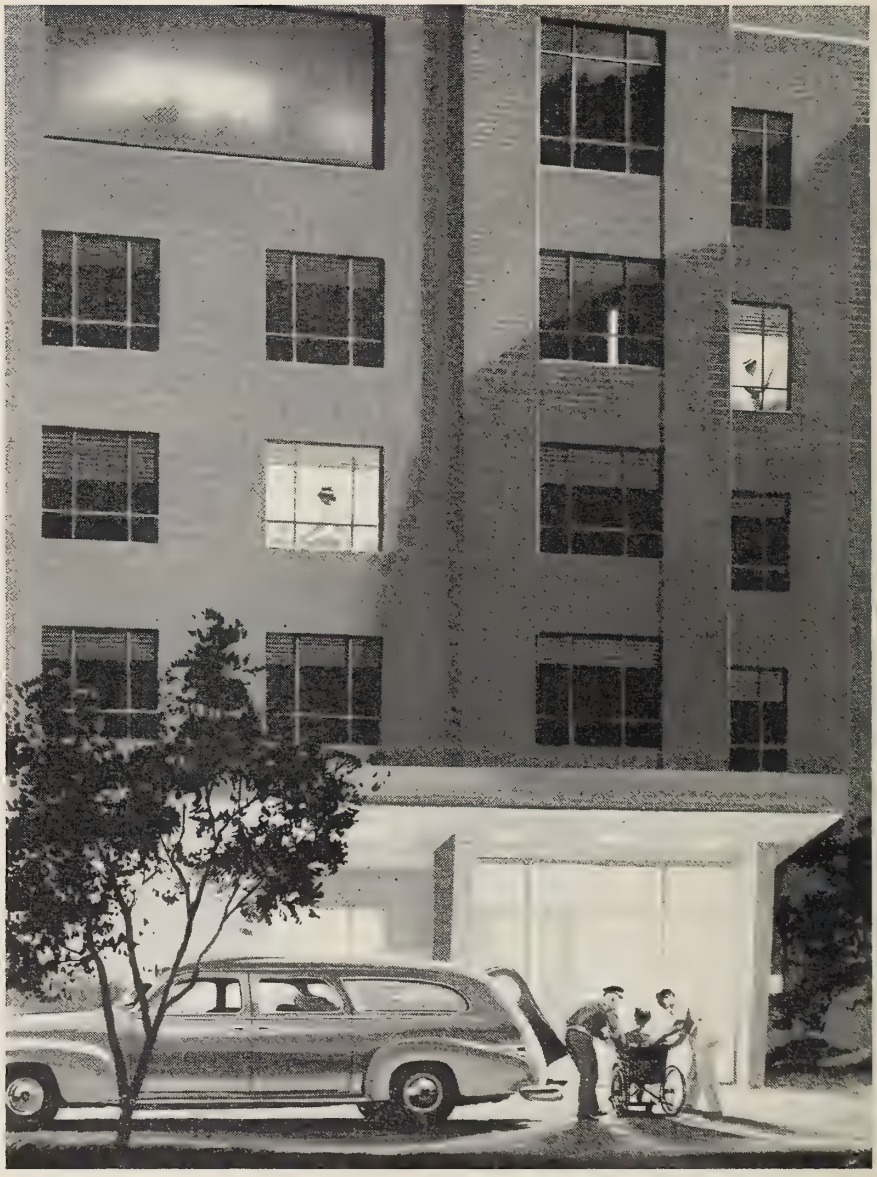
NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

What happens in a hospital at 2 A.M.?



If there is a good hospital where you live, it is *always* ready to serve you . . . regardless of the hour or the need.

While you sleep, its staff may be performing emergency surgery . . . caring for a victim of sudden illness . . . or bringing a new life into the world.

In fact, the responsible hospitals of our nation treat millions of patients and care for thousands of emergency cases every day. And many hospitals also find time for teaching, training and research.

Suppose our hospitals suddenly closed their doors entirely . . . *or even locked up for the night.* When you consider the consequences, you'll realize that a good, modern hospital is as essential to your community as good school, police, fire and health departments.

Fortunately, we have many excellent hospitals which are worthy of the trust and the support of the communities they serve. Other hospitals, too, are trying to improve their facilities and services. In some of these cases, the primary need may be for better equipment,while in others, personnel shortages may be the most pressing problem.

Whatever the need, a hospital with a strong board of directors of representative citizens will be the community's best guarantee that everything is being done to insure progressive standards of hospital care.

How does a hospital become better? By meeting and maintaining standards specified by the Joint Commission on Accreditation of Hospitals. If your hospital meets the Commisssion's requirements, it is a sign that the facilities and the quality of medical and nursing care offered have been inspected in great detail . . . and found worthy of the Commission's approval. And to maintain its accreditation, the hospital must undergo inspection every three years.

Many people find satisfaction in giving some of their spare time to volunteer work in hospitals. Perhaps there are many things that you could do in your community hospital to comfort patients . . . and to ease the load on its busy professional staff, especially its doctors and nurses.

Most hospitals throughout our country need more volunteer workers.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

OUR RESPECTS TO . . .

George Kenneth Gould

There's only one George Gould on the payroll at Telestudios in New York. He's the president and the man you might find sometimes behind a brand new desk in the brand new executive wing of the pioneer video tape production company. But if you spend some time around the third and fourth floors of 1481 Broadway, on Times Square, you'll soon run into him in many other places too.

One might be back with the engineers in tape central, working out the arrangements for installing the studio's newest (and fourth) Ampex VR-1000. He'd be talking their language and you'd sense mutual respect in the way they tackle the job.

Another might be in master control, supervising the production of a new Sealtest commercial, suggesting a different camera angle to catch the texture of some ice cream.

Still another might be on the set itself, working out a bit of business for the pilot of a new syndicated series.

Up Through the Ranks • Mr. Gould is equally at home wearing any of the many hats he assumes in the course of a day's work. There's good reason. His career has included long specialization in all these stages of the television art, as well as earlier broadcasting and show business phases.

George Kenneth Gould was born in Brooklyn March 19, 1915. His father was a retail worker, his mother a housewife and musician. It was from here that he received encouragement to take up music and eventually he became accomplished at the piano, organ and trumpet. These talents, now indulged only as a hobby, were once both meal ticket and travel ticket to him—he sailed the Funners-Prince Line through the Caribbean and to South America playing in shipboard bands in 1932-33.

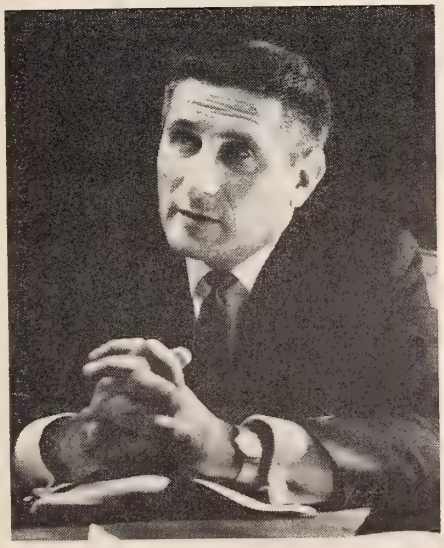
Before that, however, he had gone to high school at James Monroe in the Bronx, then to Brooklyn Polytechnic, where he picked up his basic engineering education. The latter was put into play when he took his first broadcasting job in 1938 with WAAT Newark. The next year he moved to another engineering duty at WINS New York, and then, in 1941, joined CBS in technical operations.

That phase of the Gould story was to last 13 years, the first nine in technical operations including master control in radio and, after television had begun to take its first steps, as a technical director and supervisor in the new medium. During those years he worked on such shows as *Studio One, Suspense* and *Danger*.

Time to Experiment • Television was feeling its way in those days. Mr. Gould recalls working with Worthington Minor on some of the early *Studio One* shows, when each broadcast was an intramural contest between the producer and the technicians. Take lighting, for example. At first everyone thought that television required bright lighting and no one would consider doing with fewer than the full complement of kliegs. Solution: to go behind the scenes between dress rehearsal and the show and pull out the plugs. It was a trial and error school, but an effective one.

It was late in the 1940's when Mr. Gould discarded his engineer's hat (and his active IBEW standing) for a creative one (and an RTDG card, which he still carries). He became a staff director and producer, working on such CBS-TV shows as *Space Cadet* (itself a technical challenge). The transition was a successful one, and by 1954 his work was accepted enough that he found it possible to leave the staff position for more lucrative freelance assignments.

But George Gould had still bigger things in mind. For one, he wanted his own business. For another, he saw the coming opportunity in tape, a development then in the laboratories but one he felt would open new doors to the tv medium and the people who worked in it. Putting the pieces together and knowing his own talents, he started the plans for a new company.



TELESTUDIOS' GEORGE GOULD
At home in tape central

With Nat Schekter, a New York businessman, he opened Telestudios in March 1956.

One month later Ampex unveiled its Videotape recorder at the NAB Convention and Mr. Gould's order was one of the first over the counter.

Telestudios didn't just tread water while waiting for the video tape machines to come off the Ampex production line. It spent the time readying its plan for tape production and, using kine equipment, operating as a production laboratory for various agencies. Viceroy's "Thinking Man" commercials were charted on "kinescope storyboards" at Telestudios during this period.

Commercials Go to Tape • Then came the tape machines (Telestudios was the first non-broadcasting company to install one) and, subsequently, the first independently-produced video tape commercial. The pacesetter was for Florists' Telegraph Delivery Assn. Telestudios celebrated the first anniversary of that commercial with a party for New York advertising people several weeks ago. The list of clients who have turned out taped commercials since then reads like a who's who of tv's blue chip spenders: Kellogg, Sealtest, Schick, General Mills, Maxwell House, Breck, Revlon, Kent, Newport, Parliament and du Pont, to mention only a few.

Life since 1956 has been a hectic affair both for Mr. Gould and Telestudios. It's been a constant scramble to increase plant, train crews (the staff has jumped from 9 to 39 in the past year), and keep up with the ever-increasing work schedule and spread the evangelical word about the marvels of the technique. Last year he put Telestudios under the rapidly-expanding National Telefilm Assoc. umbrella and now is engaged in a furious production schedule for all that company's burgeoning syndicated program output (BROADCASTING, May 18). Eight series are currently being taped at Telestudios, with more on the drawing boards.

Mr. Gould takes the pace in his stride and still finds time to get away for the commute to his Valley Stream, L.I., home. He and Mrs. Gould (the former Mae Antzis, whom he met on a blind date in 1940 and married after a three-year courtship) have two daughters, Ronnie Beith 16 and Jane Ann 13. The family's principal interest is boating. They have a 26-ft. cruiser that sleeps four. Mr. Gould is a past vice commodore of the Nassau Yacht Club.

If any are surprised at the giant strides video tape has made in its few years, George Gould is not among them. He knew it all the time.

More than 'Make Believe'

IT does not demean any of their company to say that 4,000 disc jockeys can afford to assemble in Miami this week because of two men and a rival medium. There would be no Second Annual Programming Seminar and Disc Jockey Convention, or indeed a first one, if it had not been for Martin Block, Ted Husing and television.

Mr. Block made disc jockeying pay, Mr. Husing made it respectable, television made it essential.

Many of the delegates to the Miami convention, the second to be sponsored by the Storz Stations, are too young to remember the three crucial moments in the history of their craft. The first occurred Feb. 3, 1935, when Mr. Block went on WNEW New York with the pioneer version of what was to become his *Make Believe Ballroom.*

Others had played records on radio before, but it remained for Mr Block to make an art of it. In an age when network radio was flooding the air with live performances of the best musicians and singers that money could attract, Mr. Block succeeded in mesmerizing audiences with nothing more than a stack of records and a resourceful line of chatter. In a few years he became one of the biggest money earners on the air.

Among other performers in radio, however, Mr. Block's talent was not immediately esteemed. He was thought of as a pitchman (as in fact he had once been) operating a transient stand that some morning would be gone.

It took some time for radio to adjust its standards to those of Mr. Block. The adjustment was hastened when Ted Husing resigned as the respected sports director of CBS in October 1946 to become a disc jockey on WHN New York. In his first year at WHN he earned $130,000, or about $100,000 more than he had been earning at the network. Hearing of Mr. Husing's fortunes and noticing he was still admitted to the better restaurants, other name talent turned to disc jockeying. Within a year Paul Whiteman and Tommy Dorsey had platter shows.

Then came television, the decline of network radio and the coincidental rise of independent radio operations like those of Todd Storz. The craft of disc jockey became a basic craft of radio.

There is a fourth factor that accounts for the presence of 4,000 disc jockeys in Miami this week. It is the public's trust in radio.

This trust was won and is maintained by many things, by the reliability and speed of radio news, the depth of its special events coverage, the divertissement of its many, many entertainment shows including those presided over by the delegates to the Storz convention. It is a trust not to be ignored by any one with access to a microphone.

Front page (circa, 1959)

WITH each passing week there are more abundant signs that editorializing on the air is paying off in recognition and prestige.

The American Civil Liberties Union, which for a decade had inveighed against expresson of editorial opinion on the air, has reversed itself. It based its change in policy on the need "in today's turbulent, complex world for the fullest exchange of information and opinion, a need which the radio-tv industry is uniquely able to fill."

An infallible barometer of public opinion is the *Congressional Record,* official compendium of the Congress. Over the years the appendix to the *Record* has been used by members of Senate and House to reprint editorials from newspapers or other publications.

Now one finds in the *Record* the same reprinted editorials. But members of Congress are also having reproduced "by unanimous consent" editorials broadcast over their local stations. When politicians begin to appreciate the potency and value of broadcast editorials to this degree, it is recognition indeed.

Recognition came to broadcast journalism in another way last week. Westinghouse Broadcasting Co. announced it had become the first news entity to receive permission to set up a news bureau in Red China.

By degrees broadcasters are overcoming their journalistic inferiority complex. There is nothing in the whole field of communications that broadcasters cannot do better and infinitely faster than the printed page.

Vicious tax bite

LAST week we reported (page 70) that a ruling by a West Coast Internal Revenue Service office on amortization of feature films purchased for tv performance may prove costly to broadcasters. This was understatement. If this ruling is sustained and applied nationally, it would run into millions in back payments.

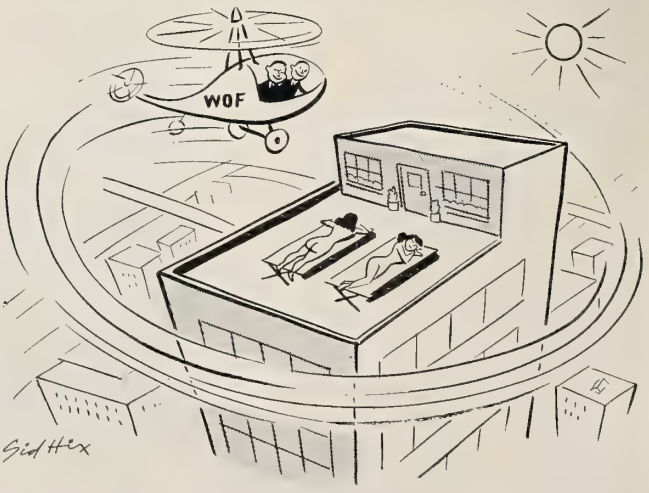
It has been the practice, inherited from motion picture exhibition, to amortize the first run of a feature film at 60% of the lease rental. The regional office ruling holds that amortization is to be computed by dividing the cost of the package by the number of plays the contract permits.

This ruling collides with a Dept. of Justice requirement that feature films be leased individually to prevent distributors from packaging a lot of undesirable films with desirable films. On the other hand, the IRS ruling holds that a station must nevertheless amortize on a package basis. The example cited was that if there are 500 films procured from one producer which can be performed five times during the lease period, only 1/2,500th of the total lease cost can be amortized for each individual showing.

The telecaster who received this ruling a fortnight ago told us it could be ruinous. Under the statutes, the IRS could go back three years in assessing returns.

It is not unusual for rulings of regional offices of IRS to be circularized to bring about uniformity. With the tax squeeze always on, it can be expected that the West Coast ruling will permeate the IRS national organization.

To save his rights (and those of all telecasters), we hope the West Coast broadcaster will promptly seek a conference with tax officials. All telecasters should meet this issue head-on and they should be joined by those in feature film leasing and syndication.



Drawn for BROADCASTING by Sid Hix

"Say, these traffic news assignments aren't so dull after all."

Another major news award for KSTP-TV

In the last five years, KSTP-TV, Minneapolis-St. Paul has won *seven* major news awards.

The most recent winner is Harold "Bud" Meier, Assistant TV News Director, who received the coveted Sigma Delta Chi award for "distinguished service in the field of Television News-writing." Previous awards have included two RTNDA trophies ("Outstanding TV News Operation; Outstanding News Story Televised), three NPPA awards (Community Service, Spot News, Creative Photography) and, in 1957, another SDX award for television reporting.



Since 1948 when it became the Northwest's first television station, KSTP-TV has maintained one of the largest, most complete news-gathering operations in the nation. We are proud that the skill of Bud Meier has brought another important award to the vital Northwest market which KSTP-TV serves.



This desolate picture represented life on the Standing Rock Sioux Indian reservation last Thanksgiving when sub-zero temperatures and blizzards aggravated already marginal living conditions of tribesmen. Bud Meier developed and followed through on the story which resulted in 13 tons of food being flown to the hungry Sioux families, a payment of $2 million to the tribes by the U. S. Dept. of Interior which owed them for property taken, and Meier's documentary script, "Standing Rock Uncensored" which appeared, with film, on KSTP-TV, and which won him this Sigma Delta Chi award.

KSTP television

CHANNEL 5

MINNEAPOLIS · ST. PAUL

100,000 WATTS · NBC

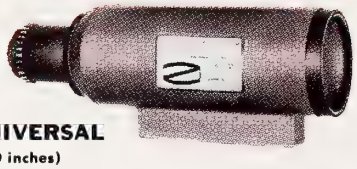
REPRESENTED BY EDWARD PETRY & CO., INC. — A GOLD SEAL STATION

NETWORK PRODUCED SHOWS*

televised with

SUPER STUDIO AND UNIVERSAL

ZOOMARS



SUPER UNIVERSAL
(2½ to 40 inches)



SUPER STUDIO
(2¼ to 15 inches)

abc

PATTI PAGE
BEAT THE CLOCK
MUSIC BINGO
JOHN DALY
ROLLER DERBY
SAMMY KAYE
PAT BOONE
DICK CLARK
PETER LIND HAYES
PLAY YOUR HUNCH
WHO DO YOU TRUST
DON GODDARD
PAUL WINCHELL
FIRESTONE

CBS

JACK BENNY
RED SKELTON
PERSON TO PERSON
TED MACK Amateur Hour
ED SULLIVAN
TO TELL THE TRUTH
JIMMY DEAN
KEEP TALKING
TOP DOLLAR
COCA-COLA
ARTHUR GODFREY
For Whom The Bell Tolls
PLAYHOUSE 90
The VERDICT Is YOURS
HIT PARADE
REVLON Commercials
LAMP UNTO MY FEET
HOCKEY
GARRY MOORE
COLLEGE BOWL QUIZ

NBC

PERRY COMO
STEVE ALLEN
NEWS/WEATHER
JACK PAAR
TODAY
TELESALES
LILT Commercials
NEWS CONFERENCE
BOWLING
DOUGH RE MI
CONCENTRATION
PRICE IS RIGHT
FOOTBALL
RODEO
HAGGIS BAGGIS
GILLETTE FIGHTS
ARTHUR MURRAY
DUPONT
SAVARIN NEWS
BASKETBALL
RACES
YOUTH FORUM
MEET THE PRESS
ELEVENTH HOUR NEWS
ASK WASHINGTON

* Hollywood Television Producer says, "we would rather give up one camera than our Television Zoomar Lens."

For a demonstration of ZOOMAR LENSES on your cameras, write or call

JACK A. PEGLER BILL PEGLER

TELEVISION ZOOMAR COMPANY

500 Fifth Avenue, Room 2223 • New York 36, New York • BRyant 9-5835

JUNE 1, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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STOMPING MAJOR MARKETS are LaGuardia-bound Jack Mohler, Eastern Sales Manager of Television Advertising Representatives, Inc., and John Doscher. Boston was first stop for all TvAR men in a coast-to-coast tour of every TvAR-repped station and market. Purpose of trip: to make sure TvAR men are the best-informed in the business . . . about stations, their people and programs, and the station-markets. On July 1, TvAR officially represents WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX San Francisco, stations of the Westinghouse Broadcasting Company, Inc.

He's Joe Friday. On CNP's **BADGE 714.** He works only for you, in your market, starting this Fall.

NBC TELEVISION FILMS-A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.





Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



STILL "TOPS IN TEXAS"

The dominant influence in the powerful Dallas-Fort Worth market area is still KRLD-TV, Channel 4 in Dallas . . . it covers more counties, reaches more TV homes and has a greater circulation than any other area television station . . . "tops" in every way you measure coverage values.

Call your Branham man to quote further figures from NCS No. 3 and the Nielsen Jan. '59 study of TV Homes.

KRLD-TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Blue Book re-opened • What could become super Blue Book attempt at program censorship is envisaged in new FCC staff document involving license renewal of seven Atlanta radio stations, now on temporary license because of purported program "imbalance." New philosophy proposed by staff but not yet accepted by FCC would appraise community as a whole as to its cultural program needs. This would be compared with actual breakdown of program schedules of stations to show where "imbalance" occurs. Over-commercialization and failure to provide adequate public service programming would be staff aim.

More than year ago, FCC cited eight Atlanta stations, holding up their renewals pending programming study. Since then, one license has been renewed to make way for station's sale (WIIN Decatur). FCC reached no conclusions on radical proposal at its meetings during last two weeks but subject comes up again this week.

Rating war • Madison Avenue is bracing itself for tv network rating competition next season. It's no secret that CBS-TV regards ABC-TV, with its rating-pulling westerns and mysteries, as main competition. Dollarwise, however, odds are heavily weighted in favor of CBS-TV and NBC-TV as at present.

Educational tv • First test of strength in House of Senate-passed federal subsidy for educational tv will come Wednesday (June 3) when Rep. Harris' Communications Subcommittee votes on proposal. Considerable opposition has arisen, particularly among Republicans but also on majority side, to government grant of $1 million to each state. One congressman predicted vote would be very close, especially when and if measure reaches full Committee.

Changing focus • There's decisive trend by camera manufacturers to shift more and more of their budgets to tv and cut down on space in magazines, long-time favored medium of camera organizations. Case in point: Polaroid Corp., Cambridge, Mass., is expected to double its 1958-59 tv allocation of $1.5 million to at least $3 million in 1959-60, while Eastman Kodak, Revere Camera and ANSCO Camera are all hiking their tv investments next season.

RWW Inc. • Long awaited incorporation of Radio World Wide, news-programming service plan being developed by major network affiliates who contemplate going independent, will be filed in Delaware within next 10 days. Sixteen stations in major markets, it's reported, already are definitely aligned with two dozen others considering participation or awaiting other network radio developments. Estimated net for operation is in neighborhood of $1,000,000.

No cake • Ambitious plan for 25th anniversary commemoration of beginning of communications regulation by federal government (BROADCASTING, April 20) to all intents has gone by boards. Proposed by Federal Communications Bar Assn., plan was to include gala dinner in Washington, July 11, to be underwritten by all entities in communications. Bad timing, in view of vacation season, plus adamance of certain parties, resulted in postponement, with likelihood that it will be dropped altogether unless new interest is revived.

Spot measurement • Search for new formula is underway by Station Representatives Assn. and Price Waterhouse, accounting firm, to revise SRA's national spot radio reports issued quarterly. Figures would be broken down to reflect business in primary and secondary markets. Current method of lumping statistics has some stations in quandary when it fails to reflect market-size conditions. If procedure is workable, new-type report will be issued by end of June or beginning of July for first six months of year.

As result of review, SRA may not issue any report on first quarter of this year. Report was expected to show slight lag behind last year's good first quarter. SRA, however, sees this year in entirety as sound for spot with business strong during summer and early fall (BROADCASTING, *May 18).*

KFI key man • Elmer O. Wayne, who resigned last March as vice president in charge of sales of WJR Detroit, will shortly join KFI Los Angeles as general sales manager. Earle C. Anthony, owner-general manager, will announce appointment this week. Mr. Wayne had been with WJR since 1951.

Low budget tv • WXIX (TV) Milwaukee, ch. 18 outlet taken off air by CBS last March then sold for $50,000 to Gene Posner, WMIL Milwaukee, scheduled to return to life with comparatively tiny $20,000 per month operating budget. Goal of independent is to serve small advertisers, mainly with film shows. FCC authorization for resumption of programming has been obtained.

Buick air plans • Motivation behind regrouping announced in Detroit on McCann-Erickson's servicing of Buick account there is need to shift agency broadcast specialist from New York to Detroit. Charles P. Flynn, now tv and radio account executive in Detroit, was transferred from New York where he had been on Buick broadcast activity. Agency sources report move indicates continued Buick emphasis on radio-tv.

Boosters • Tv Repeater Assn., group of vhf booster operators, which met in Denver Friday to establish program for presentation to Senate Commerce Committee—generally opposing FCC recommendations for legislation (BROADCASTING, May 11)—took up one significant question: Should boosters get into microwave business to bring in distant big city signals to their viewers? Meeting also laid plans for appearances before Senate Committee which takes up FCC recommendations on variety of subjects beginning June 9.

Border incident • Because of failure of Mexican border stations to cooperate on Conelrad test of April 17 (they kept operating while U.S. stations went silent), formal overtures will be made to Mexican government in connection with future tests. Mexican Communications ministry, it's understood, had been notified of test. When informal inquiries were made after U.S. stations had protested Mexican border operations during half-hour test, report was made that telegram had been lost or misplaced.

Advertising hub • Growing strength of broadcast advertising in Chicago is seen in efforts to install agency executive at helm of Chicago Broadcast Advertising Club for 1959-60 season. Presidency has been offered to Thomas A. Wright, vice president-media, Leo Burnett Co., and he's reportedly amenable. It would mark first time agency man had headed club. Predecessors include James Beach (currently in office), ABC vice president in charge of Central Division, and Ward L. Quaal, vice president and general manager of WGN-AM-TV.



Just a minute! THAT'S ALL IT TAKES TO CAPTURE NORTHERN OHIO'S BIG MOVIE-MINDED AUDIENCE HERE'S WHY:

WARNER BROTHERS... PARAMOUNT
20TH CENTURY... UNITED ARTISTS

Scheduled 4 times daily on Channel 8 . . . 9:00 AM "Watch & Win"—1:00 PM "Star Matinee"—5:30 PM "Big Show"—11:20 PM "Nite Movie"

"Famous on the local scene"

WJW·TV

CHANNEL 8
CBS • CLEVELAND, OHIO

Storer Television — STORER BROADCASTING COMPANY

WJW-TV Cleveland | WAGA-TV Atlanta | WSPD-TV Toledo | WJBK-TV Detroit | WITI-TV Milwaukee

WEEK IN BRIEF



MR. TIMMONS

What radio timebuyers need • There would be more money spent in the medium if broadcasters provided more research information, according to Earl Timmons, research-media director of Stromberger, La Vene, McKenzie, Los Angeles agency. Two types are needed by agencies, in his opinion—quantitive and qualitative, with the latter more important. But of course it's necessary to have data on how many people are listening, he contends. MONDAY MEMO, Page **21.**

Sec. 315 goes on the pan • Foibles of equal-time law in political campaigns will be aired by Senate subcommittee starting June 12. Move spreads for concerted attack on outmoded section with its crippling impact on campaign broadcasts. Page **35.**

Ford's $25 million-plus • That's for time and talent in network television next season. Ford advances its plans for specials, hires services of CBS-TV's Hubbell Robinson who is going out on his own in tv program production. Page **38.**

Anacin's $2.5 million • Estimated gross billing issued by Television Bureau of Advertising shows Anacin the top network brand leader for the first quarter of the year, and is No. 1 for March as well. Page **44.**

Top 10 in tv • A statistical look at tv's leading 10 advertisers (network and spot combined) and how the expenditures stack up in other media. Page **44.**

Cleanup for Texize • Heavy tv spot user enjoys booming sales in competitive detergent market. "A Southern Lestoil," one tv advertising executive says of product's swift rise. Page **48.**

Mood over Miami • Disc jockeys, thousands and thousands of them, wage the good fight for freedom to let their personalities have expression on the air; formula music, teen-agers, media competition and audience building are discussed at d.j. convention. Page **52.**

First step in allocations study • Participants set for next week's panel before House Communications Subcommittee on investigation of radio spectrum. Page **66.**

Should commissioners be hermits? • FCC Chairman Doerfer raises questions on moves to force FCC commissioners to seclude themselves from all contact with outside sources; sees threat to commissioners' ability to become experts in field. Page **68.**

Multiplexing lowdown • Seminar at Newport News, Va., will look into technical and commercial progress of piggyback fm medium as well as federal regulatory situation. Fm Assn. of Broadcasters will hold first meeting on final day of June 4-6 session. Page **72.**

Democracy in Cuba • New Cuban minister of communications believes in free enterprise; says island will respect NARBA treaty. Page **79.**

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IN CINCINNATI METROPOLITAN AUDIENCE IN

ONE YEAR

Jan.-Feb. '58 avg. ¼ hr. rating 3.0
Jan.-Feb. '59 avg. ¼ hr. rating 4.7
6 AM - 6 PM, Mon. - Fri.

AND WCKY gives you a larger percentage of women buyers than any other Cincinnati station. Compare the percentage of women in WCKY's audience to the other Cincinnati stations. These figures are from the latest Nielsen Report (Jan.-Feb. 1959):

Station	Women	Men	Teen-agers and Children
WCKY	68%	14%	17%
Sta. A - Ind.	51%	20%	29%
Sta. B - Net	61%	22%	17%
Sta. C - Net	66%	20%	14%
Sta. D - Ind.	43%	8%	45%

MORE AUDIENCE and MORE BUYERS mean MORE SALES

Let us show you how we can sell your product or service on WCKY. Call CHerry 1-6565 in Cincinnati; in New York, call Tom Welstead, EL 5-1127; in Chicago and on the West Coast, call AM Radio Sales.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

TREMENDOUS

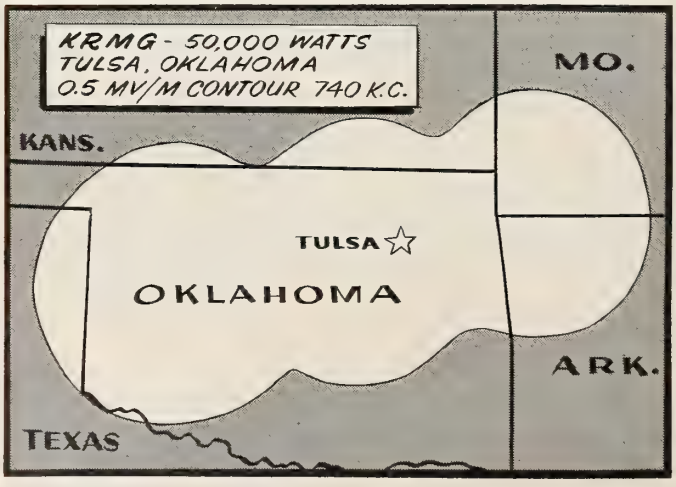
coverage of a big market . . .

yours when you use *KRMG*, Tulsa!

PRIMARY MARKET DATA
(Excluding Oklahoma City Metropolitan Area)

State	Total Counties	Population	Radio Families	Passenger Cars	Retail Sales
Oklahoma	57	1,573,300	377,600	492,900	$2,214,091,000.00
Missouri	13	365,300	115,100	104,100	41,946,000.00
Arkansas	12	279,400	82,500	64,300	243,522,000.00
Kansas	7	190,100	64,400	68,200	213,821,000.00
Texas	4	26,400	8,000	9,100	27,497,000.00
Totals	93	2,434,500	747,600	738,600	2,740,877,000.00

Source: Consumer Markets



Regional KRMG's 50,000 watts on 740 kc (best frequency in Tulsa) gives you more for your money than any other Tulsa advertising medium. A recent one-week promotion pulled 87,312 postcards . . . proof of KRMG's big coverage, audience responsiveness and superior salesmanship.

Tulsa ranks about 65th in size in all market lists, but the KRMG area actually ranks about 40th or 41st in retail sales ($2,740,000,000 — excluding Oklahoma City).

General Manager Frank Lane or your nearest John Blair representative can tell you how to generate more sales by using KRMG.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

Rutgers foundation plans Sec. 315 study

Foundation study of Sec. 315, supported by $100,000 to be undertaken starting next autumn by Rutgers U. to show relationship of broadcasting and politics. Impartial project will be conducted by Eagleton Foundation, political science forum at New Jersey university (see Sec. 315 story page 35).

Dr. Paul Tillett, assistant director of foundation who announced political study at Wednesday (May 27) meeting of New Jersey Broadcasters Assn., said it will cover "many areas of interest to broadcasters, ourselves as educators and politicians as candidates." He explained public is dependent on nation's broadcasters for enlightenment as well as entertainment.

Project will study, criticize and evaluate existing practices of broadcasters and politicians, survey attitudes of listeners and "pass judgment on effectiveness of FCC to regulate this aspect of the broadcasting industry." Some preliminary details have already been studied at university.

Idea developed last November at NJBA meeting after Ralf Brent, WIP Philadelphia, said in speech that political study should be undertaken because politicians don't use broadcast media effectively and their appearances are boring. President Mason Gross, of Rutgers, later met with Fred Walker WTTM Trenton, NJBA president; Everett Rudloff, WJLK Asbury Park, and Mr. Brent.

These basic questions are to be answered by privately financed foundation: What are public interests, conflicts and agreements involved; common responsibilities; role of government in resolving broadcast-politician interests and guaranteeing fulfillment of responsibilities; adequacy of service to public; ways of making media available to candidates equitably in view of cost factors; development of greater political responsibility in use of broadcasting.

NJBA endorsed Hartke and Cunningham bills providing Sec. 315 relief but insisted outright repeal is needed.

G. Krueger Brewing Co. $200 public service award given to WSNJ Bridgeton.

Daly willing

Lar Daly, perennial America First party candidate, has asked to testify in forthcoming Sec. 315 political broadcasting hearing to be held before Senate Commerce subcommittee headed by Sen. John O. Pastore (D-R.I.). Hearing opens June 12 (see early story page 35). Splinter candidate also wrote House Commerce Committee, asking Chairman Oren Harris (D-Ark.), for right to testify in case that committee holds hearings on Sec. 315.

Hyde draws praise at Senate probe

In highly friendly atmosphere, Senate Commerce Committee quizzed Comr. Rosel Hyde for 15 minutes Thursday (May 28) on his reappointment for third consecutive term on FCC. Only five members were present and Chairman Warren Magnuson (D-Wash.) forestalled many questions when he announced FCC would be called before committee within two weeks for "an annual informal get-together."

Comr. Hyde said he is very hopeful that FCC will, in near future, add additional vhf channels to selected markets on individual basis. "I have urged the need to do so to my associates and I will continue to do so," he said.

In answer to question by Sen. Vance Hartke (D-Ind.), Comr. Hyde said he thought Barrow report was "somewhat extreme, perhaps unrealistic" in its recommendations concerning multiple ownership. Commissioner said he has fought to keep limits from being increased above present 5-vhf restriction and that effective multiple ownership rules would make unnecessary other regulations on subject.

At start of session, Sen. Magnuson also pointed out that committee planned June 12 hearings on Sec. 315 (equal time) of Communications Act and asked if FCC would have decided Lar Daly case by then. Commissioner replied FCC hoped to make decision by then and that commissioners would be in much better position to discuss matter on that date. He said Commission had no plans at this time to make own recommendations for amendment of Sec. 315.

Letters from Idaho senators, Comr. Hyde's home state, favoring endorsing Hyde appointment, and Sen. Strom Thurmond (D-S.C.) praised commissioner for his "efficient, faithful service." Sen. Magnuson said that he knew of no one better qualified for FCC than nominee, who has been commissioner since 1946 and on staff since days of old Federal Radio Commission.

Oakland, Pittsburgh stations purchased

Station sales announced Friday, subject to usual FCC approval:

KWBR Oakland, Calif. • Sold by E.N. Warner and First Western Bank of Oakland as trustee, each 50% owner, to Egmont Sonderling and associates for $550,000. Mr. Sonderling and his group also own WOPA Oak Park, Ill., and WDIA Memphis, Tenn. KWBR is 1 kw on 1310 kc. Transaction handled by Blackburn & Co.

WEEP Pittsburgh, Pa. • Sold by John W. Kluge and associates to Myron Jones and group for sum in neighborhood of $300,000-$350,000. Mr. Jones also owns WHOT and WRED (FM) Youngstown, Ohio; WJET Erie and WTIV Titusville, both Pa. Mr. Kluge is principal owner of Metropolitan Broadcasting Co. (WNEW New York and others). WEEP is 1 kw daytimer on 1080 kc.

KXA Seattle, Wash. • 75.1% sold by Samuel I. Savidge, Cassius E. Gates and 23 others to Wesley I. Dumm (24.9% owner) for $149,270, giving Mr. Dumm 100%. KXA is on 770 kc, with 1 kw day, limited by clear channel WABC New York.

WCNH Quincy, Fla. • Sold by A.B. Letson (controlling stockholder) to William S. Dodson and wife Dorothy for $90,000. Mr. Letson controls WMOP Ocala and WZRO Jacksonville Beach, both Florida. Mr. Dodson is radio-tv director for Robert F. Gamble Inc. advertising agency, Washington, D.C. WCNH is on 1230 kc with 250 w and is MBS affiliate.

WTKO Ithaca, N.Y. • 52% ownership sold by Thompson K. Cassell to group headed by Ellis E. Erdman for $77,500. Mr. Erdman, who is already 32% owner, will own total of 52% when transaction approved by FCC. Mr. Erdman is executive vice president-general manager of WTKO; others with whom he is associated also own WOLF Syracuse, N.Y. WTKO is 1 kw daytime on 1470 kc. Other Cassell stations

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

are WCHA-AM-FM Chambersburg, WBRX Berwick, WATS Sayre, all Pa.; WACK Newark, WTVE (TV) Elmira, both N.Y., and WGGG Gainesville, Fla.

ABC Radio signs two

ABC Radio last week announced affiliation of KIBS Bishop, Calif., and KSLM Salem, Ore. KIBS, owned and operated by Southeastern Sierra Broadcasting Co., is headed by James R. Oliver, president-general manager. It operates on 1230 kc with 250 w. Glenn E. McCormick is president-general manager of KSLM, which broadcasts on 1390 kc with 5 kw daytime and 1 kw nighttime. Station is owned and operated by Oregon Radio Inc.

Uhf translators at missile base

Operation of two uhf translators at West Coast missile center, Vandenberg Air Force Base, Calif., was made known Friday by FCC. Stations, on chs. 73 and 82, pick up and relay ch. 6 KSBY (TV) San Luis Obispo and ch. 3 KEYT (TV) Santa Barbara, both Calif., for "several thousand" personnel on base. Translators have been in operation since May 6, bring to six number of military tv stations operated in continental U. S.

Commission agreed to operation with three provisos: (1) transmissions solely for retransmission of signals received from commercial tv stations subject to prior consent of licensees, (2) operations will be discontinued immediately if interference discovered to any U.S. non-government station, and (3) operations will be reconsidered if they appear to impede development of private tv broadcasting.

Oldsmobile buys comedy on CBS-TV

Automakers' tv network buying (see Ford Motor story, page 38) continued last week as fall nighttime schedules were about wrapped up. Latest on Thursday (May 28): Oldsmobile Div. of General Motors contracting with CBS-TV, through D. P. Brother, Detroit, for *Dennis O'Keefe Show* (comedy situation series by Cypress Productions and sold to Oldsmobile by United Artists Television), Sun., 7:30-8 p.m. period. Oldsmobile seeks coverage in each market in which it has dealer, asked 227-station clearance, said to be above average for network lineup. This is second network sale for UA-TV which started production about year ago, its other series sold being *The Troubleshooters* that goes on NBC-TV with Philip Morris sponsoring alternative weekly half-hour. UA-TV also is negotiating with NBC-TV for *United Artists Playhouse* anthology made up of hour and 90-minute shows.

KCFI renewal opposed

FCC Hearing Examiner Herbert Sharfman recommended Friday that application for license for KCFI Cedar Falls, Iowa, be denied on ground Jane A. Roberts, permittee, had not, in fact, signed original application and other documents. In scathing initial decision, Mr. Sharfman held that Mrs. Roberts "knowingly misrepresented the facts about her signature." KCFI, which began operating in February 1958, is 500 w daytimer on 1250 kc. Mrs. Roberts and husband, Cecil W. Roberts, also own KREI Farmington, KCHI Chillicothe, KBIA Columbia, all Mo., and KCRB Chanute, Kan.

Sauce for tv

New barbeque sauce spray for outdoor cooking is getting its first substantial tv push. Product, Sizzle Spray, had its initial testing and now is on tv spot schedules in western markets, with campaigns set to begin at end of June and run through summer. Manufacturer is Heublein Inc., Hartford, through its food divisions with Bryan Houston, New York, as agency.

• Business briefly

• Studebaker-Packard Corp., South Bend, Ind., on behalf of Lark auto dealers, will sponsor CBS Radio's concerts from Newport (R.I.) Jazz Festival (July 2-5, 9:05-10 p.m.). Agency: D'Arcy, New York.

• S.C. Johnson & Son (wax products), Racine, Wis., buys alternate weeks of *Johnny Ringo* replacing *Yancy Derringer* on CBS-TV starting Oct. 1, Thurs., 8:30-9 p.m. Agency: Needham, Louis & Brorby. Purchase sets Johnson's fall network tv plans, including renewals of *Red Skelton Show* and *Zane Grey Theatre* (latter through Benton & Bowles) on same network.

• Armstrong Rubber Co. (tires), West Haven, Conn., understood to be scheduling spot tv campaign in unspecified number of markets throughout country, starting shortly for 13 weeks. Agency: Lennen & Newell, N.Y.

• Philip Morris Inc., N.Y., has signed as alternate-week sponsor of *Troubleshooters* (NBC-TV, Fri. 8-8:30 p.m.) which begins next season. Agency: Leo Burnett, Chicago and N.Y.

WEEK'S HEADLINERS



MR. PIANO

VINCENT C. PIANO, for past six years director of sales development and promotion, The Meeker Co., station representative, appointed director of radio promotion and research of Peters, Griffin, Woodward, station representative, effective today (June 1). At PGW, Mr. Piano will head expanded department, said Robert H. Teter, PGW's vp-director of radio. Before he joined Meeker, Mr. Piano was promotion manager at WSB Atlanta (1948-1953) and holds master of arts degree in advertising from Columbia U.

HUBBELL ROBINSON JR., CBS-TV executive vp in charge of network programs, resigns to become executive producer of Ford Motor Co.'s series of specials to be seen on NBC-TV this fall and head of his own production company (see story, page 38). Mr. Robinson entered advertising at Young & Rubicam during the depression, working there until 1944 when he left to join Blue Network (now ABC) as vp-director of programs. In 1945 he switched to Foote, Cone & Belding as vp in charge of radio. Mr. Robinson joined CBS in 1947 as vp and director of programs, advancing successively to vp in charge of network programs in 1951 and executive vp in 1956.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

RADIO STATION

WHK

The 38 year old Voice
that means Business in

Cleveland

announces the appointment of

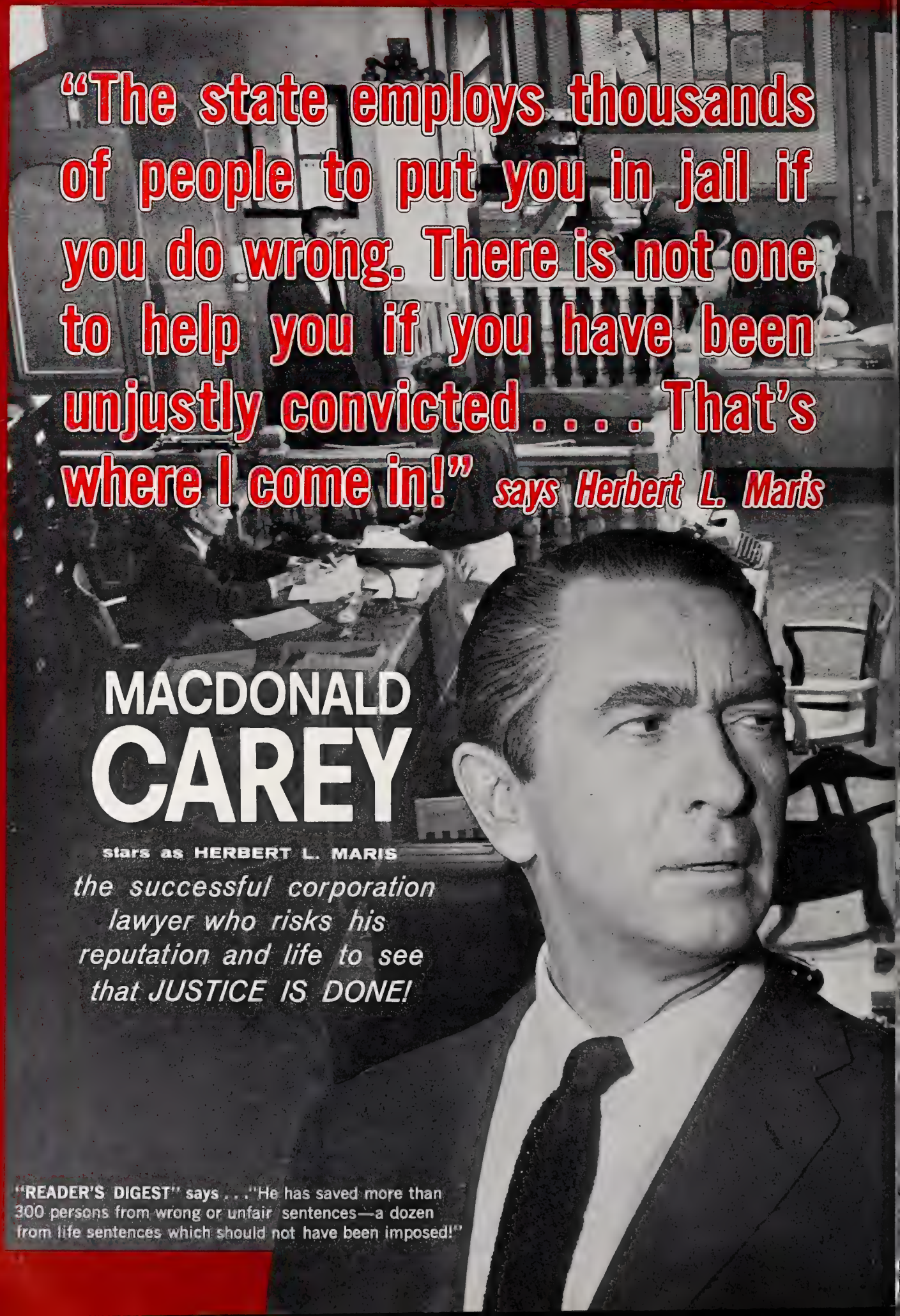
JOHN BLAIR & COMPANY

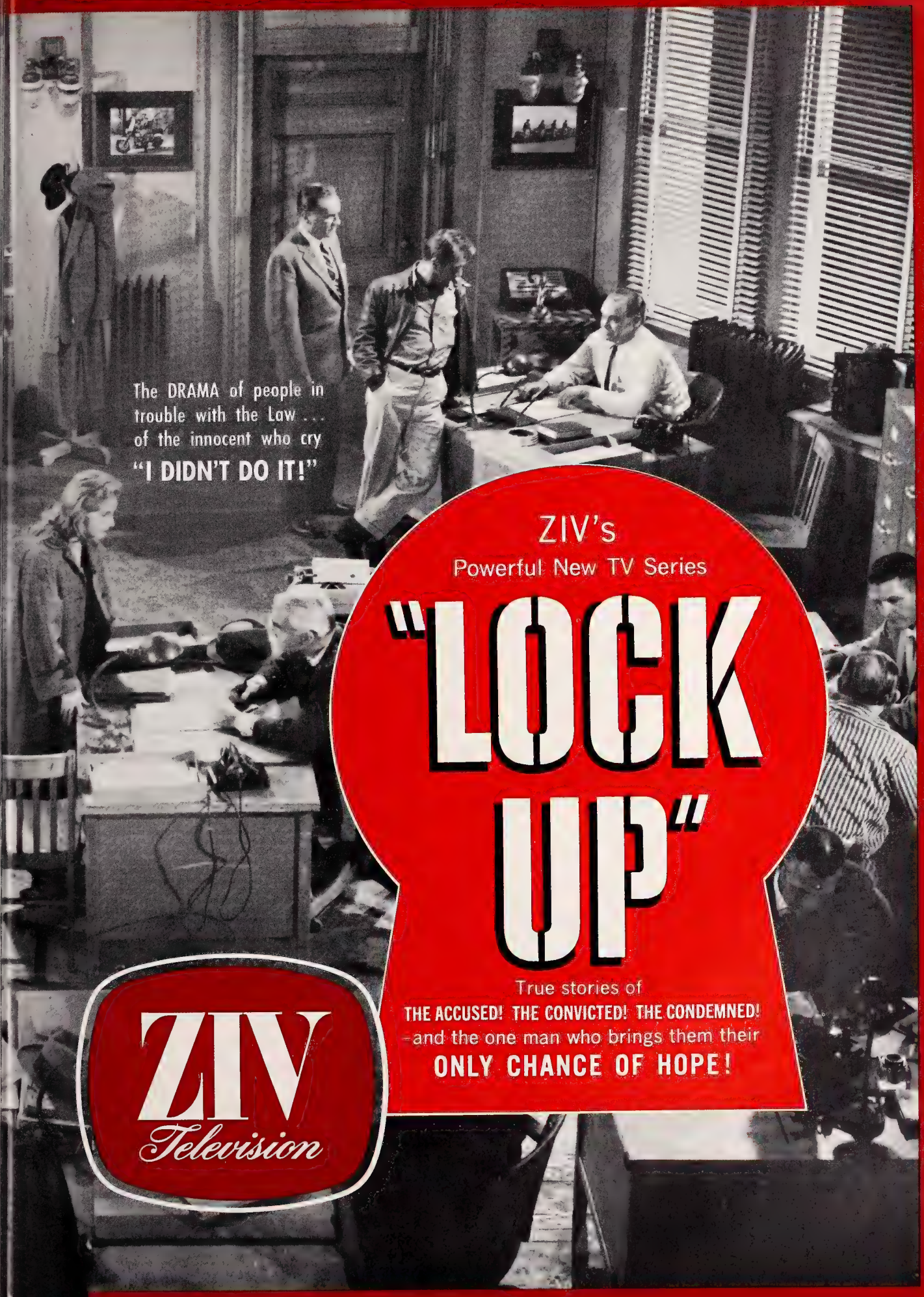
as national representative
effective June 1, 1959

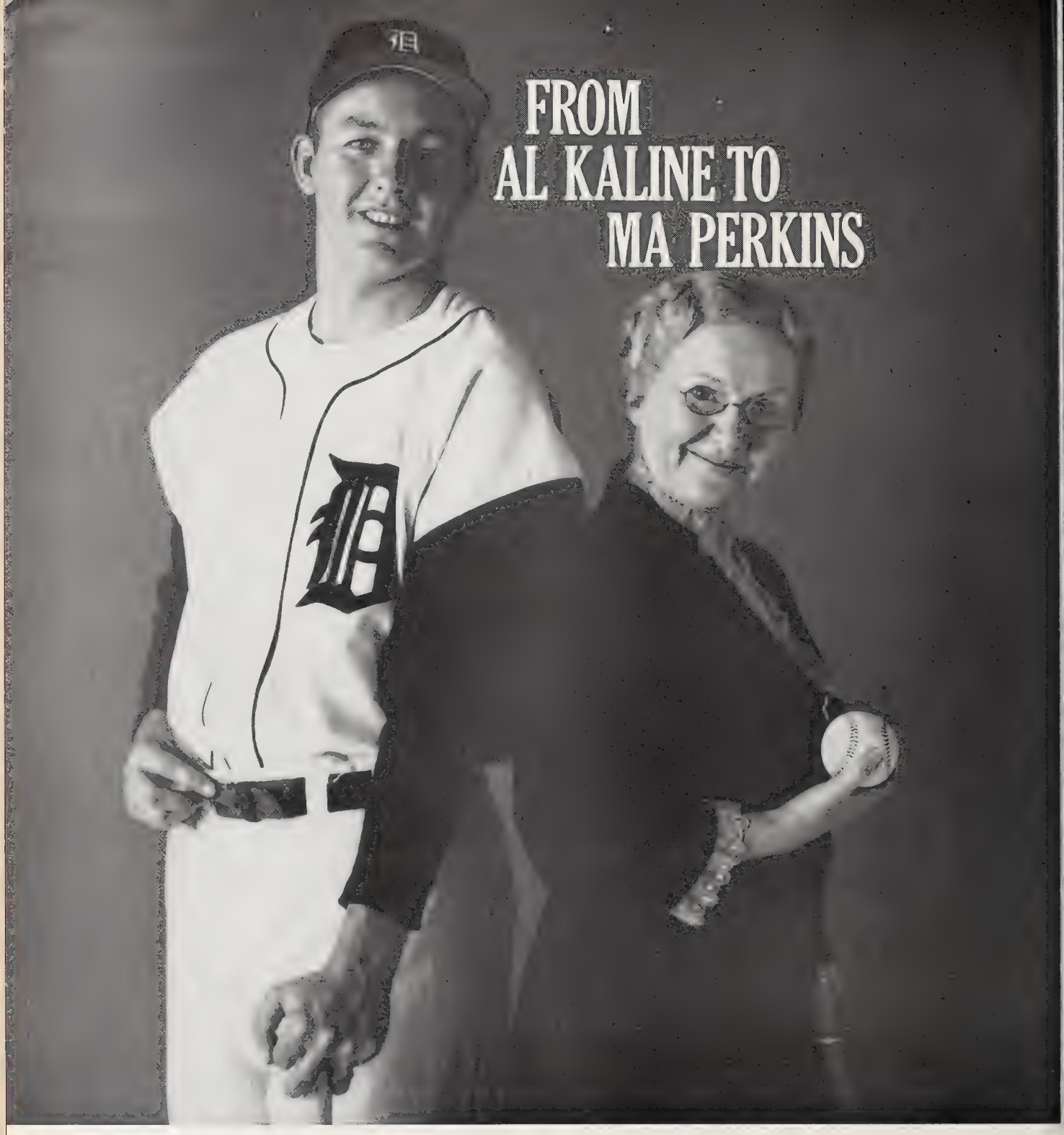
METROPOLITAN BROADCASTING CORPORATION
JOHN W. KLUGE, Chairman of the Board and President
HARVEY L. GLASCOCK, Vice President and General Manager, WHK



PHOTO BY
EWING GALLOWAY


"The state employs thousands of people to put you in jail if you do wrong. There is not one to help you if you have been unjustly convicted . . . . That's where I come in!" says Herbert L. Maris
MACDONALD CAREY
stars as HERBERT L. MARIS
the successful corporation lawyer who risks his reputation and life to see that JUSTICE IS DONE!
"READER'S DIGEST" says . . . "He has saved more than 300 persons from wrong or unfair sentences—a dozen from life sentences which should not have been imposed!"


The DRAMA of people in trouble with the Law . . . of the innocent who cry "I DIDN'T DO IT!"
ZIV's
Powerful New TV Series
"LOCK UP"
True stories of
THE ACCUSED! THE CONVICTED! THE CONDEMNED!
-and the one man who brings them their
ONLY CHANCE OF HOPE!
ZIV
Television



...and everything in between! Now that we've joined the CBS Radio Network, one radio station in Detroit has it all – from baseball to the most popular, most acclaimed network programs. CBS Radio daytime drama like Whispering Streets, Young Dr. Malone, Ma Perkins and others. The distinguished correspondents of CBS News. And Gunsmoke, Robert Q. Lewis, Have Gun – Will Travel, Mitch Miller, Amos 'n' Andy, Suspense and more. Next fall, The Metropolitan Opera. When you combine all this with top local personalities, sports and other WKMH features, you've got all the radio excitement in town in one place!

WKMH

THE STATION THAT NOW HAS EVERYTHING

CBS RADIO IN DETROIT



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

June 1-3—National microwave symposium, **Professional Group on Microwave Theory & Techniques, Boston Section,** Paine Hall, Harvard U., Cambridge, Mass.

June 2—**Special NAB Tv Public Information Committee,** formed to draw up national program, will hold first meeting in New York.

***June 2**—**Special NAB Tv Public Information Committee,** formed to draw up national program to promote public appreciation of tv, will hold first of two meetings. First meeting, Waldorf Astoria, New York. Second will be June 10 in Washington.

***June 2**—**New York Advertising Media Planners** discussion of optimum reach and frequency, a regular monthly meeting for agency media buyers and media directors. Panel members include W. E. Matthews, Young & Rubicam, moderator; John DeWolf, G. M. Basford Co.; Paul Gerhold, Foote, Cone & Belding; William Weilbacher, Dancer-Fitzgerald-Sample. College room of Midston House, 22 East 38th St., New York, 7-9 p.m.

***June 3-5**—**Armed Forces Communications & Electronics Assn.** convention, Sheraton Park Hotel, Washington. Component, instrument and systems manufacturers will discuss military electronics. Director Leo A. Hoegh, Office of Civilian & Defense Mobilization, will be keynote speaker at June 3 luncheon. AFCEA promotes industrial preparedness. Over 100 major government contractors will have exhibits.

*June 4-5—Formal opening of new Broadcast House by **WXYZ Inc.,** Northwestern Highway, Detroit.

June 4-6—**Fm Multiplexing Seminar** under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va. Agency panels on fm and its future are planned. Other topics—FCC multiplexing regulation; is multiplex a broadcast or nonbroadcast service; must background and store services be broadcast on a subchannel only; music licensing fees; stereo; fm sales prospects; fm promotion. Dan Hydrick Jr., WGH-FM general manager, is in charge of planning.

June 4-6—**First meeting of new FM Assn. of Broadcasters,** Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.

June 5—**NAB Tv-Music Advisory Committee,** NAB hdqrs., Washington.

June 6—**UPI Broadcasters of Wisconsin,** Milwaukee.

June 7-9—**North Carolina Assn. of Broadcasters,** Morehead Biltmore Hotel, Morehead City.

June 7-9—**American Women in Radio & Television,** board of directors meeting, Statler Hilton Hotel, Washington.

June 7-10—**Advertising Federation of America,** annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

June 8-9—Panel on spectrum allocations before **Communications Subcommittee of House Commerce Committee.**

June 9-July 1—**Communications Subcommittee of Senate Commerce Committee** hearings on 13 pending bills amending Communications Act.

***June 10**—Second of two-meeting series, **Special NAB Tv Public Information Committee,** Washington.

***June 10**—**Agency Broadcast Producers Workshop,** Chicago Film Lab, Chicago, postponed from May 27. Speakers: Raymond Jones, AFTRA Chicago executive secretary, and Herbert Neuer, legal assistant.

***June 11**—**NAB Freedom of Information Committee,** Mayflower Hotel, Washington. Legislative developments relating to Sec. 315 of Communications Act (equal time) and secrecy in government will be considered. A Congressional leader is slated to be guest of committee.

June 12—**Pennsylvania AP Broadcasters,** Pittsburgh.

June 12—**Senate Commerce Committee** hearings begin on S 1828, which amends Sec. 315 (equal time provision) of the Communications Act.

June 12-16—**National Federation of Advertising Agencies,** annual convention, Chatham Bars Inn, Chatham, Mass.

June 13—**U. of Chicago Communications Dinner,** Quadrangles Club, on campus. Louis G. Cowan, CBS-TV president, will speak on "Television and the Arts." Other speakers are Leonard Kent, Needham, Louis & Brorby, and Alec Sutherland, U. of Chicago educational broadcast chief.

June 13—**UPI Broadcasters Assn. of Connecticut,** Sun Valley Acres, Meriden.

June 13—**UPI Broadcasters of Pennsylvania,** Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—**UPI Broadcasters Assn. of Texas,** annual meeting, Hilton Hotel, San Antonio.

June 13-14—**Louisiana-Mississippi AP Broadcasters Assn.** Jacksonian Motel, Jackson, Miss.

June 14-17—**National Industrial Advertisers Assn.,** national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

***June 15**—**NAB Tv Code Review Board,** NAB hdqrs. Washington, changed from June 12.

June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

June 15-19—**NAB Combined Boards of Directors,** NAB hdqrs., Washington. Committee meetings and indoctrination of new directors June 15-16; Tv Board June 17; Radio Board June 18; joint boards, June 19.

June 15-26—Summer workshop for communications librarians, **Syracuse U. School of Journalism and School of Library Science,** Syracuse, N.Y.

June 17-19—**American Marketing Assn.,** na-



My Mommy Listens to KFWB

...and listens, and listens and listens! Pulse and Hooper have proven it for many months past...and now Nielsen makes it unanimous: rates KFWB #1 in total audience in the L.A. Area in their book, too! **So...whether you use Pulse, Hooper or Nielsen as a guide...one thing you should do for sure: Buy KFWB...first in Los Angeles. It's the thing to do!**

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager

Represented nationally by **JOHN BLAIR & CO.**

One hundred eleven* national and regional spot advertisers know

Terre Haute is not covered effectively by outside TV

*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC

TERRE HAUTE, INDIANA

Represented Nationally by Bolling Co.,

Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

WDBJ-

For 35 Years

No. 1 in the Roanoke Market!



WDBJ has been on the air in Roanoke, Virginia continuously since 1924. In every audience survey ever made in those 35 years, WDBJ has always proved to be first in coverage and audience.

We look forward to serving even better in the future our long list of loyal national advertisers who demand the best in radio promotion.

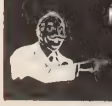
Ray P. Jordan

V. P. Broadcasting
Times-World Corporation

WDBJ CBS RADIO Roanoke, Virginia

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,000 watts



PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

tional conference, Hotel Statler, Cleveland, Ohio.

June 17-19—**Virginia Assn. of Broadcasters,** Tides Inn, Irvington.

June 17-20—**National Assn. of Television-Radio Farm Directors,** Hotel Statler, New York. Farm broadcasters will carry their "sell farm broadcasting" to Madison Avenue.

June 17-19—Eleventh annual meeting **Catholic Broadcasters Assn.,** Pick Fort Shelby Hotel, Detroit. Significance of the encyclical "Miranda Prorsus" will be reviewed. Speakers include Most Rev. John King Mussio, bishop of Steubenville and Episcopal moderator of association; His Excellency the Most Rev. Bishop Fulton J. Sheen; Donald H. McGannon, president of Westinghouse Broadcasting Corp., discussing "Tv in the United States, Responsibilities and Opportunities"; Arthur Hull Hayes, CBS Radio president, speaking on "The Future of Radio in a World of Television"; Ed Sullivan, CBS-TV m.c.; Franklin Dunham, radio-tv chief, U. S. Office of Education, speaking on "The Social Impact of Television."

June 18—**Maryland-D.C. Broadcasters Assn.,** Stephen Decatur Hotel, Ocean City, Md.

June 18-20—**Florida Assn. of Broadcasters** convention, DuPont Plaza Hotel, Miami.

June 18-21—Pet Milk's second annual **Grand Ole Opry** talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for promotion prizes and for all expense-paid trips to Nashville.

June 19—**Rhode Island Broadcasters Assn.,** Viking Hotel, Newport.

June 21-22—**Colorado Broadcasters & Telecasters Assn.,** Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

*June 22-23—**Montana State U. School of Business,** Missoula, advertising conference. Thomas D'Arcy Brophy, former board chairman of Kenyon & Eckhardt, will be chief speaker. Joseph Sample, KIIK-AM-TV Billings, is chairman.

June 22-26—**First Advertising Agency Group,** annual conference, Belmont Hotel, Cape Cod, Mass.

June 22-Aug. 15—**Summer Radio-Tv Institute,** Stanford U., Calif. George A. Willey, director.

June 23-25—**National Community Television Assn.,** Sheraton Hotel, Philadelphia.

June 23-Aug. 1—Broadcasting Symposium, **Northwestern U. Radio-Tv-Film Dept.,** Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, Saturday Review, John O'Brien, Voice of America; Eric Barnouw, Columbia U.

June 28-29—**South Carolina Broadcasters Assn.,** William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 2—**Advertising Assn. of the West,** annual convention, Tahoe Tavern, Tahoe City, Calif.

June 28-July 4—**National Advertising Agency Network,** management conference, Del Monte Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by **Professional Group on Military Electronics of Institute of Radio Engineers,** Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

JULY

July 5-11—**Advertising Federation of America** management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Speakers to include Dr. Frank Stanton, CBS president.

July 5-17—**NAB Management Development Seminar,** Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job.

July 14-15—**Idaho Broadcasters Assn.,** Shore Lodge, McCall.

AUGUST-NOVEMBER

*Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

Aug. 18-21—**Western Electronic Show & Convention** (Wescon), Cow Palace, San Francisco.

Aug. 21-23—**Arkansas Broadcasters Assn.,** Hot Springs.

Aug. 24-28—**American Bar Assn.** annual convention, Miami, Fla.

Aug. 28-30—**West Virginia Broadcasters Assn.,** Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

*Aug. 29—**Oklahoma Broadcasters Assn.** summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

Sept. 10 — **Advertising Research Foundation** seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 17-19 — **Mutual Adv. Agency Network,** second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

Sept. 21-22 — **Louisiana Assn. of Broadcasters** Monroe.

Sept. 21-23 — **Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference,** Stanford U., Palo Alto, Calif.

Sept. 25—**Advertising Research Foundation,** fifth annual conference, Waldorf-Astoria, New York.

Sept. 29-Oct. 3 — **Affiliated Advertising Agencies Network** international convention, Somerset Hotel, Boston.

Oct. 6-7—**Electronic Industries Assn.,** value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

*Oct. 7-9—**Canadian Section. Institute of Radio Engineers,** annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

*Oct. 7-9—**Institute of Radio Engineers Canadian Convention,** Toronto, Canada.

Oct. 12-14 — **National Electronics Conference,** 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

*Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies,** Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

*Oct. 26-30—**National Assn. of Educational Broadcasters** convention at Sheraton-Cadillac Hotel, Detroit.

*Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers,** Shoreham Hotel, Washington.

*Nov. 2-4—**Broadcaster Promotion Assn.,** 4th annual convention, Warwick Hotel, Philadelphia.



"Survey Proves PROSPECTS WANT MORE of WISN's Advertising Book Matches"

writes Mr. Arthur Barnes, promotion manager, WISN-TV-Radio, Milwaukee, Wis.

"When people like advertising, they *read and remember* it. That's why we know our direct mail book match advertising is packing real sales punch. In a recent, certified survey, 87% of the respondents who had received our book match mailings asked to be continued on the mailing list.

"Besides our direct mail program to agency time buyers and national advertisers, we use book matches as reminder advertising left by our salesmen on local calls. We use them also because they give our prospects something they like and value while putting our message across."

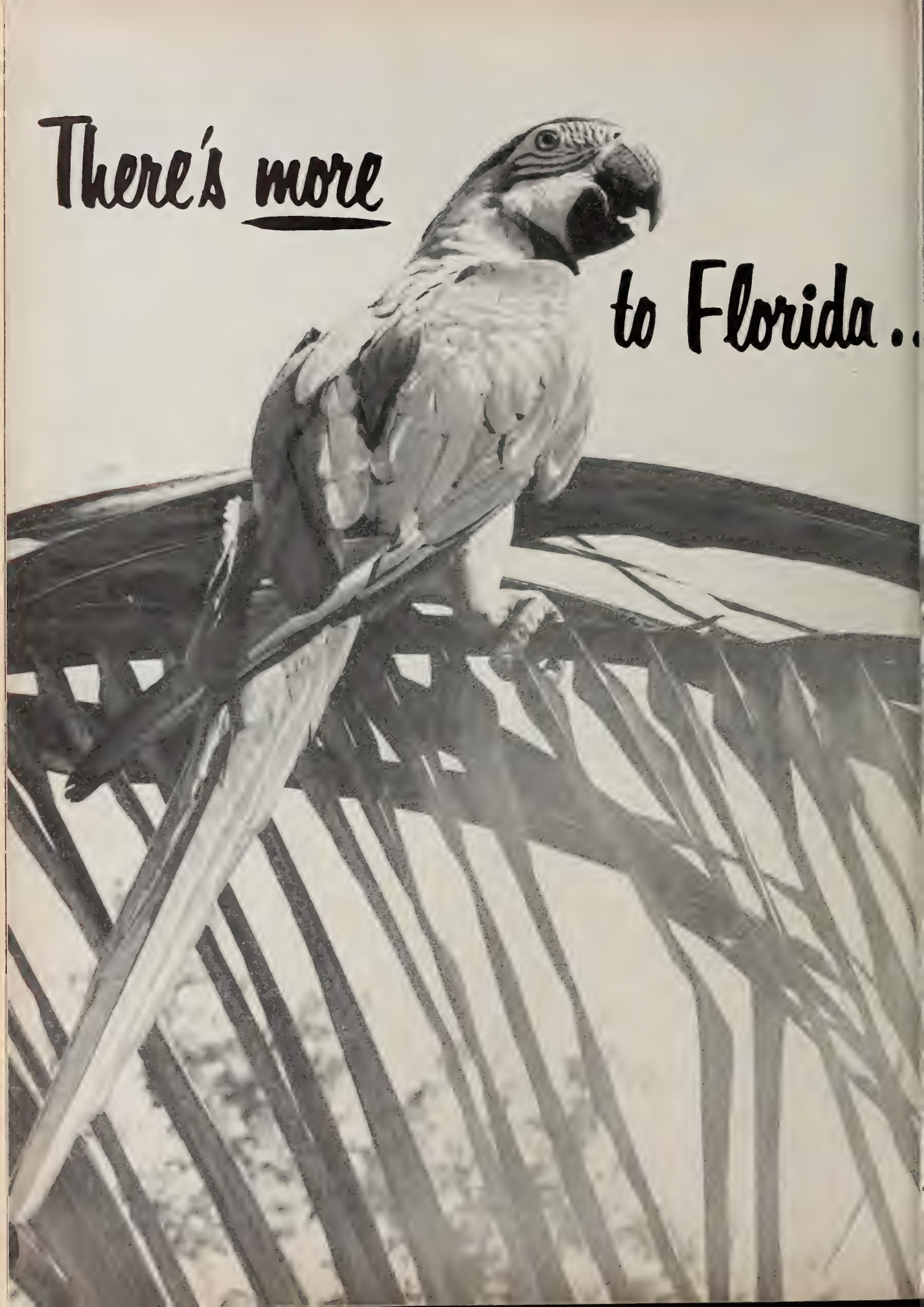
Book matches are invaluable for new product promotions, building company prestige, brand name and package recognition, salesmen's aids, reaching hard-to-see prospects. Book matches are a daily necessity for 3 out of 4 people . . . deliver your message at *extremely low cost-per-reader*.

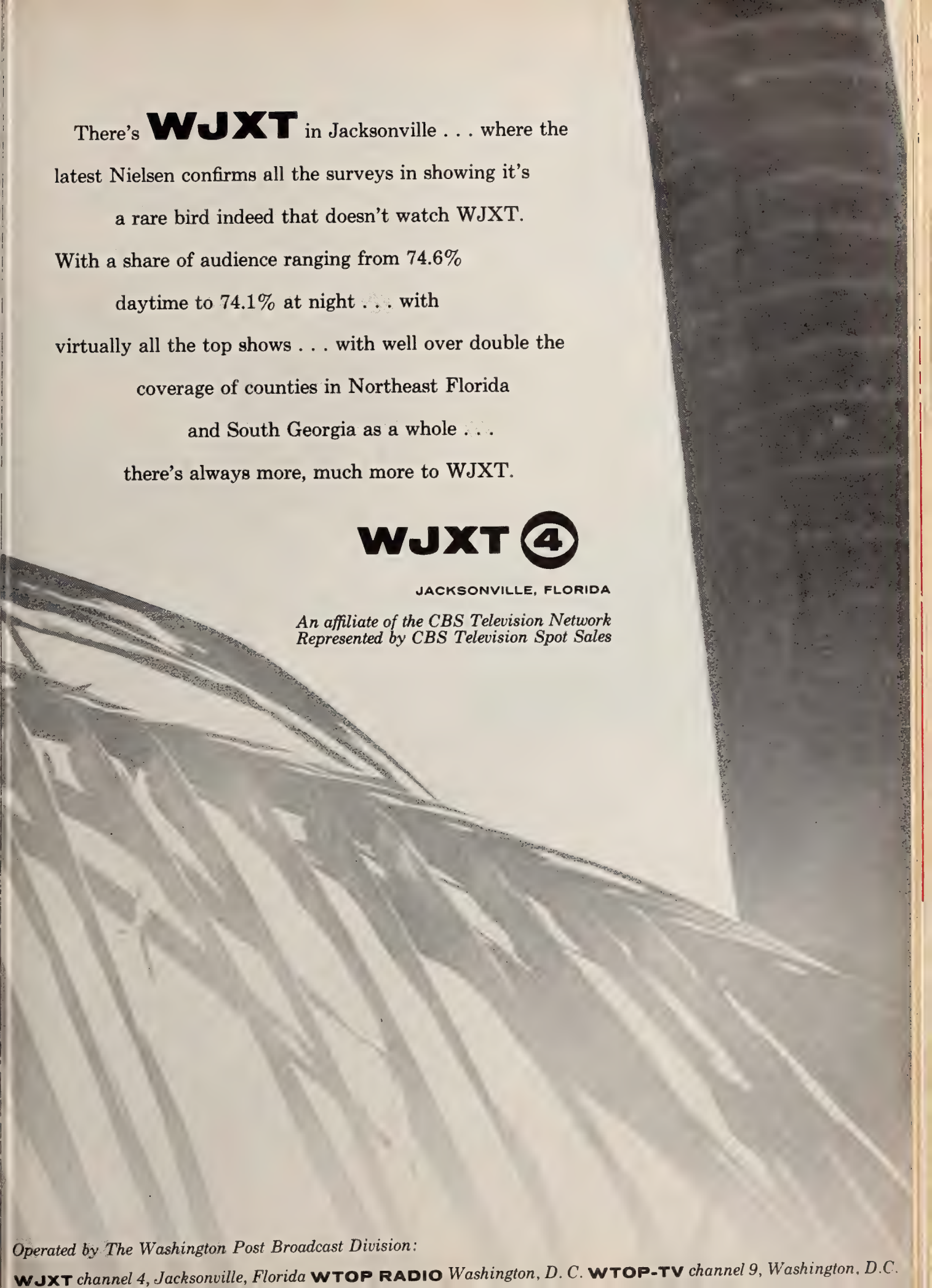
"Diamensionized" book match advertising gives your sales message new 3-dimensional power, new magnitude and new penetration. Diamond Counselors are professionally trained to design book match programs to meet your specific needs.

diamond

For a folder describing "Diamensionized" modern book match advertising, write on your business letterhead to

Book Match Advertising Dept.
DIAMOND MATCH Division of Diamond Gardner Corp.
125-M Paridon St., Springfield, Mass.


There's more
to Florida..



There's **WJXT** in Jacksonville . . . where the latest Nielsen confirms all the surveys in showing it's a rare bird indeed that doesn't watch WJXT. With a share of audience ranging from 74.6% daytime to 74.1% at night . . . with virtually all the top shows . . . with well over double the coverage of counties in Northeast Florida and South Georgia as a whole . . . there's always more, much more to WJXT.

WJXT 4

JACKSONVILLE, FLORIDA

An affiliate of the CBS Television Network
Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D. C.* **WTOP-TV** *channel 9, Washington, D.C.*



In the NEW PITTSBURGH

Take TAE and See

hefty, hearty sales-builder in the growing Pittsburgh

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

VIDEOTAPE

BASIC ABC IN PITTSBURGH

REPRESENTED BY THE KATZ AGENCY

GATEWAY TO THE FUTURE
1758
PITTSBURGH BICENTENNIAL 1958 59
GROWING WITH PITTSBURGH'S RENAISSANCE

MONDAY MEMO

from **EARL TIMMONS,** *director, research and media, Stromberger, LaVene, McKenzie, Los Angeles*

Needed: more radio research

We buy a fair amount of spot radio at Stromberger, LaVene, McKenzie, probably spending as many dollars for this medium in Southern California as any of the agency offices in this market. About 12% of our billing in the last fiscal year went to radio (all spot), as compared to 24% for television, 37% for newspapers, 11% for magazines, 6% for business papers and 8% for outdoor.

The majority of this $600,000 or so of radio money was spent in the Southern California market, hence our obvious interest in local radio research and related problems.

But there could have been more dollars spent in this medium had there been more research available and had it been spotted where we needed it.

Need for More Research • We do not know as much about radio in Southern California as we should.

In a way it is no one's fault, since I attribute it largely to the recent history of radio and television. With the advent of commercial television, radio rapidly became a poor relation as regards research.

Then in the last few years, radio has "come back." As many point out, it never really went away; but it did drop to the bottom of the totem pole among the major media in research spending. It has not yet caught up. But the fault is really nobody's and the solution, as in most media research, lies in the cooperation of all concerned—broadcasters, advertisers and agencies.

What Is Needed • As to what is needed in local radio research, it is easily divided into two broad categories—quantitative and qualitative.

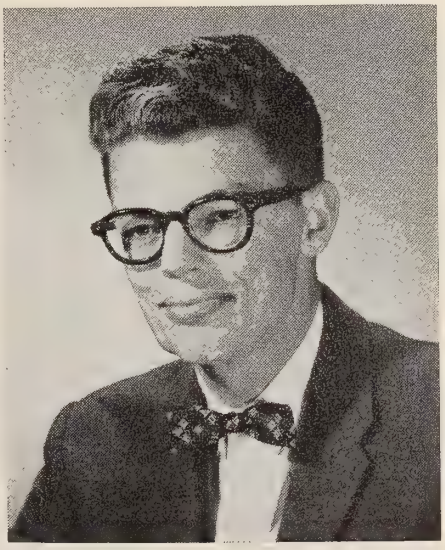
One major limitation of present-day radio research of both types was recently recognized by the National Assn. of Broadcasters, when its Radio Research Committee published a set of minimum standards to be followed by research firms in approving the promotional material developed from research studies. NAB stated that every radio survey report should be prefaced by a statement containing at least these minimums: (1) Dimensions of the audience surveyed; (2) area surveyed; (3) method of survey; (4) size and sample, and (5) survey dates.

These points are pretty obvious to us today, but many so-called research reports still overlook them.

Quantity and Quality • Another important quantitative limitation is in the nature of today's rating reports on radio. These famous volumes are, of necessity, the starting point for most spot buys. They have their shortcomings, but a buyer has no other source for the size of the audience to be reached. The buyer cannot be honest to the client if he does not consider how large the potential audience is. The quality of the station and the quality of its audience are vital, but they don't help much if no one happens to be listening to the client's commercial.

The usefulness of radio rating reports cannot match that of television rating reports today in a market like Los Angeles, because of the simple fact that we have seven or eight times as many radio stations in the market as we do television stations, with virtually the same total potential audience.

In order for the two report methods to be comparable, the sample size would have to be substantially greater for radio and the cost correspondingly higher. As you know, this is not the case. Their overall statistical accuracy is approximately comparable to that of television ratings. But by the time the sample is subdivided as fine as the user would like it, statistical accuracy has gone out the window.



Earl Timmons b. Hanford, Calif., Dec. 5, 1923. Schooled in Kansas and California. U.S. Army 1943-46, including 18 months in Europe. Graduated UCLA College of Business Administration June 1948. Has spent 11 years in marketing research, including three years with General Telephone Co. of California, three years with a private economic research organization and five years in advertising research (three years with Erwin, Wasey and last two years at Stromberger, LaVene, McKenzie). Lives in Hollywood with wife, Peggy, a tv art director at Erwin, Wasey, Ruthrauff & Ryan.

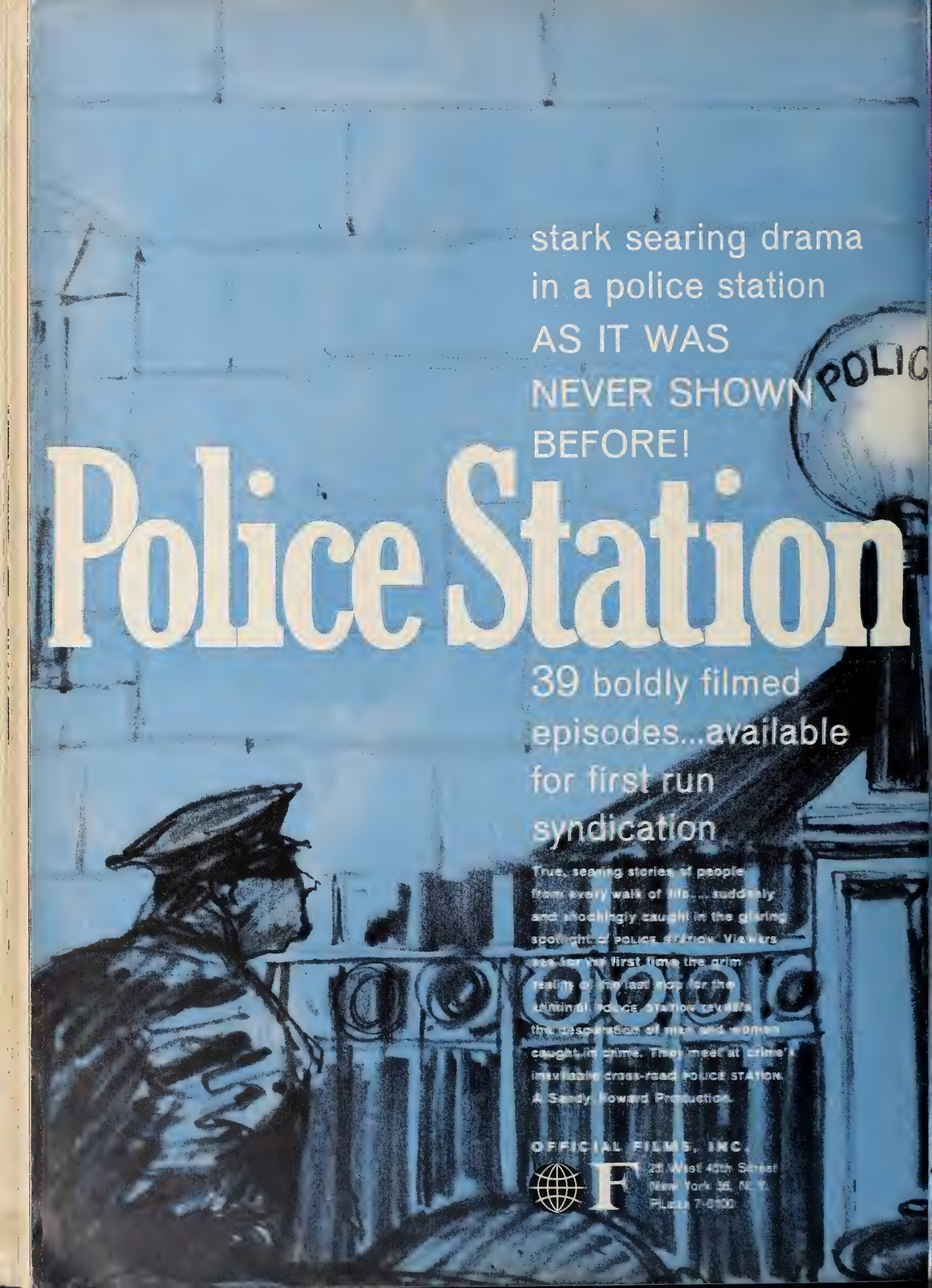
The buyer would like to know the audience size of all am and fm stations which he might consider buying in the Los Angeles area. He would like this by 15 minute intervals and by audience composition. Today's rating samples cannot be split this fine. The reports compromise by showing just the top 10 or 12 stations and by showing audience composition only for the top programs. Actually they stretch the sample pretty far even showing that much.

Sample Size Factor • As far as the rating services are concerned, they can give us any audience facts we want at little extra cost, once we have given them a big enough sample. Such a sample costs money. Advertisers and agencies will have to pay more for radio rating reports to get that kind of a sample. But since the stations provide the principal support of the rating services, if they want to help us with ratings they are probably going to have to pay more to the researchers for the extra effort.

Radio Most Important • We are convinced that radio is a most important medium in Southern California, perhaps more so here than anywhere else because of the high ratio of autos to population and of miles driven per auto.

In order to prove this to our clients we need to know more about audience characteristics. Cooperative studies of radio in Southern California, of radio in all markets I am sure, seem called for.

One last word in the qualitative area —the final decision must depend heavily upon judgment. To help the buyer, account executive, and the client to exercise the best informed judgment, stations should display their product. Nothing sells a good station better than demonstration of its programming and commercials and nothing kills one faster than misinformation spread around about its policies. If a broadcaster has something good to sell, he should show it off!


stark searing drama
in a police station
AS IT WAS
NEVER SHOWN
BEFORE!
Police Station
39 boldly filmed
episodes...available
for first run
syndication
True, searing stories of people
from every walk of life... suddenly
and shockingly caught in the glaring
spotlight of POLICE STATION. Viewers
see for the first time the grim
reality of the last stop for the
criminal. POLICE STATION reveals
the desperation of men and women
caught in crime. They meet at crime's
inevitable cross-road POLICE STATION.
A Sandy Howard Production.
OFFICIAL FILMS, INC.
21 West 45th Street
New York 36, N. Y.
PLaza 7-0300


PRECINCT
11
POLICE

Sec. 315: repeal or repent

EDITOR:

Many, many thanks for pages 58, 59 and 62 in Vol. 56, No. 21 [an editorial, "Repeal Sec. 315 Now Or Repent Later," BROADCASTING, May 25].

Frank Stanton
President
CBS Inc., New York

EDITOR:

FREEDOM OF BROADCASTING FROM BUREAUCRATIC RED TAPE AND HAMSTRINGING REGULATION IS LONG OVERDUE. HERE IS THE SOUGHT-FOR OPPORTUNITY TO GET RELIEF FROM THE SOURCE WHENCE IT SHOULD COME—THE CONGRESS OF THE UNITED STATES. EVERY BROADCASTER SHOULD GO INTO ACTION WITH HIS SENATORS AND REPRESENTATIVES, ASKING REPEAL OF SEC. 315. ACTION NOW IS VITAL.

LESLIE C. JOHNSON
VICE PRES. & GEN. MGR.
WHBF-AM-TV ROCK ISLAND, ILL.

[EDITOR'S NOTE: For advance story on hearings by the Senate Interstate and Foreign Commerce Committee on bills to amend Sec. 315 of the Communications Act (political equal time provision) see page 35.]

Electronic timebuying

EDITOR:

Many thanks for the excellent story in this week's BROADCASTING covering our new nationwide tv audience surveys and our new automation program [LEAD STORY, May 25]. The reporting was most accurate, and many of the points were covered more clearly than we have been able to do in our presentations.

You may be interested in knowing that beginning early Monday morning we received numerous calls and inquiries . . . from all parts of the tv industry commenting and seeking further elaboration on the items in your story.

James W. Seiler, Director
American Research Bureau
Beltsville, Md.

Extensive coverage

EDITOR:

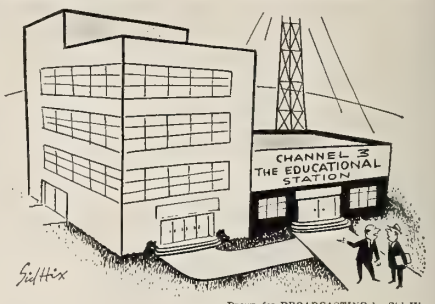
. . . On my return to my office this morning (May 19), I found about 10 letters from friends around the country who had read the article (MONDAY MEMO, page 25, May 11) and they have all been extremely complimentary. You might be interested in knowing that one of the letters even came from a magazine salesman, proving that your publication is far from limited to only those in broadcasting.

John C. Simmons
National Advertising Mgr.
Dr. Pepper Co., Dallas, Tex.

Keep 'em laughing

EDITOR:

If possible I would like to have the original of the Sid Hix cartoon for



Drawn for BROADCASTING by Sid Hix

May 18 to frame for display in our headquarters. Visiting etv station managers, I am sure, would enjoy this editorial cartoon.

Ralph Steetle
Executive Director
Joint Council on Educational Television
Washington, D.C.

[EDITOR'S NOTE: Cartoon is enroute. The gagline reads, "We had to build that addition for our fund-raising operations."]

TvB's role: to sell tv

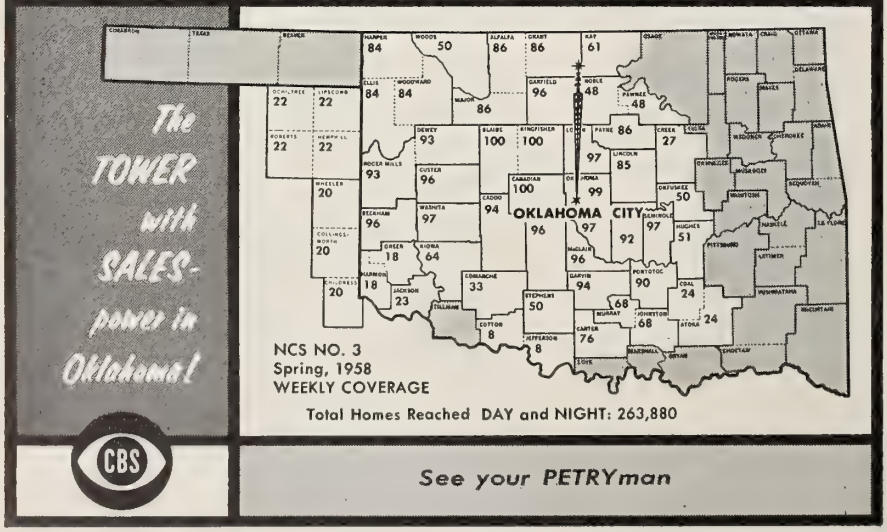
EDITOR:

Your suggestion that there be a federation of trade associations ("The big image" editorial, page 118, May 11) "to supersede these various disjointed activities" is one which is certain to evoke a great deal of thought. However, I think it is a good idea to first look at the functions of these associations before making judgments.

TvB, for one, has a single specific assignment to perform for television stations, networks and representatives and that is to sell the medium to advertisers. In this capacity (excuse my pride as a member of the board of directors and current chairman of TvB), it has performed beyond the industry's highest expectations. . . . TvB's record of development of new dollars, protection of existing ones and the arsenal of selling facts which will continue to keep television revenues at an all-time high, is outstanding. . . .

TvB was never created to serve as a mass good will organization for the

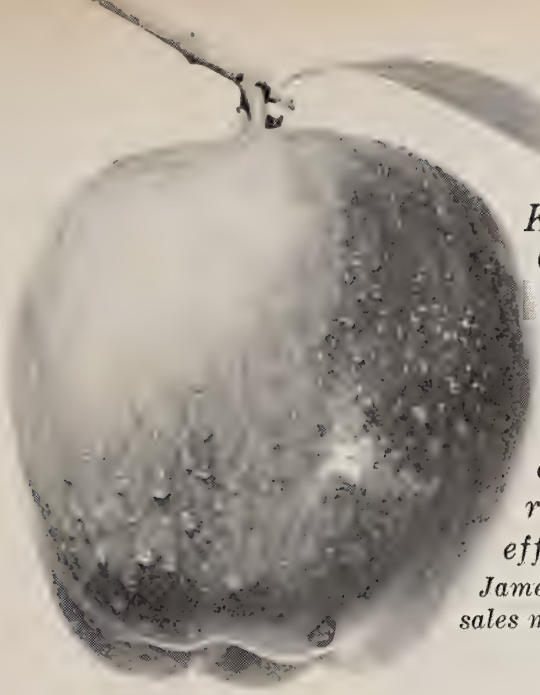
SELL
Oklahoma's Biggest
TV Market . . .
the KWTV Community . . .
from KWTV
OKLAHOMA CITY



BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.



KXLY-TV
Channel 4 CBS
SPOKANE, Washington
announces the
appointment of
H-R *TELEVISION, INC.*
as national sales
representatives
effective immediately
James R. Agostino
sales manager

the highest apple is the sweetest



Because **KXLY-TV** Spokane beams its signal from the highest tower in the northwest – atop 6,018-foot Mt. Spokane – it is the only *single medium* that covers the **entire** "Billion Dollar" INLAND EMPIRE of the Pacific Northwest! **KXLY-TV**'s 39-county coverage in four states parallels most Spokane distribution areas . . . rewards advertisers with the sweetest single buy in Washington State.

represented by **H-R** *Television, Inc.*
H-R also represents KXLY

Take another look at the Cadillac market

WWTV COVERS MORE TV HOMES THAN ARE IN ALL OF VERMONT!



NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Even after you've covered the Detroit, Kalamazoo and Grand Rapids markets, *Michigan still offers you LOTS of TV opportunities!*

WWTV, Cadillac, reaches more television homes than there are in the state of Vermont*, and no other station even approaches WWTV's popularity—Pulse leader in 305 of 332 quarter hours surveyed (Nov. 5-12, 1958)—in the big Northern Lower Michigan market!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Vermont has 92,500 television homes. NCS No. 3 gives WWTV a nighttime weekly circulation of 106,130.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

general public and government agencies. In no way has TvB ever conflicted with NAB in matters before the public and the government. . . . To involve TvB in a federation wherein it might be forced to compromise its stated goals for the sake of expediency in other matters could prove fatal to its job of selling.

Roger W. Clipp
Vice President
Radio-Tv Division
Triangle Publications Inc.
Philadelphia

Musical ID's for tv

EDITOR:

You flattered all of the stations using our tv Channel Identification Plan in your article (page 82, May 11) when you said they would get 36 cuts the first year and 12 each following year. We're sure they are congratulating themselves for making a good deal since they actually get 48 cuts the first year and 32 in each following year. . . .

Kenneth M. Cooper
Modern Broadcast Sound Co.
Stratford, Conn.

Retailers and radio-tv

EDITOR:

Hurray for you in presenting "Stores Miss Radio-Tv Boat" [retailers cannot afford not to use radio-tv] page 35, Jan. 26 issue. I've knocked my brains out in three different markets getting this point across to retailers.

Bob Walton
Local Sales Mgr.
WRBL-TV Columbus, Ga.

Background helpful

EDITOR:

Once again I wish to compliment your magazine on the splendid article starting on page 76 . . . of your April 27 issue on the position that the community antenna television industry has taken on the matter of FCC licensing.

The manner in which you report a news item and then back it up with an historical summary of the background of the news item is very well presented. I notice you have been doing this more and more in your news coverage. I for one believe that this makes your magazine much more interesting to read and certainly of greater value to the reader in that it gives him the news of importance and at the same time gives him a complete background of the story. This way the reader can weigh the news in its true perspective.

M.J. Shapp
President
Jerrold Electronics Corp.
Philadelphia

the BIG sound

RADIO's new revolutionary concept!

BIG . . . for Sponsors
. . . for Ratings
. . . for Production Aids

already paying off for

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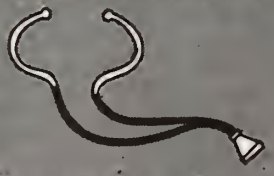
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Peter M. Bardach
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New York

We found many interesting facts contained within its pages. Send us an additional copy.

Liz Vosberg, Manager
Paul Locke Adv.
Philadelphia

. . . YEARBOOK will be frequently used.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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4	21	42	50	63
10	23	40	49	74

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BROADCASTING*

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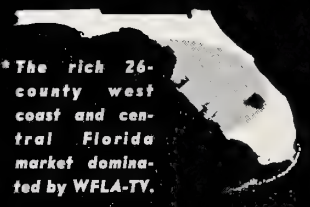
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Write us *today* for more facts!

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TAMPA - ST PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 1, 1959
Vol. 56 No. 22

SEC. 315: BEGINNING OF THE END?

FCC's Doerfer, repeal advocate, to open Senate hearing; Stanton, Fellows, Swezey, Smith urge death for old law

The spreading move for relief from the political broadcast law will go to hearing next week before a Senate Commerce subcommittee.

New support for repeal of Sec. 315 of the Communications Act, with its throttling effect on broadcasts of political campaigns, was developing last week. Outright repeal had been urged by BROADCASTING (May 25) in an editorial titled "Repeal Sec. 315 Now or Repent Later."

While the sentiment for repeal isn't unanimous, at the very least those who stated positions last week called for modification of Sec. 315.

Networks, NAB, federal agencies and broadcast stations are slated to appear at the subcommittee hearings, scheduled to start June 12.

Sen. John A. Pastore (D-R.I.), chairman of the Communications Subcommittee which will hear the Sec. 315 argument, said four bills to amend Sec. 315 will come before the sessions. At least three days of hearings are scheduled.

Top industry figures will present the position of broadcasters, divided between demand for outright repeal and/or clarification of the equal-time clause. Dr. Frank Stanton, CBS Inc. president, will represent that network. President Harold E. Fellows, of NAB, will appear for the association. In a letter endorsing the BROADCASTING editorial, Mr. Fellows came out for complete elimination of Sec. 315.

Witness Lineup Incomplete • Other industry witnesses had not been announced at the weekend. AB-PT's president, Leonard H. Goldenson, recently went on record for ABC network on behalf of clarified language in the equal-time clause. Malcolm E. Smith Jr., MBS board chairman, called for repeal in a statement to BROADCASTING. MBS wants a law that will recognize broadcasting's maturity and ability to cover campaigns fairly. The MBS witness has not been designated but there's a good chance Robert F. Hurleigh, vice chairman, will appear.

FCC Chairman John C. Doerfer will testify for the FCC.

Chairman Doerfer, who will be the first witness, said his appearance at the hearing as Commission head would be based on a formal statement approved by the agency. However if he is questioned on his personal views he probably will take a stand for repeal of Sec. 315 in accordance with his comments at the NAB convention last March (BROADCASTING, March 23).

In Chicago, Chairman Doerfer said for the first time that he favored repeal of the section and substitution of "a rule of reason." Should abuses develop after repeal, he said, then safeguards could be written into a new law.

The chairman said also that he felt distinctions should be drawn to keep the equal-time requirements from applying to other legitimate news coverage even if political candidates are involved. He proposed a test of this type: Did the candidate (or his party, backers, etc.) initiate the coverage, or was he included because, in the station's news judgment, he was newsworthy apart from political considerations? If the latter, the equal-time provision should not apply.

FCC Decision Imminent • A decision by FCC on appeals for reconsideration of its Lar Daly decision is due soon, possibly this week.

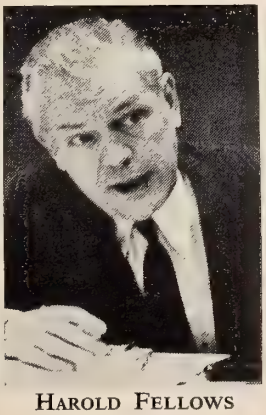
Chairman Pastore announced hearings would start at 10 a.m. in Room 5110 of the new Senate Office Bldg. The four bills to come before the June 12 opening session are S 1585 by Sen. Gordon Allot (R-Colo.); S 1604 by Sen. Strom Thurmond (D-S.C.); S 1858 by Sen. Vance Hartke (D-Ind.), and S 1929 by Sen. Spessard L. Holland (D-Fla.).

All four bills were introduced after the FCC interpreted Sec. 315 to require granting of equal time to Lar Daly, splinter candidate in a Chicago election, after ceremonial appearances by Mayor Richard J. Daley (BROADCASTING, Feb. 23).

Following the opening testimony of



FRANK STANTON
CBS President



HAROLD FELLOWS
NAB President



JOHN DOERFER
FCC Chairman



ROBERT SWEZEY
Access Leader



MALCOLM SMITH
MBS Chairman

All these leaders want repeal of the political broadcasting law

Chairman Doerfer, the Dept. of Justice will be heard. Dr. Stanton also is early on the list.

The Allot, Thurmond and Holland bills would exempt broadcasters from the provisions of Sec. 315. In addition, the Hartke bill would clarify the libel responsibility of broadcasters for candidates' remarks and define qualified candidates.

NAB notified the committee May 27 that President Fellows would appear on behalf of the association. It was not known if member broadcasters would testify for the industry under association auspices.

Swezey Possible Witness • The NAB Freedom of Information Committee will meet June 11 at the Mayflower Hotel, Washington, one day before the Senate committee starts its hearings. It was suggested the NAB committee chairman, Robert D. Swezey, WDSU-AM-TV New Orleans, might appear on behalf of his NAB group but this decision awaits the June 11 meeting.

Chairman Swezey last week "heartily endorsed" the BROADCASTING position for repeal of Sec. 315. He said:

"The climate is right for a clean sweep. I fear bills proposing modification of this section in various particulars may raise new interpretive questions," Mr. Swezey said. "Anything short of repeal is temporization with a problem that has caused untold hardship, inconvenience and confusion for both government and industry."

NAB Statement • Mr. Fellows' statement calling for "complete repeal" of Sec. 315 follows:

"The BROADCASTING editorial of May 25 presents the problems of the industry, relative to Sec. 315 and the upcoming Senate hearings, in realistic terms.

"As pointed out in the editorial, NAB, in 1952, concluded that the only real solution to the political broadcasting dilemma was the complete repeal of Sec. 315. We reached this conclusion after considering all of the possible alternatives which had been proposed. Each was subject to serious defects, and none, we believe, would serve the interests of the public, the candidates, and the broadcasters, as well as the complete elimination of Section 315.

"We recognize that this solution will place upon the broadcaster the necessity of making fair and honest judgments during campaigns. However, the broadcaster has been performing this function in a fair and reasonable manner when treating with issues controversial in nature, and for that matter, when scheduling appearances of those who might be speaking in behalf of a particular candidate.

"We are confident that if Sec. 315 were repealed, the broadcasting industry would continue to provide fair and objective coverage of political campaigns."

CBS Backs Hartke Proposal • Dr. Stanton told BROADCASTING that while the network wants repeal of Sec. 315, it approves the discretional relief in the Hartke bill. He said:

"CBS strongly supports the Hartke bill. It represents a significant advance in freeing a broadcaster from restrictions which have resulted in impairing radio and television's participating in, and informing the electorate first hand during campaigns.

"Concededly, CBS believes that the ideal solution would be to repeal Sec. 315 altogether and to rely on the general standards of fairness and balance. These are the standards which govern the broadcaster in all other areas of controversy, and it is submitted that there is a 30-year track record which establishes reliability and responsibility wholly outside Sec. 315.

"But CBS believes in taking first steps first. With the 1960 Presidential campaign only a year away, CBS believes it urgent, first, that the Lar Daly decision be reversed; second, that there be greater discretion to exclude fringe candidates in Presidential campaigns and, third, that the opportunity for genuine two-way discussion and debate among all important candidates be expanded and encouraged.

"The Hartke bill accomplishes each of these vital objectives."

NBC endorsed the Sec. 315 editorial, issuing this statement: "BROADCASTING is to be congratulated on an excellent and timely analysis of the problems that have been spawned by Sec. 315 and which have plagued the industry for years. NBC is studying the several leg-

PARTY LINE VOTE

Oversight committee furor over Sec. 315

Sec. 315 of the Communications Act has caused the first public rift of 1959 in the controversial Legislative Oversight Subcommittee. The subcommittee's chagrined ranking minority member last week accused the investigative body of "unwarranted interference" with the FCC.

Rep. John Bennett (R-Mich.) became incensed when a subcommittee majority last Monday (May 25) voted, along party lines, to inquire of the Justice Dept. and the FCC on what basis Justice had a right to intervene in the Lar Daly-Chicago case (BROADCASTING, May 11). In a letter to Attorney General William Rogers, over the signature of Chairman Oren Harris (D-Ark.), the subcommittee stated it "would appreciate learning from you the statutory or other basis upon which you undertake to have the Commission reverse its application of the statute and exercise its powers thereunder in accordance with the views expressed in your memorandum."

Justice had urged the FCC to reconsider its decision that Mr. Daly, a candidate for mayor on both parties' tickets, was entitled to equal time on Chicago's tv stations because the incumbent mayor had appeared in regular newscasts. Justice also sought FCC authority to file an *amicus curiae* brief in the case.

The subcommittee, in addition, asked of the FCC the role of the Attorney General under the Communications Act or "any rule promulgated by the Commission thereunder in connection with the administration of Sec. 315 . . ."

"This action is not only an interference on the part of the committee with the adjudicatory processes of an independent regulatory agency," Rep. Bennett charged, "but it also amounts to unwarranted pressure on the part of the committee upon an independent agency during the agency's deliberations and prior to its decision. One of the basic purposes of the Legislative Oversight Committee is to uncover and prevent the exertion of this kind of pressure upon independent agencies on the part of others. To be guilty of the same conduct it was designed to prevent places [its] future work and usefulness . . . in great jeopardy."

Democratic members of the subcommittee were quick to deny Rep. Bennett's charges. "Purely and simply ridiculous," stated Rep. Peter Mack Jr. (D-Ill.). "All we are trying to do is find out if the Executive Branch of the government is trying to influence the FCC," he said. President Eisenhower had termed the decision "ridiculous" and told the Justice Dept. to consider whether any remedial legislation is needed (BROADCASTING, March 23).

Rep. John Moss (D-Calif.) moved that the inquiries be sent to Justice and FCC, with all five Democratic members voting for the proposal. Three Republican members voted against sending the letters and the fourth minority member (Rep. Stephen Derounian of New York) was not present.



WHO-TV IS "TOP BANANA"!

WHO-TV is on top of the bunch in Central Iowa television, and the formula's as easy as pie—banana pie!

WHO-TV simply gives this booming $2 billion market *the very best there is in television.*

And WHO-TV *nourishes* its giant audience, with a terrific library of top film packages. Three top rated daily shows (Mon.-Fri.) are exceptional, low cost "buys" for your announcements. Cumulative ARB ratings are:

FAMILY THEATRE (Noon-2 p.m.)—42.0%
EARLY SHOW (4:30-6:05 p.m.)—47.9%
LATE SHOW (10:30 p.m.-sign-off)—31.7%

Ask PGW for ALL the reasons why WHO-TV is "top banana" in Central Iowa!

ARB SURVEY
METROPOLITAN DES MOINES AREA
(Jan. 12-Feb. 8, 1959)

FIRST PLACE QUARTER HOURS				
	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	**245**	**264**	**52.5%**	**56.6%**
Station K	174	161	37.3%	34.5%
Station W	43	35	9.2%	7.5%
Ties	4	6	1.0%	1.4%

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *National Representatives*



NBC Affiliate

islative proposals that have been made to remedy the situation and will present its views to the congressional committee concerned."

Mutual Takes Stand • MBS Chairman Smith said there is "no doubt that the original Communications Act, designed to circumvent abuses of air privileges, is now archaic." The controversial Lar Daly decision on Sec. 315 has definitely proved that, he said, adding:

"There are many acts in the congressional hoppers now designed to change this pattern. Some, such as Sen. Vance Hartke's 'Fair Political Broadcasting Act of 1959' (S 1858), stress changes merely in political usage of air facilities. Others go farther to permit more provocative and editorial use of air-waves.

"I feel, however, that one thing must be kept uppermost in mind by Congress—that 40 years of consistently good practice, good judgment, responsible self-policing, common sense, extreme fairness and community consciousness of broadcasters should be recognized by the lawmakers. Licensees have proved their abilities and rights despite hecklings, harassments and provocative criticisms from competitive media. They have shown themselves to be responsible users of publicly franchised facilities, as responsible as all others who have used public properties for the betterment and advancement of our country and its peoples.

"Congress should consider broadcasters like any others in the broad communications field—men fully qualified and sufficiently responsible to operate with a minimum of government supervision. This is a philosophy and tenet that BROADCASTING magazine has itself emphasized through the years.

It is not sufficient merely to provide stop-gap remedies to prevent repetitions of Lar Daly decisions. The ultimate, it seems to me, is complete recognition of broadcasting as an of-age medium, operated by men with wisdom, foresight and keen awareness of their responsibilities to the people in their listening areas and the nation as a whole.

"This means, too, breaking down of various Jericho Walls that still stand in broadcasters' ways towards providing the ultimate in service to listeners—services that listeners want, and need, today. I have great faith in the upcoming hearings. I think from these will come the stepping stones we are seeking. But broadcasters should not be satisfied until full recognition of their medium is demonstrated by our federal government."

ABC Qualifies Support • ABC Network's position advocating partial clarification of the equal-time section was stated in a recent letter answering a request by Sen. Hartke for network opinion. President Goldenson expressed the network's views as follows:

"ABC would welcome a clarification of the act to provide that news coverage of a legally qualified candidate on a newscast shall not be deemed to be a 'use' of a broadcasting station within the meaning of the act. Also, ABC would welcome a clarification of the act absolving the broadcaster of liability for any defamatory statement made by a legally qualified candidate unless the broadcaster participated in preparation of such material.

"However, with respect to the proposed amendments concerning candidates for the office of President or Vice President of the United States, the problem of definition is indeed, as you recognized in your own letter, an extremely complex one. While the present provisions of Sec. 315 can in certain instances create troublesome questions for us as well as others, nevertheless there are many diverse and conflicting interests which must be protected and carefully considered in connection with any change, lest we substitute for the present requirements of Sec. 315 other provisions which would prove unworkable or even more difficult to administer.

"It is not readily apparent to us at this time how best to preserve the legitimate rights of all parties involved and our concern is that the time required for the deliberations necessary

BROADCAST ADVERTISING

FORD $25 MILLION HAND REVEALED

CBS-TV loses Robinson to program project benefiting NBC-TV

The Ford Motor Co.'s projected network tv splash next season made its first deep impression on the tv industry last week. It will involve an estimated $25 million-plus in time and talent.

Ironically, the most impressed was CBS-TV, which is not expected to share in the $25 million investment.

Ford's drive to wrap up its fall programming involves, among other features, one of the most ambitious network tv undertakings yet conceived—a tv special each week for 39 weeks (on NBC-TV).

CBS-TV officials reacted with shock to the formal resignation tendered last week by Hubbell Robinson, the network's executive vice president in charge of programming (see WEEK's HEADLINERS, page 10). Mr. Robinson departs the network perhaps as early as the end of this week to head his own tv production company, Hubbell Robinson Jr. Assoc., Hollywood.

The assignment: production service for the Ford Motor tv specials with Mr. Robinson as executive producer on the series and Music Corp. of America acting as his agent. (MCA Tv will sell product that Mr. Robinson's firm creates, produces and packages.)

Second Major Change • His resignation, which was the second major change at CBS-TV in two weeks (the first was appointment of James T. Aubrey Jr., CBS-TV's vice president for creative services, to executive vice president with general supervision of all the network's departments) was announced to CBS-TV affiliates by closed circuit Tuesday (May 26).

The CBS-TV executives at the telecast were Mr. Robinson, Mr. Aubrey and CBS-TV President Louis G. Cowan.

Mr. Robinson assured the stations that "the organization on the program side is in good hands," noting that William Dozier in Hollywood (vice president for network programs) and Harry G. Ommerle in New York (vice president in charge of network programs) "will continue to oversee the entire programming operation."

He added. "I'll still be producing for CBS and Lou Cowan may be my first customer."

Implications were that for the immediate present CBS would not fill Mr. Robinson's post, other CBS-TV programming executives absorbing his duties.

. . . . . They have powerful support, but also powerful opposition

for a general rewriting of the equal time requirements may well result in delay in achieving the immediate implementation of the statute to meet the critical need of excluding news coverage from its purview.

"ABC would, of course, be glad to appear and testify before your committee when and if hearings are scheduled."

American Civil Liberties Union has noted the problems created by Sec. 315 though it originally endorsed its language because of a desire to see a fair break on the air for all candidates. Executive Director Patrick Murphy Malin explained ACLU's stand:

"The ACLU has supported Sec. 315 because, on balance, it seems generally to have resulted in fair treatment of candidates during election periods, particularly by giving minority party candidates the opportunity to express their views. As radio-tv stations are licensed to serve the public interest, we believe their facilities should be used to bring the fullest discussion to the electorate.

"However, we recognize that the section's requirement of 'equal time' has created difficult situations which, in some instances, have reduced opportunities for debate among major candidates. The ACLU, therefore, always is eager to review plans suggested to assure fair and balanced discussion among all candidates. The current questions raised about Sec. 315 are now being studied by our radio-tv committee and we hope to make known our views soon.

"One other aspect of Sec. 315 needs to be mentioned. This is our belief that radio-tv stations are immune from libel action if they broadcast defamatory statements by a political candidate who demands 'equal time'. This position was presented in a brief filed with the Supreme Court in the Farmers Union-WDAY case, in which we stated that the law's purpose to promote the widest political discussion would be defeated if station managers become the final arbiters of what might be defamatory matter. Behind this position, naturally, is recognition of Sec. 315's prohibition against censoring a candidate's material."

ACLU is expected to submit a statement at the Senate hearing.

Opposition in House • While Sen. Hartke was optimistic over chances his bill will be enacted, members of the House weren't so certain. Rep. Jack Flynt Jr. (D-Ga.) said that Sec. 315, "if fairly enforced, is both workable and fair." He said candidates must be assured of protection.

Rep. Peter F. Mack Jr. (D-Ill.) said, "I am certainly not insisting that every 'i' be dotted and every 't' crossed in enforcing the present bill but Congress must proceed with caution. It would be rather dangerous to isolate a particular instance and exempt equal time, as in the case of news coverage and panel shows."

Several representatives feared broadcasters would not always be completely impartial in presenting panel shows and covering campaign news. Reps. Flynt and Mack were members of the House Committee that gave a pocket veto to 1956 amendments to Sec. 315 following hearings. At those hearings, however, there was not the broadcaster preparation that is promised for the Senate hearings next week.

Sen. Andrew F. Schoeppel (R-Kan.), in a May 23 address to Kansas Assn. of Radio Broadcasters, meeting in Wichita, said he disagreed with the equal-time law but added "some licensees would welcome the opportunity to be selective on their own part."

A new legal guidepost with a reasonable approach is needed for practical operation of broadcasting, he suggested, paying tribute to broadcasting "as a catalyst between people and events." Leaving politics for a moment, he credited the industry with selling vast amounts of goods to make America the industrial marvel of the world. "The broadcasting industry is . . . vital in today's world," he added.

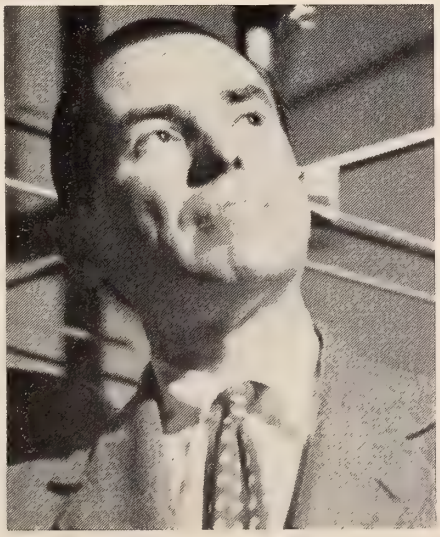
Broadcasters have the right to editorialize, Sen. Schoeppel said, but noted that in the public interest this editorializing requires a high degree of fairness.

Mr. Robinson's departure comes at a point where the network's fall programming appears set, thus presaging no sudden upheavals in that area.

Ford's network tv showcase will consist of both one-hour and 90-minute specials, including variety, musical and dramatic formats, live, tape and on film. A good measure of the production will be in Hollywood but there are plans for at least one and possibly two shows to be produced in England.

Ford Thinking • Theory behind the concept, as worked out by Mr. Robinson, Dan Seymour, vice president and radio-tv chieftain at J. Walter Thompson, and packager MCA, is that the specials at first will create excitement and be of such quality and interest as to draw viewers back to the same time slot (Tuesday, 9:30-10:30 p.m.) for 39 weeks.

Some time ago, Mr. Robinson and Mr. Seymour had mapped a similar fall series that Ford would have sponsored on CBS-TV. But that network after study reportedly did not accept the Ford proposal on its 39-week only basis. Ford's contract with NBC-TV apparently calls for the 39 weeks firm and an option for another 39 in the 1960-61 season. The network thus will have to program and sell the 13 weeks in between.



PROGRAMMER ROBINSON

Heading Ford tv production line

In the Ford budgeting it is estimated the advertiser next fall will invest 40% more in network tv than it did this past season. In addition to its highly-budgeted Ford specials—there were reports placing the cost at $12 million, including time and talent—the auto manufacturer will continue to sponsor the weekly half-hour *Ford Show* (Tennessee Ernie Ford) on NBC-TV, and an alternate weekly hour of *Wagon Train* on NBC-TV.

Off-the-cuff estimates place the production budget of the specials alone at some $8 millions, which would place the effort as one of the most costly in network tv.

Progress Rate • Of the projected 39 specials, it was learned that some two dozen have been "shaped up" (that is, stars signed, properties purchased or programs otherwise conceived).

In the Robinson arrangement, the production company will not be limited

A Wide-Open "WASHINGTON LETTER" . . .

To America's 5,697 Important Radio Advertisers

—and to the Washington Area's Most Important *Million* Citizens: Our Federal Government's Employees, Their Families and Friends.

FOREWORD: *This is the first personal message I have ever addressed to—and in behalf of—the tremendously important Washington area consumer market . . . in many ways the most important of its kind in America today. Seldom, if indeed ever, in this country's brilliant advertising and marketing history, has a radio station been planned so completely to surround, saturate and sell a market so rich in potential, as the 250,000 Government Employees whose listening ear this station now specifically serves. Those who fail to read the following statement will miss a business message of inestimable value.*



President, and Chairman of the Board,
Radio Station WGAY.

(Now with studios in Maryland, Virginia and the District of Columbia)

* * *

With the publication of this announcement, there comes to you the first news of an entirely new technique in shaping an advertising medium to *exactly, specifically fit* a rich, and vitally important consumer market.

It is (so far as is known) the first *successful* attempt to apply to the great field of radio broadcasting the *only* basic principle ever found successful in designing a *primary* consumer advertising medium of any kind.

Nowhere else in America (so far as is known) is there a radio broadcasting station beamed so *directly and exclusively* at—and for—a large prosperous group of free-spending consumers and their families and friends, as the Washington area's *new* Radio Station WGAY.

With a specialized broadcasting service that includes news of, and for, the Federal Government and its dedicated Washington area workers, WGAY announces the final triumph of years of careful planning.

Planning which now makes this station—alone of all advertising facilities available to those who wish to advertise in this rich, important consumer market—the finest and most profitable *selling* medium available.

* * *

In order to fully bring out the importance of this new broadcasting achievement, consider these typical examples:

—A retailer, plant owner, lawyer, accountant, doctor or businessman in any line, has one or more magazines or trade journals edited and published exactly for him.

—A housewife, fashion designer, or career girl has many magazines, radio programs, TV programs and the like that appeal exactly to her own special interests.

—An average man or woman in office, factory, or construction work has newspapers, magazines, and programs of wide general interest to keep them informed on their own work and affairs.

But nowhere in the entire Washington market area has there been a radio station or broadcasting facility which is designed specifically and exactly to select, reach, interest and sell the U.S. Government Employee, and his or her circle of family and friends.

Our 250,000 Federal Government workers number a full quarter-million of $6000-and-over incomes—who with their families and friends comprise a "market within a market" of close to *one million consumers.*

Yet up to now, the only way to reach this huge prosperous "market within a market," was through advertising media edited and published—not for this specific group—but for the general public at large.

No wonder that advertisers wishing to reach and sell the Government Employee, have found that it has been—up to now—one of the most expensive *per capita* advertising projects on the American business scene. *And this is particularly vital, when you realize that in reaching and selling the Government Employee, regardless of his or her level or status, you reach and sell a "sphere of influence" that places all consumers in the whole great Washington area market right in your lap.*

* * *

No city on earth, no matter where, is quite like Washington, D. C.

Advertisers and marketers who judge it by other markets, or try to sell in Washington by generally accepted marketing procedures, sometimes miss this fact.

It is the Government Employee, at all levels, who makes this so. Washington is a City of Government and of the men and women who make good government in this country possible.

To many marketing experts, it has long been a source of wonderment that so little broadcasting time on the air, and so little space in so many publications, has been devoted *specifically and exclusively* to the people and the governmental agencies that are personally and officially responsible for the movement and activities of governmental affairs.

It has been a source of wonderment to me. (Especially during the ten years I spent as a Government employee.)

It has been a *challenge* to me, to find a way of providing constant, scheduled, tailormade broadcasting news and comment *of and for* this "market within a market," within the Washington area: *The all-important people who help run the United States Government.*

Recently, with the purchase of Station WGAY, this challenge became an opportunity.

And so, today, it is my privilege to promise greater Washington a new technique in radio broadcasting.

A technique designed for the viewpoint of the listener and advertiser in this inherent segment of our American way of life.

To further clarify this new WGAY technique, it is necessary to borrow another example from other media fields—*because nothing like this has ever happened in radio broadcasting before.*

A few years ago, on the eve of one of the highest circulations in the history of general publications, a great and time-honored national magazine announced it would have to cease publication.

Now why would a great magazine, read by millions, fail of its purpose?

The answer is, *lack of specialization.* When a publication (or a radio station) *tries to serve too broad an area . . . when it tries to be all things to all people . . . it ends inevitably doing too little for too many.*

The new WGAY will not be guilty of such a marketing error.

We are concentrating specifically on the men and women of Government, and through them their families and friends, who comprise the "market within a market" of our great Washington community.

How the New WGAY Will Implement this Specific New Radio Concept.

Within the framework of our Federal and District Governments are more than 80 separate agencies.

Each one of these regularly releases news of importance—not only to the public at large, but *to those who comprise the agency personnel.*

Up to now, there has been no day-to-day, regularly-scheduled dissemination of the news from these agencies. Such news has been subject to the needs of radio and news publication editors, and has been used on a basis of *interest to the general public* rather than government personnel.

Thus, in the welter of news releases that pour out of these Government agencies, many important items are overlooked. Contrary to sentiment (in some quarters) that so many releases are unnecessary and costly, it is quite evident that they are not only necessary but vital in the complex movement of Governmental affairs.

It is the calculated policy of the NEW Radio Station WGAY to broadcast Government News Bulletins each quarter-hour throughout the broadcast day.

Plus the kind of *good* music that has been responsible for the sale of millions upon millions of albums and single records. Records by such great artists as: Perry Como, Percy Faith, Frank Sinatra, Patti Page, Doris Day, Peggy Lee and scores of others.

In this way, the entire area of Governmental activity will become public knowledge.

And employees of Government will, themselves, keep abreast of the activities and decisions of their own agencies, departments, divisions and offices—whether at home or in the car—by staying tuned to WGAY.

* * *

But the news of Government itself is only part of the new WGAY broadcasting Services. News is not necessarily "news" to all.

Nor is it of particular interest to the individual, except as it affects *him.*

Therefore, the new WGAY concept of airing Government activities will be *personalized* for those to whom it is of paramount importance: *The Government Official and Staff Worker.*

Our quarter-hour news bulletins will frequently be broadcast by the *agency or department head personally.*

And not all of these bulletins will concern *decisions by departments* in their broader aspects.

Many of them will directly concern the inner activities of the agencies and the individuals concerned. In short:

—Although in serving the Government Employee we are—in the broad sense—also serving all of the people, WGAY *will not* establish an arbitrary "news policy" that requires our news bulletins to be of *general* interest to the "public at large."

—Primarily, our aim will be to keep Government Personnel informed of their own activities, of their own agency, department, or division—in a personal, intimate, airworthy manner.

—WGAY will serve, first and foremost, the specific interests of the quarter-million "first citizens" of greater Washington and their families and friends —the group who comprise the top-and-center segments of our social, economic and political community.

* * *

Business and Industry Should Quickly Learn the Value of this "Market within a Market"

If you are a businessman or manufacturer selling merchandise or offering services in greater Washington, this announcement is of compelling importance to you. And for three compelling reasons:

1. It means that for the first time, there will be a focal point of listening interest for Government people.
2. It means that for the first time, there is a *specialized* advertising medium in the Washington area that reaches the *first and the most people, with the most to spend.*
3. It means that an advertiser can now *beam* his message *exclusively* to Government Personnel, without the expense of using "general" media designed to reach "everybody."

For the first time in Washington, an advertising medium of "general" listener-interest will offer a *specialized, personalized* service to those *who mean the most, earn the most and buy the most in the Washington market.*

—For the first time you will have a direct pipeline to the prosperous, generous-spending Government Official and Staff Worker, whose per capita income approximates $6,000.00 a year—*and whose family-and-friends income is considerably higher.*

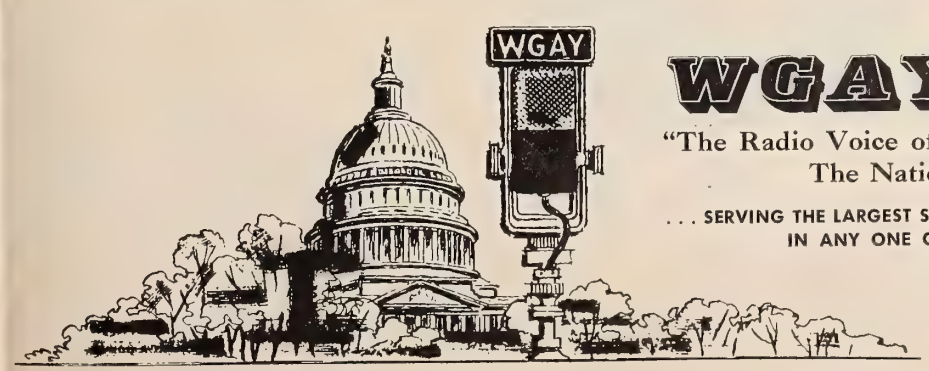
—For the first time *one* advertising medium in the Washington area can offer you a specialized broadcast-advertising service to the "cream of the citizenry" of our national capital.

I am grateful for this opportunity that has come to me. The opportunity of giving function, life and significance to an idea that has long occupied my time and thought.

By publishing this announcement, I want to pledge the facilities and abilities of Station WGAY and its staff to genuine, heartfelt service.

While we hope to entertain and inform many thousands of others . . . *our first consideration, and our dedication of service, is to those who serve our Government.*

CONNIE B. GAY
President, Chairman of the Board



WGAY 1050 on Your Dial

"The Radio Voice of Government People in The Nation's Capital"

. . . SERVING THE LARGEST SPECIALIZED GROUP OF LISTENERS IN ANY ONE CITY IN THE WORLD

© Copyright 1959—Connie B. Gay

to production of the Ford programs though in effect this will be the case for next season. Mr. Robinson already has rough plans to produce three or four shows for the 1960-61 season.

In the contractural set up, Mr. Robinson's company will be paid for its services by Ford Motor. The arrangement also is expected to pay Mr. Robinson a salary in the neighborhood of $250,000 a year and ownership rights of all programs he creates (perhaps as many as 10 or a dozen of the total 39).

Little Said • Ever since the first word was out on Ford's plans, the advertiser, agency J. Walter Thompson and MCA have refused to discuss programming, costs or even the advertising objectives.

In the undertaking, JWT (handles Ford Div., Ford trucks, Ford's new small car, the English-built Ford as well as Ford dealers) initiated the negotiations. The showcase of specials is expected to feature the Ford Motor car in the major spot, with the Mercury and Edsel (through Kenyon & Eckhardt) and the Lincoln (through Foote, Cone & Belding) in the minor spots, emphasis apparently scaled down on that order.

Ford Div. sponsors Tennessee Ernie's vehicle and *Wagon Train* has been assigned to either Ford or Edsel over the past few seasons. Mercury's top network program was half of *Ed Sullivan Show* on CBS-TV which it will drop next season, while Lincoln-Continental's main endeavor in network tv has been an occasional Leonard Bernstein's New York Philharmonic show.

Mr. Seymour remained aloof from developments of last week except to comment that the series of specials would be the "most exciting entry in tv next year."

THE ANALOZE FLOP
Everybody bought it ... except the public

A strong case for adequate test marketing was presented last Monday (May 25) to the New York Chapter of the American Marketing Assn.

In a change of pace from the usual product success story, Richard K. Van Nostrand, assistant vice president of product group supervision, Bristol-Myers Product Div., told the AMA how lessons may also be learned from failure. Speaking on "Everybody Bought the Product But the Public," he analyzed Bristol-Myers' unsuccessful product, Analoze, an antacid and analgesic that relieves headache and "works without water."

In July 1956, Mr. Van Nostrand said, Bristol-Myers and its agency, Young & Rubicam, completed plans for a test market program for Analoze. Production followed in August, distribution in September and advertising in print and on television broke in October. Everything had been checked out to show consumer interest and acceptance of the product, he reported. However, in time Analoze had to be picked up from the retail outlet. "The consumers stayed away in droves," he said. Examination of the failure pointed to the attitude that people wanted to take their tablets with water, feeling that water is part of the treatment.

Commenting further, he said:

"Test marketing . . . is a perfect time to test different copy ideas, different media strategies. You get needed sales experience to put to use in the expansion of the market should the product be successful. You can test at different levels of expenditure to determine what is best under existing circumstances. In short, it's a shakedown cruise in an effort to minimize or eliminate problems that could plague you later."

Chicago tv awards for Elgin, Johnson

Two enthusiastic tv advertisers, Elgin National Watch Co. and S. C. Johnson & Son (BROADCASTING, May 25, 18) with their agencies, J. Walter Thompson and Foote, Cone & Belding, captured commercial copy honors in the Chicago Federated Advertising Club 17th annual competition.

Other national tv winners: Philip Morris (top in its category) through Leo Burnett Co., Procter & Gamble (Burnett), Purex (Edward H. Weiss & Co.), Pillsbury (Burnett), Paper Mate (Foote, Cone & Belding), Revere Camera (Keyes, Madden & Jones), Hertz Corp. (Campbell-Ewald), Englander Co. (North Adv.), Hallmark Co. (Foote, Cone & Belding) and Durkee's Famous Foods (Meldrum & Fewsmith).

Elgin won the grand award for corporate image and another in its own product category. Fred A. Niles Productions was cited for its Durkee's and Revere Camera commercials. A winning regional advertiser in tv was Hekman Biscuit Co. (George H. Hartman Co). Peoples Gas Light & Coke Co. (Needham, Louis & Brorby) was the sole local advertiser picked in tv.

Among national advertisers cited for radio commercials were W. F. McLaughlin's Manor House coffee (Earle Ludgin & Co.), which took two awards, and Reynolds Metals Co. (Clinton E. Frank). Regional advertiser, Drewry's Ltd. (MacFarland, Aveyard & Co.) and local radio-user Reuben H. Donnelley Corp. (Ludgin) took radio honorable mentions. Gingiss Bros., local account handled by Olian & Bronner, won top 60-second radio commercial honors.

The awards dinner took place May 27. Forty-seven winners and 28 honorable mentions were selected.



Television exclusively • Speidel Corp., Providence, held its first full-scale convention in its 40-year history in New York last week and officials paid special tribute to the contributions of tv to the growth of company. Paul Levinger (second from right), executive vice president of Speidel, noted that company places its entire budget of estimated $1.7 million into NBC-TV's *The Price Is Right.* Speakers at meeting included (l. to r.): H. William Coulthurst, advertising director, Speidel; Charles Spitzer, sales manager; Carolyn O'Connor of *The Price Is Right;* Mr. Levinger, and Bill Cullen, host of *The Price Is Right.*

DURING 361 WEEKLY QUARTER HRS.
KNOE TV has
80% to 100%
SHARE OF AUDIENCE

IN RICH MONROE MARKET

DURING 278 WEEKLY QUARTER HRS.
KNOE TV has
92% to 100%
SHARE OF AUDIENCE



AS REPORTED IN ARB APRIL 1959

JUST LOOK AT THIS MARKET DATA!

Population	1,520,100
Households	423,600
Consumer Spendable Income	$1,761,169,000
Food Sales	$ 300,486,000
Drug Sales	$ 40,355,000
Automotive Sales	$ 299,539,000
General Merchandise	$ 148,789,000
Total Retail Sales	$1,286,255,000

And you get more impact and circulation per dollar in radio on

WNOE-Radio New Orleans — 50,000 watts 1060 KC

KNOE-Radio Monroe — 5,000 watts 1390 KC

Edd Routt, Vice-Pres. & Gen. Mgr.

KNOE-TV

Channel 8 • Monroe, La.
A James A. Noe Station
CBS • ABC

Noe Enterprises, Inc.
James A. Noe, Jr., President

Paul H. Goldman—Executive Vice President and General Manager
Represented by H-R Television, Inc.

TV NETWORK STAKES—1st QUARTER

Anacin, Chevrolet, P&G: win, place, show in brand billing race

Whitehall's Anacin, General Motors' Chevrolet car and Procter & Gamble's Tide detergent ranked in that order as the brand leaders in network tv in March and for the first quarter of 1959.

Brand expenditures as well as the top network advertisers, product classifications and daypart billings for the two periods were compiled by Leading National Advertisers and Broadcast Advertisers Reports and released Thursday (May 28) by Television Bureau of Advertising.

Anacin, a product of Whitehall (division of American Home Products Corp., New York), provided network gross time charges of nearly $2.5 million in the first quarter, of which $759,365 was registered in March.

Both Chevrolet and Tide came in with more than $1.9 million in the first quarter. For that period, in fact, each brand in the first 22 spent more than $1 million.

P&G the Pacesetter • Procter & Gamble's gross billing in March alone was more than $4.5 million and for the first quarter the firm had over $13 million in network tv.

Lever pulled up its total, hitting over the $2.6 million mark for March and more than $7 million in the January-March period.

The largest product groups were advertisers of foods and of toiletries-toilet goods, the estimated billing reaching into the $30.9 million and $25.1 million levels respectively for the first quarter. Other leaders were proprietaries, smoking materials, soaps and automotives.

Top 25 Network Companies First Quarter 1959

1.	Procter & Gamble	$13,009,136
2.	Lever Bros.	7,161,857
3.	American Home Products	6,553,754
4.	Colgate-Palmolive	6,244,623
5.	General Foods	6,170,076
6.	General Motors	5,607,110
7.	R.J. Reynolds Tobacco	3,930,366
8.	American Tobacco	3,683,838
9.	Sterling Drug	3,538,848
10.	P. Lorillard	3,444,681
11.	Liggett & Myers Tobacco	3,334,118
12.	General Mills	3,290,675
13.	Bristol-Myers	3,260,328
14.	Gillette	3,090,219
15.	Pharmaceuticals	3,090,023
16.	Ford Motor	3,075,127
17.	Chrysler	2,630,540
18.	Brown & Williamson Tobacco	2,186,242
19.	Standard Brands	1,911,692
20.	S.C. Johnson & Son	1,817,121
21.	Revlon	1,803,351
22.	Kellogg	1,713,678
23.	Carter Products	1,697,955
24.	Philip Morris	1,674,379
25.	National Biscuit	1,665,497

Top 15 Network Companies March 1959

1.	Procter & Gamble	$4,560,200
2.	Lever Bros.	2,698,706
3.	General Foods	2,197,804
4.	American Home Products	2,130,984
5.	Colgate-Palmolive	2,099,467
6.	General Motors	2,021,992
7.	American Tobacco	1,360,212
8.	R.J. Reynolds Tobacco	1,345,731
9.	Sterling Drug	1,332,989
10.	P. Lorillard	1,294,028
11.	Bristol-Myers	1,148,996
12.	Liggett & Myers Tobacco	1,133,141
13.	General Mills	1,123,536
14.	Ford Motor	1,097,545
15.	Gillette	918,805

Top 25 Network Brands First Quarter 1959

1.	Anacin (Whitehall)	$2,491,915
2.	Chevrolet cars (General Motors)	1,967,522
3.	Tide (Procter & Gamble)	1,912,250
4.	Viceroys (Brown & Williamson)	1,728,378
5.	Bayer aspirin (Sterling Drug)	1,683,923
6.	Ford cars (Ford Motor)	1,627,009
7.	Bufferin (Bristol-Myers)	1,586,975
8.	Phillies cigars (Bayuk Cigars)	1,561,558
9.	Dristan (Whitehall)	1,543,917
10.	Kents (P. Lorillard)	1,430,690
11.	Camels (R.J. Reynolds)	1,408,066
12.	L&M filters (Liggett & Myers)	1,368,694
13.	Colgate reg., aerosol dent. cr. (C-P)	1,364,277
14.	Winstons (R.J. Reynolds)	1,349,885
15.	Pall Malls (American Tobacco)	1,337,202
16.	Gleem reg., aerosol toothp. (P&G)	1,288,689
17.	Old Golds (P. Lorillard)	1,243,635
18.	Chesterfields (R.J. Reynolds)	1,217,671
19.	Dodge cars (Chrysler Corp.)	1,178,894
20.	Salems (R.J. Reynolds)	1,172,415
21.	Geritol (Pharmaceuticals Inc.)	1,089,984
22.	Plymouth cars (Chrysler Corp.)	1,079,679
23.	Beech-Nut gum (Beech-Nut Life Savers)	964,000
24.	Phillips' Milk of Magnesia (Sterling Drug)	959,219
25.	Prudential insurance	943,404

Top 15 Network Brands March 1959

1.	Anacin (Whitehall)	$759,365
2.	Chevrolet cars (General Motors)	753,012
3.	Tide (Procter & Gamble)	670,776
4.	Bayer aspirin (Sterling Drug)	652,219
5.	Phillies cigars (Bayuk Cigars)	566,972
6.	Kents (P. Lorillard)	560,828
7.	Ford cars (Ford Motor)	544,146
8.	Camels (R.J. Reynolds)	536,118
9.	Viceroys (Brown & Williamson)	532,728
10.	Gleem reg. aerosol toothp. (P&G)	522,843
11.	Bufferin (Bristol-Myers)	517,692
12.	Pall Malls (American Tobacco)	498,249
13.	Dristan (Whitehall)	471,621
14.	Winston (R.J. Reynolds)	470,939
15.	Colgate reg., aerosol dental cr. (Colgate-Palmolive)	460,227

Estimated Expenditures by Product Classification

	March 1959	Jan.-March 1959	Jan.-March 1958
Agriculture & Farming	$ 167,824	$ 482,984	$ 13,066
Apparel, Footwear & Accessories	567,475	1,025,123	874,390
Automotive, Automotive Accessories & Equipment	4,009,003	11,525,104	15,308,435
Beer, Wine & Liquor	360,251	1,230,584	1,791,245
Building Materials, Equipment & Fixtures	351,580	794,119	357,293
Confectionery & Soft Drinks	1,280,029	3,584,639	2,512,450
Consumer Services	367,011	1,072,116	1,250,787
Entertainment & Amusement	—	—	212,616
Food & Food Products	10,362,943	30,969,922	26,965,446
Freight, Industrial & Agricultural Development	76,843	76,843	—
Gasoline, Lubricants & Other Fuels	193,490	700,008	690,559
Horticulture	24,430	38,788	115,098
Household Equipment & Supplies	2,597,622	6,592,822	5,491,882
Household Furnishings	230,766	785,660	789,655
Industrial Materials	2,022,726	5,642,238	5,268,633
Insurance	1,055,605	2,670,688	1,631,295
Jewelry, Optical Goods & Cameras	875,676	2,003,205	2,308,345
Medicines & Proprietary Remedies	6,497,387	19,509,128	15,617,567
Office Equipment, Stationery & Writing Supplies	458,019	1,124,292	1,666,212
Political	—	—	66,174
Publishing & Media	—	—	453,925
Radios, Tvs, Phonographs, Musical Instruments & Access.	714,491	1,594,072	2,171,465
Smoking Materials	7,025,473	19,901,263	14,556,716
Soaps, Cleansers & Polishes	6,123,384	16,997,191	16,135,043
Sporting Goods & Toys	253,067	605,402	385,076
Toiletries & Toilet Goods	8,931,964	25,152,904	24,731,359
Travel, Hotels & Resorts	165,207	471,463	616,845
Miscellaneous	807,465	1,929,860	1,751,276
Total	$55,519,731	$156,480,418	$143,732,853

TOP TV SPENDERS

Tv gets biggest slice of their ad dollars

Of the top 10 advertisers in television last year, 9 placed more than half of their total national ad budget in the medium. These findings crop up in a statistical profile made of the top 10. The profile includes spot and network gross expenditures for the year.

The advertisers are Procter & Gamble Co., Lever Bros., Colgate-Palmolive Co., General Foods Corp., American Home Products Corp., General Motors Corp., Bristol-Myers Co., R. J. Reynolds Tobacco Co., Gillette Co. and Brown & Williamson Tobacco Co.

Each advertiser is a huge corporation and a blue-chip in other media as well as in television.

The profile is based on estimated gross expenditures available at Television Bureau of Advertising which

commissions the compilations from Leading National Advertisers and Broadcast Advertisers Reports (LNA-BAR).

As a group these top 10 advertisers last year rang up a gross billing in network and spot combined of $311.7 millions. The same 10 in the preceding year (1957) totaled up $253.5 millions.

What Each Spends • Key to the profile is a breakdown for each advertiser's media investments in 1958 including tv (network and spot), newspapers, general magazines and outdoor. These comparisons show that 9 of the 10 (General Motors is the exception) spent more than half of their budgets in tv and 7 out of the 10 allocated more than 70% to tv.

Per advertiser these percentages appear as follows: P&G, 86%; Gillette, 85.8%; Brown & Williamson, 82.7%; Bristol-Myers, 76.8%; Lever, 76.1%; American Home, 74.5%; Colgate-Palmolive, 74%; Reynolds Tobacco, 65.7%; General Foods, 60.7%, and General Motors 25.2%.

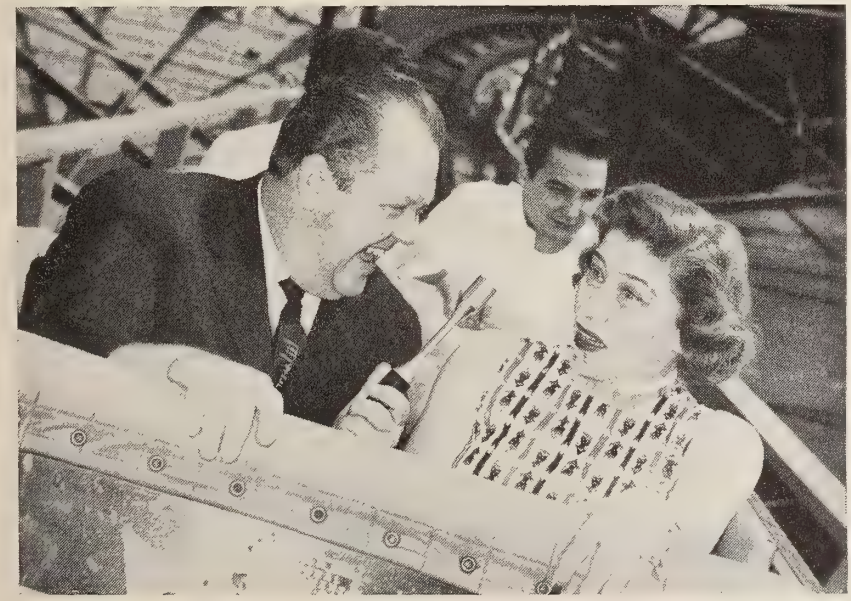
Though General Motors has less of a percentage of its budget in tv, that's only part of the giant automaker's media story. In 1958, GM billed a gross of some $22.1 million in tv as compared to $14.3 million the year before, for a proportional increase of 55%.

Budgets Go Up • In fact every one of the top 10 advertisers except Brown & Williamson increased its gross time purchases in 1958 compared with 1957. The increases: P&G spent 16% more, Lever 61%., C-P 25%, General Foods 29%, American Home Products 26%, Bristol-Myers 29%, R. J. Reynolds 14% and Gillette 2%. B&W's change was a 12% reduction.

But Brown & Williamson also reduced its newspaper spending (a medium in which it invests much less—$17.7 million in tv and $1 million in newspapers) by 23%. Its hike was in general magazines, a 50% increase for a total expenditure in that medium of $2.7 million.

Looking at the statistics from still another viewpoint: 7 out of the 10 advertisers cut back their newspaper budgets, 8 out of the 10 did so with magazine budgets and 3 out of the 10 lowered the outdoor total allocation. GM, which has one-quarter of its budget in tv, nevertheless cut back 34% in newspapers and 8% in magazines (tv increase was 55% and outdoor upped 2%).

RADIO PREVIEW



Up in the air on the air • Pacific Ocean Park, Santa Monica, Calif., wanted "realism" for a radio spot campaign this summer and got it from actor-announcer Hal Smith who scaled the heights and plumbed the depths of the Park's many amusements including the roller coaster (above). The interviews elicited informal opinions from fun seekers on the park's many amusement facilities plus POP's accessibility from nearby cities. POP and its agency, Stromberger, LaVene, McKenzie, L.A., dreamed up the idea and came up with a mile of tape which they reduced to approximately 11 minutes of commercial time. The spots will be aired over KMPC Los Angeles during the Dodgers' baseball games. POP also plans to use tv spots on children's shows on KTLA (TV), KHJ-TV, KABC-TV, KNXT (TV), all Los Angeles, showing people balling it up at the park.

Bolte sees big demand for ad field manpower

The field of advertising will need 15,000 trainees yearly to service a predicted $20 billion in ad expenditures by 1968, Brown Bolte, president of Sullivan, Stauffer, Colwell & Bayles, said in a talk May 22 at the U. of Missouri School of Journalism. The 1958 advertising bill was $10.2 billion.

Mr. Bolte, in one of two speeches made over a three-day period, said 72 specialists are needed to produce a single one-minute tv film commercial.

In advertising, he said, 75,000 specialists work in four general areas of ad departments, agencies, media and suppliers, and of these, 25,000 work for the nation's 2,800 agencies.

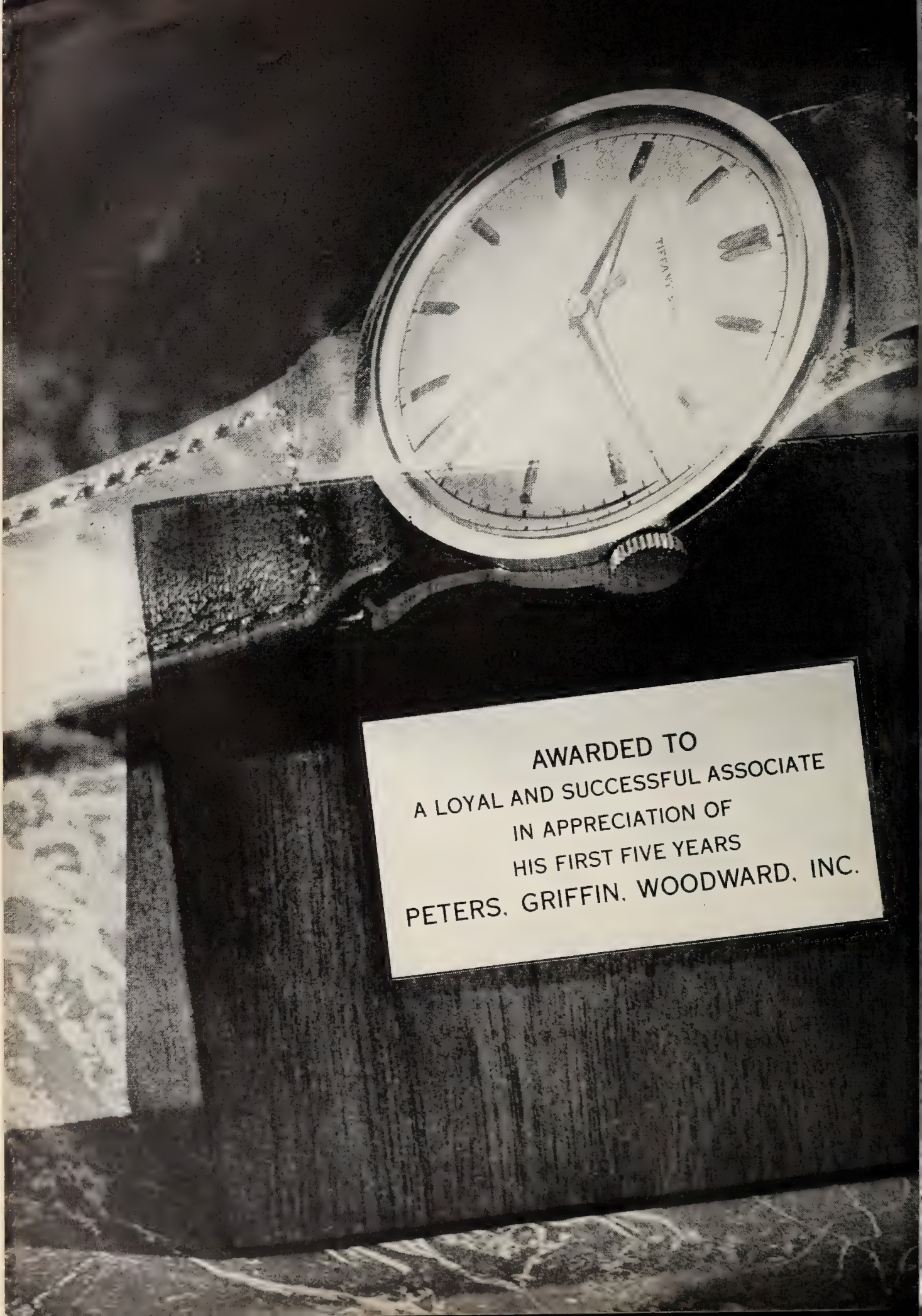
That Cost Efficiency • In pointing up advertising's efficiency today, Mr. Bolte noted that the cost for a salesman to call on 1,000 homes and "get into the living room and make a polished, persuasive, illustrated sales talk" would run about $5,000. But, he emphasized, "one tv commercial on the *Perry Como Show* can do all of that in 1,000 homes for as little as $2.99."

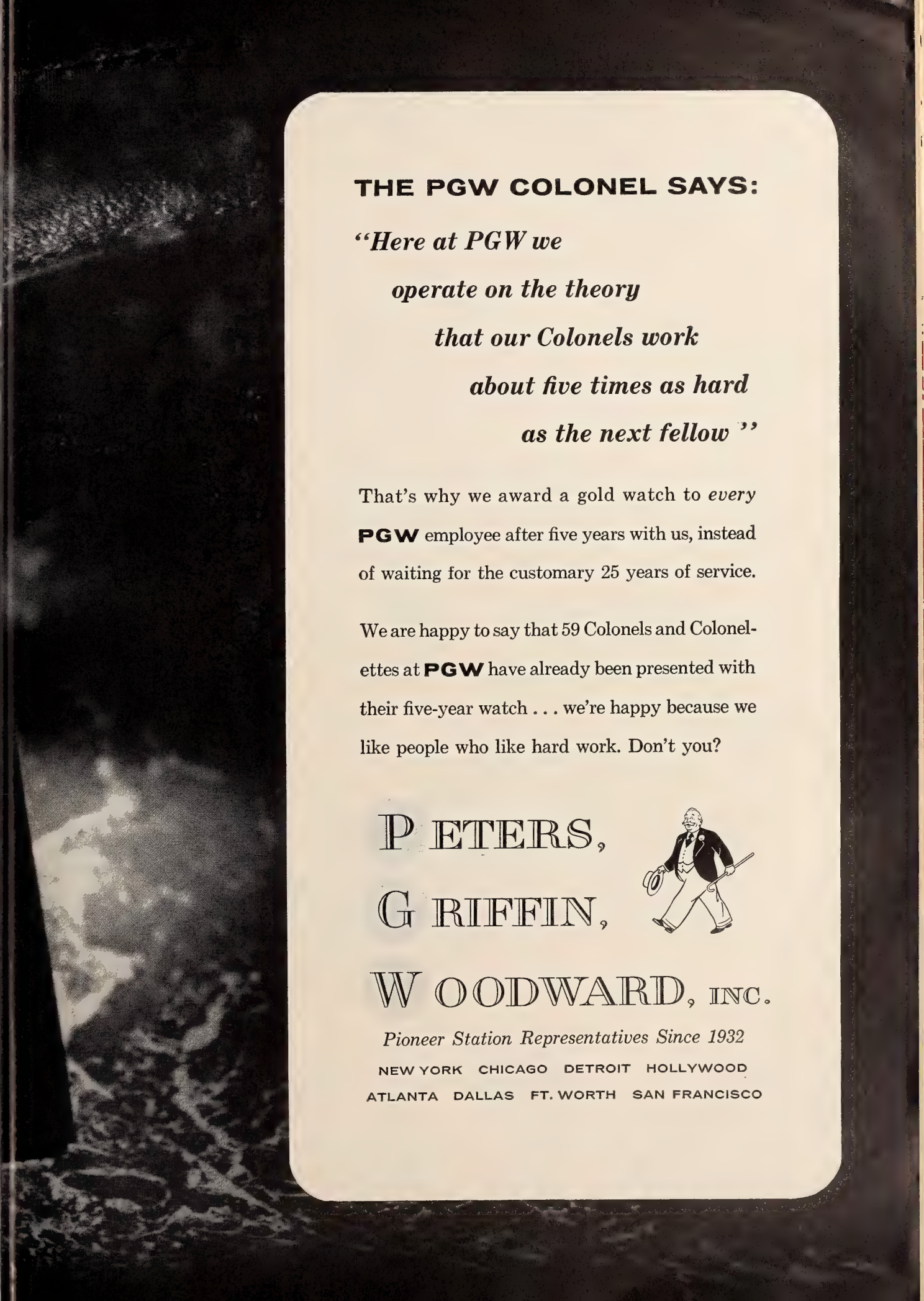
In another talk May 25 to the Advertising & Sales Executive Club in Kansas City, Mr. Bolte covered future opportunities for executives already in the advertising business.

In that talk, Mr. Bolte warned the "manufacturer of tomorrow is going to measure with a more critical eye the effectiveness of his advertising expenditures. He will want more for his dollar."

Budgets Up • The obvious reason, he explained, is that many companies' ad budgets now equal or exceed the expenditures for labor or raw materials, with the average ad budgets of Assn. of National Advertisers' members having grown in 10 years from $400,000 to well over $2 million per year.

To keep up with the times, he advised the executives to study these five points: Orientation to top management marketing viewpoint and objectives (not thinking only in terms of advertising but also "as consumer salesmen"); flexibility and adaptability to new situations and ideas (as contrasted to stylized advertising-marketing or the "formula" school); creativity in marketing and also in the use of media, particularly in copy; leadership today; and action as advertising men first but with added responsibility for building and maintaining consumer sales.


AWARDED TO
A LOYAL AND SUCCESSFUL ASSOCIATE
IN APPRECIATION OF
HIS FIRST FIVE YEARS
PETERS, GRIFFIN, WOODWARD, INC.



THE PGW COLONEL SAYS:

"Here at PGW we
operate on the theory
that our Colonels work
about five times as hard
as the next fellow"

That's why we award a gold watch to *every* **PGW** employee after five years with us, instead of waiting for the customary 25 years of service.

We are happy to say that 59 Colonels and Colonelettes at **PGW** have already been presented with their five-year watch . . . we're happy because we like people who like hard work. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

TEXIZE CLEANING UP VIA TV

'Shy' detergent buys, uses spot boldly

Ever hear of Texize Chemical Inc., a company in the detergent field that invested approximately $4.1 million in spot tv in 1958 and plunked down an estimated $2.25 million in that medium for the first quarter of 1959?

Texize is a "sleeper" among tv advertisers and apparently relishes its anonymity. Efforts by BROADCASTING to obtain the story behind Texize's continual expansion in television over the past five years brought this rejoinder from a spokesman: "Our client is by nature publicity shy."

From information that is available to the public emerge these highlights of the company's activities:

• Texize Chemicals Inc., which is based in Greenville, S.C., had net sales in 1958 of $9,257,950, as compared with net sales of $4,582,631 in 1957; $3,455,167 in 1956 and $1,087,018 in 1951. (Standard & Poor's figures.)

• The company's sales growth chart appears to coincide with its constantly expanding investment in spot tv. In 1955, spot tv expenditures amounted to about $50,000, boosted to $210,000 in 1956, $675,000 in 1957 and $4.1 million in 1958. (TvB-Rorabaugh figures.)

• With increasing sales and tv spending came a broadening of its market distribution. Back in 1951, Texize products were distributed mainly in North Carolina and South Carolina. By 1956, distribution had spread to Alabama, Georgia, Tennessee, Texas and Virginia.

In 1958, Texize marketed its products southward and westward to include Arkansas, Louisiana, Mississippi, Missouri, Indiana, Kansas, Kentucky, Nebraska, Oklahoma and West Virginia. Today, distribution has been widened to cover 24 states, including such "northern" locales as Maryland and Washington, D.C.

A television advertising executive with a cursory but nevertheless awed interest in Texize's progress remarked wryly last week: "Texize is a 'southern' Lestoil."

The metaphor is quite apt. Lestoil's remarkable growth pattern through tv advertising (BROADCASTING, Nov. 4, 1957) was built largely at the outset in New England and then the middle Atlantic. Texize sprouted in the South, moved to the Midwest and the Mountain states and now has doubled back to the middle Atlantic. And a noteworthy event is that both Lestoil and Texize now are advertising heavily in Washington, D.C.—a battle of the "tv detergents."

Heavy Spender • One advertising executive familiar with detergent companies shed some light on the apparently disproportionately heavy investment in tv advertising by Texize, measured by its total net sales. He pointed out that detergents generally have a higher ratio of advertising investment to sales, as compared with many other advertisers, and this ratio is wider for comparative newcomers to a field (for example, Lestoil had sales of about $35 million in 1958 and spent about $12 million in tv).

Another factor, he added, is that Texize relies heavily on saturation television and discounts may lower its net tv investment by almost $1 million.

There is no indication that Texize is in any of the other measured media. A perusal of media breakdowns points to spot tv as Texize's pre-eminent (if not exclusive) advertising vehicle.

Texize now advertises on 128 tv stations in 24 states, a jump from nine stations in five states in 1955 (based on Rorabaugh Reports on Spot Tv Advertisers). Its saturation technique of spot tv spending calls for the use of as many as 100 announcements per week, including minute participations, 20-seconds, station breaks and ID's. Texize relies heavily on daytime participations but its schedule extends throughout the broadcast day.

Texize Products • The company markets that Texize household cleaner, Texize starch and pine oil and Texy detergents, as well as industrial compounds, Standard & Poor's reports that Texize employs 281 workers in plants in Malden, S.C., and Palestine, Tex. Its net income in 1958 was $309,050.

Texize's agency is Henderson Adv., Greenville, S.C. If it is not already clear that Texize is girding for national recognition in the detergent field through saturation television, here is proof that tends to be substantiating: John H. Williams resigned as a senior vice president of Cunningham & Walsh, New York, to join Henderson Adv. in an executive capacity two months ago.

UA to sponsor bout on radio

An unusual tie-up of motion pictures, network radio and a heavyweight championship match has been announced.

The advertiser: The Mirisch Co. and United Artists Corp. Sold: the radio rights in the U.S. to the June 25 Floyd Patterson-Ingemar Johansson heavyweight title bout. Product: "The Horse Soldiers," a new motion picture produced by Mirisch and distributed by UA. Seller: TelePrompTer Corp. and Floyd Patterson Enterprises Inc. Price: $100,000 for the package including time costs.

Just which radio network will carry the bout has not been pinned down by the negotiators but ABC radio appears to be the leading contender for the business.

TelePrompTer has the closed-circuit tv, radio and motion picture rights for the boxing bout at Yankee Stadium in New York. It paid an announced $300,000 for those rights (BROADCASTING, May 18).

It's reported that the motion picture carries an advertising budget near $1 million which includes cooperative money for radio and tv and for newspapers as well as the network expenditures. Agency handling the UA buy is Monroe Greenthal Co., New York.

Manhattan switches

The Manhattan Shirt Co., New York, moves its million-dollar men's wear account from Doner & Peck, New York, to Daniel & Charles there, effective June 13. Manhattan this year allocated approximately 85% of its previously all-print advertising budget to television. It backed the *Sammy Kaye* show (ABC-TV Sat. 10-10:30 p.m.) for 14 weeks at the beginning of the season (BROADCASTING, Sept. 15, 1958), coming back

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the period May 21-26 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., May 21	You Bet Your Life (10 p.m.)	NBC-TV	17.1
Fri., May 22	77 Sunset Strip (9:30 p.m.)	ABC-TV	20.6
Sat., May 23	Gunsmoke (10 p.m.)	CBS-TV	24.2
Sun., May 24	Loretta Young (10 p.m.)	NBC-TV	20.0
Mon., May 25	Danny Thomas (9 p.m.)	CBS-TV	23.0
Tue., May 26	Rifleman (9 p.m.)	ABC-TV	19.8

Copyright 1959 American Research Bureau



Four hundred forty-eight thousand and one!

Change your records and let there be sounds of rejoicing along Madison, Michigan and other avenues of enlightenment. Another tv family just moved into our 58-county area.

That makes it 448,001, some of whom are left handed, some right handed, and some ambidextrous.

Whether they use (a) the left or (b) the right hand to tune to channel 10, they tune to channel 10.

NCS No. 3 shows us No. 1 daily *and* weekly, daytime *and* nighttime, in Roanoke. WSLS-TV reaches more homes than any other station in the greater Roanoke market. Blair Television Associates will take it from there.

WSLS-TV

Channel 10 • NBC Television

Mail Address: Roanoke, Va.

A broadcast service (with WSLS Radio)
of Shenandoah Life Insurance Company

for a five alternate-week run of that program beginning in April.

The company is expected to continue in tv next season though with a somewhat smaller budget. Daniel & Charles, currently handling Manhattan ladies' wear, will have the entire account when the shift occurs. The agency has not previously been active in television.

Ziv 'Lock-Up' show sold in 46 markets

Ziv Television Programs Inc., New York, racked up sales in 46 markets in its first two weeks of selling *Lock-Up,* new syndicated series starring MacDonald Carey, it was reported last week by Len Firestone, Ziv sales manager.

Among the advertisers purchasing *Lock-Up* were: Thorpe Finance Co. in six Wisconsin cities; Texas State Optical Co. in Midland-Odessa and Harlingen, all Texas; Morris Plan Savings & Loan Assn. in Indianapolis; American Savings Bank and Blackburn Department Stores as co-sponsors in Amarillo, Tex.; Kroger Co. in St. Louis; Henke and Pillot Supermarkets (owned by Kroger) in Houston and Beaumont-Port Arthur, Tex.; American Bank and Trust Co. in Baton Rouge - Lake Charles, La.; *Dallas Morning News* in Dallas and Towne Service Inc. in Waco-Temple, Tex.

Stations that have booked *Lock-Up:* KVAR (TV) Phoenix and KOLD-TV Tucson, both Arizona; KSL-TV Salt Lake City; KOVR (TV) Sacramento-Stockton, Calif.; KTSM-TV El Paso; WWL-TV New Orleans; KSTP-TV Minneapolis-St. Paul; KFSD-TV San Diego, Calif.; KOB-TV Albuquerque, N.M.; WTVJ (TV) Miami; KOMO-TV Seattle-Tacoma; WAVY-TV Norfolk, Va.; WTVT (TV) Tampa, Fla.; KLZ-TV Denver; KLFY-TV Lafayette, La.; KEYT (TV) Santa Barbara, Calif., and WSJV (TV) South Bend-Elkhart, Ind.

• Business briefly

Time sales

• *Perry Presents,* a musical colorcast series slated to fill the *Perry Como* time-period (Sat. 8-9 p.m.) on NBC-TV this summer, begins June 13. Signed for sponsorship on varied dates: American Dairy Assn., Chicago, through Campbell-Mithun there; Chemstrand Corp., Decatur, Ala., through Doyle Dane Bernbach, N.Y.; Kimberly-Clark Corp., Neenah, Wis., through Foote, Cone & Belding, Chicago; Noxema, Chemical Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayles, N.Y.; Radio Corp. of America, N.Y., through Kenyon & Eckhardt there, Whirlpool Corp., St. Joseph, Mo., through K&E, Chicago, and Sunbeam Corp., Chicago, through Perrin-Paus there.

About the Yearbook

The 1959 BROADCASTING YEARBOOK is in its final stages of production. Stations, agencies, equipment firms and programming firms which have not returned questionnaires sent out last month are urged to make returns by June 5. There is no charge for listing in the YEARBOOK, a year-round reference book for agencies, advertisers and others in the field.

If you have not received such a questionnaire, contact BROADCASTING, 1735 DeSales St., N.W., Washington, D.C., or any of the bureaus in New York. Chicago and Los Angeles.

• Alternate week sponsorship of *M Squad* has been renewed by the American Tobacco Co., N.Y. through Sullivan, Stauffer, Colwell & Bayles. The NBC-TV detective series will appear one half-hour later beginning Sept. 11 (Fri. 9:30-10 p.m.).

• Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago, is currently seeking short-term participation availabilities in network tv properties this fall. The soft-drink company, it's understood, will hold off on outright alternate week purchase of a network show until after the first 13 weeks of the 1959-60 season—or after Jan. 1, 1960. Additional spot tv and radio buys are still uncertain at this time.

• New and renewal NBC-TV daytime orders by Lever Bros., N.Y., and Miles Labs, Elkhart, Ind., are reported to exceed $5 million in gross revenue. Agencies: Needham, Louis & Brorby, N.Y., for Lever; Wade, Chicago, for Miles.

• Dro Inc. (insecticides, air deodorizers), Brooklyn, N.Y., has turned primarily to radio for its spring-summer push. Seven New York radio stations are airing some 300 spots (mostly minutes) per week. Other stations may be added. Negotiations are on for tv spot in the city, with one weekly spot already underway. Agency: Kenneth Rader Co., N.Y.

• Reddi-Wip Inc. (whip cream), L.A., has appointed Kenyon & Eckhardt's L.A. office to handle advertising of its Top-Wip low calorie cream whip for U.S. and Canada effective July 1. Budget will run about $250,000 with no media plans set. Account formerly was handled by D'Arcy which continues with Reddi-Wip.

• Kenner Products Manufacturing Co., Cincinnati, has budgeted $250,000 for tv advertising to introduce its Presto-Paints, children's brushless paint sets. The tv allocation comes after successful market testing. Kenner's campaign will last from late September until early December. During this time about 40 one-minute spots will be placed in children's shows in major markets. Presto-Paints also will be advertised in *Romper Room* (tv kindergarten) in 71 markets. Robert L. Steiner, Kenner vice president, is working with Leonard M. Sive Adv., Cincinnati, the company's agency, on the tv promotion.

• Also in advertising

• Detroit's big three last week appeared settled on the agencies to handle their small cars, the automakers' answer to the foreign auto invasion. The lineup: General Motors' Convair to Campbell-Ewald (which handles the Chevrolet Division); Ford Motors' Falcon to J. Walter Thompson (also see story on Ford's network tv plans), and Chrysler's Valiant to BBDO which also has the DeSoto Division. Estimates were made that each of the accounts will add about $10 million in billings to each agency assigned.

• Messages in Music has been formed by Ivan Ditmars, an NBC music director, and Jerry Browne, veteran writer-director, to specialize in the production of advertising jingles. Headquarters are at 6053½ Melrose Ave., Los Angeles. Telephone: Hollywood 4-4584.

• Leo Burnett Co. moves its New York offices from 677 Fifth Avenue to 477 Madison Avenue today, June 1. The new telephone number: Plaza 9-5959.

• Dawson Mac Leod & Stivers, Washington, D.C., creative communication consultant, has moved to new offices in the City Bank Bldg., 1612 K St., N.W., Washington 6. Telephone: Executive 3-3414.

• Webcor Inc. (tape recorders, other products), Chicago, names Richard S. Smith & Assoc., same city, to handle its public relations program.

• Hill & Knowlton, public relations counsel, announces the transfer of its Washington, D.C., offices to the Solar Bldg., 1000 16th St., NW, Washington 6. Telephone: Sterling 3-1270. Avery McBee is Washington vice president.

• Milton A. Weiss, a founder of Webb Assoc. agency five years ago, has opened his own agency, Milton A. Weiss Inc., at 9 E. 40th St. Mr. Weiss said Thursday (May 21) that the broadcast accounts he brought with him from Webb total from $425,000 to $525,000, all in tv.



Diamonds — courtesy Everts Jewelers, Dallas

Blue white and perfect . . .
prized possession among those
who cherish QUALITY.

Sought after and valued, too,
are radio and television
stations which possess a "quality
touch" so important
to any successful campaign.

WFAA
radio & television
dallas

BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

A CROWDED CONCLAVE IN MIAMI

4,000 delegates to d.j. convention look for new radio trends

The largest contingent of on-the-air personalities ever assembled hit the beach this past weekend in Miami. Occasion: the second annual International Radio Programming Seminar & Pop Music Disc Jockey Convention May 29-31.

And the disc jockeys, who with station management delegates, recording company officials and others made up the approximate 4,000 turnout, had a shirtsleeve working session despite the holiday atmosphere.

Among the highspots of the three-day agenda, discussions dealt with:

- The tug-of-war between personality freedom and the strict demands of formula radio.
- The FCC's concern over the music-news operation in pending license renewals for seven Atlanta radio stations (BROADCASTING, May 25).
- A hint that a better music trend is getting stronger.
- The type of buying market and purchasing influence of the teen-agers.
- Agreement between a network spokesman and a leading independent that henceforth there should be unity in fighting "the other media."
- The correct programming procedures for a local station to build audience and community prestige.
- The consensus of an agency panel that the present live commercial rates low.

Here are reports of major speeches that were available at the time this issue of BROADCASTING went to press:

D.j.s can spin into the executive suite

Disc jockeys are "the ideal reserve pool for the industry management strength of tomorrow," WNTA New York Operations Manager Art Ford said at a Friday afternoon (May 29) panel session at the d.j. convention.

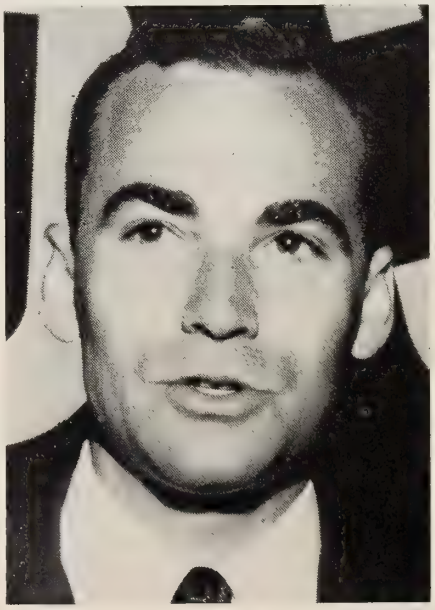
Telling d.j.'s how to reach the management level, Manager Bill Camperson of WHOL Allentown, Pa., advised all assembled "to remember that you're a vital part of your overall station organization." Both managers spoke on the topic "From D.J. to Management—It's Happening."

Mr. Camperson called successful disc jockeys creative people, ". . . hard working, intelligent . . . [with a] sense of awareness considerably above the average needs of other, more staid or non-changing professions." These are the attributes which enable the d.j. to move up into management positions, Mr. Camperson added. Mr. Ford predicted that just as top talent such as Arthur Godfrey and Steve Allen have come from d.j. ranks so the "future Sarnoffs, Paleys and Weavers" will also develop from the platter spinner level.

Mr. Ford also had some recommendations for better management-talent relations in the industry. He declared that any station could benefit from a quarterly meeting of talent and management to explain the general direction in which management was traveling. NAB should establish a two-week seminar in New York, for talent with management potentialities, Mr. Ford suggested. He noted that Storz, Westinghouse, McLendon, NTA and other "far-sighted leaders" might benefit from the support of such an annual seminar. "The Radio Corp. of America for many years has within its own framework, made vice presidents out of pageboys by the simple method of developing the potential," Mr. Ford said.

Counseling d.j.'s how to rise to management, Mr. Camperson warned against the feeling "that we have an ivory-tower built on a stack of 45's and LP's around which the rest of the world revolves." Disc jockeys must keep abreast of the daily operation of their outlets, must keep on top of the local and national sales situations. The boss will welcome questions and ideas in this area, stated Mr. Camperson.

The d.j.'s sponsor-awareness and civic activities in his market also are aids to reaching the top, noted the WHOL chief. And once the management goal is gained, he added, time will be even more important than it was before and "you must arm yourself with a competent staff." Mr. Camperson concluded his advice with the observation that although the manager's job is a "rough one" it is also the "surer way to the higher income brackets than waiting for that 'big break' which may never come."



TODD STORZ
A host with 4,000 guests

What's to dominate—individual or format?

Personalities are making the difference in radio today but formula radio can take a heavy toll of personal individuality, according to a Friday afternoon (May 29) panel including Joe Finan, KYW Cleveland; Jim Hawthorne, KDAY Santa Monica, Calif.; Mike Joseph, Capital Cities Stations, and Dick Martin, WWL New Orleans.

Mr. Joseph, vice president of the Lowell Thomas group which recently added WPRO Providence, said he has "always been a great believer in strict format right from the start," but admitted "my belief in the personality has grown stronger through the years. At first, I subdued the personality completely to a rigid, automatic music format. He was only a voice and a tool of my programming. He could only introduce titles and artists briefly and operate a staccato-like format.

"There were no such things as personality shows. This was very successful. The formula worked. Voices came cheap. Ratings skyrocketed. Stations made money. Men came a dime a dozen. Then, other stations in the same markets began doing the same thing. All stations, people and formulae began to sound alike. Things became more and more competitive. Ratings equalized."

Mr. Joseph said there had to be a change and the change was in the personality. "They made and now are making the difference. Though I still operate on the format principle, I depend strongly today on the live personality and I pay him well to be one."

His word of advice to the personality:

"Think of the audience all the time. Forget about yourself, your wife's or friend's tastes. We're all classical music and jazz lovers. That does not get us ratings. Neither does the playing of too many plug tunes . . . Don't use the airwaves as an audition turntable. Making a record a hit doesn't *make* you any more. . . . Sell your station, your product and yourself. Favor your audience."

Terse Times • A radio personality today is much the same as his predecessor of 10 or 15 years ago, except that he has learned to speak up and shut up, to condense his spiel to a few words rather than a few hundred, according to Mr. Hawthorne, KDAY personality. Compared to a few years ago, the radio personality today provides more music, less chatter.

No longer a straight announcer reading copy, today's personality is apt to be found at a supermarket opening or some other outside affair when he's not beside his turntable, Mr. Hawthorne said. He works as closely with the station sales manager as with the program director, perhaps even more so now that programs are no longer independent entities but all part of one big show encompassing all of a station's programming.

Looking to the future, Mr. Hawthorne believes that we're on the verge of a tremendous change in radio music, perhaps as drastic as the one that swept rock and roll into its present place and that today's personality won't be there tomorrow unless he keeps a careful finger on the pulse of the public's musical preferences. He urged record companies to make shorter, possibly one-minute records for disc jockey use, letting them sample the record that the public buys at the record shop instead of playing it *in toto*. This would give more records a chance for more exposure on the air.

Gagged • It was WWL's Mr. Martin who asked, "Where are the personalities today?" He said until a few short years ago there had been a gradual increase in the number of record program personalities. Starting back in the 1930s he said, big names used their own imagination in programming and thus "enhanced" their ability to sell. But this element "has been decidedly submerged, yea condemned, by the 'lead-goat' known as 'chart-programming'."

Mr. Martin felt that "hand-in-hand with the dictatorial policy that restricts the would-be personality from exercising some of those qualities for which he supposedly was hired in the first place (taste, imagination, good judgment), there has been a large adoption of a high-pressure presentation format to be adhered to which has made it wellnigh impossible for individualities to shine forth."

THE LIVE SPOT—A DEAD DUCK

Agencymen put trust in the transcription

The live commercial was given a low rating on the scoresheet of two agency executives during a Saturday morning (May 30) panel at the d.j. convention, but a rescue was attempted by a Chicago freelance performer who attacked the screams, sirens and whistles he associated with today's recorded spot.

The panelists: Joseph Stone, vice president, J. Walter Thompson Co., New York; Harry Renfro, radio-tv director, D'Arcy Adv., St. Louis, and Bill O'Conner, Chicago freelance.

"Are live commercials dead? No, they just sound that way," according to Mr. Stone. And they will sound that way, he asserted, "as long as there's a sponsor in a hurry, an advertiser who cannot afford transcriptions, a dealer who wants to go in his own direction, or a disc jockey who insists on delivering his own copy." The J. Walter Thompson executive felt there is no need to belabor the fact there is a "vast gulf of ingenuity and imagination" between today's electrical transcription and the live script.

Guilty Trio • But the blame must be shared by three—disc jockey, agency and sponsor, he said. Advertisers must spend $5,000-$35,000 to cut a spot, he said, hence the small-budget account or economy-minded advertiser picks live spots which "cost nothing." The advertiser "orders them by the bushel and changes them as often as his socks." Similarly, the agency faced with a five-hour copy change notice on ten spots is handicapped quality-wise.

Mr. Stone felt another reason is important too: "Seldom has anybody really tried to produce excellent live radio spots. For in live radio merely good is good enough. In fact, the writer of live scripts is even discouraged from getting 'too tricky' because everything has to be brought down to the least common denominator of the least talented announcer who may never be called on to deliver the spot."

Mr. Stone, then ventured, "I'm going to play Daniel to this lion's den of disc jockeys and tell you plainly that if you fellows paid half as much attention to the commercials on your show as you do to whose and what records you play, to becoming talent impressarios, to becoming publishers and record manufacturers and barn dance callers, live radio spots might be more interesting.

"I know the entertainment business is more glamorous than the advertising business. I'm sure you find the continental cut far more appealing than the grey flannel suit, but whether you like it or not, you're in the ad business. Unfortunately, most of you have learned only one ad trick—and a very questionable one at that—the sincere falsehood."

Everything's Great • Mr. Stone continued. "You go on, year after year, giving your *personal* assurance that an ever changing list of products you endorse are the 'greatest.' I know Martin Block made millions that way. And so did the greatest salesman of our time, Arthur Godfrey. But, frankly, I think most of you are laying a big goose egg.

"That's why agencies generally give you scripts to read, instead of letting you use your own words. And when some boy in Brooklyn is writing the words that you'll say in Dallas, something ain't gonna sound right."

The Madison Avenue representative felt that if enough disc jockeys demonstrated a greater knowledge of the true science of advertising ("which in a nutshell means supporting claims with 'reason why' sales points, giving convincing facts rather than sincerely spoken generalities"), agencies would be more inclined and "most happy to give you fact sheets instead of scripts and let you brighten up our commercials."

History of the ET • Mr. Renfro traced the evolution of the transcribed commercial, which he feels is more effective than the live one. He urged d.j.s to pyramind their musical programming "up to the commercial" and exercise creativity in bridging the gap between music and announcements.

Among examples of "outstanding" transcribed commercials cited by Mr. Renfro were those of Anheuser-Busch for Budweiser beer, which fit well into the climate of musical programming.

Last Days of Live • Mr. O'Connor believes that while the live commercial may not be dead, "it certainly is dying. Unless those of us who are on the air assert ourselves, then the live commercial will be gone forever."

Mr. O'Connor said that d.j.s, announcers and air personalities are "playing second fiddle to a barrage of jingles, screams, bugles, crashes, bells, sirens, echo chambers, etc." and have been relegated to a minor role by a flat foot floogie known as over-production."

Mr. O'Connor, a top-ranking Chicago commercial "pitchman" for independent stations, acknowledged this to be an exaggeration, but claimed that "agencies, stations and sponsors don't realize how much business they're missing . . . because the sounds are detracting from the all important message in the commercial."

SWITCH ON AN OLD THEME

McLendon wants law to limit competition; Culligan fears more regulation is in wind

The prospect that "there may finally be need for Congressional action to limit the number of radio stations in a given market" was voiced Friday at the d.j. convention by an independent station operator, Gordon McLendon, president of the McLendon Stations (KLIF Dallas, KILT Houston, KTSA San Antonio, WAKY Louisville, KEEL Shreveport and KABL San Francisco). His argument: if stations cannot survive, they cannot serve.

Mr. McLendon's point was made during his "debate" on independent vs. network radio with Matthew J. Culligan, NBC executive vice president. Both speakers, however, devoted their attention to what they considered the more important problems of radio today rather than blowing new wind on an old intramural fire.



MATTHEW CULLIGAN
He fears program crackdown

Mr. Culligan warned against the prospect of government regulation of programming as a result of what he described as the philosophy of cynicism among certain station management. The alarm was sparked by FCC's consideration of whether to renew the licenses of all seven Atlanta radio stations without a hearing in view of a lack of public service features.

The Law • Mr. McLendon explained that any Congressional action to limit the number of stations in a market "should be inimical to all beliefs." He said the FCC governs in the "public interest, convenience and necessity," but "it must by law license radio stations in many cities which can only serve to destroy the power to serve held by others.

"When so many radio stations have been licensed in a city that some must sell announcements for 25 cents to exist, rates are so damaged in that market that soon the revenues and programming resources of even the finest stations are impaired."

Mr. McLendon said that as fearful of government regulation as he is, "it is now clear that if we are to preserve decent programming standards some Congressional curb must be put upon the spectrum in most markets." He added, however, that there are still a few major and minor markets which have too few radio stations.

Program Threat • Mr. Culligan said, "The danger of government intervention in programming in the broadcasting industry hangs like a spectre over us all. The performance of some radio stations has been bad enough to direct a national spotlight on seven stations in just one major American city."

Mr. Culligan quoted a headline from the May 25 BROADCASTING, "Music-news on the spot. Commission divided on Atlanta renewals." He was disturbed at the news that "a troubled FCC is wrestling with music-news operations —and how radio's 1959 voice fits in with the Communications Act's mandate that broadcasters shall operate in the 'public interest, convenience and necessity'."

The fact that the seven Atlanta stations have been operating without license for more than a year because of their failure to program public service features, Mr. Culligan said, "is part of the bitter harvest of the philosophy of cynicism to which I raise objection."

The NBC executive pointed out that "one practitioner of formula radio outstands in this connection. His promotion formula is replete with gimmicks and devices and techniques which are disturbingly reminiscent of the propagandist who believes that the public will eventually believe anything if it is shouted often enough and loud enough. He describes this as 'an old psychological trick.' It may have its place in propaganda, but I do not believe it belongs in the radio industry."

The Big Lie • "If examined on this cynical attitude, I suspect his defense would be that his tactics got the ratings, and the advertising and the profits. This may well be true, but let us examine what else is 'gotten' for the radio industry as these tactics spread and come to the attention of the trade press, advertisers and agencies."

Mr. Culligan disclaimed he is against formula radio *per se*. "I do believe in formula radio. . . . I use it in its literal sense." He explained, "No business of any kind can survive without some kind of formula," but examinations of the various formulas in radio "are secondary in importance. Of primary importance is the philosophy behind the formulae, be they for network or independent stations.

"I am unalterably opposed to any formula which emerges from a cynicism of its creator about the intelligence of the public, the disc jockey and some advertisers," he asserted.

He noted, "All mature broadcasters recognize that the exercise of our own responsibility is the best public safeguard—not government intervention."

Mr. Culligan felt the industry can no longer afford to argue network vs. independent stations, because the clarity of definition is diffusing with the "changing image of all radio stations in America, network or independent."



GORDON MCLENDON
He wants limit on stations

As example, he noted "the Westinghouse stations can no longer be called independent stations in the old sense because these stations now in themselves are a small network with central news and programming services. Westinghouse, in effect, is a small radio network and its stations are really affiliates of this small network."

Ex-network Man • Mr. McLendon said he could talk on both sides of the fence since he also had network experience in operation of the Liberty Network 1948-52.

"Liberty took me through about



Standard Electronics Division
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1

I'm interested in upping my station's **earning** power with your new FM transmitting equipment. Please send me the data checked:

- ☐ FM-MUX SERRASOID Multiplex Exciter, type 936
- ☐ FM 250 watt Multiplex Transmitter, type 930
- ☐ FM 1 kw Multiplex Transmitter, type 940
- ☐ FM 3 kw Multiplex Transmitter, type 2012
- ☐ FM 10 kw Multiplex Transmitter, type 2013
- ☐ FM 3 kw Amplifier, type 938
- ☐ FM 10 kw Amplifier, type 941

Name .....

Title .....Station .....

Address .....

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...and let STANDARD SE ELECTRONICS solve your **FM** problems!

Getting on the air at minimum cost

S-E 250 watt FM Multiplex Transmitter economically puts you on the air **now** with a high-quality signal, simplex or multiplex, lets you "Add-A-Unit" for higher power **later.** Available soon, **S-E 1 kw FM Multiplex transmitter.**



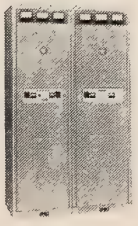


Putting more punch in your signal

S-E 3 kw Amplifier uses your present low-power transmitter as a driver, has minimum requirements in the way of space, power consumption, operating and maintenance attention. Available soon, **S-E 10 kw Amplifier.**

Getting on the air with a powerful signal

S-E 3 kw FM Multiplex Transmitter takes less space than comparable equipment, can't be surpassed for signal quality, operating simplicity, all-around economy. Available soon, **S-E 10 kw FM Multiplex Transmitter.**





Updating your present transmitter

S-E FM SERRASOID® Multiplex Exciter replaces modulator panels in old Western Electric or similar FM transmitter to bring performance up to present-day standards.

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Burying the hatchet—sort of

In their prepared texts at least, independent radio's Gordon McLendon and network's Matthew J. Culligan (NBC) more or less called quits to the network vs. indie debate to join forces in fighting "the other media."

"In good conscience, I cannot abuse network radio here today," Mr. McLendon said. "The networks are doing whatever they can to stay in business and having been in that situation myself long ago (Liberty Network) I can understand. I am sad to see some networks selling announcements to national advertisers for less than $5 per station. On our stations, we wouldn't let an advertiser burp for $5. Yet who is to say I wouldn't do differently when the question is survival?

"Particularly can I not abuse NBC radio, for with all its problems, NBC gave this industry its first and greatest heritage."

Also asserting other radio problems are more important than continuing the network vs. independent fued, Mr. Culligan good-naturedly said, "I am perfectly willing to be bloodied and battered by Mr. McLendon before this audience if he would take his victory here as final satisfaction for his ego and henceforth direct his undoubted talents to the selling of a new radio image against our competitors—all other advertising media."

every experience that a network operator can have, including one experience that some other network operators must yet experience—that of going out of business," he quipped.

Mr. McLendon said he preferred to discuss the "real problems of radio" such as the contention "that all popular music stations can be different and have a different personality." He explained some have compared the situation to that of newspapers, that while all have the same basic big news stories, each has a distinct personality and its own circulation.

"This may be true of newspapers," Mr. McLendon, said, "but the analogy is inapplicable to radio. Unlike newspapers, where rewrite and columnists and editorial content is markedly dissimilar, radio stations specializing in popular music base three of every four minutes of programming on the *same* records."

Out of the Groove • Radio's major need today, Mr. McLendon said, "is for experimentation in new program techniques. In markets below the top 10, there is simply no room or excuse for six or seven popular music stations all of which sound virtually alike—although their owners would deny it—and many are already suffering financially." Citing plans to experiment with KABL San Francisco as a good music station, Mr. McLendon noted "a fellow in Portland is trying an all-talk station and my hat is off to him. Perhaps experiments will be made in the field of news stations, or more specialized, in financial stations, or all-sports stations, or perhaps somebody someday will originate a station that programs soap opera all day."

Radio today also needs "more originators and fewer imitators," Mr. McLendon asserted. "A few months ago, we had a new idea in Dallas and put it on the air. I wanted to try it out before I gave the idea to our other stations. But I was too late. Before I could give it to our Louisville station, another Louisville station had already monitored us in Dallas and had it on the air in Louisville, Too few stations are *originating* these days. Ninety percent are merely copying."

Mr. McLendon said American radio "must begin to combat the power of the printed word. All of us have encountered the average citizen who is awed by his name, or that of his business, in print. I have but one suggestion for overcoming this print phobia. It is both the duty and the necessity of every radio station to editorialize." He said that after five years of sustained editorializing by KLIP Dallas, the station "is now given the respect formerly reserved in most markets for the printed word alone."

Mr. McLendon said of radio's opportunity, "In these days to come, as we chase the sun, radio must seize the news leadership of the nation. And what a period of service faces radio in this amazing day when our east coast is the west coast of the Rhine and the defense of Portland begins in Shanghai."

Why solid news policy is 'must' for stations

Enterprise and responsibility in the presentation of news can build prestige and audience, according to a Friday morning panel at the disc jockey convention consisting of Morgan Beatty, NBC; Dave Muhlstein, KLIF Dallas, and Dick Schmitz, KAKC Tulsa. Their views varied, however, as to the extent to which sound or "showmanship" may be used to accentuate news programming.

Mr. Beatty said the "seasoned national-regional-local team approach" is the only way "to win the battle against eager beaver politicians, who either try to hide political mistakes, or look for more services to perform for the people —usually bumbling, bureaucratic services at that. This is the only way to put fear into the hearts of those who pass odd-ball rulings—such as equal time formulas. This is the only way to keep the critics in their places and win the audience we deserve."

Mr. Beatty detected a drift away from this total responsibility concept in some segments of the radio industry —"those stations and deejays who read press association salvage broadcasts over the air, with occasional bulletins thrown in to make it look legitimate." He felt if the trend grows "the practice will destroy the financial vitality of the station and the wage levels and enterprise of the deejays and announcers who do it."

Assuring his remarks were not an attack on the wire services ("what is wrong here is wrong with us"), Mr. Beatty said he has heard disc jockeys occasionally read serious bulletins "as building blocks to reflect their own clever images."

"When they do this," he said, "they ignore the fact that nearly every American family, including the young rock and rollers, has a voluntary—or involuntary—representative in our armed services, and they lead hazardous lives in the cold war age. Kidding or slurring, or plain careless reading of serious news, is kidding the blood of the people."

The basic duty of the radio industry, Mr. Beatty said, "is to provide balanced news—a combination of local and network enterprise, that meets the challenge of government, of the press, and the magazines, yes, even television."

Radio's Big Chance • Mr. Muhlstein expressed amazement "that there are still some holdouts to the value of a real, honest-to-goodness news operation." He said "radio news today has a chance for its finest hour since World War II."

The KLIF news director noted television news "to a great extent is riding along on its 'magic' concept and in most areas is doing little in the way of imaginative reporting. And newspapers still are hampered by the mechanical procedure of publication. Radio news remains first, when it's run as a heads-up operation."

Stating that on the other side of the coin some stations have become "over-zealous" in their effort to prove

The Ones That SERVE Are The Ones That SELL

In DES MOINES... KRNT RADIO and TV







In this area, most people have learned through years of experience that KRNT and KRNT-TV stand above all others in service to the public, day in and day out. Most people turn to these stations for help and information. During Iowa's blizzard of March 5 and 6, worst in the past decade, more Des Moines people chosen at random in an impartial survey of 500 telephone calls made March 6 said they listened for the greatest part of the time to KRNT TOTAL RADIO for storm news and information than all other stations combined!

Another outstanding example of public service occurred when KRNT-TV, in cooperation with the local Medical Society, planned and televised coverage of a "miracle" heart operation. Television made it possible for all Central Iowa doctors to benefit from viewing a new "mechanical heart" in actual operation.

Still another public service "tie-in" was with Goodwill Industries of Des Moines. A completely isolated appeal for neckties for re-sale by Goodwill Industries resulted in a landslide of ties to KRNT-TV's dominant emcee personality.

No wonder most people listen to, believe in and depend upon KRNT and KRNT-TV . . . selling Iowa because they're serving Iowa. In 1958, KRNT-TV presented 5,620 public service announcements; KRNT RADIO presented 5,628.

Serves BEST...Sells BEST In DES MOINES....

KRNT RADIO and TV

Represented by The KATZ AGENCY

their news "is the most recent, the most daring, the most sensational," Mr. Muhlstein cited the recent board action of the Radio-Television News Directors Assn. which charged such operations "with distorting the news and deceiving audiences." He said, "I'm not going to defend these stations, because I agree with many of the RTNDA charges. But I cannot help but feel that behind the charges there is at least a portion of sour grapes. There's not a phony news operation in the world that can last for any great length of time in competition with top-notch, top-quality news gathering and reporting."

The KLIF news executive said "news may not be vaudeville, but whether it's heard on radio, seen on television or read in the newspapers, news demands some degree of showmanship." Citing how the KLIF mobile unit was on hand when a bank robber was captured and taped the full story including the comments of the robber, he said, "no hoaxes, no phony showmanship. Just using the tools we've been given.

Building Listening • KAKC's program director, Mr. Schmitz, said disc jockeys sometimes turn up their nose at news, but "news itself can be an audience builder, particularly in the case of the format stations." He said KAKC learned "that as our ability to cover and report news fluctuates, so does our rating."

As to the frequent argument that "there's not much news today," Mr. Schmitz noted that contrarywise "that in many cases the only things new in a three-hour disc jockey show might be found in the newscast. And since learning something new and keeping up with the times is apparently a characteristic of people in general, the well-built newscast might conceivably be the major determining factor in the d.j.'s rating."

Mr. Schmitz also said he basically agreed with the RTNDA ruling against use of techniques which would tend to misrepresent the news, but he felt the "sound" of the news is significant and can be profitably and properly controlled. By "sound" he meant rewriting, use of present tense where possible, updating a story, developing a local personality to deliver the news and use of multiple voices such as is achieved by tape or disc inserts.

Reps talk of teens, new sounds—and reps

The much-maligned American teenager was described as a segment of the "mass American market which should be of tremendous importance to the advertiser" by Robert Eastman, president of Robert Eastman Co., New York, at the d.j. convention.

Speaking on a Friday morning panel, "Radio Reps Are Salesmen Too," Mr. Eastman termed the young audience (15-30 years of age) the "headwaters of the market." He called the younger generation "most impressionable" and said they are just beginning to form their brand preferences, marrying, forming new consuming households and raising children.

"A great misconception of Madison Avenue is to the effect that all these young people are raising is hell," Mr. Eastman continued. He said national advertisers do not realize that "spot radio alone really delivers this youth market."

"We have observed in our national spot selling a tendency to apologize for or conceal the [radio's] youth appeal." Admitting that the nation's youth is only one segment of radio's reach, Mr. Eastman said radio reaches the "entire family and all classes of people in all economic strata."

Accentuate the Positive • But, he said, radio must stop maligning the teenager, through such negative approaches as: "our station reaches more adults than your station, or our audience composition figures prove our listeners are the people who have the money to buy."

"The teenagers," he added, "are the influentials. They influence millions of product purchases in all types of merchandise." Mr. Eastman concluded: "They are susceptible through spot radio personalities to be sold the products which will become a part of their homes when they marry and begin to raise a family."

In another speech, Arthur H. McCoy, executive vice president, John Blair & Co., New York, called for more creativity on the part of the air personality through the development of new sounds. He said: "You gentlemen spend more time working with sounds than any other group in the business."

Mr. McCoy suggested that d.j.s with specific creative sales ideas turn them over to station management and reps. He said: "We can make advertisers listen if we have creative ideas to shake them loose from the rut" they're in.

Expanding Role • The final panel member, Stephen A. Machcinski Jr., executive vice president, Adam Young Inc., New York, spoke about the changing role of the station rep. He said that today, more and more reps are giving stations outside objective thinking about the individual station's image.

He said there is a strong case for such objective thinking "from someone who can see your station and its problems in better perspective than someone intimately involved in the operation." He added that the rep's "counsel should be sought the way you would seek the advice of a consulting engineer on an engineering problem."

Mr. Machcinski described the station image as being based, in part, on "methods of programming, doing business, selling, advertising and promotion, and follow up."

Useful Creativity • He suggested that the station rep could be useful in either creating the image or improving the image of a station by (1) making the "station aware of the problem sur-

WHAT THE D.J. IS THE STATION IS TOO

The disc jockey must be alert to the station's overall public responsibility, Harold E. Fellows, board chairman and president of NAB, said Friday morning in his keynote speech opening the disc jockey convention.

"The complexity of civilization has led to a diffusion of responsibility," Mr. Fellows said. "In fact, it has affected you in a way that is somewhat terrifying. There are hours of the day, and important ones too, when you alone are in direct communion with most of the citizens of the U.S., and upon you alone—in your comportment and judgment—depends the reputation of the entire American system of broadcasting. I cannot say to you in a word . . . how needful it is that you be aware of this great challenge to your integrity and decency and good judgment."

Warning against the pitfalls of self-glorification the trap into which public personalities may fall. Mr. Fellows said, "you are the station and all of the people who made it possible for you to be on the air. Your responsibility is to the members of that team—the executives, secretaries, the salesmen, the engineers, your colleagues of the program department and your fellow performers, just as your responsibility runs to the audience itself."

Mr. Fellows felt a few disc jockeys overlook this basic consideration. "They become so intent upon projecting themselves as characters, or as dominant and influential figures on the local scene that they fail to remember that they are but a part of this overall and comprehensive effort that comprises a thing we call a broadcasting station."

rounding the development of a good image"; (2) showing "how to present the story of the station in its best light"; (3) suggesting "how to best promote the station through advertising and direct mail," and (4) suggesting how "to give the kind of service that agencies and advertisers expect."

Mr. Machcinski concluded: "The role of the station representative is becoming increasingly complex. He is doing considerable research and promotion, handling advertising and publicity and performing many functions that were not done previously. It will become more complex . . . if radio is to become a basic primary medium . . . Properly used radio is a great buy for any advertiser . . . who wants to reach the most people with the most frequency for the lowest cost and obtain excellent sales response for his money."

Thespians nurtured • CBS employes in all categories have a chance to grow theatrically under the network's new workshop program, "Dimensions-in-the-Round." An outgrowth of its strictly audio predecessor, "Dimensions-in-sound," the new project encompasses all phases of the theatre. The first arena-style performances took place May 7-8 at the CBS-TV Production Center in New York. Along with dance sequences and a monologue, the group presented a one-act play directed by Charles N. Hill who has filled a similar capacity for *Person to Person*. Shown in a scene from the play are Judy Miller, a secretary with *Look Up and Live*, and Stan Bakis of the CBS mimeograph department.



Music men see swing toward better tunes

A trend toward better music was noted at a Saturday morning (May 30) panel by Dave Cavanaugh, Capitol Records, Hollywood, while a strong defense of the record manufacturer as a reactor to public taste rather than a generator was expounded by Joe Kolsky, executive vice president, Roulette Records, New York. Jack Karey, WCFL Chicago, called upon the disc jockey to use his influence more constructively and to be more selective in his choice of records.

Mr. Kolsky said "Roulette Records is in the business of dispensing home entertainment, not the kind of home entertainment we want, or that Joe Kolsky wants, but the kind of home entertainment the public wants and, what is more important, will be willing to go out and buy." The same is true of the disc jockey, he contended. "If he starts playing the type of music he likes or the type of music he thinks his public *should* have, and not what they want, he's going to find himself spinning records at home and not on the air."

Concerning the complaint stations refuse to play "adult music" and instead program to the "lolly-pop crowd" which "does not buy the autos, tv sets, washing machines and furniture sets that buy the air time," Mr. Kolsky noted a great many stations have a lot of advertisers using such programming and still are selling plenty of autos, tv sets and other goods. "Maybe there is a vast underground of adults who listen to these stations too," he said.

Stop and Listen • Mr. Karey urged the disc jockey to "come of age" and asserted that the d.j. is the most powerful single force in music, broadcasting and his community. Mr. Karey suggested more selectivity in choice of music played for the good of the recorded music field itself. His conclusion: rock and roll is not necessarily "garbage" but "garbage" most often is "rock and roll." His recommendation: "Let's audition before we play."

Balanced programming is still worth the time it takes to prepare it, Mr. Karey said, calling for originality and individuality among d.j.s through professionalism rather than "haphazard" programming.

D.j.s can better serve their communities, the Chicago panelist said, by selling public interest projects as "genuinely as the most lucrative commercial account on the log." He claimed that while public service may be "dirty words to the sales department," they represent success to the people who feel the d.j. adequately performs his job.

Musical Taste • Mr. Cavanaugh reported his feeling that "there is a trend that is rapidly growing stronger for better music. As evidence of this, we merely have to look at the tremendous rise in importance of record albums—albums that generally speaking contain songs with much more musical merit than the songs that usually make up the 'Top 40' lists. Also as evidence are a few sponsors and advertising agencies that have come to the realization that radio programming based on music primarily designed for teenagers may be great for selling soft drinks and chewing gum. However, programming of this type does not have too much appeal for the majority of consumers."

During an earlier panel on the problem of excessive new record releases, Mike Maitland of Capitol Records, said, "The record companies spend a lot of time, money and effort in a constant search for new talent, new ideas and new ways of presenting them. Unless there is a ceaseless flow of good new talent and good new ideas, we're all going to be hurting."

He exhorted his audience, "No matter how many records you receive each day or each week, you've got to make the time, however long it takes, to give a fair audition to each record that comes your way. And I mean every record, not just the Sinatras, Presleys and Pat Boones. The records we want you to play are the ones by the kids you've never heard of, the kids who are tomorrow's Sinatras, Presleys and Boones."

On their part, the record companies can and should be more selective about their releases, Mr. Maitland said. Reporting that in 1957, 211 record companies released 4,194 records and in 1958, 373 companies (over a 75% increase) put out 4,703 records, he noted that five major companies, Capitol, Columbia, Decca, Mercury and Victor, cut back on single-record releases by nearly 20%. "The answer is selectiveness," he declared. "If the company doesn't have something good they shouldn't release anything."

Omaha radio-tv awards

KMTV (TV) Omaha, Neb., won five Gold Frame programming awards of the Radio-Television Council of Omaha. WOW-TV and KETV (TV) there won four and one, respectively. In the radio programming category WOW won five Gold Frames. KBON and KFAB there won three each.

Summer to see seven new network tv shows

The three television networks are currently offering a total of seven new shows on their nighttime summer schedules. ABC-TV has one; CBS-TV lists a new series but does not call it a summer replacement; and NBC-TV names five, two of which have already started.

With the network schedules virtually set, it appears that 78 programs, roughly 70% of all the nighttime shows, will be all or partly reruns.

The new shows, by network, are: ABC-TV—*Music for a Summer Night* (Wed. 7:30-8:30 p.m.), starting June 30. CBS-TV's qualified replacement is *Brenner* (Sat. 9-9:30 p.m.), starting June 6. Singer Andy Williams returns to CBS-TV with his own summer show starting July 7 (Fri. 10-11 p.m.). At NBC-TV, the schedule includes *Kraft Music Hall Presents Dave King* (Wed. 9-9:30 p.m.), which started May 20; *Texas Rodeo* (Thurs. 7:30-8 p.m.), which was launched April 30; *Who Pays?* (Thurs. 8-8:30 p.m.), starting July 2; *21 Beacon Street* (Thurs. 9:30-10 p.m.), starting July 2, and *Perry Presents* (Sat. 8-9 p.m.), starting June 13.

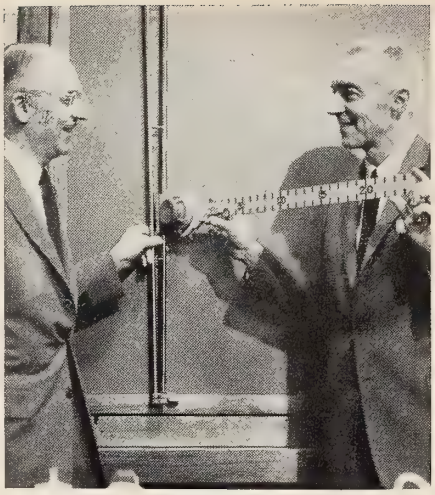
According to BROADCASTING estimates, by the middle of summer there will be 39½ nighttime hours of repeats per week. From this past season, a total of 29 live programs will continue through the summer, with only occasional reruns planned by a few.

Chemistry added to NBC-TV curriculum

Like conventional schools throughout the U.S., NBC-TV's year-old *Continental Classroom* will be expanded next September. In addition to repeating the full course in Atomic Age Physics, the program will offer a two-semester college level course in Modern Chemistry to be televised in color, according to NBC board chairman Robert W. Sarnoff.

Starting Sept. 28, the current physics course taught by Dr. Harvey E. White will be repeated by tv tape recording and kinescopes from 6 to 6:30 a.m. The 160-lesson course in chemistry is scheduled to follow from 6:30 to 7 a.m. Dr. John W. Baxter, professor of chemistry at the U. of Florida, will be taking a year's leave of absence to teach the tv chemistry course. Nobel prizewinning chemists and other outstanding scientists will be guest lecturers, it was announced.

Approximately 300 colleges and universities are expected to carry Modern Chemistry for academic credit, 35 more than the current total for Atomic Age Physics. Mr. Sarnoff said that the decision to expand *Continental Classroom* reflected both the first season's success and "the great need that must still be served."



BLACKBOARD SWITCH
Physicist White (l) to chemist Baxter

To be taped in color in NBC's New York studios, the new half-hour class is under the supervision of Edward Stanley, NBC director of public affairs. Dorothy Culbertson is executive producer; Robert Rippen producer and Marvin D. Einhorn director.

The American Chemical Society and the American Assn. of Colleges for Teacher Education are partners with NBC in presenting Modern Chemistry. Financial backing is from the Ford Foundation, E.I. duPont de Nemours & Co., new donor to the program; Bell Telephone System, General Foods Fund, International Business Machines Corp., Pittsburgh Plate Glass Foundation, Standard Oil Co. of California, and United States Steel Corp.

Regis Films plans four tv-tape series

Regis Films, sales organization for the five-minute animated tv series, *Crusader Rabbit,* is going into program production as well as distribution, a move made possible by tv tape, Lee Argel, Regis vice president, has announced.

Four tv tape program series are being developed by Regis, Mr. Orgel reported. They are: *Beat the Genius,* a panel program in which five specialists, each an expert in his own field, match wits with a "genius" who takes on all comers; an untitled interview-discussion series with musician Artie Shaw as interviewer and name guests, such as J. Lee Cobb and Julie London, who discuss the effects of being a celebrity on an individual's private life in one of the first tapes of this series; *Chopsticks,* a musical quiz with John Scott Trotter as m.c. and five talented youngsters, aged 9 and 12, seated at baby grand pianos on which they play their answers to the questions, and a five-minute strip series featuring Morrie Amsterdam as a stand-up comic with a commentary on topics of general interest.

The first three projected series are being produced by Regis in cooperation with Ross-Danzig Productions, Mr. Orgel said. The fourth is a solo venture by Regis. The Artie Shaw series and *Chopsticks* have aroused interest from the networks, Mr. Orgel said, with the Amsterdam and *Beat the Genius* programs to be put into immediate production for syndication to stations in time for use on the air starting this fall.

Regis also has a film series in preparation, a documentary-adventure series with Greg (Pappy) Boyington, Marine aviation ace in World War II, as host to introduce each week's broadcast.

California stations win AP news awards

Two CBS-owned stations, KCBS San Francisco and KNXT (TV) Los Angeles, were top winners of awards for metropolitan broadcast stations made May 23 at the 11th annual meeting of the California Associated Press Television & Radio Assn. in San Diego, Calif. Each of the pair was voted an award for general excellence of presentation. KCBS also won one award for excellence and four for merit in the various program categories; KNXT won one award for excellence and three for merit.

KACE Riverside walked away with honors among non-metropolitan radio stations, winning not only the award for general excellence but three awards for excellence and three for merit in the individual program classes. KXTV (TV) Sacramento (formerly KBET-TV) was overall tv winner in the non-metropolitan field, also receiving an award for program excellence in the news category. Special awards went to the Armed Forces Radio Service for its coverage of the 1958 elections and a documentary, "Flying Tiger."

Award winners were selected by a panel of judges representing the Michigan AP Broadcasters Assn. Awards, covering broadcasts made during 1958, were;

News: Metropolitan radio for excellence—KNBC San Francisco "Noon News;" for merit—KFI Los Angeles "Pat Bishop Reports," KCBS San Francisco "California Tonight." Non-metropolitan radio for excellence—KACE Riverside "Radio Newspaper;" for merit—KMYC Marysville "Bradley's Breakfast News." KSCO Santa Cruz "Local News," KUKI Ukiah "Radio Ukiah News." Metropolitan television for excellence—KTTV Los Angeles "George Putnam and the News;" for merit—KNXT Los Angeles "Ten O'clock Report," KRON San Francisco "11 O'clock News with George Mar-

CBS Television for Eastern Iowa • Channel 2 • Cedar Rapids—Waterloo • Affiliated with WMT Radio; KWMT Fort Dodge • National Reps: The Katz Agency

His secret's out in WMTland.

National rating: 34.

WMT-TV rating: 55.*



*In a 3-station market (Station B: 13.5; Station C: 4.7). All ratings ARB.

tin." Non-metropolitan television for excellence—KXTV Sacramento "News with Hank Thornley."

Farm: metropolitan radio for excellence—KNX Los Angeles "The Nelson McIninch Show;" for merit—KNBC San Francisco "Farmer's Digest."

Sports: metropolitan radio for excellence—KNX Los Angeles "Sports Final;" for merit—KCBS San Francisco "Don Klein's Sports Notebook," KNX Los Angeles "Sports Storey" Metropolitan television for excellence—KNXT Los Angeles "Gil Stratton's Report."

Special events: metropolitan radio for excellence—KNX Los Angeles "Malibu Fire;" for merit—KABC Los Angeles "Stompanato Highlights," KCBS San Francisco "Trade With Red China—How Soon?" Non-metropolitan radio for excellence—KSCO Santa Cruz "Flood;" for merit—KACE Riverside "Opening Night at the Opera." KACE Riverside "San Quentin Death Row Interview," KPRL Paso Robles "Dorothy at the Traveling Mike." Metropolitan television for excellence—KTTV Los Angeles "Year End Review;" for merit—KFMB-TV San Diego "Sycamore Canyon." Non-metropolitan television for excellence—KSBW-TV Salinas "Flood—1958." Special award, Armed Forces Radio Los Angeles "1958 Election." Documentary: metropolitan radio for excellence—KCBS San Francisco "Remember 1958;" for merit—KABC Los Angeles "Space Travel," KNX Los Angeles "The Hanging Face of Hollywood," KFMB San Diego "USS Ranger." Non-metropolitan radio for excellence—KACE Riverside "The Felicitas Murder Case." Metropolitan television for excellence—KRON San Francisco "The Lonely War;" for merit—KNXT Los Angeles "Thou Shalt Not Kill," KFMB-TV San Diego "Survival In Space." Special award, Armed Forces Radio Los Angeles "Flying Tiger."

Commentary: metropolitan radio for excellence—KABC Los Angeles "William Winter;" for merit—KCBS San Francisco "Don Mozley Reports," KFI Los Angeles "Six O'clock Journal." Non-metropolitan radio for excellence—KACE Riverside "Wayne Brice Must Not Die;" for merit—KACE Riverside "Do You Hate America?" KOWN Escondido "Reports From Palomar." Metropolitan television for excellence—KRCA Los Angeles "California Report;" for merit—KNXT Los Angeles "Thou Shalt Not Kill," KTTV Los Angeles "Narcotics Story."

In addition, 16 stations received recognition for cooperation in reporting local news to AP. Certificates of excellence went to KMYC Marysville, KUBA Yuba City, KPRL Paso Robles, KUKI Ukiah, KSCO Santa Cruz, KACE Riverside, KUTY Palmdale and KFMB San Diego. Certificates of merit for news cooperation were awarded to KGEN Tulare, KWIP Merced, KGO San Francisco, KXTV (TV) Sacramento, KOBY San Francisco, KCBS San Francisco, KENL Arcata and KUDU Ventura.

Eidophor Inc. set up by CIBA for C-C tv

CIBA has entered the closed-circuit television business. The Swiss drug, dye and plastics concern last week announced formation of Eidophor Inc., wholly-owned subsidiary which is to handle the new million-dollar venture.

Named president of Eidophor was Roderic L. O'Connor, former assistant secretary of state, and since Jan. 1 vice president and counsel of CIBA States Ltd., New York, which manages U.S. operations. The new company's vice president and general manager is Felton Davis Jr., who headed the medical tv unit of CIBA Pharmaceutical Products Inc., Summit, N.J.

Basis for CIBA's diversification is ownership of the Eidophor large screen, black-and-white and color tv projector, which had its first U.S. showing at the close of last year (BROADCASTING, Dec. 29, 1958). It features an independent light source allowing for projection of a 40x30ft. monochrome of 20 x15 ft. color picture. Contrast equivalent to that in good film projection is said to be obtainable.

Initial plans call for production of closed-circuit tv shows for business. Eidophor has entered an agreement with Teletalent Inc., New York, whereby the latter will produce the shows to be broadcast via Eidophor equipment. By fall, coast-to-coast monochrome projection is expected to be ready. Color for the immediate future will be limited to six locations within a 50-mile radius.

Movieman sues RKO over tv distribution

Tv distribution of six theatrical motion pictures produced by Benedict E. Bogeaus for RKO Radio Pictures has been halted by a preliminary injunction issued Monday (May 25) by Los Angeles Superior Court Judge Ellsworth Meyer. The injunction is a prelude to two suits totaling $7.5 million brought by Pinecrest, Alpine & Filmcrest Productions, of which Mr. Bogeaus is president and principal stockholder, against RKO Teleradio and its parent company, General Tire & Rubber Co. The complaint charges RKO with improper distribution of the pictures, alleging that they were released to tv stations owned by RKO without competitive bids from other stations and generally without efforts to secure the best revenue. Other breaches of distribution agreements are alleged, including a charge that RKO refused to deal with talent unions regarding residual payments for the tv showings and that RKO packaged the Bogeaus pictures with "others of inferior quality." The six pictures are: "Cattle Queen of Montana," "Tennessee's Partner," "Slightly Scarlet," "Pearl of the South Pacific," "Appointment in Honduras" and "Silver Lode."

NBC-TV fall schedule: 'Tv for every taste'

A fall nighttime schedule that is 60% new, more than 150 specials in prime time and "at least seven major informational programs at peak viewing hours," was promised last week by NBC Board Chairman Robert Sarnoff.

In one of his regular letters to tv-radio editors, he also said that "a key Sunday night time period devoted primarily to original, live, in-color, New York-originated dramatic shows" is on the fall schedule.

Speaking of the "image" that NBC-TV expects to present, he said that if this fall's schedule doesn't present "rewarding television for every taste," then "I will offer to swap images with Jim Knight" [publisher of the *Miami Herald*, who has been writing that newspapers should improve their own "image"].

Mr. Sarnoff said that if NBC-TV were not conscientious about the "face it exposes," it "would have a crackling good private-eye or western series on Sunday from 8 to 9." "Nothing," he said "would be more saleable." Instead, he continued, NBC-TV has scheduled *The Sunday Showcase*, which he described as "primarily original plays, especially created for television by the medium's most gifted playwrights."

Mr. Sarnoff said the network plans to "practice a liberal withholding policy in the Sunday night period so that the *Showcase* productions will be interspersed irregularly with other specials ranging from variety and comedy hours to dramatic classics to news and public affairs."

Affiliation talks held by SDIG, SDGA

Screen Directors International Guild, which represents directors employed at film studios in the East, has been holding talks with the Screen Directors' Guild of America in Hollywood toward setting up an affiliation agreement. Members of SDIG last week endorsed a resolution recommending the approval of the general basis for affiliation. Under this proposal, SDIG would become the New York branch of SDGA after both groups approved the revised SDGA by-laws, making such an affiliation possible.

Under terms of the agreement, directors in the East would retain the power to deal with all local problems, including collective bargaining, government, finances and discipline over members working under its administration. The New York branch would be represented on the national board of SDGA in numerical proportion to its membership strength, and all east and west coast directors would enjoy equal working privileges.

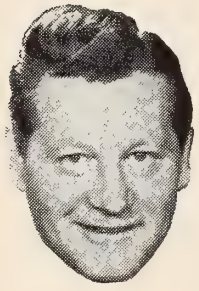
• Program notes

• MCA Tv Film Syndication Div., N.Y., has completed its initial sale on *Shotgun Slade* mystery-adventure series to P. Ballantine & Sons, Newark, covering 28 markets in 17 eastern states, it was announced last week by David V. Sutton, vice president in charge of the



if it's **SPORTS**

Western New Yorkers will see it on **WBEN-TV**



or hear Chuck Healy tell about it on his top-rated

SPORT SHOWS 6:38 pm Monday thru Friday • 11:15 nightly

Western New Yorkers are sportsminded . . . and so is WBEN-TV, their favorite sports station!

We learned long ago . . . back in 1948 when we first pioneered television in our rich, 15-county coverage area . . . to give our viewers what they wanted. "Live" wrestling was our first remote sports feature.

Since then WBEN-TV has supplemented the superb CBS network Sports Features with equally fine telecasts of our own. "Live" bowling . . . our BEAT THE CHAMP show . . . beats all competition and enjoys one of the largest audiences ever attracted to local TV.

The International Regatta on the turbulent Niagara River attracts the biggest names in speedboat racing and everything from outboards to hydroplanes. Our remote crew's annual coverage puts this water spectacle into hundreds of thousands of homes. Also, we've covered Ryder Club Golf, the Western Open, and almost every other sports event of local importance.

For good measure — and the good of our sponsors — we are the only Buffalo station that has a Late Sports Show *7 nights a week!*

All selling is LOCAL, and this effort to localize sports with thorough, creative and imaginative coverage has made WBEN-TV audiences large and loyal. It also helps make your TV dollars count for more on Channel 4.

WBEN-TV CH. 4

CBS IN BUFFALO

Represented nationally by Harrington, Righter and Parsons

division. The agency for Ballantine is Wm. Esty Co., N.Y. The series, starring Scott Brady, now is being offered for sales in other parts of the country.

• The signing of orchestra leader Lawrence Welk to an exclusive radio-tv agreement with the Dodge Div., Chrysler Corp., and ABC was announced last week. Mr. Welk, who currently has two weekly programs on ABC-TV, will concentrate on one tv program in the fall—*Lawrence Welk's Dodge Dancing Party* (Sat., 9-10 p.m.) It was reported that Mr. Welk also signed a separate agreement with ABC covering a period of five years.

• Gomalco Enterprises, producer of the *George Gobel Show*, filed a $1 million damage suit May 22 against NBC, NBC International and BBC. The suit charges that use by BBC last year of the Sept. 23 and Oct. 7 Gobel shows was unauthorized. The suit is filed by Pacht, Ross, Warne & Bernhard in the Superior Court of Los Angeles.

• The UPI Broadcasters Assn. of Massachusetts' annual Tom Phillips Awards for the state's best news broadcasts have been given to WEEI Boston and WKOX Framingham. The former's is for newscaster Ellis Mott's disclosure of industrialist Bernard Goldfine's income tax debt. WKOX's award is for coverage of last December's Chicago school fire.

• *Cold War—Berlin Crisis*—a one-hour documentary film syndicated by WPIX (TV) New York is in 34 markets at latest count. Most recent purchasers: WSLS-TV Roanoke, Va.; WHEN-TV Syracuse, N.Y.; WSJV (TV) Elkhart, Ind; KVOS-TV Bellingham, Wash. KPHL-TV Phoenix, Ariz.; WBTV (TV) Charlotte, N.C.; KCTV (TV) San Angelo and KMID (TV) Midland, both Texas; WBTW (TV) Florence, S.C. and KKTV (TV) Colorado Springs, Colo.

• A new weekly hour series entitled *The Lawbreakers* will occupy the 7:30-8:30 p.m. Tuesday segment on CBS-TV, the network announced Wednesday (May 27). The series will commence Sept. 22 with Ralph Meeker starring in "Dillinger: A Year to Kill". The new series, which fills the time previously announced for *Destination Space*, is based on an idea by veteran crime reporter and tv film writer George Ellis and by Lester Gottlieb, director of CBS-TV program development. It will be produced by John Houseman, with Charles H. Schultz as associate producer.

• Monarch Productions Corp., N.Y., commercial, industrial and program film producing company, is expanding its services for east coast clients requiring west coast production. Monarch will utilize Hal Roach Studios, Hollywood, at the sales and production level. West coast clients will use Monarch's facilities in New York. The flexible arrangement was announced last week by Norman Berman, Monarch executive producer.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 1-5, 8-10 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

June 1-5, 8-10 (4-4:30 p.m.) **Truth or Consequences**, participating.

June 2, 9 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

June 3, 10 (8:30-9 p.m.) **Price is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

June 3, 10 (9-9:30 p.m.) **Kraft Music Hall** presents Dave King, Kraft through J. Walter Thompson.

June 4 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

June 4 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

June 5 (7:30-8 p.m.) **Northwest Passage**, sustaining.

June 5 (8-9 p.m.) **Ellery Queen**, Gulf Oil through Young & Rubicam.

June 6 (10-10:30 a.m.) **Howdy Doody**, Continental Baking through Ted Bates.

June 6 (10:30-11 a.m.) **The Ruff and Reddy Show**, Borden's through Benton & Bowles and Mars through Knox-Reeves.

June 6 (8-9 p.m.) **Perry Como Show**, participating sponsors.

June 7 (7-7:30 p.m.) **Midwestern Hayride**, local co-operative sponsorship.

June 7 (7:30-8:30 p.m.) **Steve Allen Show**, RCA through Kenyon & Eckhardt. hardt.

• NBC-TV plans 13 new programs for its *Wisdom* series next season. The half-hour interviews with elder wise men and women from varied fields will be produced by James Nelson, associated with NBC Special Projects since 1956, and will again have John Bloch as director. Among the topics for the new season: Classical ballet, specialized medicine, symphony orchestra conducting and humor. The series began in 1952.

• Radio & Television Directors Guild, New York local, reports the election of John J. Sughrue Jr., as president, replacing Tom Donovan. Other new officers are: Ted Nathanson, vice president; Cort Steen, secretary and Robert G. Myhrum, treasurer.

• Lewis Freedman is to produce and direct Westinghouse Bcstg. Co.'s public service series *In Praise of Learning*. Michael R. Santangelo will be associate producer.

• The tape of an interview KYW Cleveland, Ohio, News Editor Leah Montgomery had with a confessed murderer has been requested by Cuyahoga (Cleveland) County Prosecutor John Corrigan.

• Television Communications Inc. (closed-circuit tv producer), S.F., names Martin & Tuttle, Seattle, northwest representative. Address: John Heverly, vice president, M&T, 1609 Tower Bldg., Seattle 1.

• The Taussig Paint Sales Co., Jenkintown, Pa., is producing "Lasticolor," a vinyl spray for quick redecoration of color tv props. The company says that it "dries so quickly that the same props could be used on different shows less than an hour apart."

• WDAU-TV Scranton, Pa., has given state Governor David Lawrence a copy of its coverage of his inauguration ceremonies. The 45-minute film includes the governor's inaugural address, shots at the inaugural ball and other footage of the two-day celebration.

• NBC Radio's second *Image* series starts tomorrow (June 2). Titled *Image Minorities*, the four-week series will preempt the 8:40-10 p.m. EDT segment of *Monitor Summertime* Mondays through Thursdays, announced Albert L. Capstaff, vice president, radio network programs. The documented programs will examine the history, problems and ambitions of minority groups in the U.S. Topics include immigration, cultural traits and assimilation of various racial and religious groups, it was reported. The first series, *Image Russia*, was broadcast in January and February of this year. Peter Lassally is executive producer and director of the new series. Associate producers are Peter Flynn and Charles Grinker. Jim Holton is editorial supervisor. Alice Wallace and Jim Aldrich are the writers.

• Allied Artists Pictures Corp., Hollywood, Calif., has paid 13¾ cents a share on its 5½% preferred stock to stockholders of record June 3.

• Television production students with Northwest Schools (vocational training), Portland, Chicago and Hollywood, have selected their third annual Stella Award winners:

Best male vocalist—Perry Como; female vocalist—Dinah Shore; dramatic series—*Playhouse 90;* adventure or mystery—*Perry Mason;* western—*Maverick;* situation comedy—*Father Knows Best;* comedian—Red Skelton; newscast—Chet Huntley; musical or variety—Lawrence Welk; personality—Jack Paar.

• Compass Productions Inc., N.Y., is headquartered at 1841 Broadway, not 1341 as reported by the company in last week's BROADCASTING (May 25).



"So then U.S. Steel invested $770 million in us"

An American baby is born every eight seconds—11,000 every day—4,000,000 a year. Our population will soon be over 200 million. And as our population grows, our production must grow. We'll need millions of new homes . . . new schools and hospitals . . . new highways to carry 75 million motor vehicles by 1970 . . . not to mention countless appliances and conveniences that haven't even been invented yet!

No temporary setback can stop the growing needs of our population. That's why United States Steel has gone ahead with expenditures totaling $770 million to provide more and better steels for tomorrow's citizens. This is the practical way that we've demonstrated our faith in the future.

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HOUSE LINES UP SPECTRUM PANEL

Harris names panel participants for next week's sessions

The first step in a $200,000 investigation of the radio spectrum and allocations will be taken next Monday and Tuesday (June 8-9) in Washington when the Communications Subcommittee of the House Commerce Committee calls a panel of experts on the subject.

Increased demands for additional frequencies and expected future requirements by various government and non-government users have pointed up the necessity for such a study. Several members of Congress have called for an investigation by a specially-appointed commission while the White House has proposed its own study.

Who will be there • Names of the participants in the panel were finalized last week, Rep. Oren Harris (D-Ark.), committee chairman, said.

Government members will include Leo A. Hoegh, director of the Office of Civilian & Defense Mobilization; E. R. Quesada, administrator of the Federal Aviation Agency; Paul Goldsborough, Dept. of Defense, and Comrs. John Doerfer and Robert Bartley of the FCC.

Speaking for industry organizations will be D. R. Hull, president, H. Leslie Hoffman and Paul Chamberlin, Electronics Industries Assn.; President Harold Fellows, and A. Prose Walker, both of the NAB; Howard T. Head, Assn. of Maximum Service Telecasters, and Harold R. Huntley of AT&T for Communications Common Carriers.

Participating as individuals will be Victor E. Cooley, chairman of the President's Special Advisory Committee on Communications; Dr. Irvin Stewart, former chairman of the FCC and member of the Cooley committee; Dr. W. L. Everitt, dean of the U. of Illinois School of Engineering, and Frank G. Kear, Washington consulting engineer and member of the Cooley committee.

According to Rep. Harris, the panel will discuss "the nature of the problems attending the present and future utilization of the radio spectrum and the most appropriate and effective methods of approaching the examination and resolution of these problems."

One of the government panelists will open the discussions with an explanation of the problems of dividing the radio spectrum among the various government and non-government users.

Many hands in pot • There is a great deal of confusion in this area because of the dual responsibility in allocating spectrum space. The FCC assigns frequencies to private users while the Administration allocates space to the government, including the military. Each spokesman from the government agencies will be given approximately 15 minutes to outline the specific problems of his particular organization.

Many involved in the problem, including several congressmen, look to the spectrum study as a possible vehicle for eventually providing more vhf spectrum space for broadcasting. Rep. Harris has pointed out that the first problem is to determine how much space is necessary for a truly nationwide, competitive tv service. He has indicated the belief that possibly 25 contiguous vhf channels will be sufficient while the FCC has talked of providing 50 channels through a swap with the military.

The FCC has a special meeting scheduled on allocations for today (Monday).

Rep. Harris has not given any indication what course the spectrum investigation will take following next week's panel. The committee still does not have a staff of allocations experts to help in the study.

ARKANSAN SPECTRUM PROBER

Rep. Oren Harris (D-Ark.) has never been known to refuse to meet a controversial issue head-on. And, the astute chairman of the House Commerce Committee and its communications Subcommittee is not ducking the issue in tackling a study and investigation of radio spectrum allocations.

At a time when the White House, military and Congress were squabbling over who—if anybody—should be authorized to investigate the spectrum, Rep. Harris asked the House for, and received $200,000 for a study by his own subcommittee.

A panel discussion (see above) on Monday and Tuesday of next week is the first public step by the subcommittee in implementing its investigation. Behind the scenes, the congressmen have had more than a little trouble acquiring competent staffers for the investigation. To date, not a single person has been retained on a full time basis.

It was natural for Oren (Doc) Harris to run for Congress from Arkansas' fourth district. The family name has been well-known in the district's 17 counties since late in the 19th Century.

Family Tradition • His grandfather first put the Harris name before the public as a county judge prior to the turn of the century. His father, in addition to farming, was at one time or another a tax assessor, county superintendent and school teacher—activities that caught the public's eye.

Young Oren continued to keep the Harris name in the forefront. First with his athletic prowess, then as prosecuting attorney for a four county area and as district governor of Lions International. In this last post, he traveled all over Arkansas' fourth congressional district addressing local clubs of the civic organization.

Consequently, when Oren Harris in 1940 decided to run for Congress, he was not offering the voters an unknown quantity. In the Democratic primary—which in Arkansas is tantamount to the general election—he defeated incumbent Rep. Wade Kitchens and has been representing the district in Washington ever since.

Rep. Harris became chairman of the House Interstate & Foreign Commerce Committee at the beginning of the 85th Congress, in January 1957. Widely-known as an expert on broadcast matters, he retained his chairmanship of the Communications Subcommittee upon being elevated to the full chairmanship.

Self Made Chairman • And in February 1958, when the internal fights of the Legislative Oversight Subcommittee were splashed all over the front pages of the nations newspapers, Rep. Harris appointed himself chairman of that controversial investigative body.

When he moved up from an ex-officio member of the subcommittee to the chairmanship, Rep. Harris stated: "I feel personally that I have now the greatest challenge of my life . . . I accept this challenge . . . I will stand or fall on the success of this investigation. . . . I am now calling for the most thorough investigation insofar as pos-

sible that Capitol Hill has ever seen."

Whether or not the subsequent investigation during 1958 and the subcommittee's work in the future will constitute "the most thorough investigation that Capitol Hill has ever seen" probably will be decided by historians of the future. But, the investigations already have caused the resignation and criminal indictment of former FCC Comr. Richard A. Mack and the resignation of the President's top aide, Sherman Adams.

As a result of the Oversight Subcommittee's work, Rep. Harris has been called just about everything that can be printed. Except for rare instances, he has steadfastly refused to enter into a controversary with his critics or to answer them publicly. There was open speculation in the press and among congressional colleagues that he would give up the chairmanship of the Oversight Subcommittee during the 86th Congress.

Rep. Harris' reply: "Not on your life. That's one job I'm not about to give up." In fact, he voluntarily tackled still another tough job in the Communications Subcommittee's investigation of the spectrum.

The Beginning • Oren Harris was born in Hempstead County, Ark., Dec. 29, 1903, a son of a farmer and school teacher. The Harris home was a combination frame and split log house. A teenage Oren decided to become an attorney one day while helping his father plow. The senior Harris told of his childhood hopes to become a member of the bar, but he was successfully discouraged by his mother. "I guess I decided right then and there to become a lawyer," Rep. Harris remembers.

However, money for schooling was something of a problem. As a 16-year-old, Oren Harris worked in the oil fields (in 1920) during the famous Smackover boom. Returning to farming the following summer, he harvested an extra good cantaloupe crop, thereby earning enough money for six months of high school.

In the fall of 1921, he entered Academy State Teachers College Prep School and attracted considerable fame as a football halfback. In fact, Oren's skill on the gridiron solved the problem of his future education as no less than a half dozen high schools offered him "scholarships."

He chose Prescott (Arkansas) High School and, in addition to excelling in football, he was a member of the National Honor Society (scholastic). Sports eligibility rules were somewhat lax in those days and, although Oren qualified for graduation in the spring of 1925, his certificate was held up until November so that he could play one more year of football.

After that final high school football season, he worked in a Prescott drug store until entering Henderson-Brown College (now Henderson State) in Arkadelphia in September 1926. It was while working in the drug store that he picked up the nickname "Doc."

Gridiron Hero • The first person Oren met at Henderson was Ed (Jug) Williamson, who became his roommate and today is chief clerk of Rep. Harris' congressional committee. "Jug" also was a star football player and the roommates claim, "We had a hell of a football team."

Student Harris became a campus leader immediately. He was president of his freshman and senior classes and in addition to a football scholarship, worked at various times in a sandwich shop, on the college yearbook and in the school's business office.

During the summers, Oren was sought out by various sandlot and semi-pro baseball teams because of his abilities as a catcher. He remembers being paid $5-$10 per game at the start and in later summers was employed on a monthly basis to play baseball. From 1940-54, Rep. Harris continued to star as a baseball player as the Democratic catcher in the annual congressional baseball game.

After the 1954 game, when Rep. Harris was 50, and he couldn't get out of bed the next morning, he accepted his wife's advice and "retired."

Graduation Gifts • But that's getting ahead of the story. From Henderson State, Mr. Harris went to the Cumberland U. Law School in Lebanon, Tenn. When he received his LLB (requirements could be met in one year) in 1929, "Jug" Williamson engineered a collect telegram of congratulations containing several hundred signatures.

"Doc" Harris got a look at the wire without paying and promptly sent his ex-roommate a large, extremely heavy box filled with bricks—collect—and Jug had to pay.

Mr. Harris taught school the following year and in July 1930 passed the Arkansas bar exam. He entered practice in Prescott but stayed there only a short time before moving to El Dorado to enter the law office of John E. Harris (no relation).

In January 1933, he became assistant prosecuting attorney and in 1936 was elected prosecuting attorney for the four counties of Union, Columbia, Calhoun and Ouachita. He remained prosecuting attorney until his election to Congress four years later. He also served one year as Lions district governor while he was the area's chief prosecutor.



CHAIRMAN HARRIS

Challenge accepted

The Family • Shortly after moving to El Dorado, Mr. Harris began dating Ruth Ross, whom he had known only slightly while in college. They were married in May 1934. The Harris' have two children; Carolyn Marie, 21, and Jimmie, 11. Carolyn, a senior at the U. of Arkansas, is the current National Cherry Blossom Princess. She also is captain of the university's cheer leaders squad and has been a cheer leader for three years.

In the fall of 1938, attorney Harris received one of the first FHA loans ever granted for the purchase of a home in El Dorado. A solemn ceremony was held just last fall in the Harris household when this 20-year-old mortgage was burned.

In addition to belonging to Lions International, Rep. Harris is a 32d Degree Mason, a Shriner, member of Knights of Pythias and Sigma Alpha Epsilon social fraternity. He sometimes teaches the Von Bible Class at Washington's Calvary Baptist Church.

On the rare Saturdays when Rep. Harris is not in his Capitol Hill office, he likes a round of golf and in the fall seldom misses a U. of Arkansas football game. Also, on occasion he can be found in the House gym beating a colleague in squash.

"I've been very fortunate and have a lot of friends who are responsible for my success," Rep. Harris said in explaining his 10 consecutive terms in Congress.

ALL EX PARTE ISN'T ALL BAD

Can even educate, Doerfer tells FCBA

The chairman of the FCC last week warned that some of the cures being proposed to cope with off-the-record representations before regulatory agencies may be worse than the disease itself.

FCC Chairman John C. Doerfer, commenting on "Extra Record Reliance in Rule-Making," told members of the Federal Communications Bar Assn. that an overall bar against commissioners talking to outsiders in so-called rule-making proceedings might work against the very thing the commissioners were appointed to acquire: expertise.

Mr. Doerfer said he was opposed to proposed legislation which would make all cases and proceedings before the FCC adjudicatory in nature.

"We must be free to talk to people, go to the library and research, make investigations in order to gain the knowledge to make policy," Mr. Doerfer said.

He added: "I have felt there is no question about my discussing any subject with anyone, unless it's an adjudicatory case. How else will I learn? How else will I become an expert?"

From the shoulder • Discussing the problem with unusual frankness, Mr. Doerfer proposed a working definition of an adjudicatory case and a rule-making case. It was this:

• Any proceeding involving a "valuable right" is adjudicatory.

• Any proceeding involving a hotly contested issue (as against a valuable right) is rule-making.

The general policy that the FCC would consider deintermixing some cities to try to overcome the problems of uhf and vhf was rule-making, Mr. Doerfer stated. But, he added, the specific deintermixture cases that resulted from that policy should not have been considered rule-making.

He likened this latter situation to spot zoning in municipal administration.

Redeeming Grace • Mr. Doerfer asked the FCBA to study the question and the proposals and come up with some plan which will save the "one redeeming feature of the whole scheme of regulatory agencies—experience."

"If you don't," he declared, "there's no need for an agency. There's no need for the FCC and its 1,200 people. It will become all court work."

The establishment of an administrative court—as proposed in some quarters as a solution to the *ex parte* problem—would be retrogression, Mr. Doerfer explained. It would result, he said, in the very thing Congress was trying to overcome in establishing the regulatory agencies—awkwardness, expense, long delay.

Aside from the regular adjudicatory cases (applications for new stations, changes in facilities), Mr. Doerfer said he felt that such matters as license revocations, and hearings on license renewals should also be included in the judicial category. As to the latter, he said, he thought the situation should become adjudicatory as soon as a complaint was filed.

Tender Area • The FCC chairman was treading on delicate ground.

The very identical subject—*ex parte* representations in rule-making proceedings—is on the agenda for discussion by the House Oversight Committee panel June 15. It is part of an overall discussion of various administrative process problems.

Early in May the U.S. Court of Appeals in Washington remanded back to the FCC the decision moving ch. 2 from Springfield, Ill., to St. Louis, Mo. The remand was on the ground that there had been off-the-record conversations with commissioners on this subject (BROADCASTING, May 11).

Pending before both houses of Congress are various bills which would prohibit FCC and other federal agency commissioners from having off-the-record contacts with anyone on any subject involving a proceeding before the agency. The most significant of these is Rep. Oren Harris' bill (HR-4800) which resulted from the recommendations of the House Oversight Committee sessions last year.

Malfeasance bill

A bill which would empower the President to remove any member of the FCC or the Federal Power Commission for inefficiency, neglect of duty or malfeasance in office has been introduced by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee. The bill also would retain in office a member of the FCC or FPC whose term has expired until his successor "is appointed and has qualified." The bill, it was explained, would make the Federal Communications Act and Federal Power Act more uniform with the acts which created other agencies and commissions under the Senate committee's jurisdiction. Sen. Magnuson offered an identical bill in 1958.

FCC affirmed on ch. 7

The U.S. Court of Appeals in Washington last week upheld the FCC's handling of the four-year-old Buffalo ch. 7 case.

In a unanimous three-judge decision the court held no detriment was suffered by the other applicants from the various steps taken by the FCC in establishing the financial qualifications of successful

Norton's tv ideas his own—Astin

The director of the National Bureau of Standards has applied the muzzle to the rampaging Dr. Kenneth H. Norton and his campaign to persuade the FCC to reduce co-channel tv station spacing to as low as 100 miles (BROADCASTING, May 11, April 6).

Dr. A. V. Astin, NBS director, told FCC John C. Doerfer in a letter dated May 7, that Dr. Norton's recommendations on tv allocations was made in his capacity as a member of the Television Allocations Study Organization and "does not reflect the official views" of NBS. Dr. Astin said it would have been "more appropriate" if Dr. Norton's letter had been submitted as a minority TASO report. He said NBS was available to advise the FCC on technical radio problems involving tv allocations.

Publication of Dr. Norton's April letter was completely unauthorized, Dr. Astin said. The NBS director expressed his apologies for its having been released. He added that "steps have been taken" to prevent a recurrence of this "misunderstanding."

Mr. Doerfer replied on May 21 telling Dr. Astin he had read the letter to the other FCC commissioners and that it had clarified "what we all suspected."

Dr. Norton's April letter was addressed to Mr. Doerfer. In it the NBS radio propagation expert took issue with some of the TASO findings.

He urged that closer co-channel spacing of tv stations would "maximize" each channel thus permitting the assignment of additional vhf stations. CBS' engineering Vice President William Lodge publicly took issue with Dr. Norton, which spurred another communication from the Boulder, Colo., scientist.

WKBW-TV Inc. and in permitting that applicant to amend its engineering proposals. The court also, caustically, turned down Greater Erie Broadcasting Co.'s request that the court remand the August 1958 decision in favor of WKBW because of the Commission's findings on the reliability of its owner, Leon Wyszatycki. Greater Erie is the licensee of WWOL Buffalo.

The decision was written by Circuit Judge John A. Danaher for himself and Judges George T. Washington and Walter Bastian.

White House yanked 2,800 mc, airmen say

The FCC played second fiddle to the White House in taking frequencies away from civilians and turning them over to the military, it was charged last week.

The allegation was made before a three-judge panel of the U.S. Court of Appeals in Washington by lawyer Joseph DuCoeur representing Aeronautical Radio Inc., Air Transport Assn. of America and others.

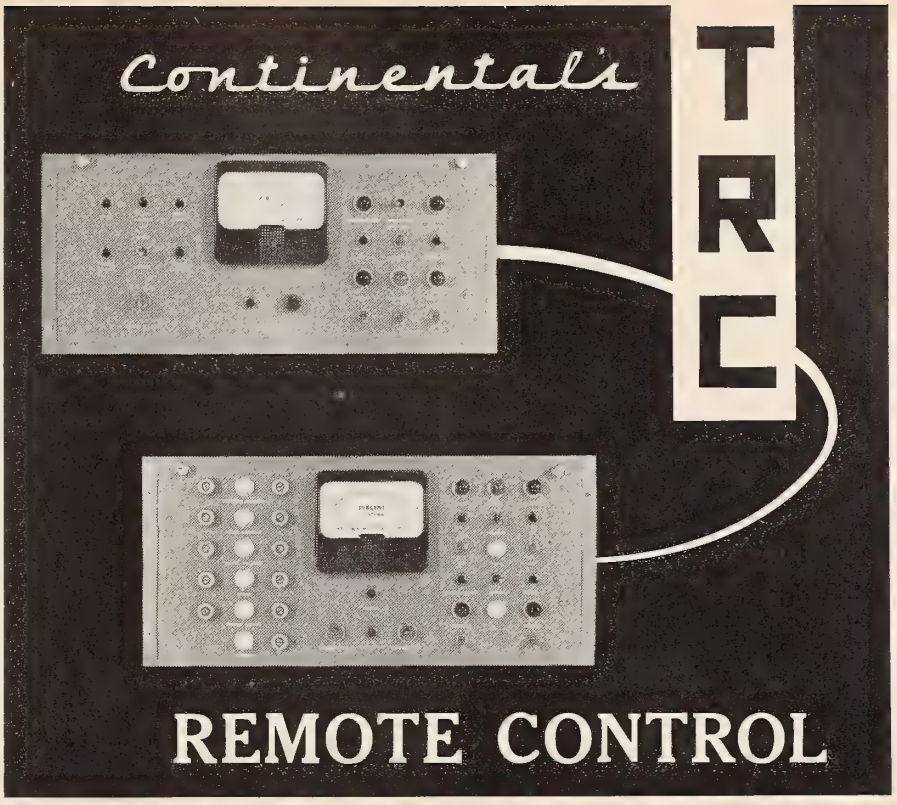
Airinc and Bendix Aviation Corp. have appealed the FCC's April 1958 decision removing 2,800 mc of radio spectrum space from "non-government" use and assigning it exclusively to government service. (BROADCASTING, April 21).

Summary Treatment Cited • Airinc claimed that the Commission acted without notice, without a hearing, and in violation of international treaties. Bendix charged that the FCC turned down its application for aircraft anti-collision development without a hearing.

Airinc is fighting the Commission's reallocation of the 8500-9000 mc band. This was being used for aeronautical radio navigation. Bendix sought 430 mc for its anti-collision development; the FCC reallocated 420-450 mc.

Included in the 14 bands changed to government usage was the 890-942 mc band, which contained allocations for am, fm and tv studio-transmitter links. Broadcasters operating in the deleted band were permitted to remain, but subject to interference from government sources.

FCC Assistant General Counsel Max Paglin justified the change on the ground of "vital" national defense. The request was made to the FCC by the Office of Civilian & Defense Mobilization, he pointed out, and the reasons have been submitted to the court under seal. He warned that the court may not question the Executive branch's judgment that the move was required in the national defense, but agreed that the court could review the method the Com-



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mission took in ordering the changes.

Richard A. Solomon, former FCC assistant general counsel now with the Dept. of Justice, also told the court that it could not go behind the OCDM decision.

The court comprised Circuit Judges George T. Washington, John A. Danaher and Warren E. Burger.

Entire FTC staff used to monitor tv

The Federal Trade Commission calls on practically its entire staff to help monitor radio and tv programs for false and misleading advertising, Trade Commission-nominee Earl W. Kintner told the Senate Commerce Committee last week.

Mr. Kintner, present FTC chief counsel, appeared last Wednesday (May 27) for confirmation of his promotion to a commission member. Sen. Warren Magnuson (D-Wash.), committee chairman, asked Mr. Kintner if he planned to "vigorously pursue" the FTC's monitoring activities. The nominee replied that as long as he is at the FTC, it will continue and intensify the monitoring of tv advertisements.

"I am very familiar with the problem," Mr. Kintner stated. The general staff of the Trade Commission watches tv at home and then reports alleged violations to the tv monitoring unit for action, he pointed out.

Mr. Kintner, in answering a query by Sen. Andrew Schoeppel (R-Kan.), said that he had no objection to members of Congress inquiring about the status of pending cases. Chairman John W. Gwynne, who plans to leave the FTC today (June 1), testified on behalf of the nominee, an Indiana Republican. Sen. Magnuson said that he knew of no objections to the Kintner nomination and expected the committee to act favorably without delay.

Rep. Magnuson hits operator rule change

Rep. Don Magnuson (D-Wash.) last week took issue with the FCC's recommendation for a revision of Sec. 318, of the Communications Act, which requires that a licensed operator be on duty at broadcast stations at all times. The Commission has recommended this and other amendments in order to recognize vhf translators already operating without authorization (BROADCASTING, April 20).

"I do not feel that this proposed amendment is necessary or desirable," Rep. Magnuson said. In the proposed form it clearly is irrelevant to the vhf translator problem and goes far beyond it."

Rep. Magnuson entered into the *Congressional Record* an exchange of correspondence with Comr. Rosel Hyde, acting FCC chairman. Comr. Hyde pointed out that Sec. 318 was enacted in 1934 and since then there have been wide improvements in broadcasting equipment so that it no longer is necessary for an operator to be on duty at all times.



Questions and answers • FTC-nominee Earl W. Kintner (l), with an assist from retiring Trade Commission Chairman John W. Gwynne (r), answers the questions of the Senate Commerce Committee at his confirmation hearing.

Hill report blisters FCC on AT&T handling

The FCC was described as a weak sister in its regulation of AT&T in a House Antitrust Committee report on the 1956 AT&T consent decree, released last week by Rep. Emanuel Celler (D-N.Y.), chairman of the committee.

The report—an attack on the Dept. of Justice's handling of the controversial AT&T antitrust case and particularly on then Attorney General Herbert Brownell Jr.—was signed by Mr. Celler and three Democratic members of the committee. Two Democratic members did not sign and all three Republican members dissented.

The document was critical of the FCC's participation in the case because, it said, the Commission's report to the Justice Dept. on its power to supervise Western Electric's prices to the Bell System companies was "distorted" and "inadequate." It said the FCC deleted information suggested by its staff which raised questions whether the Commission in fact was capable of supervising Western Electric's prices. Named as being active in preparing the FCC's statement to the Justice Dept. were former FCC Chairman George C. McConnaughey, present Chairman John C. Doerfer and former Comr. Richard A. Mack.

It also was critical of the Commission's failure to investigate long distance telephone rates. It observed that as a result of the 1953 FCC approval of a $65 million raise in such rates the public may have been overcharged a total of $159 million for 1955-57.

In the AT&T case, the Justice complaint originally asked that Western Electric be divested from AT&T ownership. The consent decree did not force this.

The report also reviewed the 1941 oil pipeline consent decree.

Kefauver on stand today in Mack case

Sen. Estes Kefauver (D-Tenn.) is scheduled to testify today (June 1) as a defense witness in the government's criminal conspiracy trial against former FCC Comr. Richard A. Mack and his friend, Miami attorney Thurman A. Whiteside. The senator, who leaves for London tomorrow, accepted a subpoena last week and said he would be glad to testify.

Sen. Kefauver is a friend of A. Frank Katzentine, a losing applicant in the Miami ch. 10 contest. He has acknowledged contacting some FCC members about the ch. 10 case while FCC adjudication was pending, but said he was interested only in having the case decided on its merits.

Mr. Katzentine, who also has been subpoenaed by the defense, complained that he is being harassed by being told to make the trip to Washington at once.

Witnesses last week were two banking executives, Frank W. Colton, First National Bank of Coral Gables, Fla., and William R. Von Blon, Munsey

branch of the Union Trust Co. of Washington, D.C. Both testified on financial transactions between Mr. Whiteside and Mr. Mack while the latter was an FCC member.

Federal District Judge Burnita S. Matthews ruled last week that Mr. Whiteside's testimony before the House Legislative Oversight Subcommittee last year may be introduced at the trial. The defendants are charged with conspiracy to rig the FCC vote in the Miami ch. 10 case to favor Public Service Tv Inc., a National Airlines subsidiary.

FCC announces tv channel changes

Some far-reaching tv allocation decisions were made by the FCC last week.

The Commission denied conflicting proposals by the Joint Council on Educational Television and WHTO-TV Atlantic City, N.J., to make now-dark ch. 12 Wilmington, Del., educational or assign it either partially or fully to Atlantic City. In terminating rulemaking proceedings on this channel, which has aroused the interest of commercial and educational groups (BROADCASTING, May 25), the FCC noted that any timely application proposing noncommercial operation on ch. 12 would be entitled to comparative consideration with pending commercial applications.

Also last week, the Commission amended the tv table of assignments by allocating ch. 10 to Appleton, Minn., for educational use, by deleting ch. 61 from Moses Lake, Wash., and substituting ch. 33 there, by deleting ch. 67 from Wenatchee, Wash., and adding ch. 27 instead and by exchanging ch. 33 Kellog, Idaho for ch. 36. The FCC amended the tv table of assignments in the 50th state by substituting ch. 7 for 8 in Wailuku, Hawaii, deleting educational ch. 7 from Honolulu and reserving now commercial ch. 11 for educational use in Honolulu and deleting ch. 7 from Hilo. At the same time the Commission assigned educational ch. 14 to Mount Pleasant, Mich., and substituted ch. 27 for ch. 21 in West Branch, Mich.

Among tv rulemaking petitions denied by the FCC last week was one by KUMA Pendleton, Ore., to assign ch. 5 to that city, which now has uhf ch. 28 allocated to it. Also, the Commission denied a petition by ch. 53 WATR-TV Waterbury, Conn., to shift ch. 18 (WHCT [TV]) from Hartford to Waterbury and permit WATR-TV to change channels accordingly. A petition for reconsideration and a request for oral argument by Gregg Television Inc., Longview, Tex., on the Commission's rejection of proposals to shift the educational reservation in Denton, Tex., from ch. 2 to a uhf frequency was likewise denied.

Puts out the fire

Stomach acid can't burn a hole in a cloth napkin and the tv Rolaids commercials that contend so are forbidden, the Federal Trades Commission has ruled.

The FTC also called an official halt to the use of white coated actors in Rolaids tv commercials. The "men in white", an old tv controversy (BROADCASTING, June 23, 1958), were used to imply the medical profession's endorsement of Rolaids. The FTC stipulated that any such medical representation must be "limited to numbers of doctors not greater than has been ascertained to be the fact." The FTC dismissed without prejudice a charge against Rolaids that the product, as per its claim, was twice as effective as competitors.

• Government notes

• June 1, 1960, was set as the effective date by the FCC last week for tv outlets to have type-approved frequency and modulation monitors at the station whenever the transmitter is in operation. In the wake of continued development of am-fm-tv transmitters as to more stable frequency control circuits, the Commission announced it is considering a review of its requirements regarding continuously operating frequency monitors. A rulemaking proceeding is a possibility, the FCC noted.

• KTVE (TV) El Dorado, Ark., was granted a waiver of FCC rules by that body last week to enable the station to identify itself as a Monroe, La., outlet as well. Comrs. Robert Bartley and Frederick Ford dissented on this grant to the ch. 10 station.

• The "Kohler hearings" kinescope controversy, in which some two dozen tv outlets carried films of the hearings before a special Senate committee without identifying them as being furnished by the National Assn. of Manufacturers (BROADCASTING, Dec. 1, 1958) was mentioned by the FCC last week as it renewed the license of a tv station. KARD-TV, ch. 3, Wichita, Kan., was granted its license renewal only after the Commission had reminded the station of the requirement for full identification of "sponsors" as in the NAM donated kinescopes.

SURE-FIRE



says John Guider, Pres. & Gen. Mgr.
WMTW-TV
POLAND SPRINGS, ME.

The Warner Bros. library is sure-fire. These are films you can program dozens of different ways, and come up with a top rating every time. According to Mr. John Guider:

"Last year we bought half the Warner Bros. library. The results were completely satisfactory—both as to ratings and to sponsor reactions. So we just came back and bought the remaining half despite the fact that we already had the three other complete major packages. Those Warner Bros. features have certainly proved a real good buy."

Warner Bros. features offer big name stars, great pictures. Many stations run these films in several time slots, morning, afternoon and night. It's a smart way to put the whammy on competition, and profitable, too.

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CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
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LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

FM—WHAT'S WRONG
'Why they don't buy' on Old Comfort agenda

Agencies and fm broadcasters will confront each other with their common problems June 4-6 at the second Multiplex (mx) Seminar to be held at Old Point Comfort, Va.

Their main problem: why agencies don't buy fm.

Following the pattern of the first fm-mx seminar in the autumn of 1957, the program will cover the full range of developments in fm broadcasting and the use of sidebands for broadcast and nonbroadcast services.

FmAB's First • Combined with the seminar will be the first meeting of the new Fm Assn. of Brodcasters, formed last March during the NAB Chicago convention (BROADCASTING, March 23). Larry Gordon, WBNY-FM Buffalo, is FmAB president. The association's meeting will be held on the final day.

Two agency executives will appear on the timebuying panel, according to Dan Hydrick Jr., general manager of WGH-FM Newport News, Va., sponsoring the seminar. They are John Walt, Motorola account executive of Leo Burnett Co., Chicago, and Ed Acree, partner in Wilson & Acree, Richmond, Va. Esther Rauch, John Blair & Co., Chicago, will speak from the representatives' viewpoint. Two New York agency officials are expected to join the panel, Mr. Hydrick said.

Agenda • Besides the don't-buy discussion, the panel will go into future potential buys on fm, what's to come in stereo, need for ratings, and size and compostion of the fm audience.

A broadcast management panel will review mx problems such as telephone lines vs. fm, sales and competition, cost of equipment, size of business and problems of entering the fm broadcast field.

A manufacturing panel will include Gardiner Green, Browning Labs.; Sal Fulchino, General Electronic Labs.; Wally Warren, Gates Radio Co., and A.H. Bott, RCA.

The fm-mx tax problem will be handled by Sigmund Timberg, FmAB attorney who is involved in ASCAP negotiations; Seymour Krieger, attorney, discussing the 8% federal tax on fm and fm-mx background music, and Douglas A. Anello, NAB chief attorney. Legal phases of storecasting, FCC stereo and mx regulations and mx excise taxes will be reviewed.

Taking part in an engineering panel will be A. Prose Walker, NAB engineering manager; Milton Chambers, Washington consultant; Phil Hayden, General Electronic Labs., and Carl Schabiner, WFLY (FM) Troy, N.Y.

Back to skool

A spelling test conducted by an elementary school teacher in Phoenix, Ariz., showed the influence of KOOL-AM-TV there. When asked to spell "cool," 18 fourth graders in a class of 35 spelled it "kool."

Pickford-Rogers told to dispose of WSJS-TV

Mary Pickford and her husband Buddy Rogers have been ordered to sell their one-third interest in WSJS-TV Winston-Salem, N.C. After 11 weeks of testimony and argument in the suit of Piedmont Publishing Co. to compel the couple to sell their stock, and the Pickford-Rogers countersuit for $750,000, Los Angeles Superior Court Judge John L. Ford last Monday (May 25) ruled that the couple must sell their stock at a price of $133,243.

Piedmont, controlled by Gordon Gray, assistant to President Eisenhower, contended that in 1953 it was issued 1,000 shares of stock in Triangle Broadcasting Corp., licensee of WSJS-TV, and Miss Pickford was issued 500 shares, at $100 per share. Piedmont also asserted that it had an option to buy her stock within six years under a formula which would give her and her husband a total of $126,812, or a profit of $76,812 on their $50,000 investment.

Miss Pickford and Mr. Rogers rejected this offer and filed a cross-suit alleging that she had been induced to withdraw her application for a tv station in Winston-Salem and join Piedmont in WSJS-TV on the assurance that the option would not be exercised. The Pickford-Rogers action also said that the Piedmont offer was designed to deflate the true value of the stock, which the couple said was at least $500,000.

WRCA-TV goes 'Orbit'

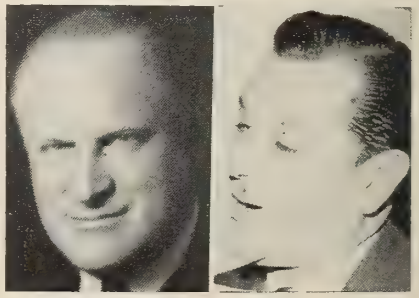
WRCA-TV New York is placing into effect on July 4 its "Orbit Plan," under which an advertiser may purchase spots in Triple A time on a rotating basis vertically and horizontally (CLOSED CIRCUIT, May 25).

Under the plan an advertiser may buy a spot on Thursday at 8 p.m. the first week; at 8:30 p.m. the following week, and progressing to 10:30 p.m. the sixth week. On a horizontal basis, an advertiser may buy the 8 p.m. spot on different days of the week over a six-week period. Mr. Davidson reported that research indicates that over a six-week period an advertiser using the "orbit" schedule would gain 25% in his cumulative rating.

Jaret, Hull merge as new station brokers

A new entry in the field of station brokers was announced last week by David Jaret, president of the business brokerage house of that name. Warren Hull, long-time radio-tv entertainer and producer, will be associated with Mr. Jaret's firm in station sales.

David Jaret Corp., located at 150 Montague St., Brooklyn, N. Y., has been in business brokerage for 36 years. It was described by *Barron's*, financial



MR. JARET MR. HULL

Capitalizing on a seller's market

publication, as the only house dealing nationally in every kind of enterprise—54 main categories and 20 supplemental, from hotels to bowling alleys. Its current inventory of properties for sale is estimated at $1.6 billion, with $2.5 million changing hands in a recent week.

Messrs. Jaret and Hull have been investigating the station sales field for the past year. Their conclusion: a seller's market, with no indication of any slackening in the record prices being put on radio-tv properties. Mr. Jaret says the most popular properties for "men of means" are those which bill over $500,000 a year. His rule of thumb on price: One and a half times the annual gross, with the buyer paying one-third cash, the seller taking a mortgage on the balance.

Mr. Hull entered radio in 1924 on the NBC Blue network (now ABC). He was m.c. of the long-running *Strike It Rich* tv show before it left the air several seasons back. Mr. Hull said he would continue radio-tv appearances.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KBUS Mexia, Tex.: Sold to Thomas R. Elkins and associates by J.B. McNutt Jr. for $42,500. Mr. Elkins is a disc jockey-producer with KCTT Davenport, Iowa. The sale was handled by Patt McDonald. KBUS is on 1590 kc with 500 w.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 87**).*

• WAGA-AM-FM Atlanta, Ga.: Sold by Storer Broadcasting Co. to Plough Radio Inc. for $830,000. Plough wholly owned subsidiary companies own: WCAO-AM-FM Baltimore, Md., WJJD Chicago, Ill., WCOP-AM-FM Boston, Mass., and WMPS-AM-FM Memphis, Tenn. Comr. Robert Bartley dissented. WAGA is on 590 kc with 5 kw, directional night and is affiliated with CBS. WAGA-FM is on 103.3 mc with 36 kw.

• WDAU-TV Scranton, Pa.: 75% sold to Mrs. M. E. Megargee and family for $700,000 by WCAU Inc., former licensee of WCAU-AM-FM-TV Philadelphia before it was bought by CBS last year. Megargee family, which owns WGBI-AM-FM Scranton, now owns 100% of WDAU-TV. WDAU-TV is on ch. 22 and is affiliated with CBS-TV.

• WEDR Birmingham, Ala.: Sold to Radio Birmingham Inc. (James R. Bonfils, president) by Edwin H. Estes for $225,000. WEDR is on 1220 kc with 1 kw, day.

Ohio news privileged

The Ohio Legislature has passed a bill which would give radio and tv broadcasters the same immunity from having to disclose news sources as that conferred on newspaper and news service reporters. Gov. Michael V. DiSalle is expected to sign the bill. The bill was introduced by Ohio Sen. Ray T. Miller Jr., president of WERE Cleveland. It also requires stations to keep records of newscasts for six months after delivery so they may be checked for accuracy. The bill arose after a court ruling last January that existing law does not protect radio and tv newscasters.

New studios for WNBF

WNBF-AM-TV Binghamton, N.Y., opened new studios and offices at the Sheraton Inn May 22. The $750,000 quarters occupy about 20,000 sq. ft. comprising two tv studios, three radio studios and executive offices.

Special programs on the stations for the occasion: a half-hour simulcast in which Binghamton Mayor John J. Burns formally opened the studios; WNBF-TV telecast a one-hour report on the growing influence of its area in the nation's economic picture and a salute to Binghamton-based industries. WNBF-TV also paid tribute to agriculture with a "Farm & Home Day." The station had an exhibition of poultry incubators, dairy cattle, and new agricultural equipment in its studios.

Etv teaching over half-million students

A report on educational television issued last week by the Ford Foundation and the Fund For the Advancement of Education highlights these findings: more than half a million American students, from the first grade through college, are receiving part of their classroom instruction by tv; 117 colleges and universities offer courses for credit via tv, and 569 school districts make regular use of tv instruction.

The report, titled "Teaching by Television," concludes that there is "no significant difference in achievement between students in television courses and students in regular classes." Copies of the report are available without charge from the Office of Reports, The Ford Foundation, 477 Madison Ave., New York 22.

MBS newscast sales up 31% over 1958

Sponsors increased their use of Mutual's five-minute newscasts by 31% in March, April and May of this year over the comparable period of 1958, it was announced last week by Blair A. Walliser, executive vice president of MBS.

Mr. Walliser noted that under its arrangements with its affiliated stations, the network provides its stations with a five-minute newscast on the hour in return for a network five-minute news broadcast on the half hour. The network's option time sales, he said, are limited to its Sunday schedule.

During the three-month period this year, according to Mr. Walliser, 11 of the 17 daily newscast were sold out, as against 7 of 17 daily news programs last year. Partial sponsorship of news periods follows a similar pattern.

Among the new clients added to the Mutual roster this spring, he said, were the Pepsi Cola Co., Sinclair Oil Co., two divisions of the Sterling Drug Co. and Sea Breeze Labs.

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Facelifting at WJR • Approximately 700 guests attended WJR Detroit's "Goodwill Cavalcade of 1959," held in Detroit's Latin Quarter, with entertainment furnished by the station's regular musical talent staff. It marked WJR's switch to non-network operation and its "complete-range programming" concept. Among those present at the function:

L to r: J.B. Wagstaff, Chysler Corp. vice president and general manager of the DeSoto Div.; John F. Patt, WJR President; George Romney, president of American Motors; H. E. Chesebrough, Chrysler vice president and general manager of the Plymouth Div., and E. N. Cole, General Motors vice president and general manager of the Chevrolet Div.

• Media reports

• WAKO Lawrenceville, Ill., is slated to commence daytime operation today (June 1) on 910 kc with 500 w. It is owned by the Lawrenceville Broadcasting Co. Wallace C. Bruner is manager.

• Recent affiliations with the Mutual Broadcasting System include WGGG Gainesville, Fla., and WSJM Benton-Harbor-St. Joseph, Mich. WGGG, which joined MBS May 18, is owned by Radio Gainesville Inc. and operates on 250 w at 1230 kc. Carl Swanson is general manager. WSJM joins the network today (June 1). It is owned by WSJM Inc. and operates on 250 w at 1400 kc. Charles Dickoff is general manager.

• KHOU-TV will be the new call letters of the Corinthian station now known as KGUL-TV Houston, effective today (June 1).

• KUDI Great Falls, Mont., received two of three first-place awards in the local advertising club's first annual advertising contest. KMON there won the other first-place award. The contest was for locally-produced spots.

• A new service for Southern California public relations and publicity people is Transmit Inc., which has installed teletype machines in the news rooms of eight radio stations, six tv stations, two wire services (AP and UPI), 12 daily newspapers and five specialized papers p.r. material. David R. Showalter, former director of public affairs for CBS Radio in Hollywood, is president of Transmit. James H. Flint, former editor of *Western Dairy Journal* and farm editor of McClatchy Broadcasting Co., is business manager. Transmit is located at 6047 Hollywood Blvd., Hollywood 28. Telephone: 2-7377.

• National Television Monitor Inc., N.Y., which handles monitoring service in some 140 cities, tape facilities in 73 cities and offers photo reports in New York, has moved to larger quarters at 601 Madison Ave. New telephone number: Murray Hill 8-1071.

• NBC News has assigned three correspondents to augment network coverage of Canada and Latin America with regular on-scene reports. Wilson Hall and his wife, Lee, left New York last month for the Caribbean area. Willson Woodside, Canadian journalist, commentator and authority on foreign affairs, will provide Canadian reports from headquarters in Ottawa.

• Keys symbolizing the theme of NAB's "Learn—and Live" campaign have been awarded 10 educators in as many states through General Federation of Women's Clubs as part of the federation's "Teacher of the Year" project. The NAB campaign is designed to develop respect for learning and to instill pride in doing a job well through special programs and messages on the air. Keys have been presented in Arizona, Illinois, Indiana, Mississippi, Pennsylvania, South Carolina, Tennessee, Texas, Utah and Washington State. Two more will be presented during the current week in Colorado and Delaware.

• Effective immediately, H-R Representatives Inc. is working in conjunction with ABC Radio's Hollywood sales staff in selling the ABC Radio Pacific Coast Regional Network. H-R had serviced the now defunct Don Lee Network. H-R's job is to sell ABC Radio's 32 Pacific Coast stations as a unit, not individually, and to include with the sale of the coastal outlets all or a portion of ABC's Rocky Mountain area affiliates. Approximately 80 stations are included in the 11-state western group.

• *The Roguish World of Dr. Brinkley*, a biography of the onetime owner of a maverick Kansas radio station, has been written by Gerald Carson. Dr. John R. Brinkley's broadcasting license was revoked after he advertised he could graft rejuvenizing goat gonads onto aging men and other quack medical treatments. The doctor moved to Del Rio, Tex., and started another, more powerful radio station that took an international treaty to get it off the air. The book will be published in October by Rinehart & Co., N.Y.

• KMOX St. Louis, Mo. will broadcast all St. Louis Hawks professional basketball games for the next three seasons including pre-season exhibitions with co-sponsorship by Anheuser Busch Inc. it was announced last week by Robert Hyland, general manager.

• Inland Empire AP Broadcasters Assn. has been formed at Spokane, Wash. Dick Hoover of KREM there is general chairman, Bill Rhodes of KZIN Coeur d'Alene is chairman for northern Idaho and Stan Pennington of KOMW Omak is eastern Washington chairman.

• WMAL Washington, D.C., personnel, except sales staff, have moved to Transmitter Bldg., 7115 Greentree Rd., Bethesda 14, Md. Telephone Kellogg 7-1100. Copy, tapes and material for traffic supervisor should be sent to that address. Contracts and sales correspondence continue to go to WMAL, 4461 Connecticut Ave., Washington 8.

• WBEE Chicago has switched to a single rate structure for national and local clients.

• Eight new affiliates have been signed by Keystone Broadcasting System for a new total of 1,070 stations. They are: KCIJ Shreveport, La.; WSRO Marlboro, Mass.; WDOG Marine City, Mich.; WYRN Louisburg, N.C.; KWAM Memphis, Tenn.; KSOX Ray-

mondville, Texas; WRIS Roanoke, Va., and WPAR Parkersburg, W.Va.

• The WBT Charlotte, N.C., *Radio Moscow* program based on Russian propaganda (BROADCASTING, March 16, Jan. 19) is to be used by the National Education Program in its Freedom Forum at Los Angeles this month. The NEP develops and distributes educational materials and tools of American citizenship. The WBT taped program also is heard on WMBR Jacksonville and KSAY San Francisco.

• WGIR Manchester, N.H., a CBS affiliate for the past two years, shifts to NBC tomorrow (June 2). Manchester's only network-affiliated radio station, WGIR is owned and operated by the Northeast Broadcasting Corp., M. M. Girolimon, president-treasurer; Bernie Mack, general manager. The station is on 610 kc with 5 kw day, 1 kw night.

• WLYN Lynn, Mass., switches to a single rate structure June 1 with General Rate Card 11.

• To serve investors buying and selling media stocks, Media Investments Co. has been organized by Jack L. Stoll & Assoc., media brokers for over 12 years. In an announcement distributed by the new firm, media is defined as meaning "radio and television stations, daily and weekly newspapers, magazines and all the allied business such as printing, film, agencies, etc. Media Investments Co. will be issuing brochures summarizing the activities in the media field, noting trends and studies of media stocks on the market," the announcement states, adding that this service will be free for the asking. MIC has offices with its parent company at 6381 Hollywood Blvd., Los Angeles.

• Illinois News Broadcasters Assn. adopted a resolution at its May 16-17 spring meeting instituting a "Man of the Year Award" for the person making the greatest contribution to the state. The honor will not be limited to broadcasters but may be conferred on the man or woman who excels in any field —journalism, radio-tv, science and the arts. The INBA meeting, held at Southern Illinois U. in Carbondale, drew about 100 member broadcasters. Major speakers were Sam Sharkey, NBC, and Frank Edwards, WTTV (TV) Indianapolis.

• WHOM New York is initiating a blood bank for the exclusive use of its Spanish-speaking audience. The plan has been approved by the city's hospital commissioner, and is to have its experimental beginnings through cooperation with Metropolitan Hospital there. Spanish-speaking doctors and laymen have agreed to make personal appeals for the program over WHOM. Listeners sending in cards offering to participate will be advised by mail in Spanish as to the procedure. Those accepted as doners and their families will be guaranteed use of the WHOM blood bank without charge.

• WICC Bridgeport, Conn., will move its studios and general offices from Trumbull to Fairfield, Conn., in mid-July. New location, providing 7,000 square feet for the am and recently authorized fm facilities, is closer to downtown Bridgeport.

Open doors

Twice-weekly news conferences held by Gov. Foster Furcolo of Massachusetts have been opened to broadcast reporting facilities, fulfilling a promise made some time ago to the Massachusetts Broadcasters Assn.

W.C. Swartley, WBZ-AM-TV Boston, president of MBA, said the association will continue its campaign to remove barriers to electronic journalism still maintained by other public agencies.

Gov. Furcolo divides his news conference into two portions—State House press newsmen and radio-tv newsmen. The former group asks questions in the first portion; radio-tv newsmen ask questions in the second portion. All are permitted to attend both portions of the conference. Cameras and recorders must be stopped during off-record comments.

• Rep appointments

• WHK Cleveland appoints John Blair & Co.

• WCBM Baltimore appoints Peters, Griffin, Woodward.

• KPOI Honolulu, Hawaii, has named Jack Masla & Co.

• WJAC-AM-FM Johnstown, Pa., names Richard O'Connell Inc., N.Y.,

• KGEE Bakersfield, Calif., and KIIE Galveston, Tex., name Richard O'Connell Inc.

• WDAS Philadelphia appoints Bernard Howard & Co., N.Y.

• KTLE-TV Pocatello, Idaho, names Forjoe-Tv.

• WCUE Akron, Ohio, names Gill-Perna, N.Y.

• KINT El Paso, Tex., names John E. Pearson Co.

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TV ABROAD: BEGINNING TO BOOM

It started late, is still behind U.S., but now it's spurting

Television circulation in foreign lands is growing at the rate of nearly a million sets a month.

New stations are going on the air at a rate mindful of the expansion of U.S. television after the lifting of the freeze. In the first three months of this year 116 new stations went into operation abroad.

These figures were reported by the U.S. Information Agency in a survey of television development in all parts of the world, excluding the U.S., its territories, its armed forces bases overseas, and Canada. The survey covered the first quarter of 1959.

In that period, the USIA said, the number of tv sets abroad increased from 22.8 million to 25.6 million. Of the sets in existence at the end of March, 21.7 million were in non-communist countries and 3.8 million in the communist bloc.

The same quarter saw the addition of 97 new tv stations in non-communist countries and 19 in the communist bloc. All told there were 855 tv stations on the air abroad at the end of March, 714 in non-communist countries and 141 behind the Iron or Bamboo Curtains.

(There are now more than 50 million tv sets in use in the U.S. [in 44 million tv homes] and more than 3.5 million sets in Canada. There is no reliable estimate of the number of sets on U.S. armed forces bases overseas. Discounting sets on those bases, the world total of television sets is about 79 million.

(There are now 562 tv stations [commercial and non-commercial] operating in the U.S. and 60 in Canada. Those added to the stations reported by USIA amount to a total of 1,477 stations in the world, again not counting stations on armed forces bases overseas.)

According to the USIA report (which the agency warned came from sources of varying reliability), tv sets in Western Europe increased from 14.6 million to 16.4 million in the first three months of 1959 and from 2.5 million to 2.9 million in the Far East, while increases were negligible in Latin America and the Near East, South Asia and Africa. Tv sets in communist countries increased from 3.3 million to 3.8 million.

Part of the USIA statement was devoted to a report by the Bavaria, Germany, government weekly *Staatszeitung* that communist East Germany has launched a big tv construction program to build stations along its frontier to telecast propaganda programs into West Germany. USIA quoted the newspaper as saying East Germany has allocated 60 million marks for this program, called "Plan West," which among other things includes construction of 15 tv transmission towers along the border, broadcasting over a strip 150 kilometers wide into West Germany.

The 1959 quarter saw addition of 97 new tv stations in non-communist countries and 19 in communist nations, USIA said, as follows: 85 in Western Europe (42 in Italy, 26 in West Germany), 9 in the Far East, 3 in Latin America, 15 in the Soviet Union and 4 in Hungary, Poland and Rumania. (Yugoslavian figures were included in those of Western Europe.)

USIA reported some exchange of tv programs across the Iron Curtain through temporary link-ups with the Eurovision network.

Some of the overseas tv developments reported by USIA by areas and countries:

World tv in summary

TELEVISION SETS		TELEVISION STATIONS	
United States	50,000,000	United States	562
Other free nations	25,200,000	Other free nations	774
Communist bloc	3,800,000	Communist bloc	141
World total	79,000,000	World total	1,477

WESTERN EUROPE

Austria: All Austrian provinces now have tv. Some 30,000 tv homes in Czechoslovakia, Hungary and Yugoslavia watch Austrian tv. Tv in Austria is expected to pay for itself when registered sets reach 220,000. The manufacturer's cartel recently reduced prices of tv sets but there's no indication it will allow the import of foreign makes.

Denmark: A reorganization of Statsradiofonien to give more importance to tv is expected to improve administration with both radio and tv programming departments. Tv set price reductions of 5% to 15% have been advertised.

Finland: Finnish viewers are promised they will see "Eurovision" programs by year's end, with transmissions via Stockholm and a relay station. Six new stations are being built.

France: Radiodiffusion-Television Francaise (RTF) becomes a public enterprise, but remains under the Ministry of Information. RTF can sell its films and make other commercial transactions, but no advertising will be permitted. A second tv channel is expected in Paris in October, devoted to cultural programs. On July 1, the license fee for a tv set will be raised 6,000 francs ($12.24) to 7,500 ($15.30), but will also cover radio sets (now 2,000 [$4.08] francs).

West Germany: The Federal Ministry for Posts & Telecommunications (BPM) will inaugurate a second tv network of 29 tv stations, together with a radio relay network for picture and sound modulation circuits, with completion expected next year. No plans for programming have been made. Radio and tv set price controls were dropped in January, but were reinstated two weeks later after prices dropped 18%. But 40% of the market retained uncontrolled prices. Tv sets are increasing by more than 5,000 daily and the 3 million mark is expected in August.

Gibraltar: One report says a 10 kw tv transmitter will be built to serve southern Spain and North Africa.

Italy: The tv network continues to grow, with 42 satellite transmitters added during the quarter.

Malta: Trade sources report a "piped" tv service is planned, but there are objections and one company hopes to build a regular tv station. Malta's 4,000 tv owners receive programs from Sicily.

Netherlands: Two more transmitters of 50 and 100 kw are to be built by 1960. Sets are expected to increase more than a million in the next four years. Two private companies have been formed and are producing commercials (Independent Tv Exploitation Co., Rotterdam, and Northern Tv Center, Gronigen) if and when the government approves tv commercials.

Norway: The Oslo Tv Center is ex-

pected to be ready for use by September and tv link connections with Sweden and Denmark by October, at which time Norwegian tv will go into regular operation.

Portugal: Radio Televisao Portuguesa's (RTP) 5-station hookup now covers 87% of Portugal with evening programs. A new studio is being built in Lisbon. The Standard Electric Co. has been authorized to produce tv sets at its Lisbon plant if it begins in 18 months.

Spain: The Barcelona tv station now is operating experimentally and a new station is being built in the Guadarrama Mountains which will be one of the most powerful in the world with an altitude of 7,545 feet, power of 200 kw and coverage radius of 186 miles. Newspapers say a series of regional stations are being built to be linked with Eurovision through the Barcelona outlet. An unconfirmed source says that commercial tv outlets will be permitted in cities which already have a government station. News reports say 20,000 new sets will be sold at $174 each.

Sweden: With the opening of six new tv stations at the end of 1958, tv set sales totaled 200,000 the first quarter, doubling sets in use. Expansion from 14 to 42 transmitters is planned by mid-1960. The commercial radio station, Radio Mecur, which operates from a ship in the Oresund, has announced plans to initiate commercial tv to both Denmark and Sweden from another vessel in the Oresund.

United Kingdom: Independent Tv Authority's eighth tv station opened Jan. 15 at Burnhope, near Durham. It serves 2½ million people and raises ITA's coverage to 85% of the population. There has been discussion in Parliament about changing the 405-line British tv standards to the 625 lines in use in Western Europe. BBC recently reported that two-thirds of homes now have tv.

Yugoslavia: The Yugoslav Tv Network will be broadcasting programs from Belgrade, Zagreb and Ljubljana soon, a government announcement reports, and a second stage will connect Sarajevo, Skoplje and Titograd this summer. Bosnia-Herzegovina will receive programs by 1960.

LATIN AMERICA

Argentina: A commission which administers Argentine commercial radio and tv stations is quoted as saying all stations under its control will be returned to private jurisdiction this year.

Brazil: The Rio press reports four, possibly six, tv stations will be completed this year and that three cities will be linked into a network and begin using video tape this year. Rio de Janeiro is expected to get its third outlet.

Chile: The Post & Telegraph Department has been asked to report on the possibility of inaugurating tv in Chile. An application has been filed for a 10-year monopoly to produce tv sets.

Colombia: The Radio Broadcasters Assn. (ANRADIO) has asked to purchase some 80 million pesos ($10 million) worth of radio and tv equipment bought by the Rojas regime and now in storage.

Dominican Republic: Ciudad Trujillo's second tv station, RAHINTEL, began Feb. 28, with U.S. equipment.

Haiti: Trade reports indicate Morris Rosemberg of New York has been granted a concession to build and operate a tv service in Haiti for 10 years.

NEAR EAST SOUTH ASIA AFRICA

Algeria: Four cities are to be added to the Algerian tv network. Simultaneous French and Arabic audio transmissions have been discontinued.

Cyprus: Cyprus Broadcasting Corp. on Jan. 1 took over broadcasting and television services from a government agency.

Ghana: One report says Ghana is considering tv services for Accra and other cities in the near future.

India: A tv outlet to cover all New Delhi was to have begun in April.

Iran: Tv is eight months old and tv set sales are reported at a 1,000 a month. About 15% of programming at the one tv outlet is sold commercially. Its owners plan to complete another outlet at Abadan by July.

Kenya: The new Associated Broadcasting Co. (Africa) plans a station in Nairobi and later another at Mombassa. The system of revenue has not been determined.

Lebanon: The first tv station is expected to be completed by year's end.

Morocco: The private company TELMA began telecasting at Casablanca and Rabat in 1954, but went off the air two years later.

Nigeria: Two stations are planned, at Ibadan and Ikeja near Lagos, for the projected West Nigerian Tv Network.

Saudi Arabia: The Aramco tv station in Dhahran, designed to cover a radius of 40 miles, is being received 100 miles away. There is considerable group viewing in homes and public places.

Union of South Africa: The government has decided against a tv service.

United Arab Republic: A tv outlet in Al-Muqattam is to begin this year and another plan under study would cover Cairo, Damascus, Aleppo, Homs, Ha-

Tv: Nation by Nation

Country	Operating Stations March 31, 1959	Tv Receivers March 31, 1959
WESTERN EUROPE		
Austria	15	65,000
Belgium	5	350,000
Denmark	6	254,000
Finland	8	16,100
France	37	1,099,000
West Germany	117	2,418,700
Ireland*	—	30,000
Italy	294	1,200,000
Luxembourg	1	3,500
Malta**	—	4,000
Monaco	1	11,000
Netherlands	6	427,000
Norway	1	1,000
Portugal	5	20,000
Spain	2	65,000
Sweden	14	400,000
Switzerland	12	59,700
United Kingdom	30	10,000,000
Yugoslavia	3	8,000
TOTAL	557	16,432,000

* These sets tune in to U.K. stations. There is no tv in Ireland.

** These sets tune in to Italian stations. There is no tv in Malta.

Countries	Transmitting Stations	Receivers
LATIN AMERICA		
Argentina	1	250,000
Brazil	7	850,000
Columbia	9	150,000
Cuba	23	350,000
Dominican Republic	4	7,500
Guatemala	2	20,000
Mexico	15	450,000
Nicaragua	1	2,400
Panama*	—	8,000
Peru	2	5,000
El Salvador	2	15,000
Uruguay	1	15,000
Venezuela	11	200,000
TOTAL	78	2,322,900

* Tuned to Canal Zone Armed Forces stations. There is no tv in the Republic of Panama.

NEAR EAST, SOUTH ASIA AND AFRICA		
Algeria	2	25,000
Cyprus	1	3,000
India	1	100
Iran	1	7,500
Iraq	1	9,000
Kuwait	—	600
Morocco	2*	5,000
Saudi Arabia	1	2,500
Turkey	1	1,000
TOTAL	10	53,700
FAR EAST		
Australia	6	560,000
Hong Kong	(1)**	2,500
Japan	58	2,338,500
Korea (South)	1***	6,000
Philippines	2	20,000
Thailand	2	36,000
TOTAL	69	2,963,000

* Off the air.

** Closed Circuit wired service; not counted in totals.

*** Off the air since early February due to fire.

COMMUNIST BLOC		
Bulgaria	1	500
Czechoslovakia	7	373,100
East Germany	11	350,000
Hungary	2	16,000
Poland	9	110,000
Rumania	2	12,000
USSR	106	3,000,000
Communist China	3	200
TOTAL	141	3,861,800

mah, Alexandria, the Canal, Asyut and Luxor. A tv factory also is being considered.

FAR EAST

Australia: Government non-commercial tv stations are planned in Brisbane, Adelaide, Perth and Hobart and commercial tv stations have been awarded as follows: Adelaide, 2; Brisbane, 2; Perth, 1, and Hobart, 1.

Japan: Japan added 9 new stations and 350,000 tv sets during the first quarter and an expansion to 5 million sets is seen by the end of 1960. Eight more new tv stations were expected to go on the air by last April.

South Korea: Fire destroyed Korea's commercial HLKZ-TV on Feb. 2 and the U.S. Information Service in Seoul arranged to make the U.S. Armed Forces tv facilities there available to HLKZ-TV for Korean language broadcasts. HLKZ-TV is expected to resume with new equipment by the end of 1959.

New Zealand: The first tv station, at Auckland, was to have gone on the air last March 1. The next will be at Wellington. Two firms will make tv sets.

Okinawa: Okinawa-Tv expects to go on the air by July 1.

Taiwan (Formosa): The first tv station will be built by Japanese investors.

Thailand: Relay stations are planned between Bangkok and Chiengmai. Registration of sets is no longer required.

SINO-SOVIET BLOC

Bulgaria: PYE Ltd. of Great Britain will supply equipment for the first official tv station in Sofia, to be completed by July 1. An experimental tv station has operated for some years.

Czechoslovakia: The Central Moravia tv station near Krasenko, serving the Brno area, began March 3. It is linked with the Prague station via a relay station. It will be a link in the Prague-Brno-Ostrava-Bratislava chain, which will be linked later with Budapest, Warsaw and Moscow. Prague also will be linked with Berlin and Eurovision.

East Germany: A large tv programming center is being built in Leipzig and its first section will begin early next year. Two new tv outlets for the planned "tv offensive" toward West Germany are being built near Rhinow and Nauen. The Leipzig and Dresden outlets will increase to 100 kw. Links also will be completed next year to connect various cities.

Hungary: A tv station went on the air at Pecs in February and studies are being made to connect via microwave links to foreign countries.

Poland: The Gdansk tv station opened March 6. A long range plan (by 1975) calls for expansion of the present six outlets at Warsaw, Lodz, Poznan, Katowice, Wroclaw and Gdansk, which now cover about 44% of the population. The plan calls for 19 main stations for total coverage of 80% of the population. Poland, with the aid of Soviet experts, will lay a cable for nationwide transmission of domestic programs and those from U.S.S.R., Czechoslovakia, East Germany and Eurovision.

Rumania: A new tv transmitter was commissioned in the Bacau region on Jan. 25 and will relay programs of the Bucharest outlet.

U.S.S.R.: A total of 15 new tv centers and relay transmitters went on the air in the first quarter, making a total of more than 60 telecenters and several dozen relay transmitters. Moscow will soon be experimenting with color and eventually all capitals of the republics will have color tv. By 1965 there will be 90 program centers, 80 relay stations and numerous low-power automated transmitters in operation. Tv sets will be at 15 million, serving 80 million people. There were also various delays and stoppages of construction. Maintenance of tv sets has become a serious problem, with 65%-75% of sets needing repairs during the six-month warranty period. A Tass broadcast quoted an expert as saying a single artificial earth satellite, in an equatorial orbit in the direction of the earth's rotation and at the same speed, could hang "motionless" above an area and, by relaying tv programs, replace tv centers on the ground.

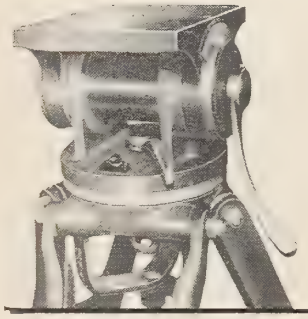
Communist China: Stations are in operation at Peking, Shanghai and Harbin and preparations have started to establish 19 more in 14 provinces and major cities. Tv sets and some tv broadcasting equipment are being manufactured in China but an adequate supply is still a problem.

NTA foreign deals

NTA International, New York, is completing negotiations with the British Broadcasting Corp. and French government television authorities on agreements covering tape, film and live programming, facilities and distribution.

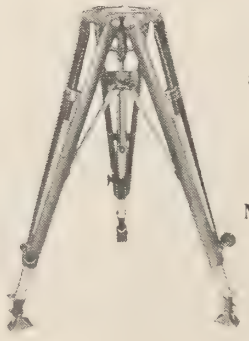
Harold Goldman, president of NTA International, told a news conference in New York last week that a contract finalizing the agreement was expected within a week. Mr. Goldman, who returned 10 days ago from a four-week trip abroad, said he could not give specifics about the transactions but indicated they would include co-production abroad, and distirbution in the U.S. of both British and French programming.

CECO microwave relays conquer space barriers



Whether it's a fixed station or a mobile unit, CECO microwave equipment surmounts the communication barrier. Because CECO equipment is built to a quality that is actually higher than the official standards. For dependable pickup and relay under adverse climatic conditions, you're wise to play safe with CECO.

Micro Wave Relay Beam Reflector Head
Perfect for parabolas up to 6-ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth. Environmental treated for extreme weather conditions.
$285.00 Relay Tilt Head Only



ALL METAL TRIPOD
Has cast top flange and upper leg portion made of one piece aluminum alloy castings. Legs slide easily and have tie-rods to center for automatic leveling. Accepts Balanced TV Head, Micro Wave Relay Beam Reflector Head (illus.) and other similar professional tripod heads. **$260.00** Metal Tripod only.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.
West 43rd St., New York 36, N. Y. JUdson 6-1420

Cuba won't take over radio-tv, says new communications chief

A beardless, 28-year-old graduate of an American university who heads the Cuban ministry of communications has a "great respect for free enterprise" and insists that Cuba will respect its international obligations in the radio field.

The new Cuban minister of communications is Dr. Enrique Oltuski, a graduate of the U. of Miami, Florida, who holds a degree in architectural engineering. He made these observations last week in Washington where he had been visiting FCC officials. Dr. Oltuski became Cuba's communications chief Jan. 13, two weeks after Fidel Castro's bearded revolutionaries took over.

Dr. Oltuski has been in the United States for 9 days returning to Cuba this past weekend. He visited RCA and NBC in New York and met with officials of educational ch. 2 WTHS-TV Miami Thursday and Friday.

He was accompanied by two aides: Frederico Belle-Lloch, technical deputy of the communications ministry, and Dr. Roberto Acosta, vice president of the Cuban Development Commission.

Dr. Oltuski succeeded the Batista communications chief, Garcia Valdez. Asked where Mr. Valdez is now, Dr. Oltuski answered shortly: "In exile." He added, "And we're sorry we couldn't catch him."

Cuban radio and tv stations are still owned and operated by the individuals to whom they are licensed, Dr. Oltuski stated.

There are five or six exceptions to this, he added. These are stations once owned by Batista adherents which have been expropriated by the new government. They will be sold at public auction, he said.

Cuba's "Mr. Radio," Goar Mestre, is still running his radio and tv properties, Dr. Oltuski stated.

"All of broadcasting is being run just the same as before," he emphasized. "We have a great respect for the free enterprise system. We do not plan to nationalize radio or tv."

Asked about the North American Regional Broadcast Agreement and charges that Cuban radio stations have violated provisions of this treaty and have interfered with U.S. stations, Dr. Oltuski smiled:

"We have ratified the treaty," he said. "We respect our international agreements and will enforce them."

The 1950 NARBA treaty is still pending ratification by the U.S. Senate.

Dr. Oltuski said that he and his group are working out a new telecommunications law to regulate both radio and tv and common carriers.

"It will be something like your FCC," he said.

He stressed that one of the new projects, still in the planning stage, is a state-supported system of educational television stations, "like you have here." He pointed out that this would be an ideal way of reaching farmers (the new government is pledged to a land reform program) and also "complementing" schools.

One innovation already has been put into practice, Dr. Oltuski said. This is the establishment of an advisory telecommunications committee. This is headed by Jose Altschuler, an electrical engineer. This is part of Dr. Oltuski's program to "technologize" the communications ministry, he said.

The Cuban communications party was brought to the United States through the State Dept.'s cultural exchange program.

Canadian saturation: 100% radio, 79% tv

Canada's estimated population of 17,180,200 in March 1959 shows an estimated 4,196,100 households, of which 100% have radio receivers and 79% (3,328,400) have television, according to the Bureau of Broadcast Measurement, Toronto. The BBM survey was taken this spring.

By provinces, Ontario has the largest number of television households with 1,295,900 out of a total 1,509,800. Quebec province follows with 937,600 tv households of a total 1,066,700. British Columbia is third with 309,000 out of 437,500, followed by: Alberta with 216,100 out of 317,200; Manitoba with 157,800 out of 225,200; Saskatchewan, 147,000 out of 237,900; Nova Scotia, 134,600 out of 168,100; New Brunswick, 86,800 out of 126,700; Newfoundland, 28,000 of 84,000, and Prince Edward Island, 15,600 tv households out of 23,000.

Urban tv coverage shows Sydney, N.S., saturated 100% in its 23,700 households. Quebec City and Windsor, Ont. (opposite Detroit) show the next highest saturation with 97% of all households having tv sets. Urban areas with nine-tenths or more tv households are Moncton, N.B., 95%; Terrebonne, Que., 95%; Sudbury, Ont., 96%; St. John's, Nfld., 91%; Halifax, N.S., 93%; St. John, N.B., 90%; Levis, Que., 92%; Sherbrooke, Que., 90%; Richmond, Que., 91%; St. Hyacinthe, Que., 93%; Montreal, Que., 94%; Three Rivers, Que., 93%; Ottawa, Ont., 93%; Kingston, Ont., 91%; Oshawa, Ont., 91%; Hamilton, Ont., 92%; Winnipeg, Man., 93%; Edmonton, Alta., 91%, and Vancouver, B.C., 90%.

World spectrum body wanted by scientists

The establishment of an international FCC was called for last week by two scientists. Sir Robert Watson-Watt, inventor of radar, and David B. Smith, Philco research vice president, asked for the creation of an international communications commission to administer and police future myriad uses of the electronics spectrum in space communications, overseas space television, weather reports and other activities.

Both agreed Russia's participation in the International Telecommunications Union indicated the probable success in an international regulatory body.

Both addressed a Washington meeting of the National Missile Conference.



FATES & FORTUNES

Advertisers


MR. CONLEY

• RUSSELL E. CONLEY, manager, advertising and sales promotion, RCA Victor Radio and "Victrola" Div., named to similar position of RCA.

• HENRY K. BERMAN, formerly head of his own marketing consulting firm, to Sofskin Inc. (hand lotion), N.Y., as national sales manager.

• LARRY SMITH, president and general manager, KDUO (FM) Riverside, Calif., today (June 1) joins Hoffman Electronics Corp., L.A., as director of advertising and sales promotion for company's consumer products division.

• JOHN P. ODELL, formerly handling Aunt Jemima pancake advertising at Quaker Oats Co., Chicago, appointed manager of consumer promotion in firm's advertising and merchandising department.


MR. SEIGER

• BEN M. SEIGER, formerly marketing director and executive assistant to president of Pharmaceuticals Inc., Newark, N.J., to Boyle-Midway Div., American Home Products Co., N.Y., as director of marketing services.

Agencies

• BERNARD J. SCHIFF, formerly director of advertising and sales promotion for American Character Doll Corp., N.Y., has succeeded Milton A. Weiss as president of Webb Assoc. Inc., New York.

• WILLIAM G. ROWE, formerly in Kansas City office of Rogers & Smith, to Richard Lane & Co., that city, as executive vp.

• RUSSELL A. MACDONNELL, formerly vp of Warwick & Legler, N.Y., to Benton & Bowles, that city, as vp and management supervisor.

• EDWARD T. BACZEWSKI, associate media director, Cunningham & Walsh, N.Y., named vp.

• CATHERINE NESBURN, formerly of Stromberger, La Vene & McKenzie, L.A., has joined Robinson, Jensen, Fenwick & Haynes, that city, as director of sales promotion.

• HANK HAMILTON, formerly head of Alexander Hamilton Productions, L.A., independent radio and tv production company, named radio-tv director of Stiller-Hunt Adv., that city. PATTI BRAINERD, formerly in Los Angeles office of Gordon and Hempstead, Chicago, to assistant department chief.

• WILLIAM D. GARGAN JR., commercial producer of Kenyon & Eckhardt, N.Y., named tv production supervisor.

• THOMAS P. BEAUMONT, in merchandising department, Young & Rubicam's San Francisco office, named department manager.

• PAULA R. ZELLER joins Lewis & Pollinger, Washington, as director of radio-tv.

• KERN TIPS, Houston vice president of McCann-Erickson, honored by Assn. of Broadcasting Executives of Texas with its first ABET Award or "Betty." Mr. Tips was cited for his contributions to broadcasting industry.

• PHILIP J. KELLY, vp of Lynn Baker Inc. (advertising), N.Y., elected president, Sales Executive Club of New York, effective June 23. He succeeds JOHN W. HUBBELL, vp, Simmons Co. (mattresses, beds), N.Y.

• CHARLES J. LEAVITT JR., formerly account executive, J. Walter Thompson, N.Y., to J.M. Mathes, that city, in similar capacity.

• FRANCIS X. HOUGHTON, formerly account executive of Benton & Bowles, N.Y., to Ogilvy, Benson & Mather, that city, in similar capacity.

• KIRK ALLEN, formerly advertising manager of D.P. Bushnell & Co., Pasadena, Calif., has joined Compton Adv., L.A. as account executive.


Cited for king-size clean-up campaign • Sigurd S. Larmon (r), chairman of Young & Rubicam, receives a "distinguished citizens medal" for his voluntary work in Citizens Committee to Keep New York City Clean. Making the presentation are Mayor Robert F. Wagner (l) and Paul R. Screvane, commissioner of N.Y. Sanitation Dept.

• HARRY R. WHITE, for 25 years executive secretary, Sales Executives Club of New York, named executive director, appointment effective today (June 1).

• DAVID GRAYSON, formerly copywriter of Ted Bates, N.Y., to Ogilvy, Benson & Mather, that city, in similar capacity.

• NELLIE-MAE LEONARD, formerly in public relations department, BBDO, N.Y., joins J.M. Mathes, that city, in public relations-publicity department.

• LARRY SEMON, formerly in commercial production of McCann-Erickson, N.Y., to Kenyon & Eckhardt, that city, as television producer.

Networks

• ANDREW SUBBIONDO, director of accounting, CBS Radio, appointed director of administrative operations, and RAYMOND SCHWARTZ, budget director, assumes duties as controller, both appointments effective today (June 1).

• HUGH HOLE, tv commercial producer of Maxon Inc., N.Y., appointed coordinator of ABC-TV, Western Div.

• JERRY ZUCKER, formerly in tv plans and presentations of BBDO, N.Y., to ABC-TV network sales, as presentation writer.

• DICK BERG, tv script writer, signed by NBC-TV, Hollywood, as writer-producer and consultant.

• RAYMOND F. GUY, senior staff engineer, NBC, awarded fellowship to American Institute of Electrical Engineers and citation "for contributions to the technical development of radio and television network broadcasting."

Stations


MR. PETERSON

• HOWARD O. PETERSON resigns as general manager of KTVH (TV) Hutchinson-Wichita, Kan. Mr. Peterson headed construction of KTVH and was general manager from its on-air start in 1953.

• LLOYD GEORGE, account executive of KBOX Dallas since 1958, named sales manager.

• JAMES S. MURRAY, formerly head time buyer and director of operations of WRC-TV Washington and station manager of dark WVUE (TV) Wilmington, joins WSIX-TV Nashville, Tenn., as national sales manager.

• LOREN DOROUGH named general manager of WGUS North Augusta, S.C.

• LOWELL REGISTER, general manager of WCLA Claxton, Ga., named vp.



MR. MESKILL

• ROBERT F. MESKILL, vp and general manager of WKID Urbana, Ill., elected president of WKID Broadcasting Co. He will continue as general manager. Mr. Meskill succeeds DONALD J. HARDING JR., who had been president since May 1954.

• ROGER L. MICHELN, salesman of WFRV-TV Green Bay, Wis., promoted to local sales manager.

• DOROTHY HOOKER NYE, for past 10 years director of KGO-TV San Francisco, has resigned to devote full time to freelancing.

• DEAN BORBA, producer-director of KXTV (TV) Sacramento, named program manager.

• JOE KELLY, 60, closely identified with *Quiz Kids* radio and tv series for 13 years, died in Oak Park (Ill.) Hospital May 26, apparently of heart attack. Mr. Kelly started in radio at WELL Battle Creek, Mich., in 1929. In 1956 he joined WTTW (TV), Chicago non-commercial station, as co-producer and host of *Totem Club* children's series.

• JOHN PANAGOS, vp of United Broadcasting Co. in Washington, D.C., (WOOK, WINX and WFAN [FM]), elected president of Advertising Club of Washington. Other officers: MILTON Q. FORD, air personality of WOL, first vp, and STANLEY BELL, salesman of WRC-AM-FM, treasurer.

• LAWRENCE TURET, formerly of WITI-TV Milwaukee, to WXIX-TV, that city, as director of operations.

• GEORGE GREAVES, station manager of KXTV (TV) Sacramento, Calif., since March 1957, resigns, effective today (June 1).

• EDWARD C. OBRIST, formerly head of his advertising firm for radio-tv-films, appointed manager of WHAY New Britain-Hartford, Conn. JOHN DYNO, air personality of WHAT past seven years, appointed assistant to manager and local sales manager.

• JAMES O. McDANIEL, with KVOO-TV Tulsa, Okla., since station went on air five years ago, promoted to studio supervisor of engineering, replacing ROBERT L. GREAIGE, who becomes chief engineer of WBGU (FM), Bowling Green (Ohio) State U.'s station.

• C. G. CONDRA, formerly of KZEE Weatherford, Tex., appointed assistant manager of KWON Bartlesville, Okla. FRED CORDELL named sales manager of KWON.

• JASON PATE, station manager of WASA Havre de Grace, Md., elected president of Chesapeake Associated Press Radio-Television Assn. Other officers: HOWARD STREETER, WFBR Baltimore, vp; ROYDEN (MIKE) MEISE, WBAL Baltimore, vp; WILLIAM PAULSGROVE JR., WJEJ-AM-FM Hagerstown, vp, and RICHARD GESSELL, AP, Baltimore, secretary. JOHN F. LEWIS, WBAL, named chairman of Freedom of Information Committee; LOU CORBIN, WFBR, chairman of News Committee, and CHARLES ROEDER, WCBM Baltimore, chairman of Committee on Improved Communications.

• CECIL WOODLAND, WEJL Scranton, elected president of Pennsylvania Assn. of Broadcasters. He succeeds GEORGE A. KOEHLER, WFIL Philadelphia. Other officers elected were MILTON BERGSTEIN, WMAJ State College, first vp; THOMAS METZGER, WMRF Lewistown, second vp; ROBERT WILLIAMS, WHLM Bloomsburg, secretary. J. ROBERT GULICK, WGAL Lancaster, continues as treasurer.

• HOWARD GRAY, general manager, KGIL San Fernando, Calif., elected chairman of Southern California Broadcasters Assn. Other officers for 1959-60 season: HERBERT COMSTOCK, KAVL Lancaster, vice chairman; CLIFF GILL, KEZY Anaheim, secretary; NORMAN BOGGS, KHJ Los Angeles, treasurer. Elected SCBA directors: WILLIAM BEATON, KWKW Pasadena; LLOYD SIGMON, KMPC, and CALVIN J. SMITH, KFAC both Los Angeles, and ERNEST L. SPENCER, KWIZ Santa Ana. FRED RUEGG, KNX Los Angeles, outgoing president, automatically becomes a member of the board.

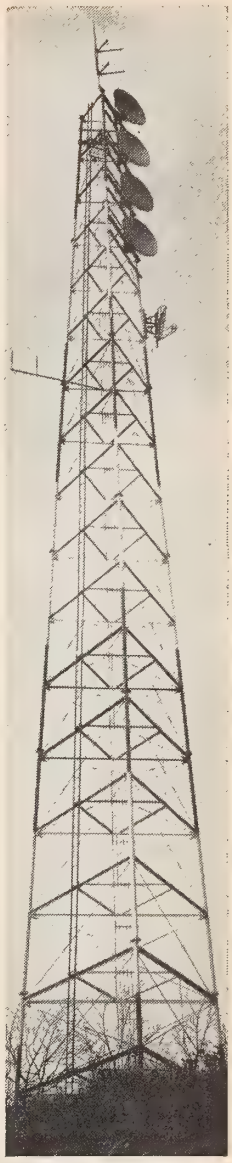
• GERALD HARRISON, WLLH Lowell and WMAS Springfield, elected president of United Press International Broadcasters Assn. of Massachusetts. Other officers: F.E. WHITMARSH, WBZ-TV Boston, vp; SHERWOOD J. TARLOW, WHIL Medford, treasurer; ALAN B. WADE, New England radio news editor of UPI, executive secretary. Directors: EDWARD KENNEDY, WWLP-TV Spring-

AMPEX All professional recorders readily available in stock including 300's & 350's. SHIP ANYWHERE IN U.S.A. DIRECT TO YOU AT FACTORY PRICES

kierulff SOUND CORPORATION 820 W. OLYMPIC BLVD. • LOS ANGELES 15, CALIFORNIA

ANOTHER LOW COST • SPACE-SAVING • SELF-SUPPORTING

MICROWAVE TOWER by STAINLESS



Stainless microwave tower, mounting antenna array and four 6-foot parabolas.

Whether your need is for:
- Communication Systems
- Broadcast Arrays, or
- Studio-to-transmitter Links

Let Stainless' experienced engineering staff assist you with your tower problems.

Ask today for your free booklet describing many Stainless installations.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

field; JAMES LITTLE, WTAG Worcester; GEORGE JASPERT, WCCM Lawrence; LINCOLN PRATT, WSAR Fall River, and ROGER ALLEN, WCOP Boston.

• PATTI SEARIGHT, program director of WTOP-AM-FM Washington, elected president of Women's Adv. Club of Washington.

• DOUG LA MEAR, sports director, KGW-AM-TV Portland, Ore., elected president of Oregon Sportswriters & Sportscasters Assn.

• MILT FISHMAN, chief of news and special events, KABC Los Angeles and ABC's Western Div., elected chairman of California Associated Press Television & Radio Assn. for 1959.

• MIKE SHAPIRO, general manager of WFAA-TV Dallas, elected president of Assn. of Broadcasting Executives of Texas, succeeding HOWARD FISHER, vp of Rogers & Smith Adv., that city. Other officers: DAN HAYSLETT, KIXL, vp; MRS. BARBARA SEEVER, Fuller & Smith & Ross, secretary, and BOB KEEFE, Bomar Lowrance-NBC Spot Sales, treasurer. Directors: JERRY DICKINSON, Jamieson Films; DAVE MILAM, Edward Petry & Co.; HAL THOMPSON, Peters, Griffin & Woodward; MRS. WILDA WILSON, Ratcliffe Adv.; Mr. Fisher; AL LURIE, KLIF Dallas; GEORGE UTLEY, WFAA; BILL JONES, Frito Co.; CLIFTON BLACKMON, First National Bank in Dallas; JACK ROGERS, WBAP-TV Dallas, and BOB KING, WFAA-TV.

• EDWARD L. RYERSON, president of Chicago Educational Television Assn. (licensee of WTTW [TV], that city) honored by Chicago Council on Foreign Relations for leadership in civic movements and world travel. Other broadcasters cited by council in its sixth annual "world understanding awards": NORMAN ROSS, air personality of WBKB (TV) and other Chicago stations for serving as "goodwill ambassador" for CARE, and FRANK REYNOLDS, newscaster of WBBM-TV Chicago, for his "Middle East Special Report" filmed abroad last year.

• JACK FITZPATRICK, veteran newscaster, appointed news director of KHOW Denver, Colo., replacing FRANK PLATH, named special events director. BOB PETRE, formerly of KLZ Denver, joins KHOW news staff.

• JOHNNY GUNN, staff announcer of KOMY Watsonville, Calif., promoted to music director.

• JOHN W. STEWART, formerly news director of WADK Newport, to WICE Providence, both Rhode Island, as news editor.

• TODD BURKE, newsman of WEOL-AM-FM Elyria-Lorain, Ohio, appointed news director.

• ROBERT C. BETTS appointed news director of KIOA Des Moines, Iowa.

• NORMAN KRAMER, producer, news and public affairs of WCBS New York, named assistant director of that department.

• ROBERT SQUIRE, formerly assistant to department head, RCA Victor Records, stereophonic tape-recording division, to WHLI Hempstead, N.Y., as assistant to music director.

• ARTHUR WITTUM, formerly audience promotion manager of WBBM-TV Chicago, to KNXT (TV) Los Angeles as assistant director for summer vacation period.

• JIM MERGEN, formerly of KYA-AM-FM San Francisco, to KDAY Santa Monica as account executive.

• BILL DIXON, formerly sales manager of KBUZ Phoenix, Ariz., to WSAI-AM-FM Cincinnati as account executive.

• RICHARD B. KRAUSHAAR, salesman of KTLA (TV) Los Angeles, joins KRKD, that city, as account executive.

• WILLIAM HARKNESS, sales staffer of WSAI-AM-FM Cincinnati, to WCKY, that city, in similar capacity.

• JOHN L. HARVEY, formerly account supervisor of Foote, Cone & Belding, S.F., joins sales staff of KFRC there.

• DEAN GROSSMAN and JACK WALSH join WAKE Atlanta, Ga., as announcers.

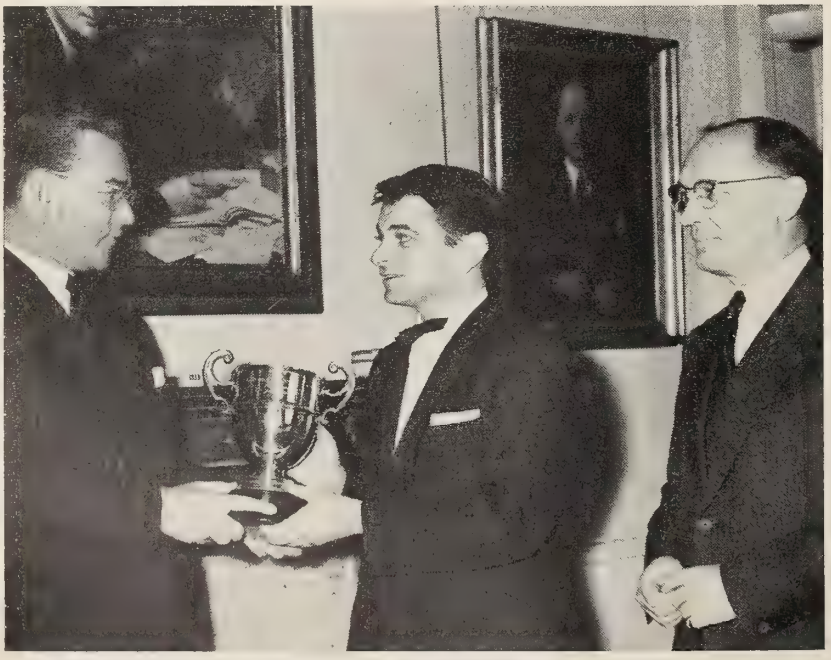
• BERNARD LONDON, independent radio-tv producer, to WOR-TV New York as consultant on station's live bowling and harness racing programs.

• EDWIN J. (KIT) BUSH to WDRF Chester, Pa., as engineer.

• GUY TRAVERS, formerly program director of WIPA Annapolis, Md., to WAYE Baltimore as air personality.

• RAY GARLAND, formerly air personality of KCUB Tucson, Ariz., to KVOA-TV, that city, as staff announcer.

• JACK HAMILTON, of WJR Detroit's news staff, named Washington, D.C., news specialist.



Strictly cricket • "Good show!" says U.S. Ambassador to Great Britain John Hay Whitney (l) as he presents the Ambassador's Cup to ABC News London bureau manager Yale Newman (c). Mr. Newman led a swarm of amateur Yank cricketers to victory over the Lords' Taverners, a British amateur team, represented here by Ian Jacob, (r) director general of the BBC and team president. The ceremony took place last month at Lords, the Cooperstown of the cricket world, where the cup will be permanently housed.

Representatives

• JOHN J. KELLY, formerly account executive of MBS, to CBS Television Spot Sales, N.Y., as director of client relations. GEORGE PIOUS, formerly sales service manager, WCAU-TV Philadel-



Congratulations—Kansas-style • During its three-day convention in Wichita, Kansas Assn. of Radio Broadcasters elected officers for the coming year. From left to right: Jim Platt, KBTO El Dorado, secretary-treasurer; Arden Booth, KLWN Lawrence, retiring president; Thomas P. Bashaw, KFH-AM-FM Wichita, new president, and Thad Sandstrom, WIBW Topeka, vice president.

phia, to Chicago office, CBS-TV Spot Sales, as midwest head of client relations department.

• DAVID S. ALLEN, formerly all-media buyer, Benton & Bowles, N.Y., and LEONARD J. MORREALE, formerly sales manager-extended market plan of CBS-TV, to New York television sales staff, Katz Agency.

• JOHN WILSON, account executive of Continental Broadcasting, N.Y., house representative firm of Rollins Broadcasting Co., appointed manager of Continental's Chicago office.

• CALVIN P. COPSEY, account executive in San Francisco office of NBC Radio Spot Sales, transfers to Chicago office. RICHARD MCGEARY, account executive in Hollywood, moves to San Francisco.



In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Programming

• JOSEPH A. MARTINO, president of National Lead Co., N.Y., and ALGER B. CHAPMAN, chairman of board and chief executive officer, Beech-Nut Life Savers, Canajoharie, N.Y., elected directors of American Broadcasting-Paramount Theatres, N.Y.

• JEROME B. GOLDEN, secretary and general counsel, American Broadcasting-Paramount Theatres, N.Y., elected vp.

• JOHN ESAU, eastern sales manager of Programatic Broadcasting Service, N.Y., named national sales manager. NORMAN J. OSTBY continues as western sales manager in Beverly Hills, Calif. Programatic, automatic radio system, was formed last fall by Jack Wrather, who is its board chairman. ROBERT H. PRATER and FREDERICK E. RIKER appointed salesman out of New York office. They were in respective posts of marketing at Benton & Bowles and advertising manager of Savings Bank Journal of New York.

• JOHN R. ALLEN, formerly in charge of radio and tv programming of Tatham-Laird, Chicago, joins United Artists Television, that city, as central division manager, effective today (June 1).

• WILLIAM T. COOLEY, formerly of Kling Studios, Chicago, in fields of selling and production of advertising art, motion pictures and sales promotion, to Commercial Illustrators, same city, as vp in sales department.

• JIM HENSEL and LEON TAYLOR, both eastern division, JOSEPH MOSCATO, north central division and MICHAEL EISLER, south central division, all promoted to spot sales managers of Ziv Television Programs, N.Y. Account executives added: NORMAN DUNSHEE, Utah and Idaho; MIKE LUTTRELL, northern California; NEAL MORRIS, New Mexico and Arizona; CURT MATTIES, west Texas; AL SHORE, Oklahoma and Kansas; LOUIS BERNSTEIN, Los Angeles; CHARLES MCFADDEN, Iowa; CRAIG RUDWIN, North and South Dakota; DON ARTHUR, Wisconsin; JIM ROUBES, Alabama; ROBERT KLEIN, west Pennsylvania; JACK TALEN, Baltimore and Washington, D.C.; S. L. (BUDDY) BROOKS, Virginia and North Carolina; BILL GALLAGHER, Connecticut and Massachusetts; DANIEL MANNING, northern New York.

• RICHARD P. MORAN JR., account executive, CBS Films, Chicago, transferred to New York office.

• FRANK CAPRA elected president of Screen Directors Guild. He succeeds GEORGE SIDNEY, who declined to be candidate after serving unprecedented eight terms as president. Other new officers are JOHN RICH, vp; CLAUDE BINYON, secretary, and HOWARD W. KOCH, treasurer.

• CURTIS KENYON elected president of

26 WEEKS OF FREE
PUBLIC SERVICE
RELIGIOUS PROGRAMMING

For Radio and TV Stations

Two series of 13-week, 15-minute programs featuring inspirational music and messages on "The Ten Commandments" and "The Lord's Prayer" . . . A public service for Radio and Television stations . . . Non-Denominational . . . Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.

CLIP AND MAIL

The Back to God Hour
10858 S. Michigan Ave., Chicago 28, Ill.

Gentlemen:
Send Me ☐ TV Audition print ☐ Radio tape

Name_____

Address_____

City_____ Zone____ State_____

Writers Guild of America, West. Other new officers are, KEN ENGLUND, first vp; LEONARD FREEMAN, second vp; JAMES WEBB, treasurer; KAY LENARD, secretary.

• DAVID DAVIDSON elected president of Writers Guild of America, East. Others elected for two-year term are ERNEST KINOY, first vp; ALVIN BORETZ, second vp; GENE WYCKOFF, secretary and ROBERT ALLISON, treasurer.

• CHARLES H. WASSERMAN elected president of Screen Directors International Guild, succeeding HOWARD T. MAGWOOD. Other new officers: JACK GLENN, first vp; Mr. Magwood, second vp; BERT LAWRENCE, secretary and JOSEPH LERNER, treasurer. GEORGE L. GEORGE continues as executive secretary and ERWIN FELDMAN as general counsel.

• J. JOSEPH SAMETH, 63, sales vp of Radio Recorders of Hollywood until his retirement because of illness last month, died May 16.

Equipment & Engineering

• HAROLD S. GENEEN resigns as executive vp of Raytheon Co., to become president of International Telephone & Telegraph Corp. He succeeds EDMOND H. LEAVEY, who will serve as chairman until his retirement this summer.

• ROBERT E. LEWIS, president of Sylvania Electric Products, N.Y., elected to board of directors of Harris-Intertype, Cleveland.

• THOMAS V. JONES, president of Northrop Corp., Beverly Hills, Calif., elected board chairman of Page Communications Engineers, Washington, subsidiary of Northrop. Mr. Jones succeeds late WHITLEY C. COLLINS, who died May 12. WILLIAM BALLHAUS, corporate vp and general manager of Nortronics Div. of Northrop, elected to PCE board.

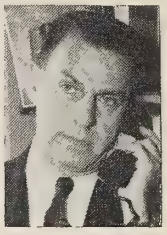
• GEORGE T. SCHARFFENBERGER, president of Kellogg Switchboard & Supply Co., Chicago, ITT Div., today (June 1) becomes vp of Litton Industries and president of Litton's Westrex Corp., N.Y., manufacturer of communications and sound recording and reproducing equipment.

• WALTER E. HUSSELRATH, 57, general superintendent for all plants, Allen B. Du Mont Labs., Clifton, N.J., died May 25, enroute to hospital, following heart attack at plant. He had been with Du Mont Labs since 1942.

• ALBERT J. FRANCZAK elected assistant treasurer and EDWIN M. SCHROEDER, attorney, named assistant secretary at Zenith Radio Corp., Chicago. Mr. Franczak continues as assistant controller. They were not elected to board of directors as reported in BROADCASTING May 18.

Allied Fields

• MURRAY MARTIN, chairman of operations committee, Communications Counselors, N.Y. (PR affiliate of McCann-Erickson), appointed executive vp.



MR. CROSS

• CHRISTOPHER CROSS, formerly vp and pr director, Grey adv., N.Y., to Pan-American Public Relations Ltd., N.Y., as president, effective July 6.

• WALTER MEYER, formerly assistant project director of Dancer-Fitzgerald-Sample, N.Y., to R.H. Brusdin Assoc., market research, New Brunswick, N.J., as senior project director. DONALD BOWDREN, formerly research associate Curtis Publishing Co., Phila., also joins company as senior project director.

• ETHEL NELSON BLUME, 40, wife of Jack P. Blume, Washington communications attorney, and sister of Joseph N. Nelson, FCC Broadcast Bureau staff executive, died in Washington, D.C., May 27 of cancer.

Government

• JOHN MARSHALL STARK, assistant U.S. attorney for District of Columbia in appellate division for past year, appointed minority counsel for House Legislative Oversight Subcommittee.

International

• ROBERT A. STEVENSON to radio-television director of Spitzer & Mills Ltd., Toronto advertising agency.



MR. MCMAHON

• GILES A. MCMAHON, sales representative of CKLW-AM-TV Windsor, Ont., promoted to account executive. Mr. McMahon will head station's Canadian radio-tv sales division at national and local levels.

• EWART GREIG, 65, chairman of board of Union Carbide Canada Ltd., Toronto, and pioneer Canadian broadcaster, died in Toronto on May 18. In early 1920s he started former CKNC Toronto, Ont., for Eveready Battery division of what later became Union Carbide Canada. Station ceased operation about 20 years ago.

Fulltime facility in Southern California. Steady increase in gross income over past few years. Total consideration $250,000.00. 29% down. Balance out over reasonable period.

Midwestern facility. Single station market. Only available frequency. Total consideration $800,000.00. $250,000.00 down. Excellent cash flow. Valuable real estate.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS



TEENAGERS AND TASTEMAKING

Coca-Cola franchisers use radio to round up the market

For the teen-age market, Coca-Cola bottlers are making specialized use of a middle-aged medium—radio. They are getting instant and enthusiastic response to some 300 *Hi-Fi Club* programs.

The franchiser Coca-Cola Co., through its agency, McCann-Erickson, serves up the *Hi-Fi Club* idea much as it distributes its Coke syrup internationally. Local bottlers take the basics and add the bubbles. In the case of the *Hi-Fi Club,* they take the show format and turn it into a local product. The bottlers buy time on hometown stations and merchandise the show wherever teenagers congregate—at home, in school, in recreation halls and even in skating rinks.

McCann-Erickson produces a prototype *Hi-Fi Club,* furnishing recorded music, star interviews, scripts and promotion material. The hometown disc jockey uses whatever he needs to build his own show.

Coke Crowds • Since the first of the year, when *Hi-Fi Clubs* started appearing on local radio schedules, legions of Coke drinkers have become members. The KNUZ Houston, Tex., *Hi-Fi Club* issued 31,000 membership cards in its first six weeks. The program, placed for the Houston Coca-Cola Bottling Co. by the Max H. Jacobs Agency, goes on for an hour Monday through Friday evenings and three hours Saturday nights. One of the KNUZ club's first undertakings, an "ice hop," drew 2,642 skaters, with nearly as many turned away. The second ice hop attracted some 3,000.

70% Joined • In Augusta, Ga., the club started off with 70% of the high school-junior high population committed to membership. The Augusta bottler is under a long-term contract for a half-hour show weeknights and an hour on Saturday. The five day *Hi-Fi Club* of WIBG Philadelphia signed 16,343 members in its initial months. The club on KPHO Phoenix, Ariz., had 3,000 by the end of March. The first dance staged by the KMOX Monroe, La., *Hi-Fi Club* taxed limited facilities of a local recreation center.

Typical of the *Hi-Fi Club* setup in towns and cities across the country is that organized through WSAZ Huntington, W.Va. The local bottler has bought the after-school hour of 4-5 p.m. on schooldays, placing a popular disc jockey in charge. Highlighting club activity are dances at area high schools, where separate clubs handle the affairs. Dances are free (unless students wish to collect money for a school project) and include doorprize awards on the entertainment bill.

The club organization varies from market to market, with wholesome activity for members a prime objective. Student representatives handle memberships in schools. Dances are chaperoned by faculty or Coca-Cola officials, in private homes as well as in schools.

Fun & Games • The Coca-Cola Co. and McCann-Erickson keep clubs supplied with show and promotional material to encourage teenage participation. Samples: especially produced records feature an orchestral background for *Hi-Fi Club* sings; Skitch Henderson serves up music in varied beats for sprightly dance contests; tunes played backward and other gimmicks provide musical games for club members.

Club members aren't limited to dancing and games. Sometimes they sit down to dine in style. A dress-up dinner was one of this last year's features for KGAK Gallup, N.M., club. Across the Canadian border, CHUM Toronto plugs club membership in its printed Hit Parade lists regularly distributed to local young people. CJMS Montreal conducts the whole thing in French daily and Saturdays.

For WLW Cincinnati, as in other markets, the *Hi-Fi Club* show serves not only its own primary ends but also serves as a bulletin board for disc jockey promotional appearances.

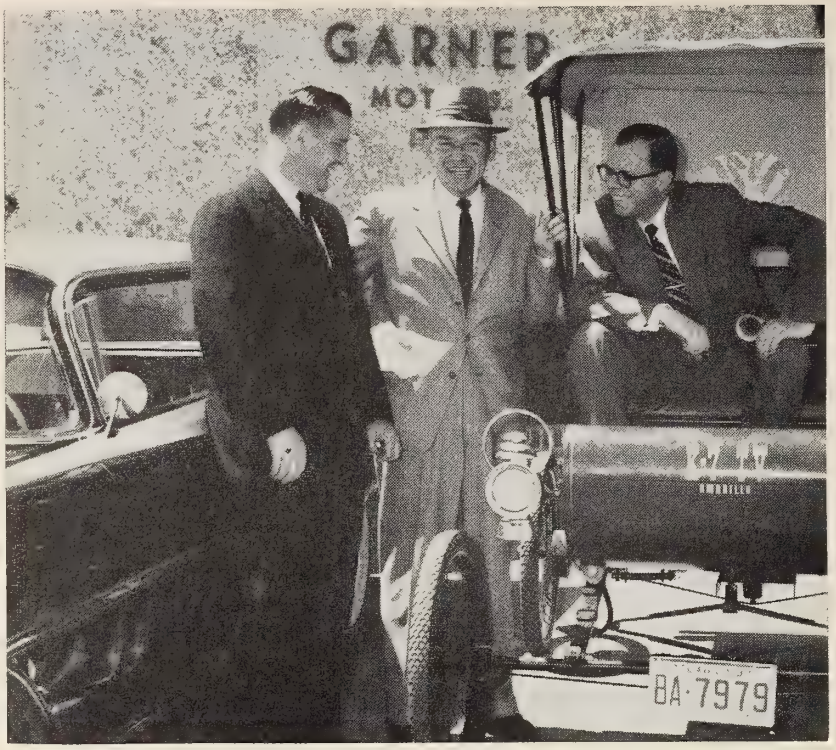
• Drumbeats

• "Who's laughing?" asked WMBD Peoria, Ill., as the recorded laugh of first one and then another prominent Peorian was heard on the air. A total 1,025 postcards were received in six separate two-day contests. Division of $750 worth of prizes was done by drawing from cards of listeners who correctly identified the laughs. Peorians whose laughs were used in the promotion: the mayor, the city treasurer, a basketball star, school principal, the YMCA secretary and the police captain.

• A premium tie-in with car radio sales is being used by Motorola Inc. during the spring and summer selling season. A "breezy-seat" cushion is offered by dealers as a sales clincher, traffic-builder or other tie-in with car sales. The cushion is constructed of coil spring, covered with openmesh fiber.

• NBC's Chicago stations, WMAQ and WNBQ (TV), report sales of a Space Age News Map earlier this spring exceeded 25,000. Tv mail came from 31 states, the District of Columbia and Canada, and radio orders from 40 states, D.C., Canada and the new state of Hawaii. The maps cost 25 cents and were promoted in a three-week campaign of radio and tv announcements.

• The Junior Achievement (commercial training for teenagers) program of WEIM Fitchburg, Mass., has won a national Junior Achievement Cos. award. The station organized Radio Achievers last October. Teenagers sold shares for capital, elected officers, announcers, copywriters, salesmen, a program director and conducted their promotion as a commercial enterprise. As well as the national award, Radio



By way of contrast • C. R. (Dick) Watts (seated), general manager of KVII-TV Amarillo, Tex., drives the station buggy over to Garner Motors, Amarillo, to see how many new Oldsmobiles were sold in a three-day tv *Olds-a-Thon*. The report by President Bob Garner (c) and Gene Horn (l), general manager of Garner Motors: 145 Olds' sold.

The record was chalked up with 28 night and early morning hours over KVII-TV and around-the-clock selling at the Garner showrooms one Thursday morning until the following Saturday night. The big remote was produced by KVII-TV and Garner's agency, Panhandle Adv., using a four-camera crew, name talent (Adolphe Menjou, Charlie Applewhite and others), and a variety of sales angles.

One of the Garner gimmicks was a car appraisal contest offering a vacation trip award. Cars lined up for appraisal stretched as far as five blocks in Amarillo.

KVII-TV fed portions of the show two nights to other Amarillo stations, KFDA-TV and KGNC-TV. The show over KVII-TV lasted all night, 7 p.m. to 9 a.m., May 7 and May 8, spanning the morning of May 9.

Achievers won a Junior Achievers "Best In Sales" award.

• KFPW Fort Smith Ark., covered the local Armed Forces Day parade from a jet plane. The jet T-33, courtesy of the 184th Tactical Reconnaisance Squadron of the Arkansas Air National Guard, flew over the town at 405 mph while KFPW Manager Charles Jones described the parade. His broadcast included a conversation with the flight leader of the 184th while the squadron was flying over the town. After the parade, Mr. Jones' plane performed rolls as he broadcast how it felt.

• A WERE Cleveland, Ohio, "Sweet 16 Club," organized last January, has 1,000 members. Teenagers whose names are submitted to air personality Bill Randle as they reach their 16th birthday, are sent a membership card that entitles them to dances sponsored by WERE for the club. Members also receive a half-gallon of ice cream and a phonograph record autographed by Mr. Randle.

• Clients of WSAZ Huntington, W.Va., ran the station May 20 as well as advertising on it. The occasion was WSAZ's fourth annual Radio Announcer Day in which about 50 local sponsors acted as announcers, newscasters and disc jockeys from sign-on to sign-off.

• WLOB Portland, Me., bought time on a tv station to simulcast its "Miss Greater Portland Scholarship Pageant." WLOB gave the winning beauty queen a $250 scholarship and other prizes.

Unlimited cooperation

Chicago broadcasters will play an active role at the 1959 International Trade Fair there July 3-18, based on planning by Chicago Unlimited and the Chicago Assn. of Commerce & Industry.

Local radio-tv stations are expected to give the fair intensive air support, contribute broadcast personalities for entertainment and maintain display booths. Some 400 individual exhibitors will have space at the Navy Pier exhibition hall, where 150,000 buyers are expected. Network and local radio-tv shows will originate from the fair. A $100,000 advertising program was launched in April by trade fair management. The account is handled by J. Walter Thompson Co.

Glamorizing the grocer

This spring, KNEW Spokane, Wash., decided it was time to put some new life into its *Grocer of the Week* show. So the program was cancelled for a time, while programmers got ready to blast off with a new format. Meanwhile KNEW ran a teaser campaign cueing announcements to the debut date of the re-formatted *Grocer of the Week*. A few days before the Saturday show the location was announced.

When the big day came, the promotion was staged as a venture into space. A two-hour broadcast was originated from a remote mobile unit hoisted by a crane above Albertson's Shopping Center, area supermarket. Staff "spacemen," rides for children, display vehicles, police and ambulances all were on hand to whip up excitement in the crowd. In-store announcements, product demonstration and samples highlighted the broadcast.

The result: Double traffic in the store that day and 30% better sales that weekend for KNEW's *Grocer of the Week*.

Cedar Street story

WVOX New Rochelle, N.Y., had an active role in the city's "Cedar Street Project," an urban redevelopment venture which received special community-wide support the week ending today (June 1).

Promotions by WVOX included flying a helicopter over the city with loudspeakers announcing the project; a May 31 hour-long documentary, written and narrated by tv star Dennis James; a high school essay contest; one-minute spots taped by the heads of 35 civic organizations; interviews with civic leaders and the major, plus the distribution of placards showing the station's call and dial spot to local merchants.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

May 21 through May 26. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

***Wilmington, Del.—Metropolitan Philadelphia Educational Radio & Television Corp.** Vhf ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 874 ft.. above ground 917 ft. Estimated construction cost $513,000, first year operating cost $350,000, revenue none. P.O. address 1622 Chesnut St., Philadelphia 3, Pa. Studio location Wilmington. Trans. location near Glassboro, N.J. Geographic coordinates 39° 41′ 21″ N. Lat., 75° 05′ 20″ W. Long. Trans.-ant. RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Applicant is licensee *WHYY-TV, uhf educational tv station in Philadelphia, and *WHYY (FM) Philadelphia. Ann. May 21.

Panama City, Fla.—Bay Video Inc. Vhf ch. 13 (210-215 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 919 ft,. above ground 960 ft. Estimated construction cost $450,600, first year operating cost $352,900, revenue $396,800. P.O. address 6 E. 4th St., Panama City. Studio location Panama City. Trans. location Northeast of Panama City. Geographic coordinates 30° 22′ 05″ N. Lat., 85° 12′ 24″ W. Long. Trans. Standard Electronics, ant. GE. Legal counsel Cohn & Marks. Consulting engineer Lohnes & Culver. Principals include **John S. Thompson, W. B. Pape, W. F. Joseph, H. N. Tillman, L. D. Lewis, Carlyle W. Dixon, John O. Fore, E. L. DuKate** and **James V. McNamara** (8.3% each),. **Frank H. Pape** (18%) and others. Messrs. Thompson, Tillman, Fore, Lewis are local businessmen. Mr. DuKate and Lewis are owners WPCF Panama City, Fla. Messrs. W. B. and Frank Pape are officers of WALA-AM-TV Mobile, Ala. Mr. McNamara is employe WALA-AM-TV. Ann. May 21.

San Angelo, Tex.—Abilene Radio & Television Co., vhf ch. 3 (60-66 mc); ERP 17.87 kw vis., 8.94 kw aur.; ant. height above average terrain 596 ft., above ground 466 ft. Estimated construction cost $198,990, first year operating cost $26,400, revenue none estimated. P.O. address 4510 S. 14th St., Abilene, Tex. Studio & trans. location near San Angelo. Geographic coordinates 31° 37′ 22″ N.Lat., 100° 26′ 14″ W.Long. Trans.-ant. GE. Legal counsel Arthur R. Schroeder, Washington. Consulting engineer Everett L. Dillard, Washington. Principals include **Dale Ackers, Jack Andrews, Christine A. Cagle** (25% each) and **Sybil** and **Lewis J. Ackers** (25% as husband and wife). Abilene Radio & Television Co. owns KRBC-AM-TV Abilene. Ann. May 26.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations
Radio Stations

50 East 58th Street

New York 22, N. Y. ELdorado 5-0405

New Am Stations

APPLICATIONS

Idaho Falls, Idaho—Western Radio Corp. 1400 kc, 250 w. P.O. address 1095 Stanger, Idaho Falls. Estimated construction cost $9,770, first year operating cost $48,000, revenue $60,000. Principals, each owning approximately one-third, are **Garner A. Mabry, William E. Sherla** and **Melvin L. Smith.** Mr. Mabry is in real estate and investment; Mr. Sherla has interest in KLOQ Yakima, Wash., and Mr. Smith is life insurance salesman. Ann. May 21.

Beaver Dam-Hartford, Ky.—Beaver Dam Bcstg. Co. 1450 kc, 100 w. P.O. address Box 185, Campbellsville, Ky. Estimated construction cost $9,954, first year operating cost $25,550, revenue $34,875. Equal partners are **J. B. Crawley** and **W. B. Kelly.** Messrs. Crawley and Kelly are partners in radio-tv sales & service business. Mr. Kelly is chief engineer WLBN Lebanon, Ky. Ann. May 26.

Espanola, N.M.—Community Bcstg. Co. of Espanola. 1370 kc, 1 kw D. P.O. address Box 749, Los Alamos, N.M. Estimated construction cost $17,397, first year operating cost $17,435, revenue $29,000. Principals are **Darrel K. Burns** (65%) and **Virgil A. Parker III** (35%). Both have equal interests in KRSN-AM-FM Los Alamos. Ann. May 25.

Existing Am Stations

APPLICATIONS

KOTN Pine Bluff, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. May 25.

WPAM Pottsville, Pa. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 21.

WDXL Lexington, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. May 28.

KVEL Vernal, Utah — Cp to increase power from 1 kw to 5 kw and change type trans. (1250 kc). Ann. May 28.

WNEL Caguas, P.R.—Cp to change frequency from 1450 kc to 640 kc, increase power from 250 w to 5 kw, change hours of operation from unl. to D, install new trans. and make changes in ant. system (increase height) amended to change frequency to 1430 kc, power to 1 kw, 500 w-LS, change hours to unl. and change type trans. Ann. May 25.

New Fm Stations

APPLICATIONS

Oceanside, Calif. — Benjamin C. Brown 107.7 mc, 5.4 kw. P.O. address Star Route, Bonsall, Calif. Estimated construction cost $22,076, first year operating cost $31,200, revenue $48,000. Mr. Brown is engineer at KRKD Los Angeles. Ann. May 26.

Terre Haute, Ind. — William J. Kulinski 100.7 mc, 3.64 kw. P.O. address Box 433, Terre Haute. Estimated construction cost $7,897, first year operating cost $12,936, revenue $15,000. Mr. Kulinski is retail hardware merchant and owns recording company. Ann. May 25.

St. Louis, Mo.—KADY Inc. 96.5 mc, 24.7 kw. P.O. address Box 6155, St. Louis 21. Estimated construction cost $20,213, first year operating cost $20,000, revenue $22,000. Principals are **William R. Cady Jr.** (80%), **Jack A. Chenoweth** (10%) and **Omar Schnatmeier** (10%). Applicant owns KADY St. Louis. Ann. May 26.

Waukesha, Wis. — Waukesha Bcstg. Inc. 106.1 mc, 3.256 kw. P.O. address 319 W. Main St., Waukesha. Estimated construction cost $11,500, first year operating cost $10,000, revenue $10,000. Applicant owns WAUX Waukesha. Ann. May 21.

Ownership Changes

ACTIONS BY FCC

WIIN Decatur, Ga.—Granted (1) renewal of license and (2) transfer of control from **Emil J. Arnold** to **Sylvia Gold Cohen, Philip D. Denton, Dorothy R. Biesecker** and **Arthur Long**; consideration $150,000 (BTC-3046). Comrs. Bartley, Lee and Ford dissented. Ann. May 21.

WCBD Chicago, Ill.—Granted assignment

Equipping a Radio Station?



New RCA 5000-Watt AM Transmitter

Type BTA-5R/5R1

A true high quality transmitter, requires less floor space than previous 5 KW transmitters, and it has been designed to provide years of outstanding performance. Available with conventional tube rectifiers or with the all new silicon high voltage rectifiers the BTA-5R/5R1 assures low operating costs and long life. There is easy access from the front to the vertical chassis containing tubes, feedback ladders and overload relays. It is also available with color doors to match studio decor . . . Whatever your equipment requirement see your nearest RCA Broadcast representative first!

Or write for descriptive literature to RCA, Dept. U-22, Building 15-1, Camden, N.J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

of license from **Michael J. Mintern**, as general overseer, to **Oscar, Gertrude, Julius** and **Bertha Miller**, d/b **Radio Station WAIT** (WAIT Chicago); consideration $132,000 for contracts for sale of time and goodwill of station. WAIT, which shares time and facilities with WCBD, will become full daytime only station (instead of specified hours). Ann. May 21.

WABW Annapolis, Md. — Granted relinquishment of positive control by **Max Reznick** through sale of 50% interest to **Morris Silberman** for $5,000. Ann. May 21.

WJMB Brookhaven, Miss.—Granted transfer of control from **Tullius Brady**, et al., to **Aubrey Hilton Felder**; consideration $51,000. Ann. May 21.

KXLO Lewistown, Mont.—Granted assignment of license to **Marlin T. Obie** (KRAD East Grand Forks, Minn.); consideration $120,000. Ann. May 21.

WWSC Glens Falls, N.Y.—Granted assignment of license to **Normandy Bcstg. Corp. (John B. Lynch)**; consideration $212,000 including $14,000 for seven years consultant agreement and $56,000 for agreement not to compete in Glens Falls area for seven years. Ann. May 21.

WALY Herkimer, N.Y.—Granted transfer of control from **Louis Adelman**, et al., to **Richard K. Thorman** and **George A. Baker**; consideration $75,000 subject to certain adjustments. Ann. May 21.

WSNB Islip, N.Y.—Granted assignment of cp to **South Shore Bcstg. Corp. (Maurice S. Weiss**, president); consideration $15,000 for expenses plus agreement to lease, with option to purchase, certain real estate of assignor to erect building thereon. Ann. May 21.

WRVM Rochester, N.Y.—Granted transfer of control from **Harry Trenner** to **State Bcstg. Inc. (Frank W. Miller Jr.**, president); consideration $210,000. Ann. May 21.

WRNY Rome, N.Y.—Granted assignment of cp from **Joseph A.** and **Philip S. Marturano** to **WRNY Inc.**; stock transaction and reimbursement to assignors for expenses. **Olean Bcstg. Corp.**, 55% assignee stockholder, is licensee of WMNS Olean, and WIPS Ticonderoga, both New York, and one stockholder has minority interest in WFRM Coudersport, and WNBT Wellsboro, both Pennsylvania. Ann. May 21.

WSAI-AM-FM Cincinnati, Ohio—Granted transfer of control from **Sherwood R. Gordon** to **Consolidated Sun Ray Inc.** (WPEN-AM-FM Philadelphia, Pa., and WALT Tampa, Fla.); consideration $1,907,212. Comr. Bartley dissented. Ann. May 21.

WSOM (FM) Salem, Ohio—Granted assignment of license from **Russell C. Jones** to **Salem Bcstg. Co.** (Mr. Jones, president); consideration $50,738. Ann. May 21.

KTLQ Tahlequah, Okla.—Granted assignment of license to **Camelleta Corp. (Jim Egan**, president); consideration $77,000 and agreement to employ **Galen O. Gilbert**, assignor president, as consultant for three years at $150 per week. Ann. May 21.

KPAM, KPFM (FM) Portland, Ore.—Granted assignment of licenses from **Stanley M. Goard**, et al., to **Gospel Bcstg. Co. (F. Demcy Mylar**, president, is 50% owner of KRWC Forest Grove, Ore.); consideration $200,000. Comr. Bartley dissented. Ann. May 21.

WERC-AM-FM, WERC Bcstg. Corp., Erie, Pa.—Granted assignment of licenses to **Cleveland Bcstg. Inc.** (WERE-AM-FM-TV Cleveland, Ohio); consideration $270,000. Ann. May 21.

WPIC-AM-FM Sharon, Pa.—Granted assignment of licenses from **A. W. McDowell**, et al., to **Sharon Bcstg. Inc. (William H. Rich**, president, and two other stockholders have interest in WMGW Meadville, Pa.); consideration $510,000, including agreement not to compete for period of 10 years within radius of 150 miles of Sharon. Ann. May 21.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 26

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,322	37	124	698
FM	568	42	141	81
TV	457[1]	63	102	114

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 26

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	32	10	42[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through April 30, 1959

	AM	FM	TV
Licensed (all on air)	3,318	562	455[1]
CPs on air (new stations)	36	39	64[2]
CPs not on the air (new stations)	123	143	102
Total authorized stations	3,477	744	667
Applications for new stations (not in hearing)	491	54	40
Applications for new stations (in hearing)	159	21	70
Total applications for new stations	650	75	110
Applications for major changes (not in hearing)	555	40	34
Applications for major changes (in hearing)	49	0	17
Total applications for major changes	604	40	51
Licenses deleted	0	2	0
CPs deleted	1	2	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

WYNN Florence, S.C. — Granted assignment of license from **Vernon H.** and **Virginia L. Baker** to **WYNN Inc. (Joe Speidel III**, president, is majority stockholder of WOIC Columbia, WPAL Charleston, and WWBD Bamberg, all South Carolina); consideration $47,500. Ann. May 21.

KLUK Evanston, Wyo.—Granted assignment of license to **Morgan County Bcstg. Co.** (KFTM Ft. Morgan, Colo.); consideration $24,000. Ann. May 21.

APPLICATIONS

KNLR North Little Rock, Ark.—Seeks assignment of license of **Arkansas Valley Bcstg. Co.** from **L. R. Luker** to **Claude Carpenter Jr.** for $36,000. Mr. Carpenter is attorney, field representative for U.S. Congressman Dale Alford, former administrative assistant of Gov. Orval E. Faubus and former Assistant Attorney General, State of Arkansas. Ann. May 25.

KLYD-KGEE-FM Bakersfield, Calif.—Seeks assignment of license from **Edward E. Urner** to Mr. Urner (56%), **Bryan J. Coleman** (17%), **William B. Elliot** (12%) and **George R. Daisa** (10%). Total consideration $30,800. Ann. May 21.

KDAY Santa Monica, Calif.—Seeks transfer of control of **Radio California Inc.** (presently owned by **Gotham Bcstg. Corp.** and **John D. Keating**) to **John D. Keating**. Consideration: Mr. Keating will transfer seven shares of Gotham stock to Gotham Bcstg. Co. After transfer Mr. Keating will be sole owner of KDAY. Mr. Keating is also being retained as consultant to Gotham's WINS New York at salary of $1,000 per month for 80 months. Mr. Keating is vice president, director and/or general manager of KTVR (TV) Denver, Colo., KONA-TV Honolulu and KALA-TV Wailuku, Hawaii. Ann. May 25.

KBLR Goodland, Kan.—Seeks assignment of license from **Goodland Bcstg. Co. (James E. Blair)** to **Tri-State Radio Inc.** for $125,000. Purchasers are same as those purchasing KBLR-TV (see below). Ann. May 21.

KBLR-TV Goodland, Kan.—Seeks transfer of control of **Tri-State Television Inc.** from **James E. Blair** to **Leslie E. Whittemore** (20%), **Wallace L. Vander Jagt** (15%), **Raymond Roark, Virginia Roark, Donald Toland, Gordon Toland, Casey Van Genderen Jr.**, and **Iron Mueller** (10% each) and **Edgar R. Jones** (5%), for $25,000. Mr. Whittemore is CPA, Mr. Vander Jagt is attorney, Mr. Jones manager KBLR-AM-TV, Messrs. Roark and Mueller are farmers, Donald Toland is employe KOA Denver and Gordon Toland is captain in Air Force. Ann. May 21.

WNEB Worcester, Mass.—Seeks transfer of 49.5% of stock of **New England Bcstg. Co.** from estate of **Paul C. Lytle** to New England Bcstg. Co. for $133,650. After transfer, **John J. Hurley**, present 49.5% owner, will hold 97% of outstanding stock. Ann. May 21.

WHRV Ann Arbor, Mich.—Seeks assignment of license from **Mayne Bcstg. Co.** to **Zanesville Publishing Co.** for $300,000. **Clay Littick**, owns 87.5% of applicant. Zanesville Publishing Co. owns WTAP Parkersburg, W.Va., has majority interests in WHIZ-AM-TV Zanesville, Ohio., and publishes *Zanesville Time Recorder* and *Signal*. Ann. May 26.

WOHP Bellefontaine, Ohio—Seeks assignment of license from **Lake Erie Radio & Television Corp.** (a Pennsylvania corporation) to **Lake Erie Radio & Television Corp.** (an Ohio corporation). No consideration involved. Ann. May 25.

KFIR North Bend, Ore.—Seeks transfer of control of **Bay Bcstg. Co.** from **Vernon G. Ludwig** to **Josephine E. Edwards** for $6,500 and release from $72,000 promissory note due to Mrs. Edwards, who is former owner KFIR. Ann. May 25.

WPFP Park Falls, Wis.—Seeks assignment of license from **Northland Bcstg. Co. (Gordon F. Schluter** and **Norman C. Hoefferle)**

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Mutual 2-3145 3-3819

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to Mr. Schluter, who presently owns 88.5%, for $7,000. Ann. May 21.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting applications of Binder-Carter-Durham Inc., to increase power of WAMM Flint, Mich., from 500 w to 1 kw, continuing operation on 1420 kc, DA-D; Kalamazoo Bcstg. Co. for new am station to operate on 1420 kc, 1 kw, DA-D, in Kalamazoo, Mich.; Northern Indiana Bcstrs. Inc., to increase daytime power of WIMS Michigan City, Ind., from 1 kw to 5 kw and change from DA-N to DA-2, continuing operation on 1420 kc with 500 w-N, and Dowagiac Bcstg Co. for new station to operate on 1440 kc, 500 w, D, in Dowagiac, Mich. and denying application of The Circle Corp. to change facilities of WKLZ Kalamazoo, Mich., from 1470 kc, 500 w, D, to 1440 kc, 5 kw, DA-D. Ann. May 26.

Hearing Examiner J. D. Bond issued initial decision looking toward denying applications of Capitol Bcstg. Co. and W. A. Pomeroy for new am stations to operate on 730 kc, DA-D—Capitol with 500 w in East Lansing, and Pomeroy with 250 w in Tawas City-East Tawas, both Mich. Ann. May 25.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of KGB Inc., to change trans. location and increase daytime power of KGB San Diego, Calif., from 1 kw to 5 kw, continuing operation on 1360 kc with 1 kw, N, and denying for default applications for new am stations by M.V.W. Radio Corp. (1360 kc, 5 kw, DA, D), San Fernando, Robert S. Marshall (1360 kc, 500 w, DA, D), Newhall, and Wilson Bcstg. Co. (1370 kc, 1 kw, DA-2, U), Oxnard. Ann May 25.

STAFF INSTRUCTIONS

Commission on May 21 directed preparation of document looking toward granting application of Hardin County Bcstg. Co. for new am station to operate on 1300 kc, 500 w, D, in Silsbee, Tex. Initial decision of Aug. 22, 1958 looked toward this action.

OTHER ACTIONS

By order, Commission (1) denied petition by Tucumcari Television Inc., to dismiss its application for new tv translator station on ch. 70 in San Jon, N.M., and (2) rescheduled May 22 oral argument in proceeding from 3:45 p.m. to 10 a.m. Ann. May 21.

Commission extended time from June 22 to Aug. 3 to file comments, and to Sept. 15 for replies, in proceeding concerning proposed changes in tv broadcast rules with respect to option time and right to reject network programs. CBS and NBC had requested longer extensions of time to file. Ann. May 21.

Routine Roundup

BROADCAST ACTIONS
By Broadcast Bureau

Actions of May 22

WGES Chicago, Ill.—Granted assignment of license to **John A. Dyer**, et al.

KPSO Falfurrias, Tex.—Granted assignment of license to **Bob Hicks** and **J. W. Stewart**, d/b **Bob Hicks Enterprises.**

KSOX Raymondville, Tex.—Granted assignment of license to **Bob Hicks** and **J. W. Stewart**, d/b **Bob Hicks Enterprises.**

WSBA-TV York, Pa.—Granted license for tv station.

KVAL-TV Eugene, Ore.—Granted license for auxiliary ant. system at main trans. site.

WFGA-TV Jacksonville, Fla.—Granted license covering decrease in aur. ERP.

KPTV (TV) Portland, Ore.—Granted license covering changes in tv station; aur. ERP 158 kw.

WISC-TV Madison, Wis.—Granted license covering changes in tv station; ant. 1190 ft.

KPIX (TV) San Francisco, Calif.—Granted license covering change in modulation system of vis. and aur. trans.

WDAY-TV Fargo, N.D.—Granted license covering changes in tv station.

WOAI-TV San Antonio, Tex.—Granted licenses covering changes in tv station; ant. 1480 ft. (main trans. & ant.); and maintenance of licensed trans. and ant. at old trans. site as auxiliary facilities (aux. trans. & ant.).

WCAR Detroit, Mich.—Granted licenses covering changing present main daytime trans. to a main trans. for both day and night operation and changing main nighttime trans. to auxiliary trans. for day operation and as alternate main trans. for nighttime operation.

WNNJ Newton, N.J.—Granted license covering installation of aux. trans. (BL-7440).

WEAM Arlington County, Va.—Granted license covering changes in DA-D and change from DA-1 to DA-2 (BL-7284).

KJEF Jennings, La.—Granted license covering change of hours of operation from unl. to daytime (non-DA), and make changes in ant. system (increase height).

WGGA Gainesville, Ga.—Granted license covering installation of new trans.

WOKS Columbus, Ga.—Granted license for am station.

WSEN Baldwinsville, N.Y.—Granted license for am station.

KDMS El Dorado, Ark.—Granted license to use auxiliary trans. at present main trans. location.

WWXL Manchester, Ky.—Granted license covering change in frequency and hours of operation.

WAFG-TV Huntsville, Ala.—Granted mod. of cp to change ERP to vis. 17.41 kw, aur. 9.55 kw; install new trans., change type of ant. and make changes in equipment; ant. 1020 ft.

KOAT-TV Albuquerque, N.M.—Granted license covering changes in tv stations (main trans. & ant.).

WGR-FM Buffalo, N.Y.—Granted mod. of cp to decrease ERP to 16 kw; change ant. height to 630 ft., and change studio and trans. location (side-mount fm ant. on tv tower).

KPOD Crescent City, Calif.—Granted mod. of cp to change ant.-trans. and studio locations.

WLOK Memphis, Tenn.—Granted change of remote control authority.

KSDA Redding, Calif.—Granted extension of authority to remain silent to July 1.

Following stations were granted extensions of completion dates as shown: WYZZ (FM) Wilkes-Barre, Pa. to May 31; WNCN (FM) New York, N.Y. to Aug. 3; KLIR-FM Denver, Colo. to July 9; WGR-FM Buffalo, N.Y. to Sept. 1.

Actions of May 21

KJAX Santa Rosa, Calif.—Granted assignment of license of Radio Santa Rosa to **Lew L. Gamble** and **Joseph Gamble Stations Inc.**

KCND-TV Pembina, N.D.—Granted assignment of cp of Community Radio Corp. to **Pembina Bcstg. Inc.**

WHBT Harriman, Tenn.—Granted license covering change of facilties, and installation new trans.

WJAR Providence, R.I.—Granted licenses covering installation new main trans.; and alternate main trans.; remote control permitted while using non-directional ant.; actions without prejudice to whatever further action Commission may deem appropriate as result of decision ultimately reached in Sinclair et al. vs. Industrial National Bank of Providence, et al. currently pending in Supreme Court of State of Rhode Island.

WMNA-FM Gretna, Va.—Granted license for fm station.

WKIC-FM Hazard, Ky.—Granted cp to change frequency to 94.1 mc.

WEQR (FM) Goldsboro, N.C.—Granted cp to increase ERP to 25.5 kw; and install new trans. and ant.

WGAL-FM Lancaster, Pa.—Granted cp to decrease ERP to 3.6 kw; increase ant. height to 940 ft.; change ant.-trans. location (side-mount fm ant. on present WGAL-TV tower); install new ant. and trans.

WEBR-FM Buffalo, N.Y.—Granted mod. of cp to change ERP to 105 kw; increase ant. height to 710 ft.; change trans. location, type trans. and ant., make changes in ant. system and change frequency to 94.5 mc.

KETO-FM Seattle, Wash.—Granted mod. of cp to change type ant., type trans., studio location and remote control point; ant. 1100 ft.

KNOB (FM) Long Beach, Calif.—Granted mod of cp to change type trans.

KPUP (FM) San Francisco, Calif.—Granted mod. of cp to increase ERP to 39 kw; ant. height to 1140 ft.; change trans. location and type ant.; remote control permitted.

KJAZ (FM) Alameda, Calif.—Granted mod. of cp to increase ERP to 1 kw; decrease ant. height to minus 60 ft.; change trans. location, type ant. and trans.

Actions of May 20

WARA Attleboro, Mass.—Granted acquisition of positive control by **Jerome Ottmar** through purchase of stock from **Texas Instruments Inc.**

WIIN Atlanta, Ga.—Granted license covering increase in power, installation DA-D, make change in ground system, installation new trans, change ant.-trans., studio and station locations.

WDHF (FM) Chicago, Ill.—Granted license for fm station; remote control permitted.

WKBN-FM Youngstown, Ohio — Granted license covering increase in ERP and ant. height and changes in ant. system.

WIIN Atlanta, Ga.—Granted mod. of license to change name to WIIN Inc.; without prejudice to whatever action Commission may deem warranted with respect to pending application for renewal of license of WIIN and questions existing in connection therewith.

WMGM New York, N.Y.—Granted mod. of license to change name to Loew's Theatres Bcstg. Corp.

WVIP Mount Kisco, N.Y.—Granted mod. of license to change name to Suburban Bcstg. Inc.

WPKY Princeton, Ky.—Granted cp to install new ant. and ground system.

WSRO Marlborough, Mass.—Granted cp to make changes in directional ant. system (relocate one tower at same site); conditions.

WIL St. Louis, Mo.—Granted cp to install new trans. (main trans. location) for auxiliary purposes only.

WRNY Rome, N.Y.—Granted mod. of cp to change type trans. and move ant.-trans. location 331 ft. southwest of present location (same site).

WPIK Alexandria, Va.—Granted mod. of cp to change ant.-trans. location and make changes in ant. system (increase height).

WANN Annapolis, Md.—Granted mod. of cp to change type trans.

WMCF (FM) Memphis, Tenn. — Granted mod. of SCA to conduct background music and storecasting service on multiplex basis, utilizing supersonic signals for purposes of controlling multiplex receivers for period ending Aug. 1, 1961; condition.

KPVA Camas, Wash.—Granted authority to sign-off at 5 p.m., PST, for period ending Sept. 30.

***WKAR-AM-FM East Lansing, Mich.**—Granted authority to remain silent May 30.

Actions of May 19

KJCF Festus, Mo.—Granted assignment of cp to Garrett Bcstg. Inc.

KCCR Pierre, S.D.—Granted license for am station; remote control permitted.

WMTL Leitchfield, Ky.—Granted license for am sttaion.

***WKSD (FM) Kewanee, Ill.**—Granted license for noncommercial educational fm station.

WYBC-FM New Haven, Conn. — Granted license for fm station; remote control permitted; ERP 305 w.

WCRF-FM Cleveland, Ohio—Granted license for fm station; ERP 21.3 kw.

KFRC San Francisco, Calif.—Granted license covering installation new trans.; remote control permitted; and license for auxiliary trans. at proposed main trans. site, and installation trans.

KMCD Fairfield, Iowa — Granted license covering installation new trans.

WETU Wetumpka, Ala.—Granted license to use old main trans. as auxiliary trans.

WMTW-FM Mt. Washington, N.H.—Granted license covering increase in ERP and ant. height and installation new type ant.; ERP 48.1 kw; remote control permitted.

KWEI Weiser, Idaho — Granted license covering change of frequency to 1260 kc.

KCHA Charles City, Iowa—Granted license covering increase in power and installation new trans.

WTNS Coshocton, Ohio—Granted cp to change ant.-trans. location and make changes in ground system.

Following stations were granted extensions of completion dates as shown: WRED (FM) Youngstown, Ohio, to Aug. 1; WCSC-FM Charleston, S.C., to Oct. 10, and WAVC Boaz, Ala., to Nov. 1.

WGRC Green Cove Springs, Fla.—Remote control permitted.

Actions of May 18

KRTV (TV) Great Falls, Mont.—Granted license for tv station.

***WEDU (TV) Tampa, Fla.**—Granted license for noncommercial educational tv station.

***KVIE (TV) Sacramento, Calif.**—Granted license for noncommercial educational tv station; ant. 1010 ft.

WBZ Boston, Mass.—Granted mod. of license to operate main trans. by remote control using DA-1.

Following stations were granted extensions of completion dates as shown: WVOL Berry Hill, Tenn., to Dec. 1; WBOS-FM Brookline, Mass., to Aug. 31; WMBM South Miami, Fla., to Nov. 10; WJMK North Syracuse, N.Y., to Sept. 1; WJOB Hammond, Ind., to July 14; KPON Anderson, Calif., to Sept. 1, and KITT (FM) San Diego, Calif., to Oct. 1.

Action of May 15

WYTI Rocky Mount, Va.—Granted authority to sign-on at 6 a.m. and sign-off at 7 p.m., except for special events when station may operate up to licensed sign-off time for period ending Aug. 31.

ACTIONS ON MOTIONS
By Commissioner Robert T. Bartley

Granted petition by KCRA Inc. (KCRA), Sacramento, Calif., for extension of time to May 27 to file reply to oppositions to its petition to enlarge issues in proceeding on am applications of James E. Walley, Oroville, Calif., et al. Action May 19.

Upon request by Southland Bcstg. Co.

(Continued on Page 95)

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Outstanding opportunity for top young salesman "on his way up." Aggressive management with future multi-station plans now operating up and coming pop (non-rock) Seattle (18th market) station seeks go-getter with top sales record, married. Future sales managership if you can prove yourself. Excellent base plus strong incentive. First year's earnings should be $9,000 to $12,000. Resume, including earnings, snapshot to Box 946K, BROADCASTING.

Top flight local salesman-sales manager for leading Texas station. Best ratings and facilities in market. Must sell personally and supervise other salesmen. Leading city, pleasant living. Guarantee $7,000 plus bonus incentive assuring $10,000-$12,000 and further advancement. Need familiarity local, national, merchandising. Prefer late twenties. Thirties. Must be enthusiastic to work with resourcefulness. Excellent opportunity for right man. All replies confidential. Box 181M, BROADCASTING. Send photo, complete details, first letter.

Sales manager, strong in sales. Experienced. Wonderful opportunity for advancement. Under multi-station ownership. KSEM, Moses Lake, Washington.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Manager-salesman needed immediately. Excellent opportunity in vacationland of New York. Contact Bob Roddy, Ticonderoga, N.Y., Juno 5-2868.

Sales

Sales manager upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 736K, BROADCASTING.

Salesman—Excellent opportunity for good producer. Strong independent, major Indiana market. $6,000 plus. Box 886K, BROADCASTING.

Leading radio programming distributor has immediate opening for experienced salesman. Heavy travel. Excellent salary. Paid expenses. Paid medical and life insurance. Pension plan. Send complete details plus recent photo. Box 117M, BROADCASTING.

Sales representative wanted for quality station in Westport, Connecticut. Very good potential. Write P.O. Box 511, or call Westport CApital 7-5133.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

California—Excellent opportunity for aggressive salesman with long-established top station in America's foremost desert community. Guarantee against commission. Send resume to KCMJ, Palm Springs, California.

Salesman to be assistant to sales manager. Salary and incentive commission. Enclose your sales record and photo. Radio KCOL, Box 574, Fort Collins, Colorado.

Salesman wanted by WORX, Madison, Indiana. $90.00 draw against 15%. Right man will inherit healthy account list and excellent prospects. Send resume prior to personal interview.

Salesmen needed for Rome-Utica market. Expanding chain seeks vibrant and dynamic individual. Real opportunity for right man. Contact Jim Colston, Olean, New York, 2-0157, or Bob Roddy, Ticonderoga, N.Y., Juno 5-2868.

Help Wanted—(Cont'd)

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Morning personality man for modern fast paced midwest metropolitan market station. Now solid second on heels of number one. New studios. Opportunity for production and talent fees. Send tape, photo, resume. Box 891K, BROADCASTING.

Eastern group has three applications pending for new and improved facilities. Need experienced announcers for management training. Minimum two years experience required. Personal interview necessary eventually, but first, send tape and resume. $90 to start with regular raises. Box 139M, BROADCASTING.

Top 40 station announcer looking for pd position? Must know how to develop and program station from scratch. This is a real challenge for clever and capable broadcaster. Excellent market in mid-west city of over 100,000. Send resume, picture and tape immediately. Box 167M, BROADCASTING.

Central Alabama radio station needs staff announcer. Send tape, picture and full background experience, starting salary requirement. Box 189M, BROADCASTING.

Wanted: 1st ticket beginner that likes announcing. Box 192M, BROADCASTING.

Immediate, announcer-engineer, first-class ticket, emphasis on announcing, little maintenance, new station, growing community, west central Florida. Box 202M, BROADCASTING.

Experienced announcer, combo operation, network affiliate. Major Wisconsin market. Send audition tape, resume, photo, salary requirements. Box 208M, BROADCASTING.

Help! For the first time in his life K-BOY needs help. His little sister, K-GRL, is absconding with two of his "announcer-salesman". They are top air-salesman, sober, ambitious, ad-lib artists, funny without being facetious. In short, they're the best, but . . . they're leaving. If you qualify to fill their place, and would like 128 hours per week, free to spend in sportsman's paradise, contact us at once. K-BOY, Medford, Oregon.

Immediate opening. Experienced announcer. Repeat experienced. Good pay for good job. Send tape, resume Kenn Maloney, Manager, KUVR, Holdrege, Nebraska.

Expanding operation soon to go full time in Colorado Springs, need experienced d.j's. Send photo, tape, resume, salary requirements. KWBY, Colorado Springs, Colorado.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Announcer for staff work with sports background, play-by-play ability. Immediate opening. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

Florida station needs fast paced personality announcer, sales experience desired. Top salary and commission. WDVH, P.O. Box 289, Gainesville, Florida.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Help Wanted—(Cont'd)

Announcers

Announcer/pd with top 40 experience Ohio opportunity for bright young broadcaster on way up. Tapes, resumes required. No phone call. Disk Jockey Placement Center, Inc., Personnel Agency, 100 W. 42nd St., N.Y.C.

Announcer: First phone. Must like coastal rural area. Excellent facilities. Mostly announcing. Tape, picture, history, credit references: Brooks Russell, WESR, Eastern Shore Radio Center, Tasley, Virginia.

Immediate opening-experienced dj with bright, happy sound and good, tight sense of production. $100 start. Send tape, photo, background and references to WFDF, Flint, Michigan.

Technical

Chief engineer-announcer for complete maintenance and installation of new equipment. 250 watt station in small pleasant North Carolina town. Please state salary desired and qualifications. Box 103M, BROADCASTING.

Combo engineer-announcer. Must have first phone, new plant, new equipment. Directional station. Contact Wallace C. Bruner, Manager, Lawrenceville Broadcasting Company, Lawrenceville, Illinois.

Chief engineer-announcer with first phone interested in sales. Up to $450 per month start. Newly furnished, modern apartment. Phone, wire or write KPRK, Livingston, Montana.

Chief engineer, handle maintenance, some announcing. Contact KSIB, Creston, Iowa.

Experienced control operators wanted WDRC. 5000 watts. Hartford 12, Conn.

First class telephone maintain Magnecorders and RCA transmitter at WFRM, Coudersport, Pa. Some announcing desirable. Send details, salary expected to John Fay, care WKBI, Box 466, St. Marys, Pa.

Chief engineer-announcer for growing chain's new 5,000 watt Fargo N.D. daytimer. Attractive salary-permanent. Tape, full details. Gene Williams, W. 411-33rd, Spokane, Washington.

Need at once, first phone. New directional station. Excellent pay. Contact Wallace C. Bruner, Manager, Lawrenceville Broadcasting Company, Lawrenceville, Ill.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

News director radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

Program director. Prefer experienced announcer ready to move up the ladder to "pd" job in outstanding small market station in northern Ohio. Prefer married man, good voice, knowledge of modern radio, willingness to fit into community essential. Fringe, benefits, excellent salary commensurate with experience and ability. Send resume, picture, and tape to Box 928K, BROADCASTING. If you think you qualify, let's hear from you. We will ask for personal interview.

Help Wanted—(Cont'd)

Production-Programming, Others

Continuity director. Experienced girl top independent station. Give complete details background, references, recent snapshot. Box 973K, BROADCASTING.

California station best bay area independent, long established negro policy, has two positions open, for highly experienced persons: 1. Merchandising assistant-top salary. 2. Account executive, top guarantee against commission. Only highly qualified and experienced persons need apply. Furnish resume and picture. Box 122M, BROADCASTING.

Newsman to write and air local news. We are looking for a man who is tired of the bigtime and wants to settle in a smaller market and sink roots. A challenging position for one who doesn't watch the clock. Starting pay $100 with steady increase. Eastern station. Box 206M, BROADCASTING.

Experienced newsman. Immediate opening for man to augment radio news department at leading Flint station. Radio or newspaper background acceptable. Send resume, photo and sample copy to WFDF, Flint, Michigan.

Copywriter, production ability, capable as announcer for some air work. Salary $100 per week. Immediate opening. Tape and references first letter. WMSC, Columbia, S.C.

Experienced newsman wanted as quarter-time assistant in radio news while taking graduate work. School of Journalism, State University of Iowa, Iowa City.

Continuity writer—Experience and "know how" can find its reward in this excellent opportunity with leading Michigan station. Send sample copy, resume and photo to WFDF, Flint, Michigan.

Young man with broadcasting experience and interest in creative work in radio and film, for instructorship, Department of Journalism and Communications, Washington and Lee University. Write to O. W. Riegel, Box 925, Lexington, Va.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K, BROADCASTING.

Sales manager-general manager, 15 years in radio station sales, local, regional, national. Thorough knowledge all phases station operation. Highest radio industry references. Box 294K, BROADCASTING.

Successful commercial manager in competitive market seeking bigger opportunity. Strong on sales and programming. Family man with excellent references. Box 927K, BROADCASTING.

Station manager or commercial manager available. Finest references from present employer. Sale of station reason for move. Contact Box 999K, BROADCASTING.

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

Idea man 16 years experience desires to manage. Prefer local market in midwest. Would buy in. Box 153M, BROADCASTING.

Station manager. Capable all phases, including sales. Proven record. Box 158M, BROADCASTING.

I'll be your assistant manager (any size market!); will contract ½ of year's salary that my system hypos annual billings 12% plus. Last 6 of 17 years experience at five-figures with major combine. Salary unimportant first year; you'll get winner, I'll get record. Excellent references. Box 187M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential. Box 852K, BROADCASTING.

Manager-sales manager: Age 36. Will be available July or August. Now in process of selling own station. Experience includes; B.A. Radio-TV, 1951. 2½ years, sales manager. '51 to '54. Station owner, manager from '54 to '59. Emphasis on sales. Experienced announcer, programming, news. All small market. However, interested in medium to major market in east or south east. First phone. Married, two children. Managed tv station while operating own radio station. Box 177M, BROADCASTING.

Sales

Salesman/announcer, good general background, capable for switch to broadcasting. Box 166M, BROADCASTING.

Invite replies from eastern stations. Sales/announcing experience—six years. Desire to settle family small or medium market with opportunity future management. Interview in late August preferred. Box 209M, BROADCASTING.

Announcers

California employed. Personality dj, sd, pd. Ten years experience. Seeking permanent position radio and/or tv. Minimum salary $150 weekly. No top 40 stations, please! Box 969K, BROADCASTING.

Night time is the right time—increase your audience in the wee small hours—no hard sell-easy-relaxed style, single, but dependable. Box 101M, BROADCASTING.

Announcer, beginner, vet, single, ab, radio-tv major, go anywhere. Salary no object. Box 109M, BROADCASTING.

15 years experience announcing news-programming. Married, west coast preferred. Box 125M, BROADCASTING.

Florida stations. Top announcer. Florida market, 7 years. Fast or slow paced. Dialect, top references Box 127M, BROADCASTING.

Bright, single, ambitious announcer looking for future with growing station. Operate board, write, type, tape, resume, photo available. Contact. Box 149M, BDOADCASTING.

Have tape-will travel, young announcer/deejay, ambitious, determined, professionally trained all phases. Box 151M, BROADCASTING.

Don't give me a home where the buffalo roam; Don't lure me with southern fried chicken. Just give this poor slob a lucrative job where the records are of his own pickin'. Box 155M, BROADCASTING.

News, special events-plus, announcer, producer-writer-radio and tv. Box 159M, BROADCASTING.

Young man determined to succeed. Well trained. Any reasonable offer. Box 160M, BROADCASTING.

Announcer young. Eager to learn. Cooperative. Prefers Penn. Operate board. Box 161M, BROADCASTING.

Announcer mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 162M, BROADCASTING.

Country/western music. My strongest suit. Capable-staff, controls. Sales. Box 163M, BROADCASTING.

Negro deejay, smooth patter. Efficient, production. Controls. Audition tape. References. Box 164M, BROADCASTING.

Girl broadcaster capable, versatile, operate board. Writing, productions, publicity, sales. Box 165M, BROADCASTING.

Announcer, 26, personable, college, show biz background. Box 169M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Swingin', smooth, fast-paced dj wants to return to south-southwest. Presently employed with perfect references. 22, love radio, can swing! Box 172M, BROADCASTING.

Northern announcer in south, wants to go north. Upper mid-west. Announcing school grad, 2½ years experience, married, wants to learn tv. Starting salary $110.00. Box 176M, BROADCASTING.

Young swinging dj wants opportunity Ohio-Indiana-Kentucky area. Fast, modern, have gimmicks, ideas, would like to express them. Must be permanent. First phone, personal interview necessary. Box 193M, BROADCASTING.

"The Compleat Broadcaster." 7 years combo, announcer, writer, producer, programmer, engineer. Degree, radio-tv production. First ticket. Train greenhorns. Know the world around me. Sports expert. Seek operation needing the man who can bring it to life. Box 194M, BROADCASTING.

Announcer. Experienced in radio techniques and control board operations. Young, willing to travel, and eager to learn new phases of radio. Box 195M, BROADCASTING.

Young negro announcer; seeking experience in newscasting-dj. Excellent training. Tape, resume available. Box 198M, BROADCASTING.

Green Bay, Wisconsin area. Summer position wanted. Washington, D.C. experience. College. Box 201M, BROADCASTING.

8 years experience dj, sportscasting, sales, programming. Seeking larger market, earnings. Currently earning one forty. Box 204M, BROADCASTING.

Experienced staff announcer. Permanent or summer replacement. Washington, D.C., nearby, or Wisconsin. Box 205M, BROADCASTING.

Ambitious young man determined to succeed. Desires position in N.C. or S.C. Box 210M, BROADCASTING.

Will relocate in Michigan. Young, experienced, tape and resume. Box 211M, BROADCASTING.

Experienced announcer—1st phone, pianist-employed. Desires change. N.E. preferable. Box 213M, BROADCASTING.

Dependable, mature Texas early-morning music, news, farm man. W.K., 827 Highland Oaks Drive, Dallas 32, Texas.

Topnotch announcer, stable, versatile, successful. Seeks greater opportunity. Call Logan 1-0147, Kansas City, Missouri.

Ambitious, talented negro announcer-dj. Eager to move ahead. Willing to relocate. Hours secondary. Edward Green, 265 E. Columbia St., Hempstead, L.I.

Announcer. First phone. Recent experience, good delivery, knows music. James Jones, 807 Hyperion Street, Los Angeles, California.

Hurry! Fast-paced morning man. Amiable personality, hard worker, available immediately, anywhere. Single, 4 years experience. Wire Dave Mitchell, 42 E. Phila. Ave., Boyertown, Penna.

Experienced sportscaster, salesman, newscaster, 1st phone. Call: "Tremendous". Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, California.

Acting and production background. Bright, crisp delivery. Desire break in as announcer. Family man, 27, creative and dependable. Locate within 100 miles of Chicago. Dick Turner, 5707 S. Sayre, Chicago, Illinois. Ludlow 5-3508.

Attention! Format stations in Michigan, Iowa, midwest! Young dee-jay announcer. "Crazy for modern radio". Tape, resume at once. Phone Wabash 2-3183 4:00 til 11:00 p.m. or Paul White, 826 S. Wabash, Chicago, Ill.

Situations Wanted—(Cont'd)

Technical

Recent U.S.C. graduate telecommunications, local operating experience, hard worker. Seeks opportunity in radio broadcast field. Box 123M, BROADCASTING.

Engineer-announcer. Throughly experienced both phases. Central Florida. Box 147M, BROADCASTING.

Experienced 1st phone—vacation relief or permanent, resort area only. Box 152M, BROADCASTING.

Engineer, 1st phone. Long experience transmitting, studio equipment operation, maintenance. Versatile. Some sales. Box 156M, BROADCASTING.

Engineer 12 years am experience. Ham. Desire permanent position in west. Box 168M, BROADCASTING.

Chief. 17 years all phases. As far as I can go in present organization Desire employment with greater challenge and salary commensurate with record of proven ability. Family. Home. Resume. Box 175M, BROADCASTING.

Chief engineer, experienced radio station construction, directionals, remote control, maintenance. College graduate, sober, family man. No announcing. Box 183M, BROADCASTING.

Engineer, experienced, 28, reliable. Michigan, Ohio area. Box 196M, BROADCASTING.

Experienced engineer, 27, radio, television. Minimum $100. Reliable. Box 197M, BROADCASTING.

First phone, technical school grad, married, 28, available immediately, California only. Box 200M, BROADCASTING.

Experienced combo operator wants progressive station. Herb Boyer, 959 18th Ave., Northeast, Minneapolis, Sterling 9-0261.

Production-Programming, Others

Program director-announcer. 12 years experience, currently in Florida, available on short notice. Married, reliable, and hard worker. Write Box 145M, BROADCASTING.

Creative copywriter-dj, 36, experienced, writes "sellavision" radio copy. Resume. Box 146M, BROADCASTING.

Female—Do any type of program. Have ambition, ability, will travel, northeast, southwest. Tape, resume, photo available. Box 179M, BROADCASTING.

Like "Bob & Ray" humor? Top personality offering taped shows, local spots inserted. Box 190M, BROADCASTING.

I-M-4-U. If you need copywriter, traffic director or woman's program director. Experience in all fields. Immediately available for position preferably in station in Conn., Mass. or New Jersey area. Box 203M, BROADCASTING.

Member American Playwriters Guild. Professional school graduate—coaches. Highly creative. Original television, stage, screenplays. Desire career position. Production company. Advertising. Good moral character. Young spinster. Southwest preference. Stenographic skills. Attractive. E. F., P.O. Box 8233, Houston 4, Texas.

TELEVISION

Help Wanted—Sales

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

Experienced tv salesman wanted for New York state, NBC affiliate. On air accounts to start. Excellent base plus commissions. Write giving full resume to Box 178M, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Immediate opening 2 aggressive salesmen, small market. NBC affiliate. Specialize local with some regional. Opportunity for advancement through multiple ownership. Also possibility of local sales manager if qualified. Box 185M, BROADCASTING.

Excellent opportunity for experienced tv salesman in midwest medium sized market. Let us hear from you immediately. Box 207M, BROADCASTING.

Sales manager with station management potential for progressive NBC affiliate in rapidly expanding, oil rich, Rocky Mountain area. Bob Berger, KTWO-TV, Casper, Wyoming.

Announcers

Experienced tv announcer; southwest city, 150,000 population, three-station market. On-off camera work. Send complete resume, tape, recent dated photo. Salary open. Box 960K, BROADCASTING.

Versatile on-camera and booth announcer for vhf in major southwestern market. Clarity, intelligibility and naturalness desired rather than affected stylization. Send picture and tape to Box 971K, BROADCASTING.

Technical

Chief engineer, our present chief staying on in new capacity. Need experienced for both am and tv, must be strong on maintenance. Send complete resume and salary requirements to Redd Gardner, General Manager, KCRG-TV, Cedar Rapids, Iowa.

First class engineer. Fulltime for small tv station. Contact Bob Berger, KTWO-TV, Casper, Wyoming.

Channel 6 needs maintenance technician. TV experience not necessary to man with good broadcast background. Contact Bruce Joyner, KVIQ-TV, Eureka, California.

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

Production-Programming, Others

Experienced newsman capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

Experienced floorman, cameraman, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Announcers

Experienced announcer-currently employed major market. Seeking advancement in midwest station. Best references. Box 173M, BROADCASTING.

Female-Recent graduate of professional radio and tv school. Like acting, can really live the part. Let me give the commercials and sell your sponsors products. Tape, resume, photo available. Box 180M, BROADCASTING.

Production-Programming, Others

Producer-director, experienced in all phases of television production. BA, MA, veteran, married, 28. Excellent references from present employer. Box 154M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 184M, BROADCASTING.

Director: Filming, announcing, production. 7 years experience. Top references. Family. Box 186M, BROADCASTING.

FOR SALE

Equipment

Windcharger #300 galvanized 190 foot am-fm tower, 35 foot pylon, beacon, obstruction lights. Box 963K, BROADCASTING.

RCA pix monitor TM-5A, Ferris 32A sealed intensity meter and Measurements Corporation 58. We buy and sell many types broadcasts terminal equipment. Box 148M, BROADCASTING.

Large stock replacement parts and accessories for RCA TTR and TRR microwave equipments. Reasonable prices. Box 70, Van Nuys, California. STanley 3-2400.

Magnecorder—PT6A/PT6J, excellent, used very little, w/Astatic mike. Bargain. Box 647, Butler, Pa.

1 kw transmitter with guarantee equal to manufacturer's new. No dirt; no flaws. It's a Gates BC1-E. We want 500/250 watt transmitter and will swap, giving or taking value difference. Also will sell outright to highest bidder. Write H. I. Moseley, KAAB, Hot Springs, Arkansas.

TV film projector, brand new RCA TP16F, never unpacked, $2,500. Just one available. John Poole, KBIC-TV, 2515 E. Coast Highway, Corona Del Mar, California.

Gates BCA-250 standby transmitter. Like new. Make offer FOB. KOKA, Box 3605, Shreveport, La.

Magnecord tape recorder S-36B; 7½ & 15'; portable case; case still looks like new; ideal for remotes or studio work; has provision for bridging and mike input; 600 ohm output; now in service as primary recorder. Factory instruction book; cost $395 net; first check over $250. FOB WACE, Chicopee, Mass.

Tapak newcaster battery operated for on-the-spot recordings. Complete. $125 fob, WCTW, New Castle, Indiana.

Two Cubcorder portable battery-operated tape recorders in good condition, complete with mikes, charger and service manual. $120.00 each or two for $200.00. Contact WGBF, Evansville, Indiana.

Raytheon 250-W transmitter excellent condition, tubes, crystals 1400 kc with console to match. New in 1951. Both for $1,450.00. Charles L. Cain, 208 West Burton, Sherman, Texas, TW-31021.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Co., Box 31, Temple, Texas.

RCA TG-1A sync generator TK-1A monoscope camera TA-1A distribution amplifier, 480C power in two racks $1,000. LEL, Inc., 380 Oak Street, Copiague Long Island, New York.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

T.C.A. Radio Tower Company—We have 7 used 200-ft. guyed towers for sale. These towers are ready for immediate shipment, complete with lighting. Also, have any mature, any type micro-wave towers of any height. Write, wire or call; H. C. Tant, T.C.A. Radio Tower Company, 2615 Bankhead Highway, Atlanta, Georgia. Phone: SYcamore 9-1203.

TV, am, fm transmitters, cameras, studio terminal equipment. If you need anything in the BC line please contact us. Technical Systems Corp., 12-01 43rd Ave., L.I.C., N.Y.

WANTED TO BUY

Stations

Small. Cp or daytime station. Write full details to Box 828K, BROADCASTING.

Responsible group expanding, will lease with option to buy, small or medium market station in upper southland. Box 977K, BROADCASTING.

Small station or cp in southeast wanted by experienced operators. Single, dual or 3-station markets considered. Box 105M, BROADCASTING.

Qualified, responsible group interested in buying several medium market stations. Prefer to buy low-rated station in multi-station market. Would consider right offer in single station market. Prefer southwestern. Box 171M, BROADCASTING.

Will buy—Financially responsible parties interested in am radio stations offered for sale. Qualified to make investment up to $500,000.00. Will consider stations located in large or small markets with view to growth potential. Reply in confidence to Box 199M, BROADCASTING.

Equipment

FM monitor and transmitter from 3 to 10 kw. Must be in excellent condition and realistically priced. Midwest location. Box 174M, BROADCASTING.

250 watt commercial fm transmitter for non-profit, student-run corporation. Reply Box 212M, BROADCASTING.

Uni-level, sta-level or other compression amplifier. Metcalfe Music, 2907 16th Way S., Birmingham 9, Alabama.

One Hi Band vhf 5 or 10 kw tv transmitter. One 12 section channel 12 Batwing antenna. Air mail reply to Carlos Rivera, Box 2050, San Juan, Puerto Rico.

TV-fm-am transmitters. Cameras, audio video consoles all types terminal equipment. Technical Systems Corp. 12-01 43rd Ave., L.I.C., N.Y.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24. Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Tuition of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV, 510 16th St., Oakland, California. TWinoaks 3-9928.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

Call letter items—Banners, lapel pins, michrophone plates, car plates, bumper strips, decals; printed forms, personnel service—Bro-Tel, Box 592, Huntsville, Ala.

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

RADIO

Help Wanted—Announcers

CCA EXPANDING

SALES EXECUTIVES NEEDED

In our policy of providing more, better and closer supervision and service to our clients (some of the top radio and TV operations in the country), we are always looking for more sales executives.

30-45 years old, good appearance, car, willing to relocate and travel five days a week. "Stand Up Type" salesman, p e r s o n a b l e, forceful, experienced.

This is $15-20,000., first year—draw plus commission and incentive bonus.

Complete resume; current income, pics and section of the country in which you are interested—first letter. No "floaters" or "crew deal operators" considered. Our staff aware of this ad. Positions open immediately for right man.

Boyd W. Lawlor
GENERAL SALES MANAGER

COMMUNITY CLUB SERVICES, INC.

20 East 46 Street
New York 17, N.Y.
MUrray Hill 7-4466

SALES ENGINEER

- **The Company:** Major broadcast equipment manufacturer.
- **The Position:** Sales engineer to travel and call on radio stations in several eastern states. Technical background essential.
- **Opportunities:** Unlimited. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales minded individual. A permanent position with an excellent future.

Send complete resume to Box 215M, BROADCASTING.

Announcers

OPPORTUNITY
LIVE WIRE DJ
OR TEAM OF TWO
Prominent N.E. Station
Send Tape
Box 840K, BROADCASTING

Help Wanted—(Cont'd)

Announcers

LEADING NEW YORK CITY
RADIO STATION WANTS
EXPERIENCED NEWSCASTER-ON-THE-SPOT
NEWS REPORTER.

Must be top broadcaster as well as enterprising, experienced on-the-spot-reporter-interviewer.

Submit sample tapes of ten-minutes newscast and remote news-interviews. Resume, picture also required.

Box 182M, BROADCASTING.

Technical

ARE *YOU* THE MAN WE ARE LOOKING FOR?

Internationally known manufacturer of electronic equipment seeks high caliber man to join one of the country's most outstanding growth organizations. The man we are looking for knows broadcast and communication equipment, is looking for challenging work with a bright future, and has the ability to do a top-rate sales and engineering job. Send complete resume to Box 214M, BROADCASTING.

TELEVISION

Help Wanted

Production-Programming, Others

TELEVISION

Major 4A agency on East coast—not New York—needs a good television writer. The man we want is seasoned, but not inflexible. He has imagination, plus the discipline to use it well. He knows enough about production to write commercials that come off. He works well under pressure and can do a good job of editing his own copy. He can handle the daily stuff in the middle of a campaign as well as the keynote material. If you fit this description tell us about yourself in a letter to Box 157M, BROADCASTING. Include your experience, salary requirements, general background. Our employees know of this ad. We have multiple employee benefits, good working conditions.

FOR SALE—Equipment

Complete 25 KW VHF Television Transmitter. Air Cooled. Channels 2 through 6. Excellent Condition. Priced very low for quick sale. Send for complete description.

Box 188M, BROADCASTING.

FOR SALE—Equipment

FOR SALE
NEW EQUIPMENT

Ling low cost TV broadcast equipment (Channels 7-83). Complete including transmitter, live cameras, film and slide chain, monitor, lenses, antenna, audio facilities and accessories, for SMALL COMMUNITIES, colleges, school district or educational TV requirements—$18,000.00 to $26,000.00.

Economical programming packages are available for such stations. Amateur TV Video transmitters (420-450 mc), camera, tripod, monitor, lens, converter, transmission line, antenna, etc. $2875.00. Financing arrangements 24 months or more.

Also complete line monitors—$215.00 to $285.00. 16 mm C Mount and Zoom Lenses, Vidicon tubes, Vidicon cameras for broadcast use, Video cables, connectors, etc. Gene O'Fallon & Sons, 639 Grant Street, Denver 3, Colorado. Phone AM 6-2397.

PERSONNEL SERVICE

BROADCASTING OPPORTUNITIES
Announcers with minimum of 3 years recent experience, and audition tapes (7½ ips) to demonstrate style, can be relocated to good markets. Send detailed letters with tapes. Include return postage.
DISK JOCKEY
PLACEMENT CENTER, INC.
Agency Specializing in
BROADCASTING • ADVERTISING
PERSONNEL
PAUL BARON, *Managing Director*
100 West 42nd Street, New York 36, N.Y.
TWX-N.Y.-1-4059
or Telephone WIsconsin 7-6322

Good opportunities for lively DJ's, Salesmen, Film editors, Promotion man, Director-Producers, Newsmen, TV Announcer.
We invite experienced personnel to register free for future openings. Minimum fee for placement.
MIDWEST RADIO-TV PLACEMENT
54 West 30th Street, Indianapolis
CL-3-3693 Lic. Agency

$ WANT MORE MONEY $
LET "SAM" GET IT FOR YOU
Free registration—Confidential
- Announcers TV & Radio
- Radio Disk Jockeys
- TV & Radio Engineers

Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 5-4841

STATIONS • FOR SALE

MONEY MAKER
Prosperous Texas South Plains full-time, local with long record of profitable operation. Irrigation, oil, fast growing town and area.
Box 191M, BROADCASTING.

Licensed Station Brokers . . .

$ 40,000	California	250 watts
$ 75,000	Arizona	1000 watts
$175,000	Arizona	5000 watts

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic Los Angeles 35

Ind.	Single	1kw-D	$158M	terms
La.	Single	250w-D	35M	terms
Fla.	Small	5kw-D	115M	terms
Ga.	Single	1kw-D	47M	cash
W.Va.	Small	250w-F	30 M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Ala.	Medium	1kw-D	65M	terms
Mich.	Medium	1kw-F	250M	terms
Central	Metro-suburb		158M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	375M	terms
S.E.	Small	VHF-TV	450M	terms

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Associates:
Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

Southwest daytimer top medium market making nice profit with specialized programming. Excellent real estate valued at $40,000.00. Cash down payment 29 percent. Total price $150,000.00 or minus real estate $110,000.00. For information on this or 30 other radio-tv properties $40,000.00 to $1,500,000.00. Contact Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

STATIONS FOR SALE
Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued From Page 90

(WLAU), Laurel, Miss., dismissed its petition to enlarge issues directed against application of Voice of New South Inc. (WNSL), Laurel, which had been designated for comparative hearing with Southland, but amended and removed from hearing May 14. Action May 20.

Granted petition by Lycoming Bcstg. Co. (WLYC), Williamsport, Pa., for extension of time to May 25 to reply to opposition of Broadcast Bureau to WLYC's motion to reopen record in proceeding on am application of Williamsport Radio Bcstg. Assoc. Inc. (WARC), Milton, Pa. Action May 20.

Granted petition by Peoples Bcstg. Corp. (WGAR), Cleveland, Ohio, for extension of time to file its reply to response to Peoples' petition for enlargement of issues filed by Inter-Cities Bcstg. Co. in proceeding on latter's application for am facilities in Livonia, Mich.; extended time to same date reply must be filed to response to be submitted by Broadcast Bureau on May 19. Action May 20.

By Hearing Examiner Basil P. Cooper

Granted motion by Armin H. Wittenberg Jr., for extension of time from May 26 to June 26 for filing proposed findings of fact and conclusions of law, and to July 13 for reply findings in proceeding on his application and that of Pasadena Presbyterian Church for fm facilities in Los Angeles, and Pasadena, Calif. Action May 19.

By Hearing Examiner Thomas H. Donahue

Issued memorandum formalizing oral rulings made on May 14 which granted motion by Upland Bcstg. Co., Upland, Calif., for additional time to file oppositions to petition by Southland Communications Co., Anaheim, Calif., for leave to amend its am application and for other relief, and denied Southland's petition for leave to amend and for additional time for submission of hearing exhibits on engineering issues in proceeding on its am application, et al. Action May 19.

By Hearing Examiner Charles J. Frederick

Granted petition by WMGM Broadcasting Corp., for leave to amend its application for fm facilities in New York, N.Y., to show change in officers and directors of the parent corporation, and second petition to change name to Loew's Theatres Broadcasting Corp.; closed record. Action May 21.

By Hearing Examiner Millard F. French

Denied petition by Florida Gulfcoast Bcstrs. Inc., for reconsideration of Examiner's ruling insofar as it requests that Tampa Telecasters Inc. be directed to supply certain requested information, and to add Evansville issue; denied Tampa Telecasters' motion for reconsideration of Examiner's ruling rejecting Tampa Telecasters' exhibit no. 19; granted that portion of Florida Gulfcoast's petition for reconsideration of Examiner's ruling requesting rejection of certain exhibits of Tampa Telecasters, insofar as said exhibits are based on use of leased equipment to implement its proposal, on ground that leasing agreement constitutes variance from its application; granted Bay Area Telecasting Corp. motion to exclude certain exhibits of Tampa Telecasters on ground of variance, and excluded Tampa Telecasters' exhibits 7, 11, 13, 14, 15, and 20; on own motion, scheduled further hearing for 2 p.m., May 26, instead of 9 a.m., in Largo, Fla., tv ch. 10 proceeding. Actions May 19 and 20.

By Hearing Examiner Isadore A. Honig

Granted petition by Radio KYNO, Voice of Fresno (KYNO), Fresno, Calif., for extension of time from May 22 to May 29 to file proposed findings and from June 9 to June 16 for filing replies in proceeding on its am application. Action May 21.

On own motion, and with the agreement of all counsel present at prehearing conference in proceeding on am applications of Richard L. DeHart, Mountlake Terrace, Wash., et al., scheduled further prehearing conference for 2 p.m., June 11. Action May 22.

By Hearing Examiner Annie Neal Huntting

On own motion, continued prehearing conference from June 8 to June 19 in proceeding on am applications of William Parmer Fuller III, Salt Lake City, Utah, et al. Action May 22.

By Hearing Examiner H. Gifford Irion

Continued from June 1 to July 24 date for conference of engineers in proceeding on applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action May 18.

Granted petition by Guy E. McGaughey Jr., Jacksonville, Ill., for leave to amend his am application to change from unlimited time to daytime only operation; removed from hearing status and returned to processing line. (Was designated for hearing with Radio St. Croix Inc., New Richmond, Wis., et al.) Action May 21.



YOUR PERSONAL "FLYING CARPET" Step into it, press a button, and off you go to market, to a friend's home, or to your job. Take off and land anywhere; no parking problems. Plug in to any electric outlet for recharging. They're working on it!

MORE POWER TO YOU!

America's independent light and power companies build for your new electric living

Tomorrow's higher standard of living will put electricity to work for you in ways still unheard of!

The time isn't too far off, the experts say, when you'll wash your dishes without soap or water—ultrasonic waves will do the job. Your beds will be made at the touch of a button. The kids' homework will be made interesting and even exciting when they are able to dial a library book, a lecture or a classroom demonstration right into your home—with sound. (Some of this is happening already.)

To enjoy all this, you'll want a lot more electric power, and the independent electric companies of America are already building new plants and facilities to provide it. Right now these companies are building at the rate of $5,000,000,000 a year, and planning to double the nation's supply of electricity in less than 10 years.

America has always had the best electric power service in the world. And the independent electric companies are resolved to keep it that way.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

OUR RESPECTS TO . . .

Howard Aldred Jones

"I've lived most of my life in this gray tower, with this view of the lake shore," Howard Jones mused as he looked out of the window of his office in Chicago's Palmolive Bldg. Continuing, he said. "This new challenge is the big one. I believe in and it's the whole concept of the operation as Freeman Keyes has planned it."

Mr. Jones, as the newly-elected president of Keyes, Madden & Jones, his associates will tell you, would be the last person in the fast-growing agency to pontificate from an ivory tower—or even a gray one. To prospective jobseekers he sets forth three creative cornerstones: (1) the ability to write, (2) the skill to put selling ideas into activating words and (3) "the knowledge of humanness without which neither of the first two requirements has any useful meaning."

In more than a quarter-century of agency activity, Howard Jones seems to have fashioned a reputation for both humanness and creativity, twin qualities which serve him well in his role at K M & J. He joined the newly-formed agency in 1957 after 15 years' service at Grant Adv. and was elevated from executive vice president this past January. He succeeded Edward D. Madden, who resigned to become vice chairman of Geyer, Morey, Madden & Ballard.

Billing Rise Expected • This year K M & J confidently expects to increase its billing about 25% over the $18.3 million mark for 1958—thanks to the addition of several new accounts. Radio-tv will get about 45%.

Mr. Jones has believed strongly in sound broadcasting ever since he wrote a graduate thesis in college on radio's meaning to farm housewives. Included was one housewife's observation, "When I read stories or books, I read words, but when I hear radio, I see things happening"—which he uses even today to point up the aural medium's unique advantage. Similarly, he's convinced of tv's efficacy as a selling medium.

Witness some of K M & J's new account activity: (1) Revere Camera Co., which has expanded a test campaign from four to eight key markets (16 stations) because of sales results (CLOSED CIRCUIT, May 18); (2) H. H. Hixson, which stepped into the competitive Chicago coffee market with saturation spot radio-tv for Fireside Egg brand. Along with these, Keyes, Madden & Jones also inherited Joanna Western Mills and Dr. West's Instaclean denture cleaner—four new accounts worth approximately $2 million —earlier this year. Other accounts include Brown & Williamson, Florists Telegraph Delivery Service, Congoleum-Nairn, Pinex, National Presto Industries, Norge and York Corp.

Actually, Howard Aldred is an old copy and creative hand in agency radio-tv circles, dating back to the onetime bustling Blackett-Sample-Hummert operation in 1934-38 and other agencies before it. His early bent was toward dramatics and, later, advertising-merchandising-sales promotion.

Diversfied Experience • Born in Jamestown, N. Y. (Dec. 6, 1900) young Jones was reared in New Orleans; attended Rugby Military Academy, U. of Chicago (graduating with a PhB in 1922) and Carnegie Tech Dramatic School, and taught at Shady Side Academy, Pittsburgh. He joined Butler Bros. as copy editor of its mail order catalog service in 1923, U. S. Gypsum as chief sales correspondent and The House of Kuppenheimer, working up to advertising manager. He branched out with his own advertising - merchandising - sales promotion-public relations firm for public utilities 1926-30. He also served briefly with Insull Securities.

In 1930 Mr. Jones entered the agency field via Albert Frank Co. (now Albert Frank-Guenther Law), handling commercial business and Canadian Pacific railroad and steamship lines, moving with the account to Ruthrauff & Ryan in 1931. There he was assigned account man, copywriter and new business representative, making initial contact with the Dodge account.

"Life really began in 1934," Mr. Jones recalled, "at Blackett-Sample-Hummert" in Chicago, spawning ground for many a promising agency executive. He was appointed vice president and account executive of J. A. Folger coffee, servicing the account for 20 years. He also serviced Procter & Gamble, General Mills, Bauer & Black, Holland Furnace and other accounts, writing commercials and producing programs. (Among his accomplishments: "Seeing *Judy and Jane*, a radio soaper, through some 5,000 episodes!")

On to Madison Avenue • New York's Lord & Thomas beckoned in 1939 to Mr. Jones as vice president and account man on National Biscuit Co., American Tobacco (Roitan cigars) and Folger's coffee, while also handling copy chores. Transferred next to Chicago, Mr. Jones serviced Armour & Co. (Treet and Luxor products). Pabst Brewing Co. and Folger and shared management responsibilities as co-manager of the office.

When L & T closed its doors, Mr. Jones joined Will C. Grant's agency in the same Palmolive Bldg. in 1942. As executive vice president of Grant Adv., he was identified as creative chief, account supervisor and new business troubleshooter with several accounts. He also was associated with such radio properties as *Houseboat Hannah, Captain Midnight, Couple Next Door* and *Helpmate* and served as head of the agency's central creative group.

Pass the Ammunition • In the current Chicago coffee war sparked by Folger's heavy radio-tv bombardment of that market (BROADCASTING, May 11). Hixson's Fireside Egg campaign handled by Keyes, Madden & Jones is currently writing its own advertising success story.

Notwithstanding all the activity at K M & J (and the earlier departure of Edward Madden), Howard Jones conducts business (some 78 phone calls per day, plus contacts, travel) with the same warm smile—and shingle ("Why change our name when the team is winning?"). His allusion to sports is not perfunctory. A sportsman in his own right. Mr. Jones owns and breeds thoroughbred horses (now about 68), shoots golf (in the 80s) and plays squash. On a rainy offday, though, one is likely to find him in his Palmolive Bldg. "gray tower," adding to what is normally an 80-hour week.

Mr. Jones married the former Maud Eleanor Talcott. They have two children—Challis (Mrs. William B. Snyder), and Talcott, manager of K M & J's Hollywood office.



K M & J's HOWARD JONES
No ivory in the gray tower

Hobson's choice

LAST week, according to Ted Bates, the agency which places the business, 138 television stations were carrying commercials for Preparation H, a hemorrhoid remedy which the Television Code Review Board says is unacceptable as a tv advertising account.

At least 50 of those stations were also displaying the Seal of Good Practice.

These figures do not suggest that the code is growing in authority or influence. If 25% of all commercial tv stations, 50 of them alleged subscribers to the code, are broadcasting forbidden commercials, it should be clear that the code has reached a critical point in its seven-year history.

This, or some other crisis like it, was inevitable. The adoption of the code in March 1952 guaranteed that at some point there would be a serious dispute over a question of the code's application. If the code is to survive, this crisis must be resolved, although we doubt that the dispute that occasioned it will be settled.

Yank all the seals now in the possession of stations carrying Preparation H commercials and you will persuade none of them that the commercials are objectionable. For all we know, the code violators may be right. Who is to say, in a gray area like this, what is in good or poor taste? But the dispute over taste is no longer the central issue. The crisis of the code is.

If there is to be a code, it must stand for something, and the code review board must be willing to apply its authority to reinforce that stand. For three years, through three administrations, the code board has warned subscribers against carrying Preparation H. Last April 30, at the code board's request, the NAB Television Board withdrew the seal from eight subscribers who had defied the code board's warning. Some 50 others are still defying it. The longer they continue to defy it and are allowed to pretend to be code subscribers the weaker the code becomes.

While the code still has a spasm of life left in it, it should be given an invigorating shot. We can think of nothing that would be more invigorating than the wholesale removal of Seals of Good Practice from all stations which have not cancelled Preparation H.

Three years of warning culminated by the ouster of eight subscribers have established a position from which the code board cannot retreat. To oust eight last April 30 and not oust 60 others that were carrying the same commercials at the same time was a sign of irresoluteness, though we can understand how the board hoped by that example to persuade others to fall into line.

Now that the persuasion has largely failed, the code board has no choice but to cite the rest of its defiant subscribers for action by the NAB Television Board at its next meeting June 17.

Transcendental

BROADCASTERS are treating all too casually an event of great moment scheduled for next Monday and Tuesday. The future of television allocations may well be tied into the two-day panel on a full-scale spectrum study called by Chairman Oren E. Harris (D-Ark.) of the House Commerce Committee.

Sitting in on the panel will be recognized allocation experts of the various branches of the federal government, as well as of manufacturers, industrial users and others who are feeling the pinch of scarcity. Originally, the scheduled spokesman for television were to have been engineers representing the NAB and Assn. of Maximum Service Telecasters. At the eleventh hour, however, NAB President Harold Fellows was also listed. Be it said for MST, it tried to get permission to participate through the presence of a policy-level executive, but was turned down, presumably because, unlike the NAB, it speaks for a "special interest" group.

Mr. Harris set up this spectrum subcommittee (and got a $200,000 appropriation for it) to parry the administration effort to create a five-man board named by the president. Since preponderant government use of the scarce spectrum is a principal issue, such a board would actually be investigating itself. Mr. Harris' interest therefore must be presumed to be the interests of the public, and that means of the television broadcaster.

The panel sessions are to be exploratory. They are restricted to (1) problems of the spectrum and its utilization and (2) the most appropriate way to solve these problems.

It should be apparent that if the answers were found to these two questions the vexatious allocations issue would be solved. Consequently, the outcome of these panel sessions could shape the now beclouded future for television.

Lately, the military has become more cooperative in the approach to spectrum analysis. A spokesman last March said the military has no designs on the tv vhf band. And government experts for several months quietly have been negotiating with the FCC, through liaison Comr. Fred W. Ford, in the hope of arriving at a plan for exchange of frequencies that would provide new vhf channels for tv and alleviate the excruciating shortage created by the inability to use uhf advantageously.

We hope the results of these preliminary and other discussions will lead to the creation of a joint Congressional Committee on Spectrum Utilization and Allocation. Such a committee would bridge the policy gap between the executive branch and the legislative which functions through the FCC. The President allocates for government; the FCC for all others.

The spectrum is one of our great natural resources. With the advent of space exploration it becomes more than just global. Congress has established joint committees on space and atomic energy. Communications are the life-line of our world economy with all nations using one spectrum.

For these reasons, the Harris Panel next week as the first organized effort to tackle the spectrum problem is transcendentally important. Broadcasters should be represented by top policy spokesmen because if they are overshadowed, the ultimate injury might be irreparable.



Drawn for BROADCASTING by Sid Hix

"Are housewives still watching soap opera? What's happening to Ma Brown's rating? Is the sponsor getting restless? Tune in tomorrow. . . ."

it's UNANIMOUS both HOOPER and PULSE PROVE

KIMN

delivers the GREATEST IMN-PACT IN THE DENVER AREA



FIRST

HOOPER *RADIO* AUDIO INDEX

CITY: DENVER, COLO. MONTHS: APRIL-MAY, 1959

SHARE OF *RADIO* AUDIENCE

TIME	KIMN	STA. A	STA. B	STA. C	STA. D	STA. E	STA. F	STA. G	STA. H	STA. I	STA. J	STA. K	STA. L	STA. M	STA. N	OTHER AM & FM
Monday thru Saturday 8:00 AM-6:00 PM	15.9	14.8	14.0	13.3	6.1	4.8	4.6	4.1	4.0	4.0	3.8	3.8	2.5	1.1	1.0	2.1

FIRST PULSE SAYS IN MOST HALF HOURS

From 6 AM to 12 midnight KIMN is the undisputed leader in 11 half hours and tied for first in 4 other half hours, totaling 15 first place mentions altogether.

AND

KIMN IS NOW NO. 1 IN ALL 4 HALF-HOURS IN THE VITAL AFTERNOON TRAFFIC PERIOD!!! (4 PM - 6 PM)

KIMN 5000 WATTS at 950 KC

☆ Key station of the INTERMOUNTAIN NETWORK

Cecil Heftel, President

Represented Nationally by Avery-Knodel, Inc.

39% MORE TV HOMES AT LESS COS IN AMERICA'S 28TH TV MARKE

Only Channel 9 dominates the Upper Ohio Valley	
WSTV-TV Steubenville-Wheeling:	**more than 482,300 TV HOMES***
Nearest Competitor:	**347,100 TV HOMES**

WSTV-TV LEADS BY 135,200 TV HOMES

Only WSTV-TV, Steubenville-Wheeling, guarantees more homes, greater coverage in America's rich Steel and Coal Center. *(Excluding Pittsburgh)*

Lowest cost-per-thousand guarantees better return for every invested dollar. Only WSTV-TV offers famous "Shopper-Topper" Merchandising Service to any 13-week advertiser. Avery-Knodel or your nearest Friendly Group Office has all facts.

WSTV-TV

CHANNEL 9 CBS-ABC
Steubenville-Wheeling

A Member of the Friendly Group

60 East 42nd St., N. Y. • 211 Smithfield St., Pittsburgh • Exchange Realty Bldg., Steubenville, Ohio

WSTV-TV, WSTV, Steubenville • WPIT, Pittsburgh • KMLB, Monroe, La. • KODE-TV, KODE, Joplin, Mo. • WBOY-TV, WBOY, Clarksburg, W. Va. • WPAR, Parkersburg, W. Va.

*Television Magazine

JUNE 8, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

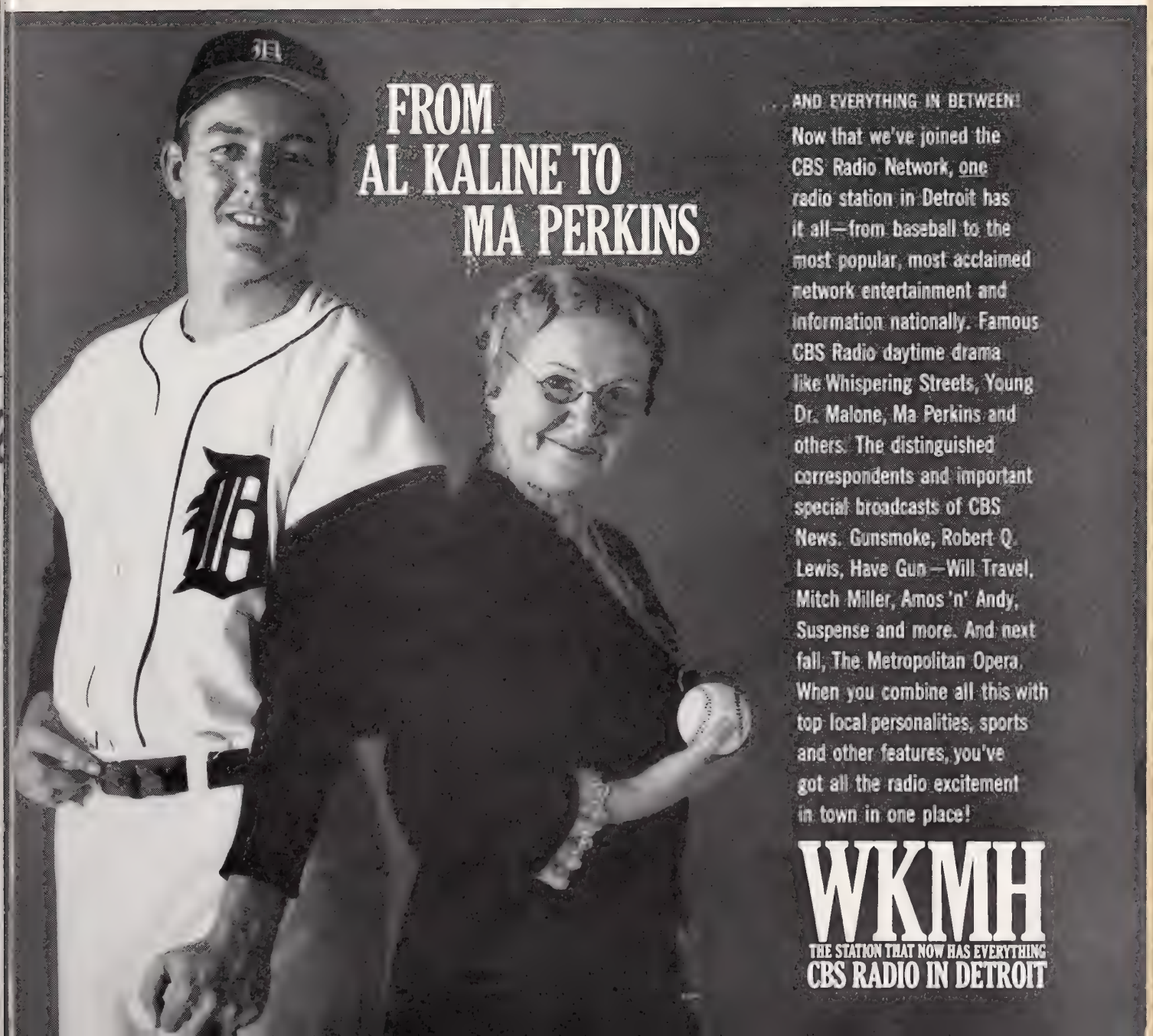
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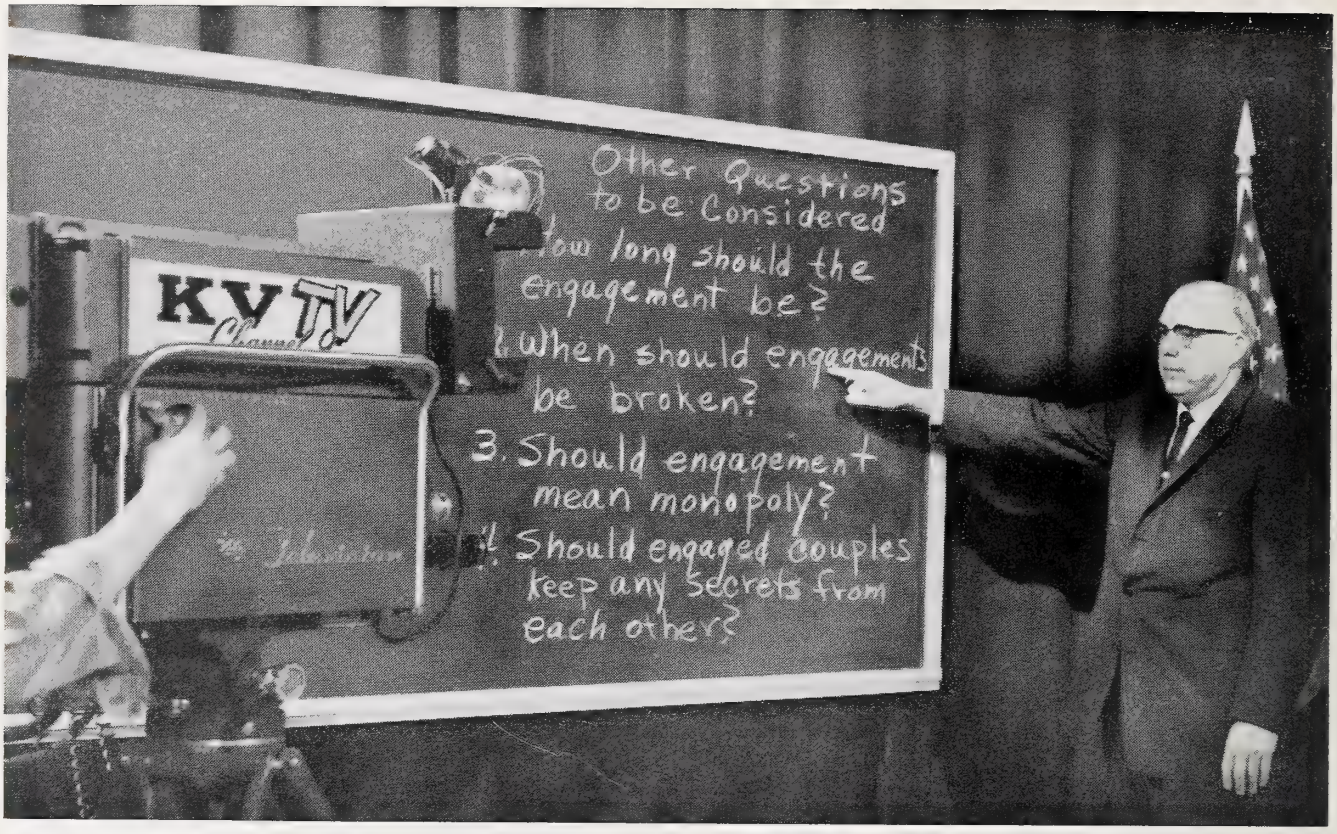
FCC casts die: more intermixture of vhf with uhf — Page 35

SRO sign starts to go up for tv networks in fall — Page 38

D.j's in Miami Beach: a four-page pictorial report — Page 93

Admiral unzips full scale plan for color television — Page 107





NO MATTER WHAT TIME IT IS . . .

MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KVTV

Whether it's Saturday morning at 7:30 watching Saturday Semester* or mid-evening —quality programming results in more viewers.

No matter what time it is right now, call your Katz man. Ask to see the February-March ARB which proves why KVTV is the best buy in Sioux City.

*Saturday Semester. Dr. E. Theodore Bauer, Senior Professor of Sociology at Morningside College, Sioux City, is pictured above. He conducts his KVTV College Credit Course, "Marriage and the Family" each Saturday morning from 7:30 to 8:30. One hundred eleven students enrolled in the course will earn two semester hours of credit in sociology when the course is completed.

KVTV

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

WGAR	Cleveland, Ohio
WRFD	Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia
WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa



Coverage that Counts!

Easiest way to get the coverage you need in the vital Lansing-Flint-Jackson area is with the one channel that gets you all three big markets. Now in its 10th year WJIM-TV serves mid-Michigan's 450,000 TV families with the best programs from all three networks.



WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Represented by the **P.G.W. Colonel**

Basic CBS

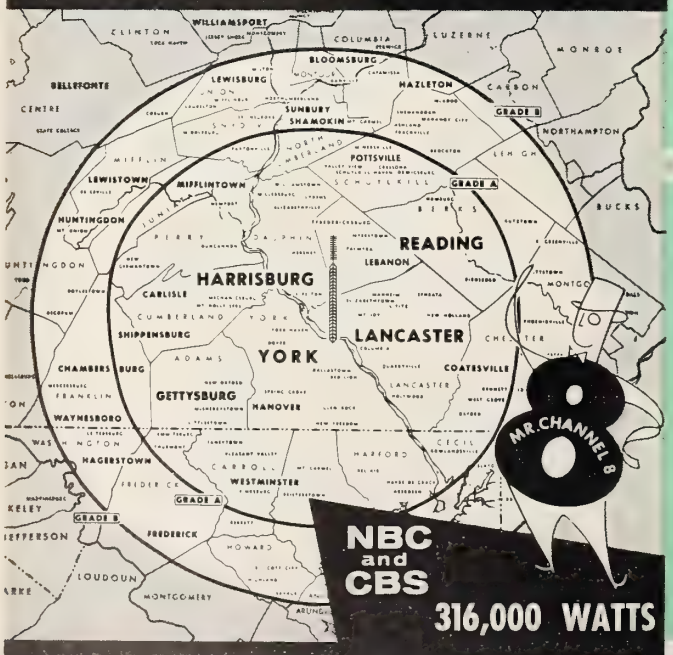
NBC... ...ABC

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exceptional as an

Emerald

AMERICA'S 10th TV MARKET



NBC and CBS

316,000 WATTS

WGAL-TV

STEINMAN STATION · Clair McCollough, Pres.

LANCASTER, PA.

Channel 8 · NBC and CBS

Representative: The MEEKER Company, Inc.
New York · Chicago · Los Angeles · San Francisco

CLOSED CIRCUIT®

Code problems • Two station entities quit NAB last week in disagreement with Television Code Review Board's actions against stations carrying commercials for Preparation H, hemorrhoid remedy. One was ch. 8 WMTW (TV) Poland Spring, Me. (story page 59); other was midwest multiple owner of two vhfs and two am stations. Radio stations in midwest group were charter members of original NAB and officials of company have been active in association affairs.

Tv code board meets today (June 8) in Washington for major policy determination on Preparation H procedure. Probability is that board will cite code subscribers still carrying Preparation H spots for revocation of code membership. Revocation will be up to NAB Tv Board which meets June 17 in Washington. Code subscriber list unofficially is placed at about 280, down from peak of about 310. Loss of another 25 code subscribers wouldn't surprise NAB headquarters—but loss of more members in NAB itself would be another matter.

Atlanta renewals pend • Atlanta radio station license renewals are principal topic to be discussed at special FCC meeting today (Monday), with possibility formal action may come at regular Wednesday meeting. Commission at this date seems almost evenly split between those who would like full-scale "area" hearing (appraising community as whole and all stations' program balance, overall) and those who feel matter should be handled on individual basis (renewing some licenses, setting others for hearing). Involved are seven Atlanta radio stations which have been operating without license renewals for more than year (CLOSED CIRCUIT, June 1).

Brighter day • ABC-TV officials say they're pleased with advance renewals for daytime schedule, which for while during past season appeared bit rocky. General Foods, Lever Bros., Armour, Toni, Johnson & Johnson, Beech-Nut and Drackett have renewed and Block Drug is new advertiser for year's third quarter deemed critical period in daytime networking. Network also pinning hopes on two strips—*Bob Cummings Show* and *Restless Gun*—which will be scheduled next fall in daytime periods, claims increases in shares of audience during 1-4 p.m. period in past few months.

Another d.j. meet? • Although Todd Storz went on record during second annual disc jockey convention in Miami that Storz Stations would sponsor third convention next year if disc jockeys wanted it, he is reserving final decision until after huddle with record companies on how to control "entertainment" exuberance (story page 93). Meeting will be held with record officials in about a month. Like others at Miami Beach who were chagrined that competitive media caught radio personalities off-guard, Mr. Storz feels "we have to bend over backwards" in this profession "because a lot of attention is focused on us."

Bidding runs high • In rush to prepare for rash of specials as well as several high-budget regular series for next network season (see fall schedule, page 38, and MONDAY MEMO, page 23) is this behind-scenes development: there's intensive competitive bidding for name talent, story properties, producers, writers, etc. Bidding is said by some agency programmers to be more hectic than ever in tv's history. As one agency executive puts it about available talent: "Who's left who hasn't been at least approached for tv?"

July 15 is T-day • Put July 15 on calendar for significant announcement on tv allocations. That is date when FCC and OCDM conferees expect to be at point where they know where they are going on band swapping—to give more vhf to tv, relinquish uhf (and perhaps some vhf) to military. In fact, progress report may be publicly issued at that time. FCC Comr. Fred Ford, liaison with military and other government users, privately has reported to FCC that substantial progress is being made.

"The day we killed uhf" was comment of Comr. Robert E. Lee after FCC last Monday dropped new vhf station into Baton Rouge to replace existing uhf outlet there (story page 35). Comr. Lee, who has strongly advocated move of all tv to uhf, was joined by Comr. Robert T. Bartley in negative vote.

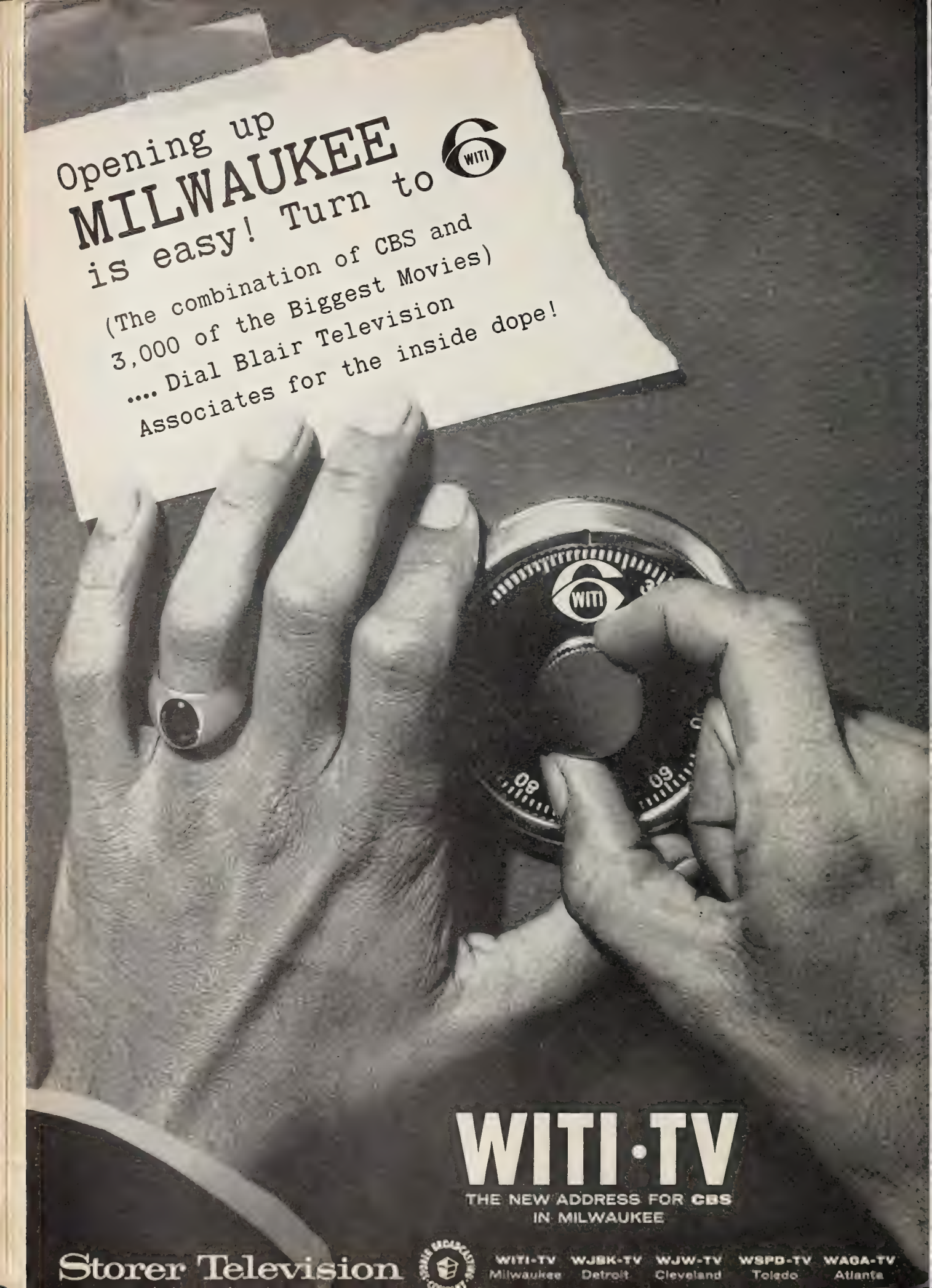
Chain reaction • What isn't readily apparent (except to lawyers and engineers intimately concerned) is that whenever FCC makes move in deintermixing area adding another vhf channel (as it did last week in Baton Rouge, for example), three, four and sometimes half dozen other cities are opened up for similar moves.

Prime example of this chain reaction is Fresno, Calif. When, as and if Commission makes decision in Fresno, this will also have impact on Bakersfield, Santa Barbara, San Luis Obispo, Sacramento, San Francisco and even Reno, Nev. In some crowded area, like New England, reshuffling circle is even more widening—for once a series of changes are made, new series of changes becomes apparent.

Wide, wide world • NBC appears unworried about fall, with its two top executives planning long trips this summer. President Robert Kintner is taking off on business-pleasure journey around the world in early July. Board Chairman Robert Sarnoff some time in August will leave on far eastern trek covering Hawaii, Japan and probably Hong Kong. Mr. Kintner is expected back before Mr. Sarnoff takes off.

Staff reappraisal • Resignation of economist Warren Baum, chief of FCC's Network Study Office Friday (he's joining World Bank staff on Europe and Africa), will give Commission opportunity to reappraise future of this organization. Office of Network Study was established in October 1957 following submission of Barrow report. Its function was to follow through on more than 30 recommendations made by Network Study Staff. Feeling in some FCC quarters is that with issuance of rule-making notices on option time, spot representation and current hearing on network program practices remainder of ONS work could easily be absorbed by regular Broadcast Bureau staff. This is based on view that Commission has agreed to maintain status quo on other recommendations, including changes in multiple ownership rule.

Waiting and watching • Don't count on Electronic Industries Assn. backing FCC's request for legislation requiring all tv receivers (moving in interstate commerce) to be all-band sets. At last month's Chicago EIA meeting, consumer products division voted to oppose FCC recommendation. It was decided to play it cool, however, and wait and see whether FCC's ideas are seriously taken up by anyone in Congress. FCC made these suggestions last April in report to Senate Commerce Committee; it also recommended that it be given authority to establish standards for tv receivers (BROADCASTING, April 27).


Opening up
MILWAUKEE
is easy! Turn to
WITI
(The combination of CBS and
3,000 of the Biggest Movies)
.... Dial Blair Television
Associates for the inside dope!
WITI
WITI·TV
THE NEW ADDRESS FOR CBS
IN MILWAUKEE
Storer Television
WITI-TV Milwaukee
WJBK-TV Detroit
WJW-TV Cleveland
WSPD-TV Toledo
WAGA-TV Atlanta

WEEK IN BRIEF



MR. POLK

Tv special: headaches, but big sales too • If anyone should know the ins and outs of the big special program, the difficulties in finding the time to slot it not to mention how to avoid product and program conflicts, it would be George Polk, vice president in charge of radio-tv programming and planning, BBDO, New York. Mr. Polk has been identified closely with specials handled by his agency in the past and next season the list is even longer. Why all the extra effort? Specials sell goods, Mr. Polk explains, writing in this week's MONDAY MEMO. Page **23.**

Action to add vhf stations • FCC tells staff to figure out how to add at least a third v to 21 biggest markets having fewer than three outlets. It also acts to put second v in Baton Rouge and Columbus, Ga. Page **35.**

Ready for tune-in • Tv network fall schedules are virtually complete. Few places for advertisers remain as sales keep up brisk pace. Rundown of program lineups, production costs, sponsors, producers, and unsold or unresolved periods provided for desk top use. Page **38.**

The movies and radio • United Artists is hep to radio, uses the medium frequently and with a grand design to attract the theatre audience. Page **42.**

Mx means mixed up • Fm broadcasters, holding two-day meeting, find their business beset with confusion and problems despite fm's all time high in circulation, service and popularity. Page **66.**

Equal time in perpetuity? • CBS asks FCC to prohibit a candidate who cross-files for nomination in primaries of both major parties from obtaining time, under Sec. 315, equal to that of each of his Democratic and Republican opponents. Page **78.**

The disc jockey convention was a ball • Sixty experts on 18 major panels for two full days blow a serious business-session note at the second annual disc jockey meet at Miami Beach. But sometimes it was hard to hear it in the "symphony" of sun, sand, and a 10-hour top-name talent show following the banquet May 30. Page **93.**

Admiral 'stays' with ship • Chicago electronics firm plans to re-enter color tv picture "all the way," starting shipments of 14 models in August. President Siragusa, who blamed networks a year ago for lack of public acceptance, acknowledges "color programs are increasing in number and popularity." Page **104.**

How do you put 'sell' in your tv commercial? • Some commercials are unusually effective while others even drive customers away. How do you tell them apart? Horace Schwerin, whose research firm has tested 10,000 commercials in the past 13 years, talked about both the good and bad elements of commercials for seven hours last week to 1,000 British advertising and tv representatives in London. Page **106.**

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THE LANSING* MARKET IS MOVING UP...

and your very best buys to serve it completely are

WILS

with 5000 watts . . . and 190% MORE LISTENERS than the market's No. 2 station (C. E. Hooper)

WILX-TV

NBC • CHANNEL 10 • 316,000 WATTS
WITH STUDIOS IN LANSING
JACKSON
BATTLE CREEK

* Ranked 69th nationally (last year it was 106th) Michigan's capital city market area now boasts

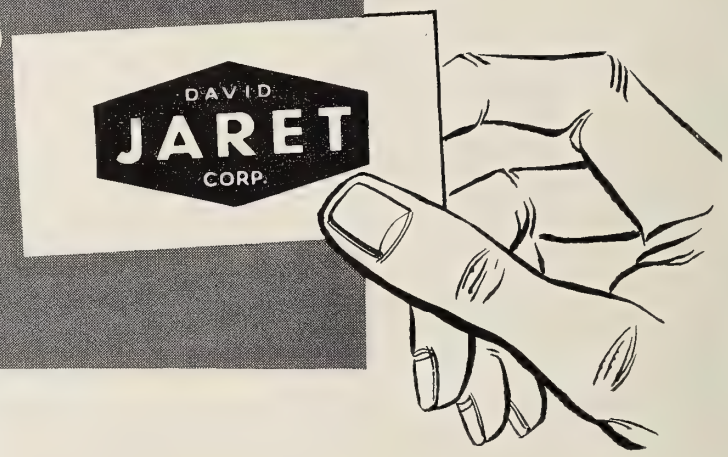
- 313,999 residents
- 91,960 households
- a spendable income of $588,989,000

(SRDS — MAY, 1959)

For information on a sound — and sight — market coverage contact VENARD RINTOUL & McCONNEL, INC.

98

America's Leading Business Brokers expand to include Radio & Television Brokerage



"The only worthwhile transaction is one that protects the interests of both the buyer and the seller." This basic principle has been the credo of the David Jaret Corp. for over 36 years. Because of the strict adherence to this rule, the Jaret organization has gained a nationwide reputation that has enabled them to sell more businesses throughout the United States than any other brokerage firm.

Many influential and prominent business men, who are clients of the Jaret organization, are vitally interested in acquiring broadcasting properties to augment their well established and varied enterprises and to share in the financial opportunities afforded by this rapidly expanding medium.

In dealing through the David Jaret Corp., you can expect the maximum price possible for your property. Many of the Jaret organization clients are members of one or more stock exchanges, making possible unusual exchanges of stock between interested parties.

Whether you are a buyer or seller, it costs nothing to be informed.

For further details Write or Call

150 MONTAGUE ST.
BROOKLYN, N. Y.

DAVID JARET CORP.

TELEPHONE
ULSTER 2-5600

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 35

National fm survey planned by Grey Adv.

National survey of fm broadcasting will be made soon by Grey Adv. Agency, New York, David Kimble, agency's senior account executive on NBC, told fm multiplexing seminar Friday (June 5), meeting at Old Point Comfort. Agency bills over $50 million in time and space, only $5,000 of which is now going into fm.

Mr. Kimble revealed survey project at advertising panel discussion (early story, page 66). He said 200-station sample of fm industry will receive questionnaires asking documented coverage date, advertising patterns, type of adve tisers, log information, audience composition research, frequency of listening, rate cards and similar material.

In discussing growing interest in specialized audiences and sectional buying Mr. Kimble said agency "will not buy an fm station for duplicated am audience." He described am as mass medium, adding, "we buy it by the numbers." He said Grey's philosophy is to reach given audience with as much impact of awareness and acceptance as possible. Agency's fm survey will be financed by General Electric, RCA Red Seal, Westinghouse Hi-Fi, Youngstown Kitchens and number of other clients.

Dan Hydrick, WGH-FM Newport News, Va., who presided at advertising panel and was seminar host, said many delegates proposed that fm multiplexing seminar be made annual event. Seminar programming included general fm station subjects as well as multiplexing topics.

Three accounts move

Rash of account switches erupted at week's end, paced by move of Best Foods' Nucoa margarine to Dancer-Fitzgerald-Sample, New York, from Guild, Bascom & Bonfigli, San Francisco. Nucoa, active in radio-tv spot, bills about $1.5 million. Chesebrough-Pond's Inc., New York, is announcing today (June 8) appointment of Norman, Craig & Kummel, New York, to handle Pond's Angel Touch and Pond's lipsticks. Both these products, previously at J. Walter Thompson Co., have had relatively little advertising support in recent years but it is believed budget will be raised to about $1 million. JWT will continue to handle other company products and has been assigned five new products, not identified, some of which are being test-marketed. Third account on move was Meade, Johnson & Co. (Pablum products), Evansville, Ind., which was acquired by Kenyon & Eckhardt, New York, from Keyes, Madden & Jones, Chicago.

Tv sweet tooth

Sharp expansion in its tv advertising budget to approximately $1 million is reported planned by New England Confectionery Co., Cambridge, Mass., which presently allocates about $400,000 to tv on behalf of Necco candies. Upgraded tv effort expected to put company's spot advertising in about 100 markets throughout country. Agency: C. J. La Roche & Co., New York.

All-channel tv set interest high at FCC

FCC's interest in all-channel tv receivers is being evidenced in 25-890 mc study underway during past few weeks. Commission counsel Arthur Gladstone has asked question twice, received one enthusiastic response and one cautious one.

Robert W. Galvin, Motorola president, replied he would "enthusiastically" support manufacture of 30-channel extended vhf-band receiver, stated he probably could market set for "essentially" same price as present 12-channel vhf-only set. Mr. Galvin declared himself in favor of 30-mc limit to permit simple tuner design.

FCC has plumped for 50-channel extended vhf television band, with frequencies to come from military. Subject is under discussion between FCC and Office of Civilian & Military Mobilization.

David W. Hull (Raytheon), president of Electronic Industries Assn., replied more charily. He said EIA would not comment because of possibilities of violating antitrust laws and also since association has not queried its receiver manufacturer members on subject.

Hearings resumed this week with witnesses continuing to present non-broadcast testimony. Broadcast representatives will not be called probably until end of next week.

Admiral sales push emphasizing color tv

Dealers were urged by Admiral Corp. executives Friday during national sales meeting in Chicago to "play an important role" in the "gradual but substantial" progression of color television. Ross D. Siragusa, company president, claimed that while monochrome tv will continue to dominate set sales, "color will add the deluxe touch" and holds great profit potential for dealers (early story page 104).

Ross D. Siragusa Jr., tv sales manager, claimed "consumer resistance" to color tv is "lowering" and that servicing difficulties have largely disappeared. He told dealers they can realize as much profit from lower priced color tv as higher-priced monochrome set sales. He also promised competitive pricing policy for Admiral with introduction of fall color campaign.

Alfred Medica, radio division manager, asserted dealers are missing a bet by not promoting radio receivers more heavily, citing resurgence of aural medium, while Carl Lantz, Admiral vice president-sales, said company will boost 1959-60 advertising budget 47%, mostly magazines (dealers will be supplied radio-tv commercials for local use). Admiral officials felt only a steel strike could hobble strong electronics sales activity in last six months of 1959.

NBC-TV renews Paar

Jack Paar, star of his own Monday-Friday 11:15 p.m.-1 a.m. show on NBC-TV, has signed long-term contract with NBC, Robert E. Kintner, network president, is announcing today (June 8). Starting July 6, effective date of new contract, Mr. Paar will be seen Monday-Thursday with special program or taped highlights of former Paar shows with guest m.c. slotted Fridays. He has been on late-night variety show for two years. Program now is carried by 135 stations.

Parkson L. A. office

Parkson Adv., New York, soon will establish Hollywood office, it was announced Friday by Ted Bergmann, Parkson president, who explains that more of agency's tv programs will be produced there next season. DON BLAUHUT, radio-tv director in New

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

York office, will leave July 5 to be in charge of Parkson's West Coast tv production. Mr. Blauhut also retains present title.

ACLU's Sec. 315 view

Candidate's "use" of a radio-tv station's facilities should decide whether or not station's newscasts should be governed by Sec. 315 "equal time" provision of Federal Communications Act, American Civil Liberties Union declared today (June 8). Union made public letter to FCC Chairman John C. Doerfer asserting that "bona fide" newscasts should not be subject to equal time guarantees of Sec. 315 but "when any program, newscasts or otherwise, leans so heavily to one candidate as to constitute in fact a 'use' of the station, then Sec. 315 might legitimately be invoked by other candidates." Union's letter supplemented earlier ACLU communication to FCC on Lar Daly case, contending FCC was out of bounds in ruling Mr. Daly was entitled time to answer newscasts on Chicago stations.

Station sales

Following sales announced Friday, subject to usual FCC approval:

WDMJ-TV Marquette, Mich. • 52% sold by Frank J. Russell Jr. to Morgan Murphy interests for overall consideration involving more than $250,000. New licensee will be North Central Broadcasting Co., owned 52% by M&M Broadcasting Co. (WMAM and WMBV-TV Marinette, Wis.) and 48% retained by Lake Superior Broadcasting Co. present licensee. Among considerations: North Central assumes obligations totaling $102,000; M&M secures *Mining Journal* note amounting to $160,000. *Mining Journal* principally owned by Mr. Russell. Mr. Russell retains ownership of WDMJ Marquette. WDMJ-TV is CBS affiliate on ch. 6, began operating in 1956.

WNXT Portsmouth, Ohio • Sold by Marshall Rosene and associates to Leonard Feldman and A. R. Ellman for $185,000. Messrs. Feldman and Ellman own 50% of KRAM Las Vegas, Nev., and 50% of purchaser of KGMS Sacramento, Calif., now pending. WNXT is 5 kw day, 1 kw night on 1260 kc with ABC affiliation. Broker was Blackburn & Co.

WSTN St. Augustine, Fla. • Sold by Harry Powell and Lawrence Picus to Harry W. Critchlow, former owner of WBUT Butler, Pa., for $68,500. Messrs. Powell and Picus retain ownership of WOBS Jacksonville, Fla. WSTN is 250 w on 1240 kc with CBS affiliation. Transaction handled by Chapman & Co.

KBLO Hot Springs, Ark. • Sold by Richard Biddle and C. J. Dickson to Modern Broadcasting Corp. for $48,000. Modern Broadcasting is owned by Paul L. Myers Jr. and Stan Morris, both employes of WTVN (TV) Columbus, Ohio. Mr. Biddle retains his interest in WOWL-AM-TV Florence, Ala. KBLO is 1 kw day on 1470 kc with MBS affiliation. Broker was Chapman & Co.

KCLP Rayville, La. • Sold by Charles L. Planchard and H. Radcliff to Denver Brannen, for $33,250. Mr. Brannen owns KCIL Houma, La., and WDLP Panama City and WCOA Pensacola, Fla. KCLP is 250 w daytime on 990 kc. Broker: Chapman & Co.

KCSR Chadron, Neb. • Sold by William H. Finch to E. F. Huse Jr. and K. S. Huse for $40,000 plus $20,000 more for agreement not to compete for five years. Huses are principals in WJAG Norfolk, Neb., and *Norfolk News*. KCSR is on 1280 kc with 1 kw day.

KDWD (FM) San Diego, Calif. • Sold by Los Tres Diablos Broadcasters to E. Edward Jacobson, owner of storecasting company operating "Tune Time" background music service in Chicago and Los Angeles. Price: $16,000 cash. Wilt Gunzendorfer & Assoc. handled sale. KDWD broadcasts on 98.1 mc with 3.8 kw.

Two-station quiz

WCCO Minneapolis and KTHS Little Rock will join facilities to offer unique live program Thursday (June 11) featuring Democratic governors of two states answering questions of listeners. Minnesota Gov. Orville Freeman will be in WCCO studios while Arkansas Gov. Orval Faubus will answer questions from KTHS.

WKFM (FM) sues Pulse

Suit claiming discriminatory practices in conduct of radio surveys and $192,300 in damages filed Friday (June 5) against The Pulse Inc. in Chicago District Court by WKFM (FM) there. Complaint charges audience measurement firm intentionally omitted station's call from published report and thus tended to hamper WKFM's ability to compete for advertising.

• Business briefly

• Morton's Frozen Foods Inc., Rye, N.Y., concentrating on tv spot ID's this month is test marketing in several markets including Philadelphia and Washington. Ted Bates & Co., N.Y., is agency.

• Dromedary Co., Div. of National Biscuit Co., N.Y. (Dromedary mixes), entering various markets with daytime tv minutes starting today (June 8) and continuing through July 3. Agency: Ted Bates & Co., N.Y.

WEEK'S HEADLINERS

DICK SHEPARD, director of radio and television for Rumrill Co., Buffalo advertising agency, and in charge of broadcasting activities for Buffalo, Rochester and Utica, N.Y., offices, named general manager of WHAM Rochester, N.Y. He has headquartered in Buffalo since February 1958. Before joining Rumrill, he was with WBEN Buffalo sales department for six years. He entered radio in 1945 with WGR Buffalo. His appointment follows acquisition of WHAM by Genessee Broadcasting Co.

CHARLES C. (BUD) BARRY, president of NTA Television Network, resigns to join Young & Rubicam next month as vp in tv programming and talent, reporting to Peter G. Levathes, vp in charge of radio-tv department. Mr. Barry will have general supervision of programs and production as well as creative program development. Mr. Barry joined NTA Film Network last January after having served as vp in charge of tv at Lowe's (MGM-TV) since April 1956. TED COTT, vp in charge of NTA's stations, will assume all programming facets of NTA's network, it was reported, with plans progressing on NTA's new program tape service. ANTHONY V. B. GEOGHEGAN, senior vp and chairman of plans board at Y&R, appointed executive vp. Mr. Geoghegan has been with agency since 1924, one year after its founding.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

From the Very Beginning

These Men Have Been Top Rated*



CARL AKERS
Denver's #1 Newscaster

STARR YELLAND
Denver's #1 Sportscaster

DICK BECKER
Denver's #1 Weatherman

*Latest ARB and Nielsen Surveys

CBS

CBS in DENVER

KLZ Channel 7

TELEVISION

REPRESENTED BY THE KATZ AGENCY


For the Picture of Pictures . . .
TAPE IT RCA!

FOR THE

PICTURE OF PICTURES...

TAPE IT RCA!

The *picture's* the thing . . . You want your commercials to have the snap, sparkle and punch characteristic of superb pictures. By "taping it RCA" you get live picture quality. All the freshness, all the life-like detail comes back to you on RCA tape —thanks to advanced, built-in, quality-control features of the RCA TV Tape Recorder. Unlike older designs, this newest of TV Tape Recorders makes it easy to get and keep highest quality pictures. Your programs and commercials stand closest scrutiny because they are transcribed "live" from the very first breath. Compatible in every respect, the RCA TV Tape Recorder also has built-in features for superior color rendition that become an added bonus for monochrome. Ask your engineer to explain the picture-plus advantages of RCA's *electronic quadrature adjustment, sync regeneration, four-channel playback equalization,* and *built-in-test equipment,* or see your RCA Representative. For complete particulars, write to RCA, Dept. TR-2, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Ltd., Montreal.

ANOTHER WAY RCA SERVES INDUSTRY THROUGH ELECTRONICS

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

KRON is TV in SF



San Franciscans are sold on KRON-TV

One Minutes Available
GOLDEN GATE PLAYHOUSE
Mon.-Fri. 3-5:15 PM
Easy to Buy
All Plans Apply

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

JUNE

June 7-9—North Carolina Assn. of Broadcasters, Morehead Biltmore Hotel, Morehead City.

June 7-9—American Women in Radio & Television, board of directors meeting, Statler Hilton Hotel, Washington.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

June 8-9—Panel on spectrum allocations before Communications Subcommittee of House Commerce Committee.

June 9-July 1 — Communications Subcommittee of Senate Commerce Committee hearings on 13 pending bills amending Communications Act.

June 10—Second of two-meeting series, Special NAB Tv Public Information Committee, Washington.

June 10—Agency Broadcast Producers Workshop, Chicago Film Lab, Chicago, postponed from May 27. Speakers: Raymond Jones, AFTRA Chicago executive secretary, and Herbert Neuer, legal assistant.

June 11—NAB Freedom of Information Committee, Mayflower Hotel, Washington. Legislative developments relating to Sec. 315 of Communications Act (equal time) and secrecy in government will be considered. A Congressional leader is slated to be guest of committee.

June 12—Pennsylvania AP Broadcasters, Pittsburgh.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 13—U. of Chicago Communications Dinner, Quadrangles Club, on campus. Louis G. Cowan, CBS-TV president, will speak on "Television and the Arts." Other speakers are Leonard Kent, Needham, Louis & Brorby, and Alec Sutherland, U. of Chicago educational broadcast chief.

June 13—UPI Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden.

June 13—UPI Broadcasters of Pennsylvania, Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

*June 13-14—National Federation of Advertising Agencies, Chatham Bars Inn., Chatham, Mass. Kenneth Goesbeck, agency management consultant, will discuss agency problems. NFAA has membership of 22 agencies. James W. Clark, of Gerth, Brown, Clark & Elkus, San Francisco, is president.

June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio.

June 13-14—Louisiana-Mississippi AP Broadcasters Assn. Jacksonian Motel, Jackson, Miss.

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 15—NAB Tv Code Review Board, NAB hdqrs. Washington, changed from June 12.

June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

June 15-19—NAB Combined Boards of Directors, NAB hdqrs., Washington. Committee meetings and indoctrination of new directors June 15-16; Tv Board June 17; Radio Board June 18; joint boards, June 19.

June 15-26—Summer workshop for communications librarians, Syracuse U. School of Journalism and School of Library Science, Syracuse, N.Y.

June 16, 23-24—FCC panel before House Legislative Oversight Subcommittee.

*June 17-19—American Marketing Assn., 42d national conference, Statler Hilton, Cleveland. Topics: Marketing in the 1960s, consumer and industrial; marketing research breakthroughs; public utility marketing; defense, chemical, agricultural marketing; federal statistics and the 1960 decennial census; teaching tools; marketing management tools; tv as a selective medium (Leon Arons, vice president, Television Bureau of Advertising); consumer behavior.

June 17-19—Virginia Assn. of Broadcasters, Tides Inn, Irvington.

June 17-20—National Assn. of Television-Radio Farm Directors, Hotel Statler, New York. Farm broadcasters will carry their "sell farm broadcasting" to Madison Avenue.

June 17-19—Eleventh annual meeting Catholic Broadcasters Assn., Pick Fort Shelby Hotel, Detroit. Significance of the encyclical "Miranda Prorsus" will be reviewed. Speakers include Most Rev. John King Mussio, bishop of Steubenville and Episcopal moderator of association; His Excellency the Most Rev. Bishop Fulton J. Sheen; Donald H. McGannon, president of Westinghouse Broadcasting Corp., discussing "Tv in the United States, Responsibilities and Opportunities"; Arthur Hull Hayes, CBS Radio president, speaking on "The Future of Radio in a World of Television"; Ed Sullivan, CBS-TV m.c.; Franklin Dunham, radio-tv chief, U. S. Office of Education, speaking on "The Social Impact of Television."

June 18—Senate Commerce Committee hearings begin on S 1828, which amends Sec. 315 (equal time provision) of the Communications Act.

June 18—Maryland-D.C. Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

June 18-20—Florida Assn. of Broadcasters convention, DuPont Plaza Hotel, Miami.

June 18-21—Pet Milk's second annual Grand Ole Opry talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for

"JAXIE" Salutes

LUZIANNE TEA



The William B. Reilly & Co., Inc. has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. Luzianne Tea is using a saturation spot schedule, and these spots—combined with WFGA-TV programming—will provide top selling power for the William B. Reilly & Co., Inc.

"Jaxie" is proud to have Luzianne Tea and the Walker, Saussy advertising agency on its growing list of advertisers.

NBC and ABC Programming Represented nationally by Peters, Griffin, Woodward, Inc.

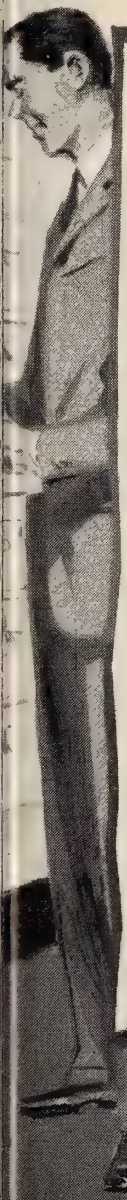
WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

NT PRINT
LATENT

LOCAL PRODUCTS:

F.B.I. Fingerprint Files ...and WMAL-TV

ABC IN THE
NATION'S CAPITAL





F.B.I. files hold the fingerprints of individuals. WMAL-TV holds the interest of whole families.

F.B.I. fingerprints aid positive identification. WMAL-TV aids sales in the Greater Washington Area.

No two fingerprints are alike. WMAL-TV provides variety, too, with ABC news, special features and events, as well as local personalities like Del Malkie, Joseph McCaffrey, Morrie Siegel, Jerry Strong.

F.B.I. fingerprint files perform valuable services to the nation, WMAL-TV valuable services to advertisers, with programming which provides sensibly-priced one-minute spots in *all* time classifications.

Washington **M**eans **A**merican **L**eadership

wmal-tv
abc

Channel 7 Washington, D. C.

An Evening Star Station represented by H-R Television, Inc.

NT PRINT
LATENT

LOCAL PRODUCTS:

F.B.I. Fingerprint Files ...and WMAL-TV

ABC IN THE
NATION'S CAPITAL



F.B.I. files hold the fingerprints of individuals. WMAL-TV holds the interest of whole families.

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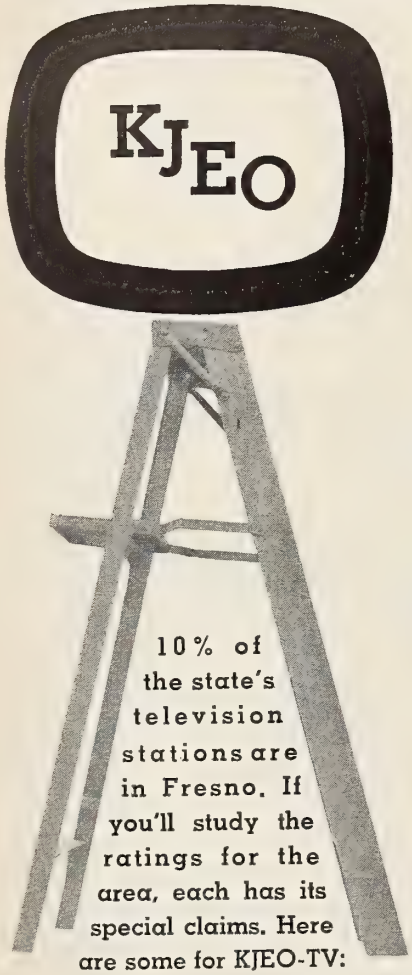
Washington **M**eans **A**merican **L**eadership

wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station represented by H-R Television, Inc.

Sure, there are 3 good TV stations in FRESNO



1. Current ARB ratings show most audience 6 nights out of 7!
2. Current Nielsen shows quarter hour leadership from noon till sign off over the other UHF station and the VHF station.

Channel 47, No. 1 for the audience *and the base cost* in Central California!

KJE channel 47

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative H-R

promotion prizes and for all expense-paid trips to Nashville.

June 19—Rhode Island Broadcasters Assn., Viking Hotel, Newport.

June 20—Florida AP Broadcasters, annual meeting, DuPont Plaza Hotel, Miami.

June 21-22—Colorado Broadcasters & Telecasters Assn., Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

June 22-23—Montana State U. School of Business, Missoula, advertising conference. Thomas D'Arcy Brophy, former board chairman of Kenyon & Eckhardt, will be chief speaker. Joseph Sample, KIIK-AM-TV Billings, is chairman.

June 22-26—First Advertising Agency Group, annual conference, Belmont Hotel, Cape Cod, Mass.

June 22-Aug. 15—Summer Radio-Tv Institute, Stanford U., Calif. George A. Willey, director.

June 23-25—National Community Television Assn., Sheraton Hotel, Philadelphia.

June 23-Aug. 1—Broadcasting Symposium, **Northwestern U. Radio-Tv-Film Dept.**, Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, Saturday Review, John O'Brien, Voice of America; Eric Barnouw, Columbia U.

June 28-29—South Carolina Broadcasters Assn., William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 2—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe City, Calif.

June 28-July 4—National Advertising Agency Network, management conference, Del Monte Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by **Professional Group on Military Electronics of Institute of Radio Engineers**, Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

JULY

*July 5-11—Advertising Federation of America management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Emerson Foote, McCann-Erickson senior vice president, is in charge.

July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job.

July 14-15—Idaho Broadcasters Assn., Shore Lodge, McCall.

AUGUST

Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco.

Aug. 21-23—Arkansas Broadcasters Assn., Hot Springs.

Aug. 24-28—American Bar Assn. annual convention, Miami, Fla.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

Aug. 29—Oklahoma Broadcasters Assn. summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.

Sept. 10 — Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 12—AP Broadcasters of Ohio, Columbus.

Sept. 17-19 — Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

Sept. 21-22—Louisiana Assn. of Broadcasters, Monroe.

Sept. 21-23 — Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Sept. 29-Oct. 3 — Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 7-9—Canadian Section. Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 7-9—Institute of Radio Engineers Canadian Convention, Toronto, Canada.

Oct. 12-14 — National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies**, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 26-30—National Assn. of Educational Broadcasters convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers**, Shoreham Hotel, Washington.

NOVEMBER

Nov. 2-4—Broadcaster Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

*Nov 9-10—**Institute of Radio Engineers**, radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!



WITHOUT WDIA . . . YOU'RE MISSING 40% OF THE MEMPHIS MARKET!

And here's why this is a market you just can't afford to miss:

1. Negroes in the Memphis Market have totaled up yearly earnings of $616,294,100!
2. They spend 80% of this big income on consumer goods!
3. And before they *buy,* these Negroes *listen*—to WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

That's why, no matter what your advertising budget for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you're literally missing 40% of Memphis!

Let us send you proof of performance in your field!

Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr., Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

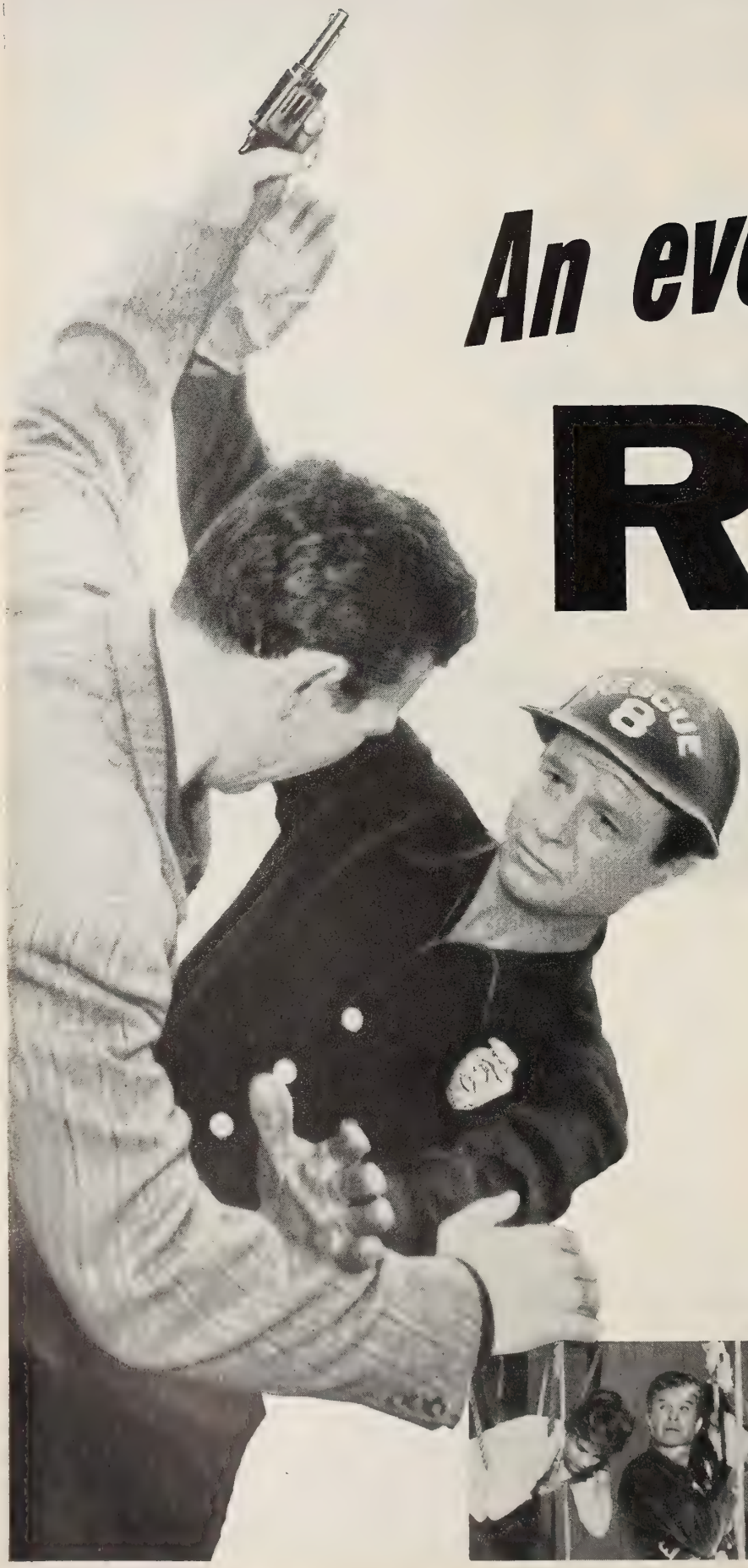
WDIA

MEMPHIS' ONLY 50,000 WATT STATION • 1070 KC

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!

An even BIGGER

RES







Jim Davis as Wes Cameron and Lang Jeffries as Skip Johnson star in "Rescue 8" ...the dramatic...action-packed... human-interest series.

2nd year ahead!!

CUE 8

SENSATIONAL RATINGS! RECORD RENEWALS!

NOW...39 THRILLING NEW HALF HOURS FOR ONE OF TV'S MOST TALKED ABOUT SYNDICATION SUCCESSES!







FOR DETAILS CONTACT:

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK · DETROIT · CHICAGO · HOUSTON · HOLLYWOOD · ATLANTA · TORONTO

Interview: Miss Sloan

Clinton E. Frank Agency Radio TV Supervisor tells why she selects the WLW TV Stations and WLW RADIO for Wilson's Evaporated Milk.



Call your WLW stations representative . . . you'll be glad you did! The dynamic WLW stations . . .

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW Radio

Crosley Broadcasting Corporation a division of *Avco*

MONDAY MEMO

from **GEORGE POLK,** *vice president in charge of radio-tv programming and planning, BBDO, New York*

Tv special: headaches, but big sales too

Almost everyone associates Pat Weaver with the spectacular and yet, while Pat was running NBC, all the networks combined programmed less than 50 specials a season. Next season, however, it is estimated that there will be about 200 specials on the networks. What has caused this tremendous increase in the use of specials? And what new problems have come about because of this increase?

In the first place, we must assume that they work. If renewal is an indication of success, our experience is that indeed they do work. The du Pont *Show of the Month* will begin its third season in September. Rexall has increased its number of specials from two to six a year. Philco has stepped up its use of specials. Westclox, starting with "Wonderful Town," and then "Meet Me In St. Louis," will sponsor half of seven 1½-hour shows next season. General Mills is entering the field for the first time. In addition, we have some very definite evidence of sales results which can be traced directly to specials.

Proving by Selling • Specials have proven their ability to sell all kinds of items ranging from low-cost watches and drug products to high-ticket automobiles. And they can sell ideas or corporate image as well. The users of specials include some of the biggest and most analytical buyers of tv, among them General Foods, General Mills, Revlon and P&G.

Specials are actually a most flexible use of television. You can select the mood of your show and, of course, the program itself, the time of year, the time of evening, the cost of the show and the number of shows you buy, whether it be only one or ten.

They are within reach of the smallest advertiser, who can be big when he is on tv by buying an important property in the primest of time. He can have real pride in his television effort. He can squeeze every penny out of his buy by promoting it to the consumer as well as the trade, to say nothing of the merchandising possibilities and hypo-ing effect it can have on his sales force. He can repeat this effort as many times as his budget will allow and use it in combination with other forms of tv or other media. And he can schedule it at his peak selling season, thus making his dollars work at maximum effectiveness.

Popularity Brings Problems • However, due to the increased interest in specials, they have become much more difficult to put on. A great number of the bigger-name performers have either been tied up exclusively with advertisers or are committed to shows which makes them unavailable for yours.

Likewise, good book properties are becoming more difficult to find, many having already been done on tv. Others are holding out for higher prices.

Not only does the number of specials make it more difficult to compete for attention program-wise, but, also, the difficulty in clearing time has become almost unbelievable. NBC and CBS are completely sold out on preemptable time. Even the two regular hour periods NBC has set aside for specials, 8:30 p.m. Friday and 8 p.m. Sunday, are almost all spoken for, and ABC is reluctant to preempt before the first of the year.

Besides the scarcity of time, there are many complications which make the selection of time for a special much more difficult than most realize. First, you want a period of high sets-in-use and against competition that is not unusually tough. Particularly, you don't want to be against another special. Then, you must make sure that enough stations can be cleared live, as very few buyers of specials will accept delays. Then if you have an adult dramatic program, you don't want an early time where the dial is controlled by kids, so that eliminates all the 7:30-9 p.m. periods, which narrows the field.

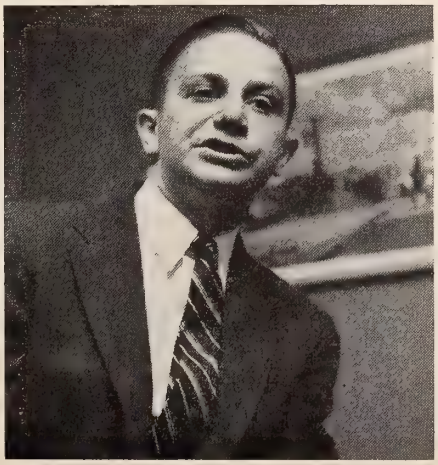
Self-Competition Hurdle • No advertiser wants to put a special against one of his own regularly scheduled programs or against any one of the parent company's programs which can be numerous in the case of the large buyers, particularly the automotive advertisers who are all over the networks and are big buyers of specials as well. Also, most advertisers have their individual preferences or taboos.

The network does not like preemptions of the same period (they are allowed two preemptions by contract) too close together, nor for that matter does the advertiser like being preempted, and understandably so. In the case of programs sponsored alternately by different advertisers, which has become the norm today, you must make sure to preempt each advertiser only once.

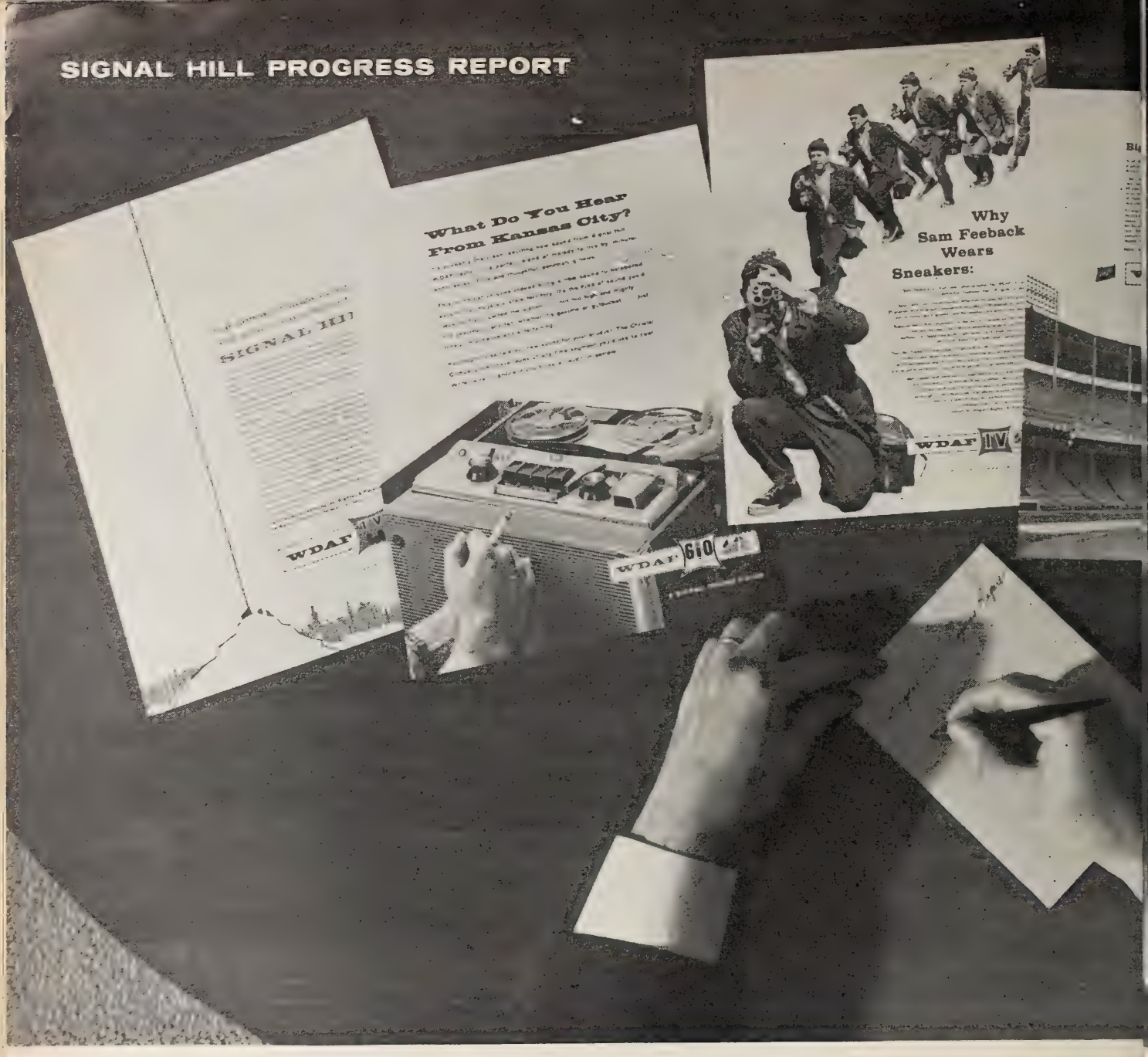
Where hour-and-a-half specials are to be cleared, regularly scheduled hour programming on the networks eliminates many periods. For example, Sunday night next season NBC will have three hour programs back to back, and 1½-hour preemptions between 7 and 10 p.m. can't be considered.

That 'Other Brand' • Of course, the network cannot preempt a period occupied by a competitor and in the case of hour-and-a-half preemptions (involving as many as three half-hour shows) this can be quite a problem, particularly with multi-brand advertisers who are generally protected on their entire line of products, whether they are all advertisers or not.

So you can see that where once all that was necessary was to select any one of many fine specials being offered and to approach the networks for time (all of which were clamoring for this exciting kind of programming), today it is quite different. And while specials have caused tremendous headaches for the networks, agencies, and advertisers, they are probably the best thing that ever happened to the viewer, to say nothing of the advertisers using them successfully.



George Polk b. New York City, attended Hotchkiss School and graduated from Pomfret School and Erskine College 1950. Joined BBDO in 1950 serving first in media research, then as timebuyer and subsequently becoming head timebuyer of the media dept. Moved to radio-tv dept. at the agency as liaison with media in 1954. He later was put in charge of radio-tv programming and planning, being elected a vice president in 1958. Mr. Polk generally is very much involved with tv specials at BBDO, an agency whose clients number among the top group of advertisers sponsoring specials on the networks next season.



If you're a regular customer at this stand, you've seen these monthly progress reports to the trade. They've kept you aware of some of the important changes taking place on the Kansas City communications scene.

The changes began a year ago when National Theatres assumed ownership of WDAF, Kansas City's first radio and television stations. Both were blessed with overwhelming power which assured penetration into every nook and cranny of the fat Heartland territory. We christened the property "Signal Hill", and tackled the job of building a sight and a sound to match that power.

That job affected every phase of our operation. It involved literally thousands of decisions and unshakable determination to deliver an



entirely new product to Kansas City audiences. The payoff for us has been the greatest advertising boom and steadiest audience climb in the stations' 37-year history.

It's been a big year for Heartland listeners and viewers, for our advertisers and for us. But if our first year on Signal Hill was big, wait till you see what follows.

WDAF SIGNAL HILL RADIO & TV
KANSAS CITY, MO.

A NATIONAL THEATRES STATION

Represented by
HARRINGTON, RIGHTER & PARSONS, INC.
HENRY I. CHRISTAL CO., INC.
NBC



IDEAS IDEAS IDEAS

GIMMICKS PRODUCTION
AUDIENCE FEATURES
SALES CONTESTS

THIS MAY BE THE MOST PROFITABLE DISC YOU'LL EVER SPIN!

From Top-Rated Stations Coast to Coast . . .

the SUCCESSFUL IDEAS

that INCREASE AUDIENCE AND PROFITS

Send now for your audition package of Radio Recorders new Audio Air-Check Service. Containing an expanded profile of five of the nation's most aggressively programmed stations . . .
. . . it lets you hear for yourself how easily you can now keep up with the best in radio throughout the year.

This new low-cost service brings you the programming ideas that work . . . the features major stations are using *today* to build audiences and increase sales. These are *proved* ideas you can duplicate with your own staff.

Each Audio Air-Check is completely indexed to give you an accurate profile of the nine different top-flight stations monitored every month. With Radio Recorders Audio Air-Check Service you can keep abreast of each shift in sales strategy, programming gimmicks, ad formats. It's all yours right while it's happening . . . available to you exclusively in your market . . . at a price you can easily afford.

Hear for yourself. The special Audio Air-Check Audition Package is available now at $15 per copy. If your order for the complete service is received within 20 days, the $15 will be credited to your first quarter's subscription.

The first order received for the Audition Package from each market reserves the exclusive subscription service for a 10-day examination period. So send your check *now.*

Here's the key to ratings and sales . . . the only complete source of proved broadcasting ideas across the nation. If you want to lead in your market, send right now for the special Audition Package of Audio Air-Check Service.

MP-TV SERVICES, INC., National Distributor
Radio Recorders Audio Air-Check Service
7000 Santa Monica Blvd., Hollywood 38, California

Call Felix Adams
HOllywood 3-3282

Please rush the SPECIAL AUDITION PACKAGE of your new Audio Air-Check Service and reserve the exclusive subscription in this market for a ten-day period.

_____ Enclosed is my check for $15.

_____ Send informational brochure.

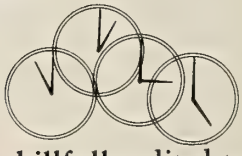
NAME_____

POSITION_____ STATION_____

ADDRESS_____

CITY_____ STATE_____

Every month 36 hours of top-rated programming is recorded from 9 different stations . . .



. . . skillfully edited to give you only the outstanding audience-building, sales-producing ideas . . .



. . rushed to you every 10 days on a 12" double-face LP.



SEND THIS COUPON NOW!

. . WIRE . . WRITE . . OR PHONE . .

for your Special

Audio Air-Check AUDITION PACKAGE

OPEN MIKE

They all like Elgin story

EDITOR:

I can't begin to tell you how pleased we were with the excellent article on Elgin in your May 18 issue (page 48). I was in New York and first saw the article at J. Walter Thompson's office there, where it excited a lot of comment. . . .

We would like to obtain 60 copies to distribute to our salesmen. . . .

Gordon Howard
Advertising Manager
Elgin National Watch Co.
Elgin, Ill.

[EDITOR'S NOTE: Copies of May 18 issue are enroute.]

Paint firms' tv budget

EDITOR:

MAY WE HAVE PERMISSION TO REPRODUCE ARTICLE PAGE 35 MAY 11 PAINT FIRMS SPEND $1.6 MILLION IN TV IN OUR DEALER PAPER AND HOUSE ORGAN WITH PROPER CREDIT.

J. N. COPELAND
RUSTOLEUM CORP.
EVANSTON, ILL.

[EDITOR'S NOTE: Glad to grant permission.]

Lesson in diplomacy

EDITOR:

Thought you might be interested in the attached letter found one bright morning on the manager's desk with a copy on the program director's desk. . .

Walt Baker
Program Director
WLOF-TV Orlando, Fla.

P.S.: The film editor got his rewind.

* * *

Dear Front Office:

It has just occurred to me that the 16mm film hand rewind in the film room can very easily be modified for attachment to a small but effective martini shaker which I believe could be a great asset to the front office and most of all the sales department, and I would gladly give up this great piece of equipment for such a good cause. This would of course leave the film room without a rewind and could not

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

Picture Q*

*What's your WOODquotient?





Once again, the latest Pulse* says WOOD-AM has the greatest share of audience. In how many quarter hours per week do we lead? 297 365 433

(We lead in 433; are tied in 9)

More national advertisers place schedules on WOOD-AM than on any other local station. How many were happily scheduled last year? 153 412 638

(412 — were you among them?)





WOOD-AM always leads in local promotions. The latest is coverage of the 5th Annual: WOODland Antique Auto Tour, WOODland Sports Car Rally, WOODland Motorcycle Jump

(WOODland Antique Auto Tour . . . 23 skidoo!)

Speaking of automobiles — foreign and domestic — how much loot did WOOD-listeners drop on cars in 1958? $307,633,000 $355,453,000 $409.273,000

*($409, 273, 000** — with 536,769*** passenger cars runnin' around)*

**SRDS Consumer Markets, 1958; ***Michigan Secretary of State

How to rate your WOODquotient:

0 right — You need help, bad! Call the Katz man
1-2 right — Are you satisfied with mediocrity?
3 right — Close, but no seegar
4 right — You must be on our mailing list

*WOOD-AM is first—morning, noon, night, Monday through Sunday
March '59 Pulse Grand Rapids—5 county area



WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.



WBNS RADIO

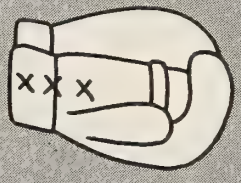
COLUMBUS, OHIO

John Blair & Co., Representatives



We own 12.9% more Number One quarter-hours than all other Pulse-Rated Stations Combined, including "Miscellaneous." AND our audience is 92% adult.

in Boxing...



it's Marquess of Queensberry

in TV and Radio ...

IT'S BROADCASTING YEARBOOK!

In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today's rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to **know** what you're doing — or else. That's why so many busy people look to **BROADCASTING YEARBOOK** as the authoritative standard for latest facts about these twin media (and **keep** looking, all year 'round, whenever they need information). The 1959 **BROADCASTING YEARBOOK** soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 16,000 subscribers in broadcast advertising. If **you** have some facts of your own for them, **your** message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell: deadline for proofs, July 1; final deadline, July 15. **Call or wire collect to reserve space.**



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

operate in this condition. This situation could very easily be remedied by purchasing from the Neumado Co. one power rewind model XPD-2 for the small sum of only $125. . . . This rewind will expedite film make up a very great deal and also lengthen the life of my right arm about 10 years. I will be indigently waiting your answer on this matter. Thank you for your splendid cooperation.

Henry E. Johnson
Film Director, WLOF-TV

Future broadcaster

EDITOR:

A young chap, Reshad Rahman, could use a summer job in broadcasting, preferably along the East Coast. Here are some facts on young Rahman, age 24: He is the son of O. B. Rahman who is the "Jim Hagerty" of the Indian government. . . . Young Rahman has lived in the U.S. for eight years, speaks American well and has had a variety of part-time and summer jobs to help him pay his way through college. He is a junior at the Pennsylvania Military College majoring in engineering.

Rahman needs a summer job and prefers broadcasting which he eventually expects to pursue later in India. . . .

Richard P. Doherty
Tv-Radio Management Corp.
Washington

'Make Believe Ballroom'

EDITOR:

. . . Martin Block was not the first disc jockey nor did he originate the title *Make Believe Ballroom* (EDITORIAL, May 25, page 116).

Both belong to Al Jarvis. I was manager of KFWB Hollywood in 1934 when Al Jarvis came to me with an idea for a show. It was called *Make Believe Ballroom.* It was then running on another Los Angeles station and Jarvis thought it would do better on KFWB. . .

After several months on the air we found our salesmen could not sell time on the show, believe it or not, and Jarvis asked me to find someone to put the show on and he would go out and sell it. My production manager, Jack Joy, hired Martin Block for the replacement. Later the two had a misunderstanding and Block left and took the idea and the title to New York.

Jarvis tried many times unsuccessfully to make Block relinquish the title but legally could not do so.

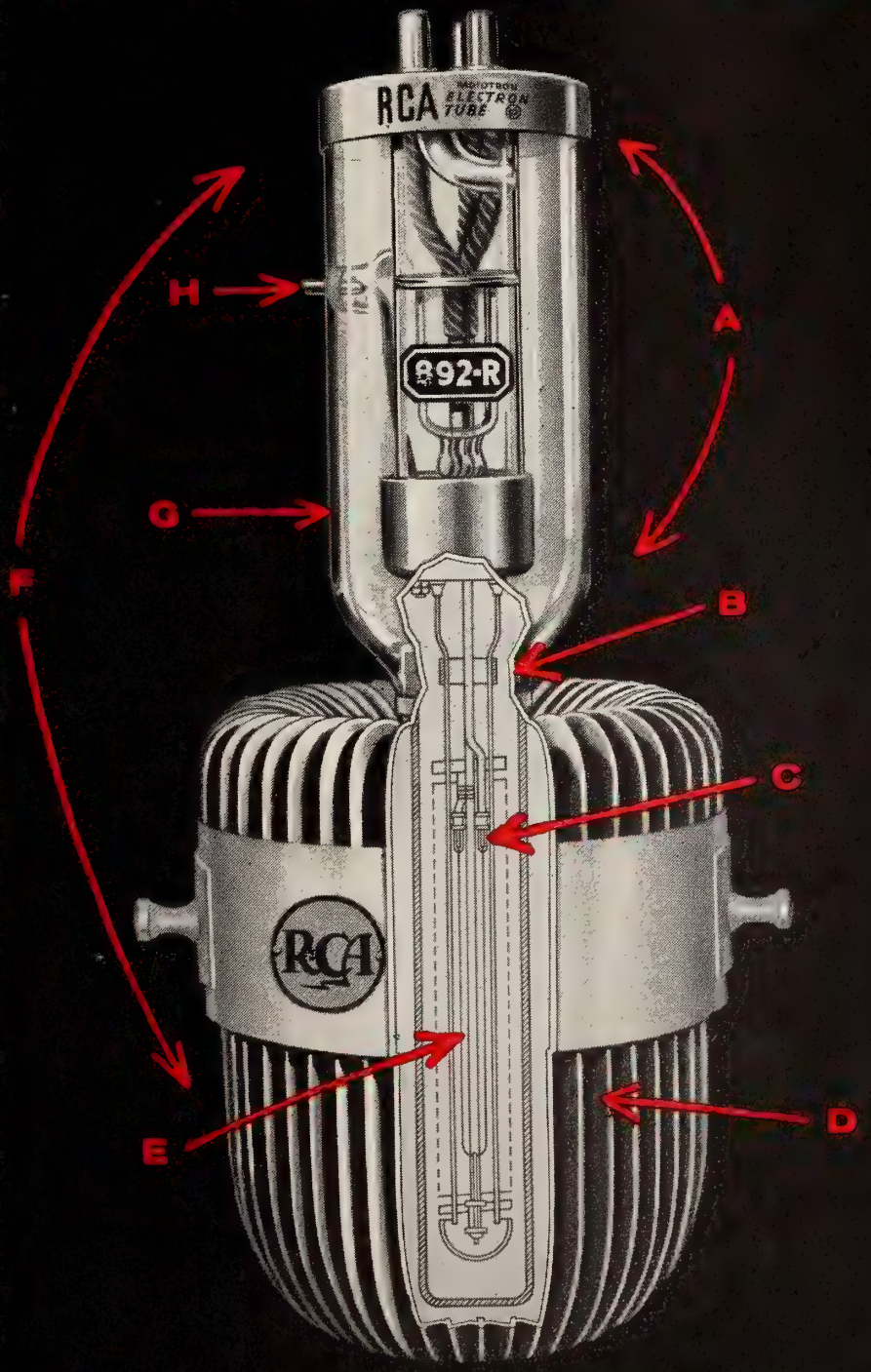
Gerald King
Gross-Krasne Inc.
Hollywood, Calif.

Keeping in touch

EDITOR:

. . . Both the American and European staff . . . read BROADCASTING avidly to

It's the care we give the "inner tube" that adds the extra hours





The long-life characteristic of the RCA-892-R is due in no small way to the constant attention we pay to the details of the "inner tube". Manufacturing techniques, for example, have kept pace with the experience we have gained in building broadcast power tubes for a generation. Design refinements have been evolved—through our continued effort to make a good tube even better.

Type 892-R is another typical example of RCA time-proved design that is paying dividends in lower tube cost per hour of operation—and uninterrupted program time for stations everywhere.

For long-term power delivery, always specify RCA Tubes. Your RCA Industrial Tube Distributor handles the entire RCA line.

- **A** All glass seals—microscopically inspected
- **B** Grid and Support Assembly "vacuum-fired" at more than 2000° F to assure maximum freedom from gas
- **C** Sag-proof Filament Supports—to prevent stress on filament strands and to improve life
- **D** Interlocked-Fin Radiator—for improved heat radiation
- **E** Filament material controlled for internal grain structure—assures superior strength
- **F** Entire Tube is "spot-knocked" at tens of thousands of volts to reduce internal leakage
- **G** Stress-free Glass Bulb—individually inspected with polariscope
- **H** Sandblasted Grid Arm—torsion-tested to insure high strength

RCA®

RADIO CORPORATION OF AMERICA

Electron Tube Division — *Harrison, N. J.*

buy four

markets with

one purchase,

save enough

to buy a fifth

medium market



W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

keep posted on professional developments at home.

. . . Our Dept. of Defense operates an am-fm network of 63 transmitters in Germany and France with a total power in excess of 500 kw, including the key station transmitter here in Frankfurt, Germany, with 150 kw . . . AFN Europe meets with steadily mounting approval from the American military community that we serve, because of our adherence to frankly "old-fashioned" radio. We have hundreds of thousands of letters from Americans and Europeans alike testifying to the effectiveness of a conservative, balanced program format presenting a varied sound pattern of American life without the shrill frenzy of constantly changing approaches to the nebulously "new" . . . more importantly we have solid nighttime radio, tight production standards and the best gimmick good radio ever will have: good taste.

Don J. Brewer
U.S. Civilian Program Supervisor
AFN Europe
APO 757 U.S. Army

Don't change fm

EDITOR:

My copy of BROADCASTING June 1 just arrived and I spotted the article on Rep. Oren Harris (D-Ark.) [spectrum and allocations study is scheduled this week]. It was factual and quite wonderful . . . excellent reporting . . .

Having just returned to Arkansas from KIDO Boise, and while not on the political scene, the people of Clark County and the town of Arkadelphia are certainly proud of Mr. Harris.

The spectrum study, I'm certain, will be conducted in a very fair manner and impartial viewpoint.

One hope is that the fm band remains right where it is now, without any change whatsoever, in order to give fm the opportunity it needs to become an even greater service.

David Kaye
P. O. Box 503
Arkadelphia, Ark.

Yearbook deadline

EDITOR:

Kindly send questionnaire for the 1959 BROADCASTING YEARBOOK.

Alan Sands
Victor & Richards Inc. Adv.
New York

EDITOR:

Would you please inform us when the deadline is for listing our radio station in your YEARBOOK?

Rev. William Emert
WPHB-AM-FM Philipsburg, Pa.

[EDITOR'S NOTE: The Yearbook is now on deadline. Questionnaires should be returned promptly.]

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office
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there's been a

big switch

in Portland, Oregon

KPTV, Portland, has switched to the exciting ABC Network—and what a hot new circuit it is for advertisers! Now you get KPTV's top-rated *local* shows (more premium film packages than any other Portland station) combined with ABC's sensational rating story in the Oregon market*—*plus* over 60,000 bonus homes from new cable hook-ups and translators throughout Oregon and S.W. Washington. Call your Katz office today!

**Consistently has more shows in the top 15 than any other local station!*

Top Network + Top Local + Bonus Viewers = BEST BUY

KPTV *channel* **12**

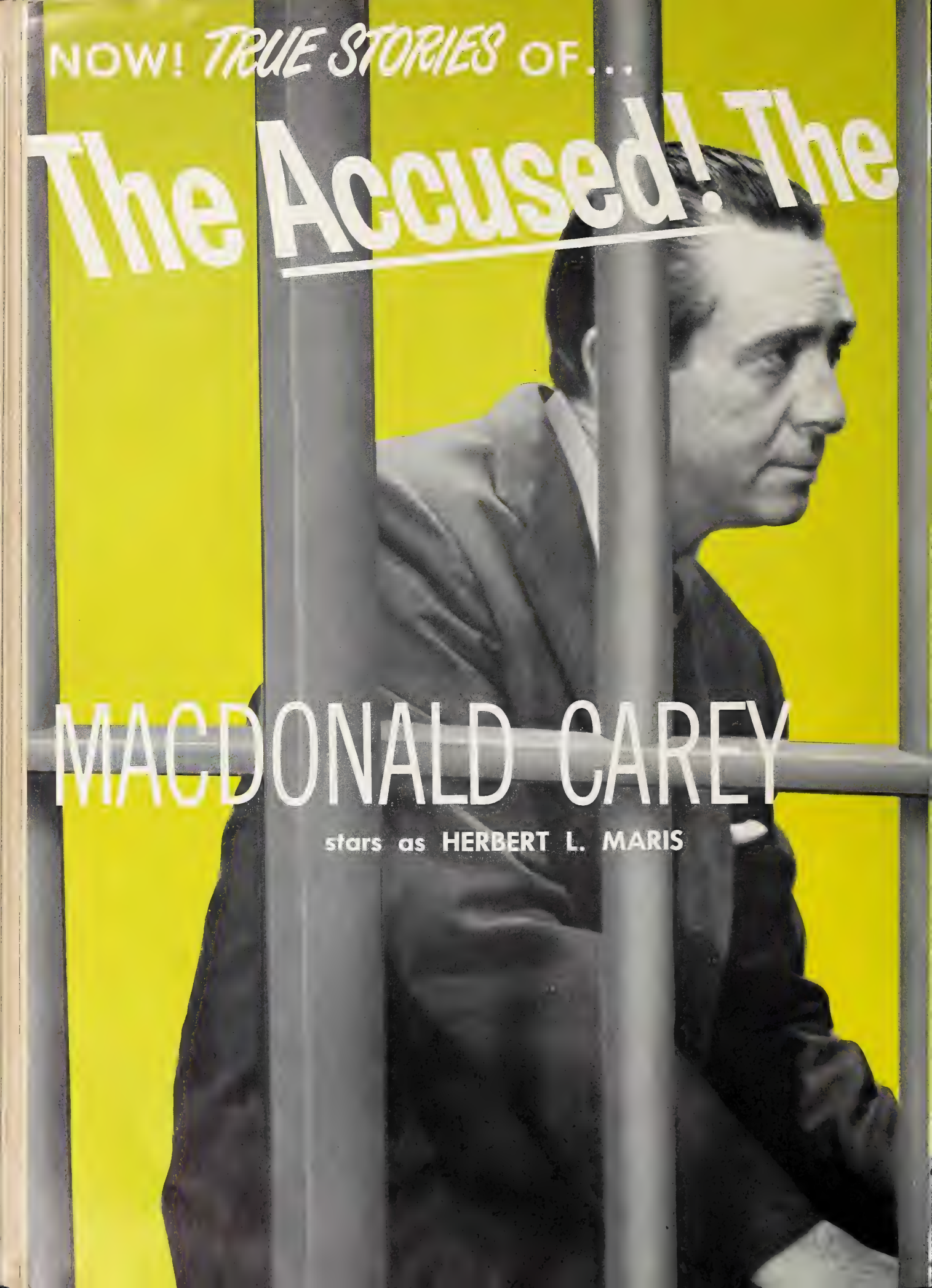
Oregon's FIRST Television Station

ABC

Represented by the Katz Agency, Inc.

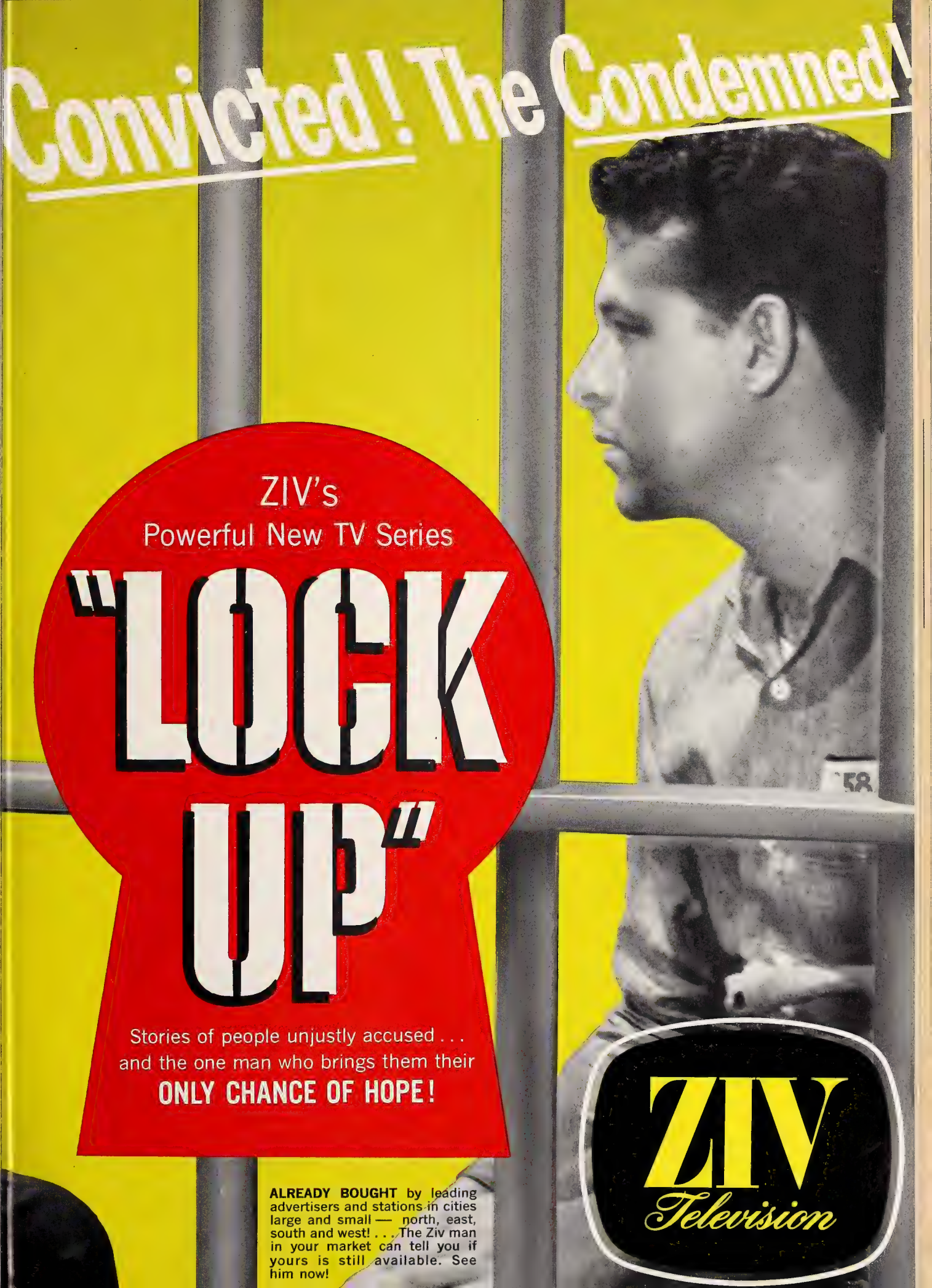
NOW! *TRUE STORIES* OF...

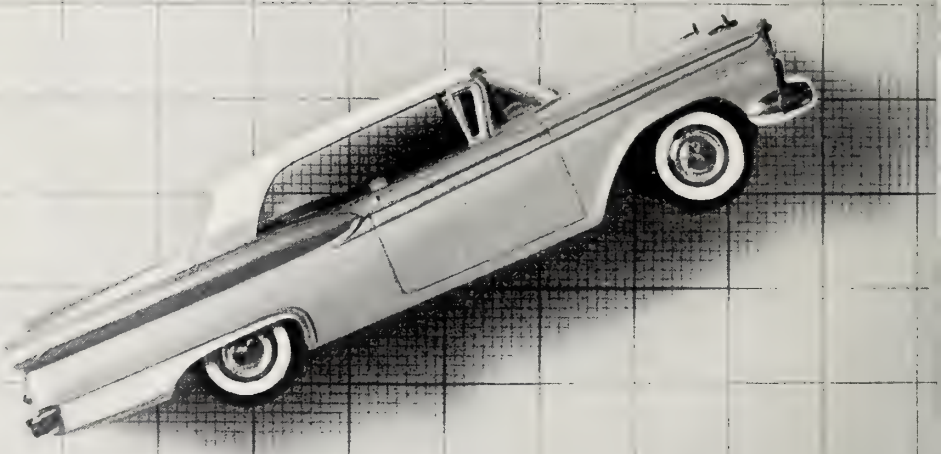
The Accused! The



MACDONALD CAREY

stars as **HERBERT L. MARIS**


Convicted! The Condemned!
ZIV's
Powerful New TV Series
"LOCK UP"
Stories of people unjustly accused . . .
and the one man who brings them their
ONLY CHANCE OF HOPE!
ALREADY BOUGHT by leading advertisers and stations in cities large and small — north, east, south and west! . . . The Ziv man in your market can tell you if yours is still available. See him now!
ZIV
Television



What makes Fords move so fast in Washington? " 'The Sound of Quality' on WRC Radio represents an essential part of the Washington District Ford Dealers Association's overall marketing program." (signed) Robert L. Lewis, Chairman, Washington District Ford Dealers Advertising Association. The Ford Division of the Ford Motor Company also uses WRC Radio in its advertising campaigns. Here's further proof that, for national and local advertisers, WRC Radio's "Sound of Quality" is the power that accelerates sales in the nation's capital. NBC Leadership Station in Washington, D.C. Sold by NBC Spot Sales. **WRC · 980**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 8, 1959
Vol. 56 No. 23

FCC GIVES THE SIGN: V FOR TV

It acts to put second v's in Baton Rouge, Columbus, Ga.; It orders staff to plan third vhf's in 21 major markets

The FCC last week committed itself to take the low road in television—vhf.

In two significant actions it ordered additional vhf channels into what have been considered markets with a high degree of uhf saturation—Baton Rouge, La., and Columbus, Ga.

The Commission also ordered its staff to work up engineering and rulemaking orders to add at least one vhf channel to each of the 21 biggest markets now having fewer than three v's.

The order placing a second vhf in Baton Rouge was made public last week. The order adding a second v in Columbus is expected to be issued this week or next.

Tighter Fit • No announcement was made of the FCC instructions to the staff in the attempt to add vhf facilities to the 21 major markets. It was learned, however, that the Commission tentatively was thinking of reducing mileage separations between stations in the crowded eastern half of the U.S. in order to squeeze in extra v's.

The FCC was said to have told its staff it could contract mileage separations in the East by as much as 40 miles, but no more.

Present regulations require not less than 170 mile co-channel separations in what is called Zone I. The Commission said it would accept deviations from this minimum, but set a floor of 130 miles below which it would not go.

The FCC's corollary steps in its move to add vhf channels to intermixed markets took two turns:

• It ordered an extra channel into Baton Rouge, La. This came from Hattiesburg, Miss., and gives Baton Rouge two vhf channels.

• It added another vhf channel to Columbus, Ga., giving that city also two vhf outlets.

In both these moves no deviation from present separation requirements was necessary.

• To be issued concurrently with the Columbus, Ga., order will be a proposal to move ch. 8 from Selma, Ala., to Montgomery, Ala., giving Montgomery two v's.

The Commission's decision to move forward under its interim plan to add vhf channels to top tv markets in order to equalize competitive facilities so that there are at least three vhf outlets in such cities (BROADCASTING, April 27) came at a special meeting last Monday.

Not Unanimous • By a vote of 5-2 (with Comrs. Robert T. Bartley and Robert E. Lee dissenting, it is understood), the Commission told its staff to check out the top 75 markets and add additional vhf frequencies to those cities having fewer than three vhf assignments.

This culling resulted in a list of 21 cities. They are:

Birmingham, Ala.; Bakersfield and Fresno, Calif.; Jacksonville, Fla.; Louisville, Ky.; Baton Rouge and Shreveport, La.; Flint - Bay City - Saginaw, Grand Rapids-Kalamazoo and Jackson-Lansing - Battle Creek - Parma - Onondaga, Mich.; Binghamton, Rochester, Syracuse, N.Y.; Charlotte and Raleigh-Durham, N.C.; Dayton and Toledo, Ohio; Johnstown - Altoona, Pa.; Providence, R.I.; Wheeling (W.Va.) - Steubenville (Ohio); Knoxville, Tenn.

The Fresno and Bakerseld situations would not require any changes in the present mileage separations.

In Fresno there are a number of proposals to add vhf channels. Originally the FCC proposed to move ch. 12 (KFRE-TV) out of Fresno, to make it all uhf. Ch. 12 was to go to Santa Barbara. This has been contested. Meanwhile various proposals were made to add two or three vhf channels to make Fresno and Bakersfield all-vhf markets. One proposal is to add chs. 2, 4, 5 and 7 to Fresno and chs. 8 and 12 to Bakersfield. Before this can be done, however, arrangements must be made with Mexico. The Commission has undertaken to correlate this with Mexico.

An alternative proposal for Fresno is to retain ch. 12 there. This would permit the addition of only two vhf channels to Fresno and would permit the allocation of ch. 8 only to Bakersfield.

Baton Rouge Shuffle • In the Baton Rouge-Hattiesburg deintermixture, the Commission moved ch. 9 from Hattiesburg to Baton Rouge, giving that Louisiana city chs. 2, 9 and four uhf allocations. It left Hattiesburg with ch. 17. Comrs. Bartley and Lee dissented.

Hattiesburg's ch. 9 is being operated by WDAM-TV, controlled by WDSU Broadcasting Corp. (WDSU-AM-FM-TV New Orleans). WDSU also owns ch. 28 WAFB-TV Baton Rouge. When the move is consummated, WDSU said it would move WDAM-TV along with

The cities tagged for at least three v's

Here are the tv markets in which the FCC will try to drop extra channels to give each market a minimum of three vhf stations:

BIRMINGHAM, ALA.
BAKERSFIELD, CALIF.
FRESNO, CALIF.
JACKSONVILLE, FLA.
LOUISVILLE, KY.
BATON ROUGE, LA.
SHREVEPORT, LA.
FLINT-BAY CITY-SAGINAW, MICH.
GRAND RAPIDS-KALAMAZOO, MICH.
JACKSON-LANSING-BATTLE CREEK-PARMA-ONONDAGA, MICH.
BINGHAMTON, N.Y.
ROCHESTER, N.Y.
SYRACUSE, N.Y.
CHARLOTTE, N.C.
RALEIGH-DURHAM, N.C.
DAYTON, OHIO
TOLEDO, OHIO
JOHNSTOWN-ALTOONA, PA.
PROVIDENCE, R.I.
WHEELING (W. VA.)-STEUBENVILLE (OHIO)
KNOXVILLE, TENN.

'THE VOICE OF LONG ISLAND'

WHLI

10,000 WATTS

THE ONLY STATION
THAT COMPLETELY COVERS
THE GREATER
LONG ISLAND MARKET

REACHING 5,668,100 PEOPLE...
AT AN AMAZINGLY LOW COST-PER-THOUSAND!
(Total Primary Coverage)

A Huge, Quality, Adult, Buying Audience
(Nassau-Suffolk)

Buying Income	**$4,392,349,000**
Retail Sales	**2,620,895,000**
Food Store Sales	764,361,000
Auto Store Sales	408,969,000

WHLI has the largest daytime audience in the Major Long Island Market... Bigger than any network or independent station!
(Pulse)

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

ch. 9 from Hattiesburg to Baton Rouge and relinquish its ch. 28 station there.

Because WIBR Baton Rouge objected to the assignment of the new Baton Rouge ch. 9 to WDAM-TV without a hearing (WIBR said that as soon as ch. 9 is allocated to Baton Rouge it would file an application for this frequency), the FCC authorized WDAM-TV to continue operating on ch. 9 in Hattiesburg until it was determined whether a hearing for ch. 9 in Baton Rouge would be required.

The Commission in its report on the Baton Rouge-Hattiesburg order, pointed out that Hattiesburg would not lose a vhf outlet. This is because, the FCC said, ch. 7 WTLM (TV) Laurel has pending an application to move its transmitter site to the present WDAM-TV Hattiesburg site. This would permit WTLM to serve both Laurel and Hattiesburg, it was noted. This would be true even at WTLM's present transmitter site, it said.

Possible Hyphen • The FCC also pointed out that there is a request to make Houma, La., a part of the Baton Rouge tv market by hyphenating the two cities into a Baton Rouge-Houma market. If this is done, the Commission noted, it would give this hyphenated market three vhf channels. It pointed out, however, that before this was done mileage separation problems between ch. 11 Houma and ch. 11 Meridian, Miss., and ch. 10 Lafayette, La., would have to be solved. The ch. 11 permit in Houma is held by St. Anthony Television Corp.

In its decisional paragraph in the Baton Rouge case, the FCC's viewpoint was expressed in these terms:

"After carefully considering all of the comments and reply comments in this proceeding, we are of the opinion that ch. 9 should be shifted from Hattiesburg to Baton Rouge, as petitioner requests. This move would result in the Baton Rouge area becoming a two-vhf station market, and would thus improve the opportunities for effective competition in the area. It is also noted that a vhf station operating at Baton Rouge on ch. 9 would provide service to more than 250,000 persons who do not receive service from the uhf station now operating there (WAFB-TV). Some 16,389 persons would receive their first Grade B service from such an operation, and 66,443 persons would receive their second Grade B service. It also appears that 56,193 persons would receive Grade A service for the first time, and that an additional population, lying immediately to the north of the Grade B contour of a Baton Rouge ch. 9 station operating as proposed, would receive their strongest service from such an operation. . . ."

WDSU filed the original request to make the changes in the Baton Rouge-Hattiesburg area.

Lee Dissent • Comr. Lee in his dissent in the Baton Rouge decision charged that the move was a "blow to uhf broadcasting and to the manufacture of uhf receiving sets." He called it "short-sighted."

After pointing out that uhf receiving set saturation is high in Baton Rouge, Mr. Lee suggested that a better solution would be to delete ch. 2 from Baton Rouge (or reserve it for educational usage). He concluded:

"Adding a second vhf channel with little prospect for adding a third—to say nothing of a fourth or fifth, which is entirely feasible in the uhf—denies the city and surrounding areas of television service for generations to come."

Comr. Bartley did not issue a written dissent. He has opposed interim moves because he fears they may prejudge a permanent solution.

Shift in Columbus • The Columbus, Ga., case will involve dropping in ch. 3 and moving ch. 9 from Dothan, Ala., to Columbus. Ch. 4 will be moved from Columbus to Dothan. Ch. 4 in Columbus is now held by WRBL-TV.

The allocations moves are all in line with the Commission's majority decision last April in which it told the Senate Commerce Committee that the ideal solution to the vhf-uhf problem is an extended vhf television service of 50 channels, including either the present 12 channels or beginning at ch. 7.

The FCC said then that as an interim measure it believed that an attempt to allocate at least three vhf channels in major markets should be made—even with mileage separations less than required in present rules.

The expansion of the present vhf television bands is now under discussion with the Office of Civilian & Defense Mobilization. The negotiations—which in essence would swap tv's uhf frequencies for some of the military's vhf frequencies— are at a point where a technical study group is at work.

New spectrum witness

One name has been added to the list of participants in the House Communications Subcommittee panel on the radio spectrum today and tomorrow (June 8, 9). Lester Lindow, executive director of the Assn. of Maximum Service Telecasters, will participate on behalf of AMST along with the previously announced Howard Head, according to Rep. Oren Harris (D-Ark.), chairman.

Other participants in the two-day panel, including FCC Chairman John Doerfer and Comr. Robert Bartley, were announced 10 days ago by Rep. Harris (BROADCASTING, June 1).

Why Not Play These Across the Board?...

...the following "Best Bets" are favorites with proven assets for every successful TV campaign...





5:30-6:00 P.M. Mon. thru Fri.

"The Life Of Riley"

A Real Thoroughbred! Recently Entered . . . First Run Off The Network! . . . Sure to Win!

PARTICIPATIONS AVAILABLE!



6:00-6:30 P.M. Mon. thru Fri.

The One To Beat! Need We Say More?

"Amos 'N Andy"

PARTICIPATIONS AVAILABLE!

CONTACT YOUR KATZ REP. TODAY!



6:30-6:55 P.M. Mon. thru Fri.

Here's A Parlay Worth Noting!

MONDAY—BADGE 714
TUESDAY—SAN FRANCISCO BEAT
WEDNESDAY—MR. DISTRICT ATTORNEY
THURSDAY—BADGE 714
FRIDAY—AFRICAN PATROL

FULL SPONSORSHIP OR PARTICIPATIONS AVAILABLE!

In Maryland Most People Watch WMAR-TV, channel 2

SUNPAPERS TELEVISION—BALTIMORE 3, MD.

FALL TELEVISION LINEUP: PART II

Networks are on brink of complete sell-out for new season

With summer still two weeks away, the tv network fall lineups are virtually firm and indicate an upcoming season of high-budgeted live programs along with a full diet of filmed series.

As compiled only seven weeks ago, the regularly scheduled nighttime network programming on the networks came to an estimated record $5.5 million a week (BROADCASTING, April 20).

The selling season has lost its momentum, not for lack of advertiser demand, but rather because of a fast-fading availability of time slots and program or part-program buys.

Sellout Close • Depending on which way the scorecard on network sales is kept, any one of the three networks could be considered to be on the verge of sellout.

CBS-TV is the closest to SRO, according to information available, it has yet to resolve which of several advertisers will fall into two different hour-long shows, and one half-hour period which has been sold to Oldsmobile but for which the program is not yet set (*The Dennis O'Keefe Show* has been purchased by Oldsmobile but is not yet firm for CBS-TV).

NBC-TV has 1 and ½ hours to fill with programming and some pieces of other programs still to be settled. The three half-hours to be etched in are Monday at 7:30-8, Thursday at 7:30-8 and at 10:30-11, the latter to be occupied apparently by either *Masquerade Party* or *Dollar a Second.* Three new one-hour action shows — *Laramie, Bonanza* and *Riverboat*—are being offered to advertisers on a rotation basis with cross-plugging. They're designed for six one-half hours to be purchased by a total of six sponsors. But NBC-TV may drop this plan and sell the time conventionally if the rotation plan is not feasible.

Aside from the 1 and ½ hours not yet programmed and the three hours reserved for possible rotation, NBC-TV has 1 and ½ hours unresolved. These are one-half of *Deputy* (expected to be picked up by Liggett & Myers through McCann-Erickson) on Saturday, 9-9:30, of *Troubleshooters* on Friday, 8-8:30, and of *Love and Marriage* on Monday, 8-8:30. Also to be settled is *Five Fingers,* slated for Saturday, 9:30-10:30.

Some Gaps Showing • There are gaps still showing in ABC-TV's lineup which total up to 2 hours not yet firm in programming and another 3 and ⅓ to resolve with advertisers.

Roughly the unfilled 3 and ⅓ hours include a half of the hour-long *Alaskans* on Sunday, a sixth of *Bourbon Street Beat* and two-thirds of *Adventures in Paradise,* both one hour and on Monday, two-thirds of the hour-long *The Untouchables* on Thursday, a half each of the hour-long *Disney* and the half-hour *Black Saddle* on Friday, and a third of the half-hour *Leave It to Beaver* on Saturday. The 2 hours to be programmed: 10:30-11 on Tuesday and Thursday, and 7:30-8 on Wednesday and Thursday. Two programs mentioned for the 10:30-11 periods are *Tombstone Territory* and *Third Man.* In the Monday lineup, General Electric sponsorship of *Mike Kovac—Man With a Camera* through Grey still was considered tentative last week.

Among the high-budget programs set for the fall—not counting the blocks of specials slated for Friday and Sunday nights on NBC-TV and still others to be slotted in lineups of the other networks—are these:

Kraft's *Music Hall* which will be Perry Como's vehicle Wednesdays on NBC-TV; Plymouth's full sponsorship of the Monday *Steve Allen Show* on NBC-TV; Revlon's 15 CBS-TV shows on Thursdays; Ford Motor's new Tuesday series on NBC-TV; Chevrolet's Sunday Dinah Shore vehicle on NBC-TV; the *Playhouse 90* series on CBS-TV on Thursdays; and Colgate-Palmolive's full alternate hour of *Ed Sullivan* (CBS-TV) on Sundays and *Perry Mason* (CBS-TV) on Saturdays. This contract alone runs to $12 million in billings in one of tv's largest annual deals (see story below).

For complete network lineup for fall, see pages 40 and 41.

Colgate, CBS-TV in $12 million buy

Colgate-Palmolive Co. has plunked down an estimated $12 million in gross billing for the alternate hour full-sponsorship of two CBS-TV weekend nighttime programs starting in October.

As a result, C-P could lay claim last week to being "the first company to sponsor hour-long shows on a regular basis on both Saturday and Sunday, two of the peak viewing nights of the week."

The programs are *The Ed Sullivan Show* (Sunday, 8-9 p.m.) and *Perry Mason* (Saturday, 7:30-8:30 p.m.).

The contract, announced by C-P's Edward H. Little, board chairman and president, and Louis G. Cowan, CBS-TV president, also marks the return of the advertiser to the Sunday night time period it once occupied for several years on NBC-TV with the *Colgate Comedy Hour.*

Ted Bates & Co., New York, is Colgate's agency on both shows.

Alternate sponsor of *Ed Sullivan* on CBS-TV is Eastman Kodak (through J. Walter Thompson). On *Perry Mason* the alternate hour will be shared by several advertisers (see network schedule, page 41). C-P's *Sullivan* entry also marks Ford motor's exit. At least one of its many divisions had been historically a *Sullivan* sponsor.

American Dairy Assn. looking for tv show

What to sponsor on network tv this fall? That was an unanswered question after a recent Chicago meeting of the American Dairy Assn.'s advertising-merchandising committee.

The organization, which had placed an order for a second Lawrence Welk series this fall, found itself dangling without network tv exposure when plans for the series were dropped. ABC-TV will carry only one Welk program this fall—*Lawrence Welk's Dodge Dancing Party,* Sat. 9-10 p.m. (BROADCASTING, June 1).

Complicating American Dairy's problems are unusually early fall network buying commitments, the need to identify itself with a proper program format, and a reluctance to associate itself as co-sponsor with a client whose products it may regard as incompatible with its own.

The advertising committee delayed action on network availabilities for the present. While spokesmen indicated earlier that American Dairy might stay out of network tv for at least the first 13 weeks of 1959-60, committee members reportedly favored further program consideration in the next few weeks.

The Chicago salesman who calls on 3,000,000 different homes a week...



EXPENSE ACCOUNT: 28¢-PER-THOUSAND! Difficult for the ordinary drummer. *Easy* for WMAQ! Any advertiser who buys a full-rotation, morning-afternoon-night, schedule on WMAQ can expect to reach almost 1½ million different homes during an average day—34.6% of *all* Metropolitan Chicago radio homes. In an average week, his selling messages will be heard in more than 3 million different radio homes—70.6% of those in Greater Chicago. *All for as little as 28¢-per-thousand-homes!** ■ Don't knock yourself out beating down the doors in this station's market. WMAQ will be happy to open them for you!

NBC RADIO IN CHICAGO · SOLD BY NBC SPOT SALES

**Chicago Cumulative Pulse Audience, Jan. '59*

WMAQ

A FURTHER LOOK AT FALL TV SCHEDULES

That wallet-warming sign, SRO, is about to be posted by tv networks on their 1959-60 nighttime schedules. The accompanying table (latest update of BROADCASTING's April 20 survey) shows programs, production costs, packagers and the few remaining availabilities. Periods unsold to date carry the notation "available." Programs listed as "unassigned" indicate sponsors have been signed, but specific shows or times have not yet been decided upon. Program times and sales information were supplied by the respective networks. Production costs, although not official, were estimated by BROADCASTING on the basis of the best information available from a number of sources. Program times are in terms of current New York time on date of broadcast. Agencies handling accounts are listed in parentheses ( ); production firms are in brackets [ ]; starting dates indicate commencement date of fall cycle for new series. Where no date is shown, starting date is currently undetermined.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Maverick* $95,000 Kaiser Drackett (Y&R) [Warner Bros.] Continuing 9/20	TBA Oldsmobile (Brother) [TBA]	*Riverboat* (7-8 p.m.) $80,000 Unassigned [Revue]
8:00		*Ed Sullivan Show* $81,000 Eastman Kodak (JWT) Colgate-Palmolive (Bates) [CBS] Continuing 9/6	*Sunday Showcase* (Specials) Various Advertisers [NBC]
8:30	*Law Man* $40,000 R.J. Reynolds (Esty) Whitehall (Bates) [Warner Bros.] Continuing 10/4		
9:00	*Rebel* $40,000 L&M (D-F-S) P&G (Y&R) [Goodson-Todman] 10/4	*GE Theatre* $50,000 General Electric (BBDO) [Revue] Continuing 9/20	*Dinah Shore* *Chevy Show* $115,000 Chevrolet (Campbell-Ewald) [Henry Jaffe Enterprises with NBC] Continuing
9:30	*Alaskans* $80,000 L&M (M-E) Half available [Warner Bros.] 10/11	*Alfred Hitchcock* $50,000 Bristol-Myers (Y&R) [MCA] Continuing 9/20	
10:00		*Jack Benny* $56,000 [J&M Prod.] alt. with *George Gobel* $48,000 [Gomalco] Lever Bros. (JWT) 9/27	*Loretta Young* $50,000 Toni (North) Philip Morris (Burnett) [Toreto Films]
10:30	*Meet McGraw* $40,000 Alberto-Culver (Wade) [ABC]	*What's My Line* $35,000 Kellogg (Burnett) Sunbeam (Perrin-Paus) [CBS with Goodson-Todman] Continuing	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	TBA	*The Line-Up* $90,000 Available [CBS] 9/23	*Wagon Train* $85,000 Ford (JWT) Nat'l Biscuit (M-E) [Revue] Continuing
8:00	*World of Talent* $35,000 Lorillard (L&M) [Irving Mansfield]		
8:30	*Ozzie & Harriet* $45,000 Eastman Kodak (JWT) Quaker Oats (JWT) [Stage Five Prod.] Continuing 9/30	*Space* $50,000 Amer. Tobacco (BBDO) [Ziv] 9/30	*Price Is Right* $38,000 Speidel (NC&K) Lever (OB&M) [Goodson-Todman] Continuing
9:00	*Hawaiian Eye* $80,000 Amr. Chicle(Bates) Carter (Bates) Whitehall (Bates) Ritchie (K&E) [Warner Bros.] 10/7	*Millionaire* $37,500 Colgate (Bates) [Don Fedderman] Continuing 9/9	*Kraft Music Hall* (Como) $120,000 Kraft (JWT) [Roncom] 9/30
9:30		*I've Got A Secret* $37,500 R. J. Reynolds (Esty) [Goodson-Todman] Continuing	
10:00	*Wed. Night Fights* $45,000 Miles (Wade) Brown & Williamson (Bates) [Lester Malitz] Continuing	*U.S. Steel Hour* $70,000 U.S. Steel (BBDO) [Theatre Guild] alt. with	*This Is Your Life* $32,000 P&G (B&B) [Ralph Edwards] Continuing
10:30		*Armstrong Circle Theatre* $40,000 Armstrong Cork (BBDO) [Talent Assoc.] Continuing 9/30	*Wichita Town* $37,000 P&G (B&B) [Mirisch Co.]

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	TBA	*To Tell The Truth* $35,000 Carter (SSC&B) Toni (North) [Goodson-Todman] Continuing 10/1	TBA
8:00	*Donna Reed Show* $40,000 Campbell Soups (BBDO) Johnson & Johnson (Y&R) [Screen Gems] 10/8	*Goldie* $50,000 General Foods (B&B) [Desilu] 10/1	*Bat Masterson* $42,000 Sealtest (Ayer) [Ziv] Continuing
8:30	*The Real McCoys* $35,000 P&G (Compton) [Irving Pincus] Continuing 10/1	*Johnny Ringo* $45,000 S.C. Johnson (NL&B) Lorillard (L&N) [Four Star Prod.] 10/1	*Johnny Staccato* $40,000 Bristol-Myers (DCS&S) R.J. Reynolds (Esty) [Revue]
9:00	*Pat Boone* $50,000 Chevrolet (C-E) [Cooga-Mooga] Continuing 10/1	*Zane Grey Theatre* $42,500 S.C. Johnson (B&B) Gen. Foods (B&B) [Four Star Prod.] Continuing	*Bachelor Father* $45,000 American Tobacco (SSC&B) Whitehall (Bates) [Revue] Continuing
9:30	*The Untouchables* $80,000 L&M (M-E) Two-thirds available [Desilu] 10/15	*Playhouse 90* $150,000 Amer. Gas (L&N) Allstate (Burnett) R.J. Reynolds (Esty) [CBS] 10/1 (20 shows) Continuing alt. with *The Revlon Party* Revlon (W&L) 10/8 (15 shows) Hemingway Specials (4 shows) Buick (M-E)	*Tenn. Ernie Ford* $50,000 Ford (JWT) [Bethford Prod.] Continuing
10:00			*Groucho Marx* $50,000 Lever (BBDO) alt. with Pharmaceuticals (Parkson) [Guedel] Continuing
10:30	TBA		TBA

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* $90,000 American Chicle (Bates) Ralston (Gardner) Johnson & Johnson (Y&R) P&G (B&B) [Warner Bros.]	*Name That Tune* $25,000 Whitehall (Bates) [Tel-O-Tunes] Continuing	TBA
8:00	*Shirley Temple Storybook* $50,000 Breck (Ayer) Every third week for first part of season only [Screen Gems] 9/21	*The Texan* $40,000 Brown & Williamson (Bates) Kellogg (Burnett) [Rorvic with Desilu] Continuing 9/28	*Love and Marriage* $37,000 Noxzema (SSC&B) Half available [Lou Edelman]
8:30	*Bourbon Street Beat* $80,000 Libby-Owens-Ford (F&S&R) P. Lorillard (L&N) ⅛ available [Warner Bros.] 10/5	*Father Knows Best* $48,000 Scott Paper (JWT) Lever (JWT) [Screen Gems] Continuing 9/21	*Wells Fargo* $40,000 Am. Tobacco (SSC&B) P&G (B&B) [Overland] Continuing
9:00		*Danny Thomas* $48,000 Gen. Foods (B&B) [Marterto] Continuing 10/5	*Peter Gunn* $40,000 Bristol-Myers (DCSS) R.J. Reynolds (Esty) [Spartan with NBC] Continuing
9:30	*Adventures in Paradise* $100,000 L&M (M-E) Two-thirds available [20th Century] 10/5	*Ann Sothern Show* $45,000 Gen. Foods (B&B) [Anso with Desilu] Continuing 10/5	*Alcoa-Goodyear Theatres* $50,000 Aluminum Co. of America (Y&R) Goodyear Tire & Rubber (Y&R) [Screen Gems] Continuing
10:00		*Hennessy* $45,000 P. Lorillard (L&N) Gen. Foods (Y&R) [Jackie Cooper] 9/21	*Steve Allen* $100,000 Plymouth (Ayer) [Bellmeadows]
10:30	*Mike Kovak* $36,000 GE (Grey) [Don Sharpe-Warren Lewis Prod.]	*June Allyson Show* $45,000 duPont (BBDO) [Four Star] 9/21	

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Bronco* $80,000 Whitehall (Bates) National Carbon (Esty) alt. with *Sugarfoot* $80,000 L&M (M-E) American Chicle (Bates) General Mills (D-F-S) [Both Warner Bros.] 9/22	*The Lawbreakers* $80,000 Unassigned [CBS] 9/22	*Laramie* $85,000 Unassigned [Revue]
8:30	*Wyatt Earp* $37,500 Gen. Mills (D-F-S) P&G (Compton) [Lou Edelman] Continuing 9/15	*Many Lives of Dobbie Gillis* $40,000 Philip Morris (Burnett) Pillsbury Mills (C-M) [20th Century] 9/29	*Fibber McGee* $37,500 Singer Sewing Machine (Y&R) Standard Brands (JWT) [Bill Asher]
9:00	*Rifleman* $36,000 P&G (B&B) Ralston (Gardner) Miles Labs (Wade) [Four Star] Continuing 9/29	*Undercover Man* $45,000 Pharmaceuticals (Parkson) [Screen Gems] 8/4	*Arthur Murray Party* $37,000 Pharmaceuticals (Parkson) P. Lorillard (L&N) [Kaar Prod.] Continuing
9:30	*Philip Marlowe* $37,000 Brown & Williamson (Bates) Whitehall (Bates) [Goodson-Todman] 9/26	*Red Skelton* $54,000 Pet Milk (FC&B) S.C. Johnson (Gardner) [CBS] Continuing 9/29	*Ford Specials* $210,000 Ford (JWT) [MCA]
10:00	*Alcoa Presents* $35,000 Aluminum Co. of Amer. (F&S&R) [ABC Film] Continuing	*Garry Moore Show* $118,000 Kellogg (Burnett) Pittsburgh Plate Glass (BBDO) Polaroid (DDB) S.C. Johnson (B&B) [Red Wing Prod. with CBS] Continuing 9/29	
10:30	T.B.A.		

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*W. Disney Presents* $90,000 Hills Bros. (Ayer) Mars Inc. (Knox-Reeves) Half available [Disney] Continuing 10/2	*Rawhide* $80,000 Lever (JWT) Parliament (B&B) Vicks Pharmaceuticals (Parkson) [CBS] Continuing	*People Are Funny* $27,500 Greyhound (Grey) Half available [Guede]
8:00			*Trouble Shooters* $40,000 Philip Morris (Burnett) ½ unassigned [Meridian Prod.]
8:30	*Man From Black Hawk* $42,000 R.J. Reynolds (Esty) Miles (Wade) [Screen Gems] 10/9	*Dennis, the Menace* $45,000 Kellogg (Burnett) [Screen Gems] 10/2	*Specials* Various Adv. [NBC]
9:00	*77 Sunset Strip* $80,000 Amer. Chicle (Bates) Whitehall (Bates) R.J. Reynolds (Esty) Harold Ritchie (K&E) [Warner Bros.] Continuing 10/16	*Desilu Playhouse* $100,000 Westinghouse (M-E) [Desilu] Continuing 9/25	
9:30			*"M" Squad* $40,000 Bulova (M-E) alt. with Amer. Tobacco (Gumbinner) [Revue with NBC] Continuing
10:00	*The Detectives* $50,000 P&G (B&B) [Four Star Prod.] 10/16	*Twilight Zone* $54,000 Kimberly Clarke (FC&B) Gen. Foods (Y&R) [CBS] 10/2	*Cavalcade of Sports* $20,000 Gillette (Maxon) [NBC] Continuing
10:30	*Black Saddle* $38,000 L&M (M-E) Half available [Four Star Prod.] 10/2	*Person to Person* $38,000 Pharmaceuticals (Parkson) [CBS] Continuing	10:45-11 p.m. *Jackpot Bowling* Bayuk Cigar (Wermen & Schorr)

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Dick Clark* $15,000 Beechnut (Y&R) [ABC] Continuing	*Perry Mason* $80,000 Colgate-Palmolive (Bates) Sterling Drugs (D-F-S) Parliament (B&B) Gulf Oil (Y&R) Hamm (C-M) [Paisano Prod. with CBS] Continuing	*Bonanza* $80,000 Unassigned [Revue]
8:00	*High Road* $38,000 Ralston (G-B-B) [Jerry Stagg Prod.] 9/26		
8:30	*Leave It To Beaver* $35,000 Ralston (Gardner & G-B-B) Miles (Wade) Third available [Gomalco Prod.] Continuing 10/3	*Wanted—Dead or Alive* $40,000 B&W (Bates) Kimberly-Clarke (FC&B) [Four Star Prod.] Continuing 9/5	*Challenge* $45,000 R.J. Reynolds (Esty) Chemstrand (DDB) [Ziv]
9:00	*Lawrence Welk* $40,000 Dodge (Grant) [Teleklew] Continuing	*Brenner* $38,000 Lever (OB&M) Whitehall (Bates) [Brodkin] 9/12	*Deputy* $45,000 Kellogg (Burnett) Half available [Revue]
9:30		*Have Gun Will Travel!* $45,000 Lever (JWT) Whitehall (Bates) [CBS] Continuing	*Five Fingers* $80,000 Unassigned [20th Century]
10:00	*Sports* $50,000 Hamms (C-M) National Bohemian (Doner) Gen. Mills (D-F-S)	*Gunsmoke* $50,000 L&M (D-F-S) Remington (Y&R) [CBS] Continuing 9/5	
10:30		*Markham* $37,500 Schlitz (JWT) [Marada Prod. with Revue] Continuing 5/2	*It Could Be You* $30,000 Pharmaceuticals (Parkson) [Ralph Edwards Prod.]

UA WEDS FILMS WITH RADIO

Heavy spot schedules promote new releases

On radio stations in selected areas in the country this week, Frank Sinatra will be heard plugging "A Hole in the Head."

The radio commercials include some which open and close with star Sinatra singing a few bars from two hit tunes, "High Hopes" and "All My Tomorrows," featured in his new motion picture.

On June 25, William Holden, who stars with John Wayne in a Civil War themed motion picture, "The Horse Soldiers," will be at ringside and on network radio at the Floyd Patterson-Ingemar Johansson heavyweight title bout.

These incidents illustrate the extent of radio-orientation in United Artists Corp.'s advertising program for the multi-million-dollar motion pictures it releases.

Deep in Texas • In Texas this month (before the release date of June 18), still another UA picture, "Hound of the Baskervilles," will be the subject of a saturation radio campaign covering the entire state (the picture will be booked in 320 theatres in Texas). In this compaign, radio will be used at a 2 to 1 ratio over newspapers.

On the average, UA's advertising department in New York (which initiates and follows through on the massive advertising program) reports as many as five and as few as two or three feature films released each month for theatrical showing by United Artists. Each gets a full treatment of radio support.

Very little of the money is applied nationally—an exception being the heavy-weight bout coverage probably on ABC. Nearly all of the support is co-op money. UA in New York prepares the commercials and sends them to its field men (exploitation people, as they are called in the movie business) and the local theaters buy time on stations.

The timing is what's important. Generally, radio support starts a week before release date. Sometimes, as in the case of "Shake Hands with the Devil," a new motion picture about the Irish rebellion, a teaser campaign will run for three weeks in advance of the play-date.

Summer Is Best • For UA, radio is what comes naturally, particularly in the summer. At this time, radio is used heavier than in other periods of the year on the theory that the motion picture audience is more mobile in the summer and radio moves with it.

The UA advertising department must work well in advance. Already the unit in New York is busily preparing a campaign for a new picture, "Solomon & Sheba," which will not be released until late fall. The radio commercials are prepared in all lengths. For the larger cities, spots seldom are longer than a minute but in smaller markets they run up to 2½ minutes.

In search of the "right" radio audience for its promotions, UA will leave few angles unexplored. Tough talk, for example, is used in Frank Sinatra's talking commercials (lengths include 10, 20, 30, and 60 seconds)—he just let's er rip. For "The Horse Soldiers," UA is appealing to the boxing audience, to people who want action in their entertainment. (UA has paid $100,000 for a package that features network coverage of the heavyweight prizefight, a unique tieup that includes purchase of rights from TelePrompTer).

UA's Range • Bob Hopes' vehicle, "Alias Jesse James," a comedy take-off on westerns, was treated in a light vein. The recorded commercials for that picture included versions of the "Chipmunk Song," of western ballads, on commercials themselves ("a thinking man's western") and on "The Lone Ranger," among many. Some of the spots were spruced up with dialogue taken from the sound track.

The UA radio waves spread rapidly through regions of the country once they begin. "A Hole in the Head," for example, has been running teaser commercials which include a contest (run in conjunction with newspapers), with actual support spreading rapidly. The picture opens in Chicago and Los Angeles June 17, in Washington June 18, in Boston June 25 and by July will be in the New York area.

Television is used occasionally but not to the extent of radio. For tv, telops and "featurettes" are supplied. But the visual support is minor. For most of the recording, UA reports, Thaddeus Suski productions in New York is used.

UA's concept is simple: Don't stint on stars and names to promote the picture. And, if the voice is not recognized immediately on radio, that's no problem. All that's needed: "This is Frank Sinatra whose got a hole in the head. A hole in the head? Yes, a hole in the head" and on and on *ad infinitum.*

Ad volume 'drowns' average consumer

The tremendous growth and volume of advertising which is estimated as exposing the average American family to more than 1,500 advertising messages a day, present the major challenge to the advertising profession and to the people in advertising, Nelson Carter, president of Advertising Assn. of the West, said Tuesday in an address to a joint meeting of the Los Angeles and Hollywood ad clubs.

To keep from being overcome by this constant bombardment of advertising, the target—the consumer—has built a protective shell, Mr. Carter stated. To crack this shell calls for the utmost advertising skill and creative effort from every advertiser and agency man or woman, he said. Mr. Carter warned against the danger of becoming engulfed in gimmicks, in relying on them for their own sake and forgetting the sole purpose of every ad—to make a sale.

"There are four guide posts in the creation of advertising that adhere to that primary purpose," Mr. Carter said. "They are to make every advertisement clear, concise, consistent and compelling."

He illustrated his point with examples of ads in various media: tv, magazines, newspapers and outdoor, and for various products and services, including the public service campaign to prevent forest fires which his own agency, Foote, Cone & Belding, has produced for the Advertising Council for nearly 20 years.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., May 27	Bat Masterson (9:30 p.m.)	NBC-TV	20.9
Thur., May 28	Playhouse 90 (9:30 p.m.)	CBS-TV	20.1
Fri., May 29	77 Sunset Strip (9:30 p.m.)	ABC-TV	20.6
Sat., May 30	Gunsmoke (10 p.m.)	CBS-TV	23.3
Sun., May 31	What's My Line (10:30 p.m.)	CBS-TV	21.5
Mon., June 1	Summer On Ice (10 p.m.)	NBC-TV	28.9
Tue., June 2	Rifleman (9 p.m.)	ABC-TV	21.9
Wed., June 3	Wagon Train (7:30 p.m.)	NBC-TV	18.0

Copyright 1959 American Research Bureau

1959—100th Anniversary of the Oil Industry... 70th Anniversary of Standard Oil Company

whale oil lamps to space rockets

How the oil industry helped the United States to become the world's most productive nation!



1859 Colonel Drake discovers oil—and the decline of the great whaling industry is in sight as thousands of lamp users turn from whale oil to kerosene.



1889 The automobile is in its infancy—weak and unpromising. Standard Oil Company is born on June 18, 1889. The following year the company's first research laboratory is opened at Whiting, Indiana.



1903 Two bicycle mechanics named Wright fly an odd-looking machine at Kitty Hawk. Almost 33,000 autos are on the road, but the horse is still supreme. Standard Oil is building a new refinery at Sugar Creek, Missouri.



1911 Almost 640,000 motor vehicles are on the road. Dr. William M. Burton and Dr. Robert E. Humphreys, famous Standard Oil scientists, discover the secret of mass producing gasoline economically. The company becomes independent of all other Standard Oil companies.



1923 The automobile is here to stay. More than 15 million motor vehicles are on the highways. Standard is the first major oil company to sell gasoline containing tetraethyl lead, anti-knock agent.





1940 The greatest demand in history for aviation fuel is near. Standard Oil puts into operation the world's first catalytic reformer, which produces higher octane gasoline than was possible before.



1959 The Space Age is dawning. New fuels and lubricants for rockets and jets come from Standard Oil laboratories to help make space exploration possible and to strengthen America's defenses. Standard Oil marks its 70th anniversary.

Here are some important developments by Standard Oil, a leader and a pioneer in petroleum research.

- How to mass produce gasoline economically. This opened the way to modern automotive transportation.
- How to recover more oil from almost-dry wells. This added billions of barrels to America's oil reserves.
- How to eliminate gasoline gumming. This meant lower repair bills for car owners.
- How to dewax motor oils efficiently. This meant better car performance and fewer trips to the repairman.
- How to make clean burning solid fuels for rockets. This was a big step forward in America's missile program.

These, and many other Standard Oil developments, have played an important part in man's progress from the horse-and-buggy age to the Space Age.

STANDARD

STANDARD OIL COMPANY
(INDIANA)

THE SIGN OF PROGRESS...
THROUGH RESEARCH

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!

TvAR *gives you* more*

******. . . selling more than 24 million people . . . more than $47 billion in buying power through*

BOSTON . . . WBZ-TV	(NBC)
BALTIMORE . . . WJZ-TV	(ABC)
PITTSBURGH . . . KDKA-TV	(CBS)
CLEVELAND . . . KYW-TV	(NBC)
SAN FRANCISCO . . . KPIX	(CBS)

stations of the Westinghouse Broadcasting Company, Inc.

. . . when you go to market



Introducing . . .

Larry Israel
Vice President and General Manager

"Let me tell you about TvAR . . .

"We had one basic thought in mind in organizing TvAR – to give you the most modern, most complete representative service ever offered to agencies and advertisers. We did this because we realize that your every spot buy is a *major marketing move.*"

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!



research

Totally new from a rep firm – qualitative market and audience research that put you *inside* five major markets. TvAR plans *Brand Comparisons* covering numerous categories, to give you the exact status of leading brands in five major markets . . . TvAR *Audience Profiles,* to add new dimensions to the study of audience characteristics for each TV program in TvAR-repped markets.

These are two of many projects to be undertaken by Bob Hoffman, TvAR Director of Research and Marketing. And they are only the beginning. The objective: to sell not just numbers, but the facts behind the numbers . . . not just ratings, but unequaled knowledge of people's buying and listening habits . . . not just call letters, but stations whose community stature and believability is documented by audience opinion – and whose ability to market your product, whatever it is, is greater as a result.

TvAR ***gives you more when you go to market***

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!



marketing know-how

What stimulates buying in San Francisco? Or Boston? What are the special product and brand trends in Baltimore, or Cleveland? How big are sports in Pittsburgh? Put the question to your TvAR man – get the answer *fast.*

Every man has visited every TvAR-repped station, every market . . . knows it *personally.* He knows a lot more about them than just the numbers. He understands market peculiarities – seasonal variations, shopping patterns, living and TV-viewing habits. No one in the business is better informed.

And the learning never stops! Typical of frequent up-dating sessions is the one shown here, where Eastern Sales Manager Jack Mohler is reviewing TvAR-repped market data with members of New York Sales.

TvAR ***gives you more when you go to market***

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!



programming know-how

TvAR men play a dual role, unique in the rep business. They're market facts men . . . *and* they are fully knowledgeable in all aspects of programming.

They know the talent intimately, and every nuance of the personalities that keep the shows top-rated. They know the programmers and their product . . . the great film libraries, and how film is scheduled, edited and produced for maximum response. They know station management, and the activities that keep them respected in their communities.

They're kept informed on many aspects of local programs and personalities through *Videotape,* right in TvAR's New York offices. It's the first screening service of its kind ever utilized by a rep firm . . . a service open to all TvAR clients as well.

TvAR Videotape lets you see these great out-of-town personalities and programs right in New York. You can preview television advertising, including your own taped or filmed message, in its actual program context . . . pre-test your own copy line with the same selling personalities who will deliver it . . . know first-hand how your advertising is being handled from Boston to San Francisco.

TvAR ***gives you <u>more</u> when you go to market***

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!

. . . more from Boston



through WBZ-TV!

First in the nation's 6th market, WBZ-TV reaches 71% of all homes in the Boston area . . . commands $4 billion in retail buying income. No station anywhere does more for a sponsor's message than this one – the nation's most honored station.

TvAR *gives you* **more** *when you go to market*

. . . more from Baltimore



through WJZ-TV!

Top-rated for 16 out of 19 months beginning November '57 (3 months after WBC took it over), WJZ-TV hasn't lost its hold on Baltimoreans! A formidable trio of local personalities – Buddy Deane, Jack Wells, Keith McBee – help keep Baltimore a WJZ-TV town!

TvAR *gives you* **more** *when you go to market*

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!

. . . more from Pittsburgh



through KDKA-TV!

Pittsburgh's first station, operating in a 3-station market . . . KDKA-TV continues to dominate the nation's 8th market with more than a 44% share-of-audience. Morning, afternoon and night it's Pittsburgh's showcase for the finest feature films.

TvAR ***gives you <u>more</u> when you go to market***

...more from Cleveland



through KYW-TV!

...the big leader in the nation's 7th TV market. KYW-TV has a 38% share of all northern Ohio viewers . . . more than $2½ billion in buying power. Stand-out showmanship, marketing-minded management and constant, vigorous promotion keep KYW-TV the strongest selling advertising medium in this rich area.

TvAR ***gives you <u>more</u> when you go to market***

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!

more from San Francisco



through KPIX !

Pioneer in the Bay Area, KPIX programs 22 hours of local live talent shows – more than all other SF stations combined! Unequaled local news coverage and great film library... the kind of public service attitude that keeps 1,238,000 viewers glued to a (sponsored) 90-minute heart operation... make KPIX an essential TV marketing buy in San Francisco.

TvAR *gives you* more *when you go to market*

You get the most modern, most complete rep service ever offered for the major TV stations in five of the nation's most important markets!

Call Larry Israel, Jack Mohler, Bob Hoffman (NYC) or any other TvAR Spot Specialist. You'll find they're the best informed men in the business – a big plus for your spot TV planning . . . the way to get *more* when you go to market.

NEW YORK
666 Fifth Avenue
New York 19, N.Y.
JUdson 2-3456

CHICAGO
400 N. Michigan Ave.
Chicago 11, Ill.
WHitehall 4-4567

DETROIT
Penobscot Building
Detroit 26, Mich.
WOodward 5-6450

LOS ANGELES
1717 Highland Ave.
Hollywood 28, Calif.
HOllywood 6-1144

SAN FRANCISCO
2655 Van Ness Ave.
San Francisco 9, Calif.
PRospect 6-9494

TvAR *Television Advertising Representatives, Inc.*

representing WBZ-TV Boston . . . WJZ-TV Baltimore . . . KDKA-TV Pittsburgh
KYW-TV Cleveland . . . KPIX San Francisco



Air Express never leaves a bride waiting

This June bride's gown arrives AIR EXPRESS! And she's relaxed. So is Priscilla of Boston — bridal outfitters. They take those last-minute changes in stride. The bride may suddenly order another bridesmaid's dress . . . but Priscilla never panics. Every day AIR EXPRESS delivers dozens of Priscilla creations on time . . . right to the store. Cost of this amazing shipping service that assumes all responsibility? A 20-lb. shipment, for example, Boston to Dallas (1565 air-miles) is only $11.90! Other rates similarly low. So whatever you market, it pays to . . . think FAST . . . think AIR EXPRESS first!

AIR EXPRESS

CALL **AIR EXPRESS**, DIVISION OF **RAILWAY EXPRESS AGENCY** • **GETS THERE FIRST** VIA **U. S. SCHEDULED AIRLINES**

AM SPECTACULAR
Chesebrough buys CBS Radio special

Confidence in the radio medium as a sales vehicle will be demonstrated Sept. 20 when Chesebrough-Pond's Inc., New York, sponsors a one-hour CBS Radio network special as the main thrust of its fall advertising campaign to introduce new packaging of its beauty products. Taped in Paris, the program stars Maurice Chevalier, a personality who can be identified with the "glamour image" on which C-P is basing all of its late summer and fall advertising.

Fully aware of the unusual nature of a radio spectacular in an era of tv specials, C-P's show, which has been entitled *Holiday with Chevalier,* will occupy a peak radio listening period—5 to 6 p.m. on a Sunday. At this hour, according to Albert B. Richardson Jr., C-P's advertising director, the greatest number of car radios are turned on, as weekend travelers drive home.

Although the price of the show was not revealed, Mr. Richardson stated that "the much lower cost of a radio show and the fact that CBS Radio offered a package that tied in with our advertising plans" determined the choice of radio to give the big push to the campaign. The program's seven commercials, representing as many individual products in Pond's beauty line, will be backed up with supplemental advertising in magazines and on C-P's daytime tv shows, he said.

With Mr. Chevalier as host, *Holiday* will feature the top entertainers in France, it was reported. Those signed to participate include: Juliette Greco, Line Renaud, Jacqueline Francois, Sascha Distel and Les Compagnons de la Chanson. Michel Le Grand will conduct a 48-piece orchestra and a chorus.

The copy for Chesebrough-Pond's commercials and ads will emphasize the glamour aspects of women and places throughout the world. In-store displays will be centered on almost full-scale Paris kiosks which will be covered with pictures of the stars of the radio show and of the ads used in magazines. At the kiosks, consumers will be able to enter contests to be eligible for winning trips by jet planes to the glamour capitals of the world. Agency for the C-P push is J. Walter Thompson, New York.

Big blast from Sunray

DX Sunray Oil Co. (Boron gasoline) launches its biggest radio-tv ad campaign June 15-July 10 and Aug. 3-28. The oil company will place more than 11,000 spots on 69 stations in its marketing territory in these periods.

New commercials featuring a model ballistic missile with the theme: "missile power your car with DX Boron gasoline" are produced by Potts-Woodbury Inc., Kansas City, and Swift-Chaplin Productions, Hollywood, Calif.

Tv station quits NAB over Preparation H

WMTW(TV) Poland Spring, Me., last week resigned from the NAB in protest against the revocation of its television code membership for carrying commercials for Preparation H, a hemorrhoid remedy.

WMTW was one of eight stations whose television code memberships were revoked last April 30 by the NAB Television Board. That board acted on the recommendation of the Television Code Review Board which has banned the Preparation H commercials as objectionable (BROADCASTING, April 27, May 4, et seq.).

In a letter to the NAB, John W. (Duke) Guider, president and general manager of WMTW, said last week that the code board cited his station for revocation for only one reason: it was carrying one Preparation H commercial per week in a late Saturday night spot.

"There never has been, and there is not now, any suggestion that in any other respect have we ever conducted our station in anything but the highest ethical manner," Mr. Guider wrote the NAB.

What Board Said • At the time of the television board's revocation action, the board announced the withdrawals of the code's seal of good practice "in response to charges brought by the NAB Television Code Review Board for continued and willful violations of provisions of the code relating to personal products advertising, triple spotting and advertising time standards."

Mr. Guider said that his station had never received any complaints from viewers about the Preparation H commercial.

"It appears to me that the code review board is 100% wrong in the position it has taken on Preparation H," he said. "Unless the advertising of this product has been found offensive by the viewers, as distinguished from the code review board, I do not believe the board is right."

Mr. Guider notified the NAB he was cancelling his membership "effective immediately." Mr. Guider was a partner in the Washington law firm of Hogan & Hartson before assuming direction of WMTW.

BBDO SHUFFLE
Agency reorganizing radio-tv media dept.

BBDO is reorganizing its radio-tv media department in New York. The agency has not yet spelled out the changes but is expected to do so within another two weeks.

Basically the BBDO switch is to a group system of buying by accounts, with each group supervising the media buys for the accounts assigned to it. This is similar to the media organization in use by various other large agencies, notably J. Walter Thompson and Leo Burnett.

The contemplated change became known last week with the promotion of Gertrude Scanlan, veteran BBDO buyer, to a new post of media liaison between the New York headquarters and the agency's 15 regional offices. This promotion was not disclosed publicly.

BBDO did reveal however that it had added nine "experienced buyers" in the past two months to the media department headed by Vice President Fred Barrett. Most recent to join is Michael Donovan, formerly vice president and associate media director at Benton & Bowles. Before he worked with B&B, Mr. Donovan was broadcast media supervisor at McCann-Erickson.

New Faces • The other eight people: Robert Hamilton former media director at C. L. Miller and at Ellington & Co.; Bruce Doll previously with Erwin Wasey, Ruthrauff & Ryan; Stuart Edwards formerly with Lennen & Newell; Conrad Ennis who came from Doherty, Clifford, Steers & Shenfield; Sal Cusimano, formerly with G. M. Basford Co.; Cliff Wilmot, formerly with J. Walter Thompson; Sam Landers also from L & N and Ed Koehler from Buchanan & Co. and once associated with ABC and the former DuMont television network.

It is expected that BBDO will set up its account group with executive heads drawn both from the list of recent joiners and from its veteran buying staff.

A spokesman when questioned about the changes said "everybody will benefit."

P&G supplants GM as top advertiser

New sign of the tv times. Procter & Gamble, top tv spender in the land, is the U.S.' No. 1 advertiser. In second place is General Motors Corp. which for many years had the favored national spot.

The spotlight thrown on P&G's

emergence as the nation's top-spending advertiser by Television Bureau of advertising which last week trotted out these facts:

P&G spent $98,154,000 in seven major media in 1958. GM put in $91,755,000. P&G has 85% of its budget in television, spot and network, with all-time sales and profits in 1958. Total tv expenditures came to $84.4 million-plus (more than $50.6 million in network, more than $33.8 million in spot).

The bureau threw this item in too: P&G was cited as the country's best-managed company by the American Institute of Management in 1957.

What TvB did not say: General Motors traditionally has held down the No. 1 spot in the newspapers' hit parade of national advertisers.

Grant Adv. gets Dart auto account—if?

Grant Adv., Chicago, was reported last week to have acquired an estimated $5 million account for the Dart, a new automobile Chrysler Corp. plans to introduce in September.

The Dart, a compact, standard size auto, has been discussed at length in automotive trade circles, although executives of Chrysler last week refused to say it would produce such a car or confirm or deny that Grant had been named the advertising agency. The agency issued the following statement:

"Any information on the existence of the Dart and the advertising plans on the car, if it exists, have to come from the Chrysler Corp."

It was reported that several agencies had been asked to make presentations for the account. One strong factor in Grant's winning the account is that the agency already handles other Chrysler business—primarily the Dodge account estimated at $16 million.

Media plans could not be determined since no information on the account could be elicited from Grant Adv. Dodge is a heavy spender in television and it is assumed that air media will



TV COMMERCIAL PREVIEW

Inviting lips in color • When Revlon International, New York, required a commercial to be shown throughout the world (except in the U.S.) on behalf of its 13 new shades of lipstick, officials thought long and hard—and decided upon a one-minute color "spectacular" that cost $15,000 to produce.

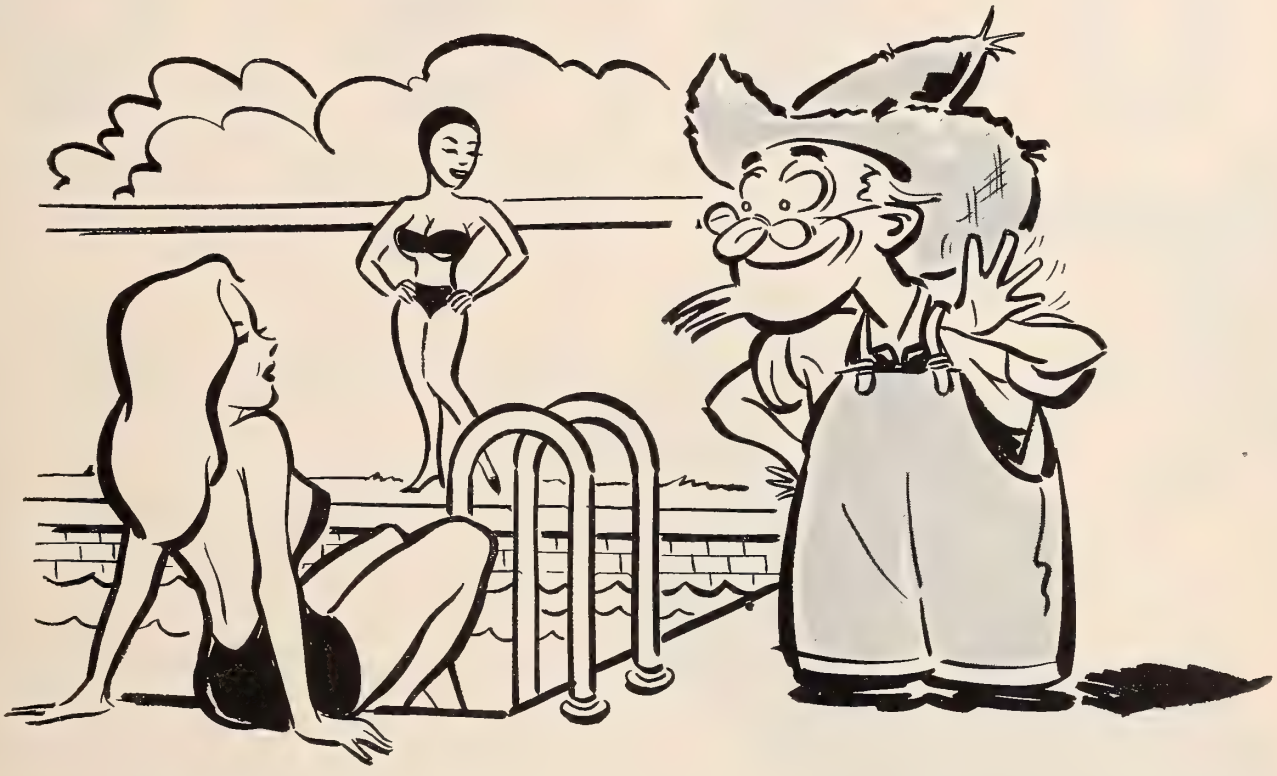
The commercial was unveiled in Latin America last Wednesday (June 3) and by June 10, it will have made its debut in 62 countries. The commercial has been dubbed into 14 languages—Danish, Dutch, English, Finnish, Flemish, French, German, Italian, Spanish, Norwegian, Portuguese, Spanish and Thai. It will be shown in theatres in countries where there is no mass tv market.

The production, titled "Colors Unlimited," features dancer Cynthia Scott of television's *Your Hit Parade,* and 12 high fashion models, who are used to depict the 13 new shades of lipstick. The commercial includes an original musical score by Morris Mamorsky and choreography by Zachary Solov of the Metropolitan Opera.

"This is Color Unlimited by Revlon," a voice proclaims as the models demonstrate each lipstick shade. "A new name for the new look in lipstick. Snow-kissed pastels like 'Honey Vanilla.' Shocking violets like 'Violet Icing.' Tawny shades like 'Orange Float.' So remember . . . for the most exciting inviting lips in the world . . . Color Unlimited . . . by Revlon . . . for you."

The commercial was produced by Robert Lawrence Productions, New York, on direct order from Revlon International (no agency was involved). The director was Jerry Schnitzer of Lawrence Productions and the script was by Sandy Klein, a free-lance writer. Other Lawrence personnel involved in the production were Jean Steinberg, editor; Mel Bourne, art director; Doris Reichbart, production supervisor. Francois of Revlon served as beauty and color consultant.

Fargo is the SPENDINGEST city in the U.S.A.



And WDAY gets by far the biggest audience in this 54-county area!

The Consumer Markets pages of "Radio Rates" show that Fargo is the No. 1 city in the U.S.A., for Retail Sales Per Family!

Also — the Jan. 19-Feb. 13, 1959 Pulse Area Survey shows that WDAY is *by far* the top station among 37 that compete for audience in our 54-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY *since 1922!* There just ain't no station anywhere else in the U.S. that does so much — for so many — for so little! Ask PGW!

PULSE AREA REPORT (54 COUNTIES)
JAN. 19 - FEB. 13, 1959
SHARE OF AUDIENCE — IN-HOME & OUT-OF-HOME

	6 A.M.-12 N.	12 N.-6 P.M.	6 P.M.-Mid.
WDAY	**24**	**23**	**24**
STA. B	12	15	16
STA. C	9	10	10
STA. D	8	8	8
STA. E	6	6	6
STA. F	3	4	3
32 Others	38	34	33

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES



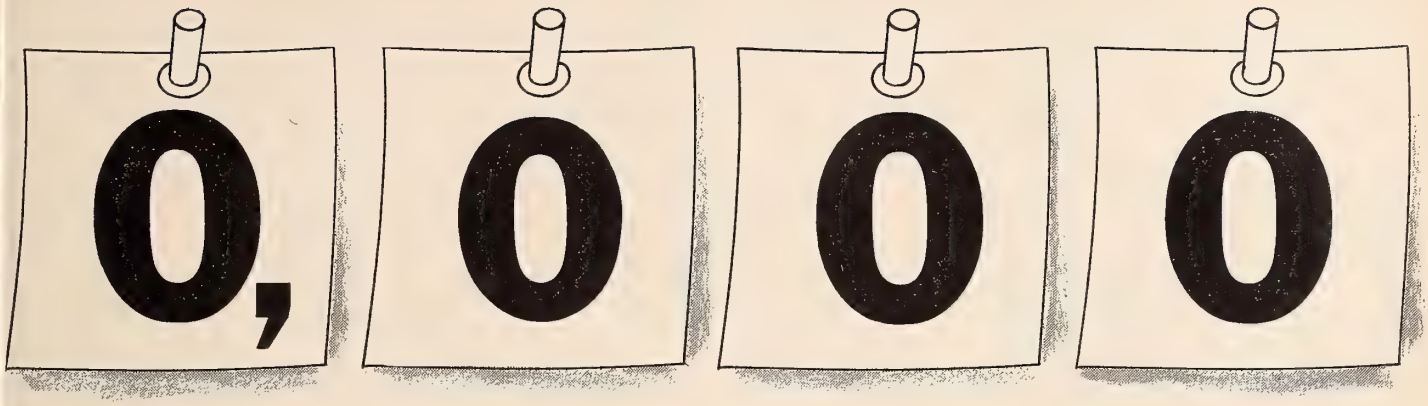
PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives



For full information contact
RICHARD CARLTON, Vice-President in Charge of Sales
TRANS-LUX TELEVISION CORP.
625 Madison Avenue, New York 22, N. Y.
PLaza 1-3110-1-2-3-4

1314 So. Wabash Avenue
Chicago 5, Illinois
WEbster 9-0628-9

1966 So. Vermont Avenue
Los Angeles 7, California
REpublic 1-2309



An astonishing statement by a HOT cat!

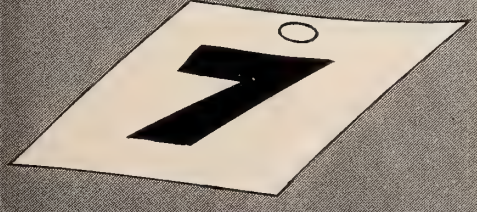
"I have just learned that in the first sixty days since they let this cat out of the bag – a cool million and a half is on the line – thanks to some mighty far-sighted gents at Westinghouse, Metropolitan, Triangle, Transcontinent and a number of stations coast-to-coast.

"While this is an unprecedented state of affairs for a cartoon series—I would like to point out that I was the HOTTEST of HOT CATS long before Liz played Maggie – so it is no surprise to me that everyone is doing catnips over the new films.

"Of course, they're great—the best ever created for TV, that's for sure! But don't take my word for it – I'm inclined to be modest. Get some audition prints from Trans-Lux.

"You'll buy. They all do!"

– Felix, The Cat





The Tremendous Commercial Appeal of FELIX – is shown in the "hot" list of clients and agencies who have seen the series and are waiting *now* to talk to your sales manager about spot time on Felix programs. *Send for your copy of the list today.*



receive a substantial portion of the Dart account.

Trade reports indicate that the Dart will be smaller than the Dodge but larger than Chrysler's new economy car, the Valiant. It will be sold by Dodge dealers.

McCann's Buick shift

New lineup in McCann-Erickson's Detroit account group handling Buick Div. of General Motors Corp. divides print and broadcast. R. Thomas Brogan, who joined the agency in 1954 and at one time was on Chrysler in New York when that account was at M-E, and who has been handling both print and broadcast on Buick in Detroit, will now handle print only. Charles P. Flynn, tv and radio account executive, assigned from New York to the Detroit office. Myron C. McDonald is the McCann-Erickson vice president and Buick account service group head in Detroit.

NBC-TV rotating buys

To give evening advertisers greater reach and audience stability next season, NBC-TV last week announced a new sponsorship pattern involving three programs: *Riverboat* (Sun. 7-8 p.m.), *Laramie* (Tues. 7:30-8:30 p.m.) and *Bonanza* (Sat. 7:30-8:30 p.m.). All may be bought on a rotation basis in which the advertiser's half-hour moves from program to program over the weeks. The minimum purchase is six half-hours, all to be scheduled in the last four months of 1959. (Also see fall network story, page 38.)

According to the network, the pattern has the merit of diversification safety—and a better chance to be with a big rating winner—and also gets the advertiser into more homes sooner. Normal half-hour time and program costs are applicable, less any discounts earned by the advertiser, it was reported.

• Business briefly

Time Sales

• American Tobacco Co., N.Y., has bought Ziv Television's new half-hour adventure series *Lock-up*, in 60 markets on an alternate week basis. Agency is BBDO, N.Y. Ziv Tv reports that the series now has been sold in a total of 112 markets.

• Bell System, N.Y., will sponsor 12 musical specials during 1959-60 season over NBC-TV, starting Oct. 9, with 11 programs scheduled on alternate Fridays (8:30-9:30 p.m.) and the other tentatively scheduled for Easter Sunday evening. Agency: N.W. Ayer & Son, Philadelphia.

• The Rexall Drug Co., L.A., on Aug. 16 will sponsor the summer's only reported network tv special, a dramatization of the O. Henry short story classic "The Ransom of Red Chief." NBC-TV will present the Rexall tv special from 10 to 11 p.m. EDT, the network reported last week. William Bendix has been cast for one of the three principal roles in the hilarious account of the kidnapping of a red-haired 10-year-old boy who dubs himself "Red Chief." The show is a Talent Associates production, with David Susskind as executive producer. BBDO is Rexall's agency.

• Pharmaceuticals Inc., N.Y., has signed for full sponsorship of *It Could Be You* (NBC-TV Sat., 10:30-11 p.m.), starting in September; alternate-week sponsorship *Groucho Marx—You Bet Your Life* (NBC-TV Thurs., 10-10:30 p.m.), starting in the fall, and has renewed *The Arthur Murray Party* for the summer, starting June 29 (NBC-TV Mon., 10-10:30 p.m.). Agency: Parkson Adv., N.Y.

• CBS Radio reported the following new business last week, totaling $1.5 million: Chevrolet Div. of General Motors, Detroit, renewed 12 five-minute newscasts each weekend, with CBS newsman Robert Trout, for 52 weeks effective June 27. Campbell-Ewald, Detroit, is agency. Ex-Lax Inc., through Warwick & Legler, N.Y., purchases 11 weekly units of daytime dramatic series for 47 weeks, beginning June 15. Tetley Tea Co. bought five 5-minute units per week for 52 weeks, starting May 18, via Ogilvy, Benson & Mather, N.Y. Oldsmobile Div. of General Motors, Lansing, ordered the Monday-Friday *Douglas Edwards Business News* for 13 weeks starting June 1, through D.P. Brother & Co., Detroit. Hastings Mfg., for Casite, bought five program segments each week for 13 weeks starting June 14, through Keeling & Co., Indianapolis. Hudson Vitamin Products Corp. contracted for two program segments during the week of June 4 through Pace Adv. Agency Inc., N.Y.

• The Toni Co., Chicago, and Philip Morris, N.Y., will co-sponsor next season's *Loretta Young Show* on NBC-TV (Sun. 10-10:30 p.m.). The signings were announced by Walter D. Scott, executive vice president of NBC-TV. Agency for Toni is North Adv. Inc., Chicago, and Leo Burnett Co., N.Y., for Philip Morris' Marlboro cigarettes.

• D.B. Lewis Food Co., L.A. (Pet Food), has signed to sponsor *Dan Smoot Reports* over 38 of Mutual's 40 Pacific Div. radio stations, starting June 21 (Sun., 6:45-7 p.m.). Agency: Rockett-Lauritzen Adv., L.A.

• A.S.R. Products Corp., (razor blades, other cutlery, etc.), N.Y., will sponsor NBC-TV hour-long, prime evening time program about St. Lawrence Seaway (Fri., June 26, 8-9 p.m.). Agency: Kenyon & Eckhardt, N.Y.

• NBC-TV has confirmed sponsorship for next season of eight Art Carney specials by General Motors' AC Spark Plug and United Motors Service Divs. Four are to be hour-long variety shows appearing the first Friday in October, December, March and May at 8:30-9:30 p.m. The others are 90-minute dramatic presentations, one at an undetermined date in November, the rest 8:30-10 p.m. on the first Friday in January, February and April. Agencies are D. P. Brother for AC Spark Plug and Campbell-Ewald for United Motors, both Detroit.

• The Kellogg Co., Battle Creek, Mich., will sponsor *Dennis the Menace* (CBS-TV Fri. 8:30-9 p.m.). Based on the Hank Ketcham cartoon character, the new comedy series has its debut Oct. 2. Agency: Leo Burnett, Chicago.

• The American Tobacco Co., N.Y., through BBDO will sponsor a new CBS-TV science fiction series, *Space* (Wed. 8:30-9 p.m.) beginning Sept. 2. It stars William Lundigan as an Air Force spaceship pilot. The series is produced for Ziv Television Programs by Lewis Rachmil, a longtime student of rocketry and space technology.

• Kleen King Home Products Co., through Charles A. Mottl Inc., Beverly Hills, Calif., has started a six-station spot radio drive in Southern California for its metal cleaners, using KCBQ San Diego, KPRO Riverside, KRNO San Bernardino, KGIL San Fernando, KPOL Los Angeles and KFOX Long Beach.

• AMF Pinspotters Inc., division of American Machine & Foundry Co., N.Y., on June 28 is sponsoring a live, hour-long musical special on ABC-TV featuring Dick Clark. Known as "The Record Years", the show (9:30-10:30 p.m.) will have guest stars with golden records (million or more sold) to their credit over the past decade. AMF is supplementing this summer bowling promotion with six one-minute participations on Dick Clark's daily *American Bandstand* over ABC-TV beginning June 30. Agency: Cunningham & Walsh.

• The Kellogg Co., Battle Creek, Mich., will be an alternate-week sponsor of *The Deputy* (NBC-TV Sat. 9-9:30 p.m.). The new western, starring Henry Fonda, has its start next fall. It was created by Roland Kibbee and Norman Lear. Michael Kraike will produce the series, with filming done by Revue Productions, Hollywood. Kellogg Agency: Leo Burnett, Chicago.

For outstanding television journalism:

Atlanta's WSB-TV Scores Clean Sweep in AP News Awards

General news, editorials and news features were the categories in which WSB-TV received top ratings in the Georgia Associated Press broadcasters competition. Five WSB-TV news staffers were given individual recognition. This was a clean-sweep of all awards made in the television journalism field.

The excellence of WSB-TV's local news service contributes greatly to this station's dominant position with Georgia viewers. Certainly your advertising in Atlanta belongs on WSB-TV.



WSB-TV

ATLANTA

Represented by Petry. Affiliated with The Atlanta Journal and Constitution. Associated with WSOC-WSOC/TV Charlotte, N.C., WHIO-WHIO/TV Dayton, Ohio. NBC.

FM MEETING: CIRCLE OF CONFUSION

Fm broadcasters tell each other troubles at 2-day session

Fm broadcasting, mid - 1959 model, is all mixed up.

The problems of this broadcast band and its related musical services are involved in court delays, federal bureaucracy, legal sparring, engineering hassles, stereo, overlapping taxes, agency indifference, shortage of sponsors and internal feuding.

A review of this confusion marked a two-day fm multiplexing seminar held Thursday-Friday (June 4-5) under the auspices of WGH-FM Newport News, Va. Meetings were held at the Hotel Chamberlin, Old Point Comfort, Va.

With all its troubles, fm's circulation, service and popularity are at an all time peak.

Fm's basic money problems were ascribed by several speakers to the fact that agencies either don't understand or completely misunderstand fm's coverage, quality and circulation. These benefits are not appreciated despite what was called an unprecedented demand for new fm station permits in the last year. (See timebuying story this page).

The Virginia meeting drew an attendance of more than 125 broadcasters. It had been billed in advance as a joint multiplex seminar and meeting of the new National Assn. of FM Broadcasters, formed last March prior to the NAB convention at Chicago.

This advance billing was mixed up, too, according to Larry Gordon, WBUF (FM) Buffalo, president of NAFMB. The name was recently approved by the membership of the association, replacing the tentative name FM Assn. of Broadcasters which in turn was successor to FM Development Assn. The last-named was formed several years ago to fight an increase in fees demanded by ASCAP.

Mr. Gordon said he was appearing on his own behalf and that no NAFMB meeting had been formally scheduled by the association. He offered to consult with any seminar delegates interested in discussing fm problems of NAFMB's activities.

Those engaged in fm broadcasting and multiplex services disagree on which service is the dog and which is the tail. They are divided into four groups—those who mainly want to sell sideband music and utility services; those who simplex and want no part of multiplexing; those who just want to operate fm broadcasting stations, and/or those who sell transmitting and receiving apparatus.

The discussions of multiplexing's problems moved Mr. Gordon to observe, "Remember, you must have an fm broadcasting service first. The special services such as background music and storecasting are secondary though important and often profitable. This meeting is half engineers and manufacturers. We want emphasis on fm."

Confusion reached a peak when a "beware" notice was circulated around the meeting. It charged that big equipment and set manufacturers may destroy multiplexed station services by setting standards for stereo (see below). The point made was that multiplexed stereo would lead to wide sale of multiplex adapters to the public, making it easy to pirate background music services. The adapters would be added to normal fm receivers.

Seymour Krieger, Washington attorney, reviewed the tax situation, explaining that an unfortunate inquiry by a station had led Internal Revenue Service to apply an 8% wire service tax to radio music transmission services. The IRS instructed collectors to collect the tax, holding that a tax on wire services applied to radio transmissions of background music because there were some wires in the radio equipment and transmitter connections.

This tax has been appealed by WGH-FM. The government has threatened to levy the tax directly on music subscribers, Mr. Krieger said, adding, "I don't know of a better way to destroy business than for the government to visit each one of your customers to collect a tax."

But there's another tax lurking in the background, he added, a 10% wire mileage tax passed in 1958. If the 8% case is won, you may have to pay the 10% tax instead, he said.

Finally, he noted, the city of Norfolk and State of Virginia are each contemplating the revenue potential of taxes on background music services.

Sigmund Timberg, Washington attorney, charted the history of the campaign to get lower ASCAP rates. Originally ASCAP asked for a big boost in background music rates, he said, calling it "a complicated pay formula that would take several Philadelphia lawyers a generation to apply." He said a final agreement is near, with a new and much lower rate scale based on $20 annual minimum for entertainment places and $26 for bars, restaurants and other places, with alternate percentage bases.

Broadcast Music Inc. fees, with a $5 annual minimum, are no problem, he said, and SESAC is not important to background music "because it is mostly foreign selections and gospel music."

Douglas Anello, NAB chief attorney, cited multiplexing history, starting with the 1955 order requiring eventual shift of all background radio service from simplex to multiplex. He said FCC has granted Electronic Industries Assn. a six-month extension to file comments on stereo standards pending a depth study of stereo engineering systems and equipment.

At present 140 stations are multiplexing background music with 15 still using simplex. FCC has asked the U.S. Supreme Court to review an appellate court ruling that held simplex transmissions of fm music are broadcast rather than private communication services.

Mr. Gordon said NAFMB wants everyone interested in fm to join NAFMB.

"Unless we have oragnized action fm can go down the hatch," he said, recalling the ASCAP negotiations. He said NAFMB should include broadcasters, background music interests, storecasters, manufacturers, publishers—"Everyone interested in fm."

The "beware" notice was circulated by Gardiner Greene, of Browning Labs., multiplex equipment manufacturer. He charged that large set and hi-fi components manufacturers would have the entire multiplex spectrum, or part of it, become a broadcast service instead of non-broadcast." If this happens," he said, "multiplex may fall into the hands of sponsors (national advertisers), and you know what help they have been to fm during the last many years."

Fm void created by agencies and stations

The fm broadcast medium has one main trouble—hardly anyone is trying to sell it.

This conclusion was drawn from a national survey among members of Affiliated Advertising Agencies Network. It was conducted by Ed Acree, partner in Cargill, Wilson & Acree,



. . . and when he owns 200 "horses" will he still buy your gasoline? Chances are "yes," if you are a WKY-TV advertiser. Today's—and tomorrow's customers are sold on WKY-TV. In fact, 70% of Oklahoma's gasoline sales are made in the WKY-TV coverage area.

1949–1959
•
CELEBRATING
10
YEARS
TELEVISION
SERVICE
TO
OKLAHOMANS

WKY TELEVISION
OKLAHOMA CITY

NBC Channel 4

The WKY Television System, Inc.
WKY Radio, Oklahoma City
WTVT, Tampa—St. Petersburg, Fla.
WSFA-TV, Montgomery, Ala.
Represented by the Katz Agency

Network tv billing in 9.2% climb

The continuing climb of network tv gross billing brought in 9.2% more in time charges in April over the mark reached for the month a year ago.

The networks grossed more than $52 million last April compared to over $47.6 million in April 1958. For the January-April period the total billing came to $208.5 million-plus, or 9% above the same months of last year.

Each of the networks scored gains for both the April and January-April periods; CBS-TV and NBC-TV both chalking up increases at about the same rates in April and for the four months. ABC-TV strode ahead with a 16.6% pickup in April and 18.7% in the four-month period.

The compilation by Leading National Advertisers and Broadcast Advertisers reports was reported today (June 8) by Television Bureau of Advertising.

The full report:

Network TV Gross Time Billings

	April			January-April		
	1958	1959	% Change	1958	1959	% Change
ABC	$ 8,739,456	$10,193,663	16.6	$35,752,460	$42,430,232	18.7
CBS	20,628,511	22,093,785	7.1	83,344,337	88,255,638	5.9
NBC	18,283,379	19,753,172	8.0	72,287,402	77,835,168	7.7
TOTAL	$47,651,346	$52,040,620	9.2	$191,384,199	$208,521,038	9.0

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,226,385	20,728,315	55,519,731
April	10,193,663	22,093,785	19,753,172	52,040,620

Gross Time Costs Only

Richmond, Va. The results were reviewed at the FM Multiplexing Seminar held June 4-5 at Old Point Comfort, Va. (see main story this page).

"We operate in an fm void," Mr. Acree said Friday at a panel session. The survey revealed that only nine of the 35 agencies returning questionnaires were using fm for clients; 26 aren't using fm.

Asked what would make fm more valuable to their clients, seven agencies said more sets were needed in their markets; 12 needed more station promotion and more program information. One objected to the practice of charging listeners for station program logs; six thought programs needed improvement; ten desired audience studies.

"Some agencies reported they had never been contacted by fm stations," Mr. Acree said. "I have been at Cargill, Wilson & Acree four years and have been approached only once; one fm station for one client. We need a steady flow of information of the type other media provide.

High Potential • "Fm has a terrific potential for a quality audience. It should provide availabilities, success stories and sets-in-use information similar to the Pulse survey in San Diego. Fm should sell test schedules, with mail-in and similar devices to show audience response."

The survey covered large and small cities in all parts of the country. Cargill, Wilson & Acree places business nationally, principally in the Northeast and Southeast.

Many agencies don't understand fm broadcasting, Esther Rauch, midwest sales development director of John Blair & Co., agreed, quoting from an agency's presentation to a client that defined fm as "classical music without commercials."

Miss Rauch told fm broadcasters they must create an fm demand by the public. "We have a media child 19 years old that hasn't learned how to walk" she said. Emphasizing the quality of fm transmission, she said, "sound is worth a thousand pictures."

The Blair firm has 15 radio stations broadcasting am-fm stereo, she said, adding, "stereo will bring radio back to the living room." She added, "Radio lost more listeners to hi-fi than to television."

Nafi buys KPTV (TV) in $3.75 million deal

Sale of KPTV (TV) Portland, Ore., by George Haggarty to Nafi Corp. for $3,750,000 was announced last week jointly by Mr. Haggarty and Kenyon Brown, broadcast industry executive, who handled the negotiations for Nafi. Transfer is subject to FCC approval.

It also was announced that Mr. Brown has been appointed head of the newly-formed broadcast division of Nafi. Mr. Brown continues as president of KCOP (TV) Los Angeles, which he owns jointly with Bing Crosby, George L. Coleman and Joseph A. Thomas.

Nafi (pronounced naf-fee) Corp., whose principal offices are in Oakland, Calif., was formerly National Automotive Fibers Inc., the name adopted in 1928 when the company's only business was the manufacture of automotive interior trims. Today, Nafi also produces foam rubber and wool and synthetic carpeting and is embarking on a program of diversification.

The company's annual report for 1958 shows that Nafi suffered a net loss of $382,951, compared to a profit of $1,018,052 in 1957. Gross revenues fell from $47,375,065 in 1957 to $21,-555,243 in 1958 as a rseult of the sharp drop in automotive production and sales last year.

The Nafi balance sheet as of Dec. 31, 1958 shows total assets of $25,931,642, including nearly $6 million in cash and negotiable securities plus another $5 million set aside for "the acquisition of other companies and diversification."

The Nafi annual report shows 108,105 shares of stock in the company treasury valued at $23,481,231, a book value per share considerably in excess of the market quotation of 17¼ closing price on the New York Exchange last Tuesday (June 2).

Board chairman of Nafi is Paul V. Shields, head of the Wall St. firm of Shields & Co. and, incidentally, Gary Cooper's father-in-law. John G. Bannister is the firm's president and KCOP principal Coleman is a director.

Mr. Haggarty bought what was then ch. 27 KPTV from Storer Broadcasting Co. in 1957, paying $1.89 million. He also, in the same year, bought ch. 12 KLOR-TV Portland from Henry A. White and associates for $1.8 million, changing KPTV to the vhf channel and dropping KLOR-TV.

ABC plans $65 million facilities expansion

ABC will spend $65 million "in the next few years" in expanded facilities in New York and Hollywood as well as in other cities in which the network owns and operates stations.

So said Leonard H. Goldenson, AB-PT president, last Thursday in dedicating the new $4 million facilities of WXYZ-AM-FM-TV in Detroit.

Mr. Goldenson told BROADCASTING that the additional funds will be spent, probably in the next five years, in expanding existing headquarters in New York where adjacent property has been purchased. Two new color tv studios will be included for live production. In Los Angeles, about $1 million similarly will be spent in expanding considerably the network's present lot—the old Vitagraph movie lot.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE®

RADIO

delivers more for the money

McClatchy's Reno station, KOH, covers one of the nation's most diversified recreational areas. Superb hunting and fishing begin practically at the city limits. Water sports? Lake Tahoe is just one of the nearby lakes. Winter sports? The 1960 Winter Olympic site, Squaw Valley, is just one of the excellent areas nearby. All these attract and hold people with a surprisingly large amount of money to spend. And you can sell them on Beeline radio.

Purchased as a group, Beeline stations give you more radio homes at a lower cost per thousand than any combination of competitive stations . . . lower by far. (SR&D and Nielsen)





Fishing is good in the Truckee River, downtown Reno.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

3 STATIONS IN BAG; 9 TO GO

Crowell-Collier plans full am-tv quota; believes broadcasting 'healthy' business

Crowell-Collier Publishing Co., which last week acquired its third radio station, WISK Minneapolis-St. Paul, for $750,000, subject to FCC approval (see story, page 76), plans to expand in the broadcast field until it has its full quota of seven am and five vhf television stations, Wilton D. Cole, C-C board chairman, said Wednesday (June 3).

Speaking at a news conference in Hollywood, Mr. Cole reported that KFWB Los Angeles, which the publishing firm bought in 1956 for $2.2 million, grossed $1.7 million last year and is expected to gross more than $2 million in 1959. He did not reveal the station's net profit at the insistence of Robert M. Purcell, director of the broadcast division of Crowell-Collier, who counselled that "as long as there are union problems, profit figures should be consolidated." Mr. Cole said he feels the company's stockholders are entitled to get full information about each division of the business, but he bowed to Mr. Purcell's desire. (The C-C annual report for 1958 was also in accord with Mr. Purcell, showing a consolidated net income of $4,320,729 for the year, but not giving a detailed breakdown of that amount by divisions of the company.)

At the first of the year, Mr. Cole said, Crowell-Collier had a tax loss carry-forward of $10 million. Most of all of this sum will go for the purchase of broadcast properties, he stated.

There are three principal reasons for the publishing firm's planned expansion of its broadcast operations, Mr. Cole said. "We have the primary requirement for expansion in any field, a highly competent management team under Mr. Purcell," he said, noting that KFWB has moved from fourth to first place in share of audience among the more than 20 radio stations serving the Los Angeles area (34% according to Hooper) and estimated that this means KFWB has a larger audience than any other station in the country.

Broadcasting Monopoly? • Second reason for broadcast expansion is that broadcasting stations in a particular market have a virtual monopoly, with no more stations permitted to come into the market because of a lack of frequencies, so that the supply of broadcasting time in the market is fixed. But, with a growing population and an expanding economy, the demand for time by advertisers is bound to grow, the combination of a fixed supply and a growing demand will inevitably result in increased prices for time, he stated.

Third, Mr. Cole said, station operating costs are for the most part constant. After a station recovers its fixed operating costs, increased sales bring increased operating profits. "Thus," he concluded, "with competent management and in an industry of growing demand and fixed supply, and with increasing sales, after fixed costs, funneling directly into operating profits, this industry, in our opinion, is a healthy one to be in."



MESSRS. KLEIN, COLE, PURCELL

Crowell-Collier head arrives in San Francisco prior to WISK purchase

With its policy of maintaining top management and top personnel at its stations, Crowell-Collier is interested only in stations in major markets, Mr. Cole said. The company has no negotiations for any tv property as yet, he reported, but he predicted that it will be in television by the time it has its full quota of seven am stations. He passed a question about fm on to Mr. Purcell, who said that C-C might get into this field of broadcasting if it develops a favorable economic atmosphere.

Contemporary Listening • The "contemporary programming" policy inaugurated at KFWB will be instituted at the other C-C stations, Mr. Cole said. It goes into effect today (June 8) at KEWB San Francisco, which also assumes these call letters today and drops the KLX call by which it was formerly known. "Contemporary programming" was defined as "local programming," in tune with the public taste and serving the public interest of the community served by the station. None of the three C-C stations is a network affiliate, Mr. Purcell said, commenting that future acquisitions will probably also be non-affiliated, unless some network adopts a program policy in line with that of Crowell-Collier.

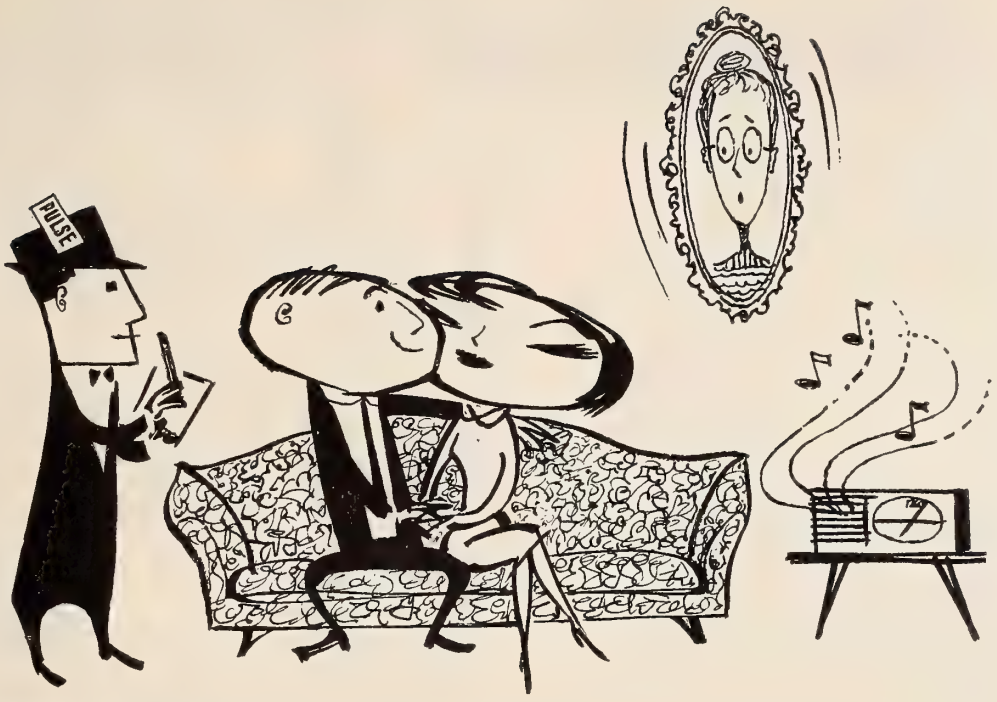
The "WB" call change was made to San Francisco principally because KFWB has found the "B" so effective for use in station on-the-air promotion and to enable KEWB to make use of the same jingles that have worked so well for the Los Angeles station, Mr. Purcell said. He noted that "W" is the only three-syllable letter in the alphabet. Whether the letters, which once stood for Warner Brothers, original owner of the station, will also be used in Minneapolis-St. Paul has not been decided, he said.

On Tuesday, Mr. Cole addressed a news breakfast in San Francisco and at noon was guest of honor at a luncheon for civic and business leaders hosted by William Knowland, former U.S. senator from California and owner of KLX until its sale to Crowell-Collier earlier this year.

McGannon says WBC network label wrong

Donald McGannon, Westinghouse Broadcasting Co. president, last week took issue with a remark by Matthew J. Culligan, NBC executive vice president in charge of radio, that Westinghouse was now a network.

Mr. Culligan had said, in a speech to the second annual disc jockey convention, that Westinghouse in effect "is



Q: Which of the following words describes each of these radio stations: Modern? Old-fashioned?

A: Four out of five Washington, D. C. area residents polled by PULSE found WWDC modern—a greater percentage than any other radio station. Less than one in twenty figured us for fuddy-duddies. And just as significantly, we received fewest "don't know" votes. Proof that Washington *does* know a "live wire" when it hears one. Let us cut *you* in on the current!

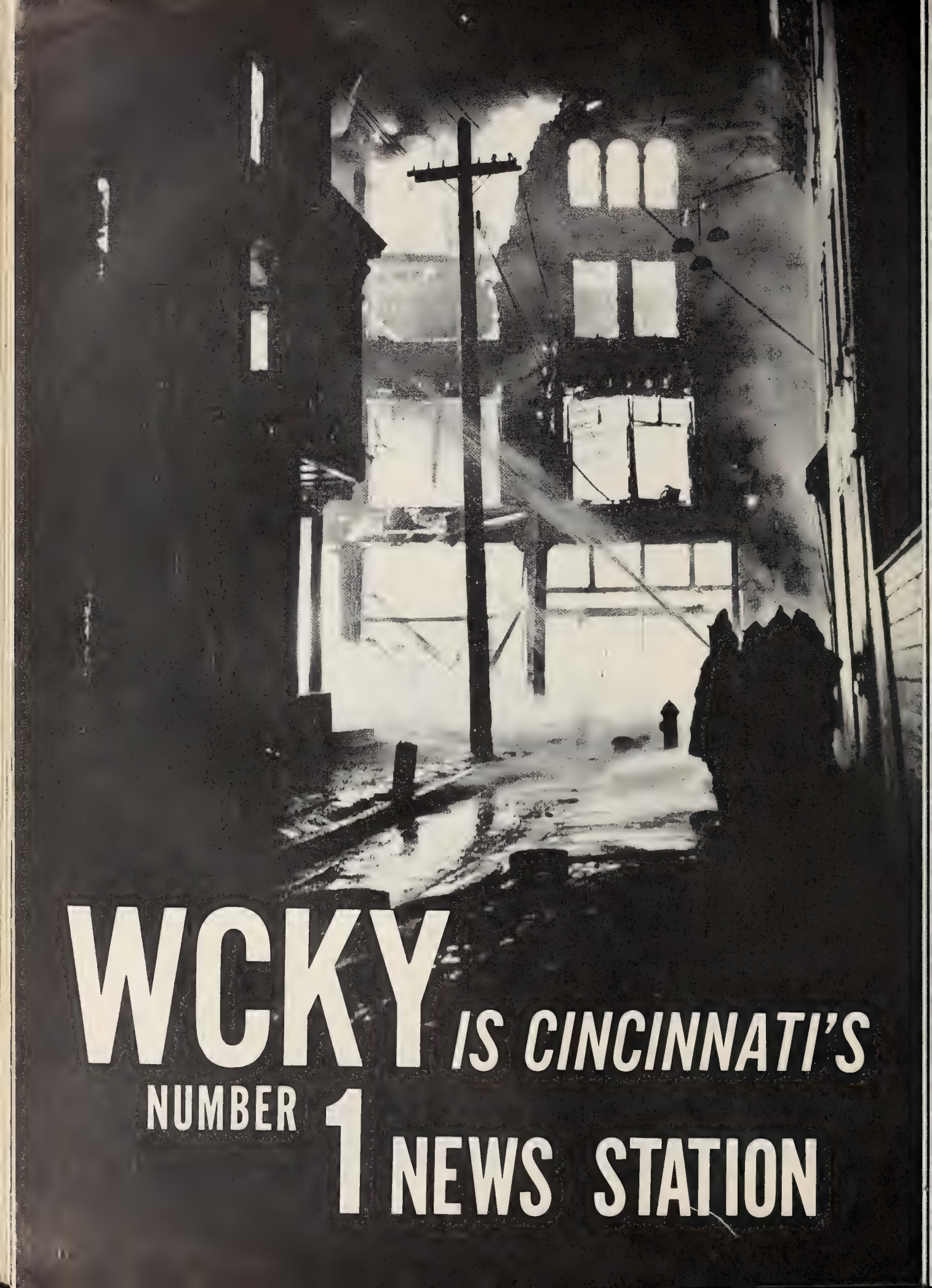
	WWDC	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
Modern	79.3	77.0	31.8	37.1	24.8	30.8	59.6	72.7
Old-fashioned	4.6	1.7	5.1	10.0	6.6	2.8	8.7	5.8
Don't Know	16.1	21.3	63.1	52.9	68.6	66.4	31.7	21.5

All figures indicate percentages

Radio Washington

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.


WCKY IS CINCINNATI'S
NUMBER 1 NEWS STATION



WCKY

IS CINCINNATI'S No. 1 NEWS STATION

Here's proof, straight from the Jan.-Feb. '59 Nielsen, that WCKY has the largest news audience in Cincinnati:

Station	Rating
WCKY	11.15 avg for 70 newscasts per wk
Sta A — Ind	5.9 avg for 60 newscasts per wk
Sta B — Net	9.8 avg for 70 newscasts per wk
Sta C — Net	9.3 avg for 50 newscasts per wk
Sta D — Ind	5.0 avg for 80 newscasts per wk

(5 day cumulative rating Metro Area)

The reasons for WCKY's News Leadership:

1. Large news staff of veteran experienced reporters and newscasters.
2. Scoops — WCKY consistently scoops the town on most local news stories.
3. On-The-Spot-Reports — WCKY's mobile unit is on the scene reporting big local stories when they happen or moments after they happen.
4. News tapes—the people who make the news tell the news to WCKY's audience via news tapes. WCKY has them on the air first.
5. Background—WCKY's newsmen present the reasons behind the news so that WCKY listeners receive a more complete understanding of the news.

REMEMBER — WCKY News is No. 1 in Cincinnati and has earned its reputation for prestige, because Cincinnatians know they get the news first, fast and accurately on WCKY. Smart advertisers know they get the prestige of WCKY's news plus a large responsive audience when they sponsor news on WCKY.

Ask Tom Welstead to tell you about WCKY news operation — in New York at ELdorado 5-1127; ask AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

a small radio network and its stations are really affiliates of this small network" (BROADCASTING, June 1).

In a letter to Mr. Culligan made public last week, Mr. McGannon asserted that all Westinghouse stations enjoy programming autonomy. The company's headquarters operations in news and special programs are designed to supplement the programming of individual stations.

"Obviously," said Mr. McGannon, "the WBC radio stations are independent."

Harvard management development seminar

Sixty broadcasters at the ownership-management level will go to school for two weeks starting July 5-17, enrolling as students in the first broadcast management development seminar at the Harvard Graduate School of Business Administration. All industry categories will be represented, covering four market sizes.

The course was developed under direction of Charles H. Tower, NAB economics-broadcast personnel manager. Students will live on the campus, paying $525 for tuition, room, board and teaching materials. The case system of teaching will be used, with no final examinations, grading or flunking.

Dr. Sterling Livingston, senior professor of the school and president of Harbridge House Inc., Boston, is academic director. William P. Gormbley, assistant dean and director of advanced management promotion, is administrative director. On the teaching staff will be Prof. C. Roland and Prof. Alva F. Kindall, of the school.

Frank Stanton, CBS president, and John Kenneth Galbraith, author and Harvard economics professor, will lead lecture-discussion periods.

Those enrolled in the course:

Bernard C. Barth, WNDU-AM-TV South Bend, Ind.; Charles A. Batson, WIS-TV Columbia, S.C.; John S. Booth, WCHA Chambersburg, Pa.; L. H. Christian, WRFC Athens, Ga.; Joseph K. Close, WKNE Keene, N.H.; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N.C.; Eugene B. Dodson, WTVT (TV) Tampa, Fla.; William A. Ekberg, KFYR-AM-TV Bismarck, N.D.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Keith S. Field, WARA Attleboro, Mass.; Fred Fletcher, WRAL-AM-TV Raleigh, N.C.; Joseph L. Floyd, Midcontinent Broadcasting Co., Sioux Falls, S.D.; Frank Fogarty, WOW-AM-TV Omaha, Neb.; Thomas B. Friedman, KNEZ Lompoc, Calif.

Creighton Gatchell, WGAN-AM-TV Portland, Me.; William E. Goetze, KFSD-AM-TV San Diego, Calif.; Julius M. Gordon, KPAC-TV Port Arthur, Tex.; Thomas Y. Gorman, WEEL Boston, Mass.; John P. Hart, WBIR-AM-TV Knoxville, Tenn.; Myron Jones, WJET Erie, Pa.; Robert E. Kelly, KCRA-TV Sacramento, Calif.; H. Peter Lasker, Crosley Broadcasting Corp., Cincinnati; John J. Laux, The Friendly Group, Steubenville, Ohio; Carl E. Lee, WKZO-AM-TV Kalamazoo, Mich.; Merrill Lindsay, WSOY Decatur, Ill.; William L. Lipman, WLIP Kenosha, Wis.

Douglas L. Manship, WBRZ-TV Baton Rouge, La.; Robert J. McIntosh, WWJ Detroit; Chester S. Miller, WVPO Stroudsburg, Pa.; David C. Moore, Transcontinent Television Corp., New York; Stanley G. Mouse, WHIO Dayton, Ohio; William J. Moyer, KARD-TV Wichita, Kan.; Thomas S. Murphy, Capital Cities Television Corp., Albany, N.Y.; James A. Noe Jr., WNOE New Orleans; Burns Nugent, KWMT Fort Dodge, Iowa; Thomas R. Nunan Jr., Steinman Radio Stas., Lancaster, Pa.; Ralph O'Connor, WISC-TV Madison, Wis.; Carter M. Parham, WDEF-AM-TV Chattanooga, Tenn.; Donald L. Perris, WEWS Cleveland; Gene Posner, WMIL Milwaukee; Frank Ragsdale, WTVM-TV Columbus, Ga.; A. Louis Read, WDSU-AM-TV New Orleans; William H. Rines, Maine Radio and Television Co. Portland, Me.; James D. Russell, KKTV (TV) Colorado Springs, Colo.

Hartley L. Samuels, KODY North Platte, Neb.; Ben B. Sanders, KICD Spencer, Iowa; Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.; Myron F. Shapiro, WFAA-TV Dallas; Joseph S. Sinclair, WJAR-AM-TV, Providence, R.I.; Robert H. Smith, WCYB-AM-TV Bristol, Va.; William B. Smullin, KIEM-AM-TV Eureka, Calif.; Donald Sullivan, WNAX, KVTV (TV) Sioux City, Iowa; Hulbert Taft Jr., Radio Cincinnati Inc., Cincinnati; Robert H. Temple, KREM-AM-TV Spokane, Wash.; George R. Torge, WBEN-TV Buffalo.

G. Pearson Ward, KTTS-TV Springfield, Mo.; Wilson C. Wearn, WMRC Greenville, S.C.; Gene Wilkey, KMOX-TV St. Louis; Louis Wolfson II, WLOS-AM-TV Asheville, N.C.; Charles C. Woodard Jr., Westinghouse Broadcasting Co., New York.

Lynch letter returned

WMCA New York, which offered a $5,000 reward for information leading to the arrest and conviction of the abductors and murderers of Mack Charles Parker from the Poplarville, Miss., jail (AT DEADLINE, May 4) has received an anonymous letter from Mississippi which accused specific persons of participation in the lynching. The writer said he would not accept a reward. WMCA turned the letter over to the Federal Bureau of Investigation, but when the FBI withdrew from the case, the station requested the letter be returned to the station with only relevant information sent to Mississippi authorities. WMCA feared reprisal against the sender if the letter itself were sent to that state. FBI Director J. Edgar Hoover wired WMCA that the FBI would comply with the request. Until the anonymous letter was received, WMCA had aired hourly announcements to urge listeners to boost its reward fund. WOV New York joined the campaign and approximately $400 was solicited. Two Mississippi newspapers accepted paid advertising of WMCA's reward offer.

Speakers for RTNDA

FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.) have been set as key speakers at the opening sessions of the Radio Television News Directors Assn.'s annual convention in New Orleans next fall.

Sheldon Peterson, news director of WTCN-AM-TV Minneapolis-St. Paul and RTNDA vice president-programs, announced the initial speaking commit-

ments for the convention, at the St. Charles Hotel, Oct. 14-17.

Chairman Doerfer will address the opening banquet session Oct. 14, discussing "The FCC and Broadcast News." Rep. Moss, chairman of the House Government Information Subcommittee, will argue "The Case Against Secrecy in Government" as it affects freedom of information. His appearance has been set for the Oct. 15 agenda.

Broadcast moves trial

A two-minute WSFC Somerset, Ky., interview with an accused murderer has resulted in a change of venue for his trial.

Commonwealth Attorney Russell Jones contends that the station's broadcast of the accused's statement prevents an impartial hearing. Mr. Jones said: "WSFC's local news broadcasts have a very wide audience in this county and, from my investigation, it's my opinion that at least 90% of all persons eligible for jury service have heard . . . this interview."

RAB PLANS RADIO SALES PUSH

Seven projects on agenda to aid stations

Radio sales in the fall of 1959 can emerge as "the biggest in radio's history" if the industry exploits the medium properly, particularly at the national level, Kevin B. Sweeney, president of the Radio Advertising Bureau, told a semi-annual meeting of the RAB Plans Committee.

The prediction followed discussion by the committee of seven research, promotion and sales projects that are on the RAB operational agenda for the next six months. These include:

• Listening habit studies which will describe the habits of various categories of people, including housewives, working wives, teen-agers, working men, white collar employes and others. Data to be included in this research, it was said, will permit, for the first time, the calculation of radio's cumulative audience among various categories in given time periods or in a combination of time periods.

• Print media studies, which will analyze the weaknesses of the various kinds of print media, including an examination of the readership of newspaper ads and the extent to which people pay attention to circulars and "throw-aways."

• An effort to quadruple the output of tapes containing commercials representative of all kinds of local, regional and national advertisers. These will be used by the RAB force as well as member stations in making presentations.

• A drive by the bureau to expand the number of dollars going into co-op radio. RAB has placed on full-time assignment two members of the national sales department, who will try to persuade advertisers to include radio in company co-op plans. The bureau also will update, expand and put into printed form a new version of its Co-Op Book, which currently contains the co-op

Tornado warner becomes twister victim

The May 29 tornado that clipped 420 feet from the 750-foot tower of KAYS Hays, Kan., ironically silenced a station that had just completed an elaborate weather warning system designed to lessen damage to the area from such outbursts of nature.

In fact, at the time the tornado struck (7:05 p.m.) the station's weather staff was keeping tabs on six confirmed tornadoes in the area, airing alert announcements and reporting to the U.S. Weather Bureau on winds of more than 100 mph outside the studio. The 420-foot portion of the tower was thrown 600 feet away and KAYS-TV went off for nearly 47 hours.

Despite the Memorial Day holiday weekend and bad flying weather, standby equipment and technical help was procured from Boston, Newark and Wichita so that KAYS-TV resumed operation with reduced power late Sunday afternoon (May 31). A station spokesman reported that a spot check indicated the station's signal was still reaching all parts of its normal coverage area.



MORNING AFTER AT KAYS-TV'S TRANSMITTER
A pared tower (upper left) and steel fragments everywhere

Located in the tornado "freeway" of Northwest Kansas, where an inordinate number of such storms originate, KAYS-TV for some time now has been perfecting its warning center. This includes a weather advisory structure for official information from the U.S. Weather Bureau in Goodland and Dodge City, Kans., from the state police and state highway departments, and from county and city police (in a 20-county area). In addition, unofficial sources have been established with 18 firms that use radio communications systems and a selected lists of approximately 30 ham radio operators.

At the station, KAYS-TV has set up specific visual slides to be used, according to the gravity of the weather announcements. During the time KAYS-TV was off the air, KAYS continued its usual weather service without interruption.

One other station had a close call with a tornado. WNAX Yankton, S.D., was hit at its transmitter site. Lines to its downtown studio were knocked out. However, service was carried on from the transmitter with less than a minute of lost air time.



WFLA-TV dominates an area of almost incredible growth! In the big eight years, 1950-1958, population in this 26-county sales area has zoomed upward 61%! Retail Sales are up 131% and Food Sales an amazing 146%!

You can cash in on this exciting profit opportunity by spotting your product on WFLA-TV—*your best buy in the Land of Profitunity!*

Write us or call your nearest Blair-TV man for more facts.

Figures from Sales Management 1959 Survey of Buying Power.

wfla-tv CHANNEL 8 NBC
TAMPA - ST. PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

schedules of more than 500 national advertisers.

• A new basic presentation for retailers, which is being prepared to spotlight radio's strong points but nevertheless point out the strength and the weaknesses of other media.

• Local advertiser clinics designed to advise these clients on ways to increase the effectiveness of radio advertising.

Mr. Sweeney presided over the meeting of the plans committee. Those in attendance included John Box, the Balaban Stations, St. Louis; F. H. Brinkley, WENE Endicott, N.Y.; Dee Coe, WWCA Gary, Ind.; Robert E. Eastman, Robert E. Eastman & Co., New York; Bert Ferguson, WDIA Memphis; Benedict Gimbel Jr., WIP Philadelphia; Tom Harrell, WSTP Salisbury, N.C.; Robert B. Jones, Jr., WFBR Baltimore; Russell Woodward, Peters, Griffin, Woodward, New York, and Frank Gaither, WSB Atlanta. RAB officials there were Vice Presidents Miles David and Warren Boorom.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KPTV(TV) Portland, Ore.: Sold by George Haggarty to Nafi Corp. for $3¾ million. KPTV(TV) is on ch. 12 and is affiliated with NBC-TV. See separate story p. 68.

• WISK Minneapolis, Minn.: Sold to Crowell-Collier by the Tedesco Brothers for $750,000 ($500,000 cash). Book publishing Crowell-Collier also owns KFWB Los Angeles and KEWB Oakland, both California. Robert Purcell, president and general manager of KFWB Broadcasting Corp. has sold his interest in KEVE Minneapolis (see below). WISK is on 1590 kc with 5 kw, day, and is affiliated with MBS.

• KROY Sacramento, Calif.: Sold by Robert W. Dumm, veteran West Coast broadcaster and former manager of KXOA Sacramento, to John T. Carey Inc. former part owner and sales manager of WIND Chicago, for $420,000 in cash. The sale was handled by Lincoln Dellar & Co. in association with R. C. Crisler & Co. KROY is on 1240 kc with 250 w and is affiliated with CBS.

• WELY Ely, Minn.: Sold to V. T. Hallett and associates by Charles B. Persons for $37,500 plus $137,500 for the Ely Tv Cable Co. community antenna tv system. Mr. Hallett is sales manager of KTRI Sioux City, Iowa. The sale was handled by Blackburn & Co. WELY is on 1450 kc with 250 w.

• KALE Richland, Wash.: Sold to Harold Deutsch, account executive at WINS New York, and L. G. (Sparky) Dix, general manager of KALE, who will continue in that capacity, by KALE Inc. (J. Elroy McCaw, Bob McCaw and Tom Olson) for $150,000. KALE is on 960 kc with 1 kw.

• WLEU Erie, Pa.: Sold to Thomas Bromley and others by L.E.U. Broadcasting Co. (J. Patt Wardlaw, pres.) for $145,500. Mr. Bromley is the managing partner of WESB Bradford, Pa. The sale was handled by Jack Stoll. WLEU is on 1450 kc with 250 w.

• KEVE Minneapolis, Minn.: 50% sold by Robert Purcell, president and general manager of KFWB Los Angeles, to already 50% owner James McKenna, D.C. attorney, for in excess of $100,000. Sale had to be made as part of Crowell-Collier (KFWB) purchase of WISK Minneapolis (see above). KEVE is on 1440 kc with 5kw, day.

• KBBB Borger, Tex.: Sold to radio-tv personality Robert M. (Pappy) Watson and his wife Dixie Dice Watson by R.L. McAlister for $70,000. The sale was handled by Hamilton-Landis & Assoc. KBBB is on 1600 kc with 500 w day.

• KTFS Texarkana, Tex.: Sold to Aircrest Radio Stations Inc. (William McDaniel and Mel Lewis, 50% each) by Robert Bieloh for $67,500. The sale was handled by Blackburn & Co. KTFS is on 1400 kc with 250 w.

• KSFA Nacogdoches, Tex.: Sold to Texas Broadcasting Co. (B.M. Raborn, president) by Nacogdoches Broadcasting Co. (W.C. Fouts, president) for $45,000. The sale was handled by Patt McDonald. KSFA is on 860 kc with 1 kw, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 111).*

• KABQ Albuquerque, N.M.: Sold to Sandia Broadcasting Corp. (Oscar I. Dodek, president) by Duke City Broadcasting Corp. (Edward M. Sleighel) for $275,000 and real estate agreements as well as a consultancy deal with Mr. Sleighel for six years for $50,000 gross. KABQ is on 1350 kc with 5 kw, day, 500 w, night, directional night.

• WKAB Mobile, Ala.: Sold to Radio Mobile Inc. (John C. Smith, president) by Pursley Broadcasting Service Inc. for $250,000 plus agreement that the assignor will not engage in the radio business for five years within 25 miles. WKAB is on 840 kc with 1 kw, day.

CALIFORNIA — **$150,000**

Full time operation in extremely attractive market. Best climate, high income level, diversified economy. Earning good cash flow and growing steadily. Ideal for owner-operator. 29% down, balance over 7 years.

SOUTH — **$135,000**

Profitable fulltimer in a progressive Southern market. Excellent real estate. 29% down.

NORTHWEST — **$125,000**

Profitable kilowatt daytimer on excellent frequency in extremely prosperous and desirable market. Manager will stay. 29% down and balance over 7 years.

PENNSYLVANIA — **$100,000**

Daytimer in single station industrial market. A good owner operator can easily pay this out and can earn a profit. 29% down and up to eight years for payout.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Avenue Chicago, Illinois FInancial 6-6460	Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JAckson 5-1576	Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

MORE MAGIC THAN A FLYING CARPET

That's WBAL-Radio and WBAL-TV All Over! Just as Flying Carpets were the talk of the mystic and magic Eastern countries of olden days, WBAL-Radio and WBAL-TV are the talk of the wealthy and modern Eastern States of the U.S.A.

With more magic than a flying carpet ever boasted, WBAL-Radio and WBAL-TV zooms off in all directions at once—being heard and seen by millions of folks who have the money and desire to purchase products and services offered by WBAL-Radio and WBAL-TV sponsors.

To be sure your client's message gets to people faster than a flying carpet, place that message on WBAL-Radio and WBAL-TV . . . Maryland's Best Salesmen, whose magic words for getting results are Perfection, Production and Promotion! **Always the best show in town; always the best buy in town!**

WBAL-RADIO
BALTIMORE 50,000 Watts NBC Affiliate
Nationally represented by H. I. Christal Co., Inc.

WBAL-TV
BALTIMORE Channel 11 NBC Affiliate
Nationally represented by Edward Petry & Co.



WHEN DOES EQUAL TIME END?

CBS seeks FCC ruling on cross-filing

If a political candidate cross-files for nomination in the primaries of both political parties, may he use his dual status to obtain equal time, under Sec. 315 of the Communications Act, to that given his opponents seeking separate Democratic and GOP nominations?

CBS last week asked the FCC to issue a ruling to make it "abundantly clear that Sec. 315 was not designed as a gimmick" to enable a cross-filing candidate to obtain, *ad infinitum*, rights to air time.

CBS made that point in answering a request for an FCC ruling, made by Lar Daly, perennial also-ran candidate for various offices ranging up to the Presidency. CBS said Mayor Richard Daley of Chicago, a candidate for renomination in the Democratic primary last Feb. 24, was given a half-hour on CBS' WBBM-TV Chicago to make his annual report to the people of Chicago. Lar Daly, a candidate for nomination on the Democratic ticket, was given equal time to that given Mayor Daley; whereupon, since Lar Daly was also a candidate for nomination on the GOP ticket, Timothy P. Sheehan (who won the GOP nomination in the Feb. 24 GOP primary), asked for and was given time equal to that given his opponent, Lar Daly.

Lar Daly then requested WBBM-TV to give him equal time to that given Mr. Sheehan and asked for an FCC ruling to this effect.

CBS held last week that under such a ruling, if Mr. Daly were given another half-hour, Mayor Daley could then demand time equal to that given Mr. Daly, Mr. Daly could demand time equal to that given Mayor Daley, and so on, *ad infinitum*.

CBS said this would be a "mockery" of Sec. 315 and that WBBM-TV's action (giving all three a half-hour each) is all the act requires. The interpretation asked by Mr. Daly, CBS said, would increase the uncertainties as to Sec. 315's reach, unduly enlarge the hazards broadcasters face in offering time to candidates for nomination and thus discourage broadcasters from making appropriate use of their facilities. It would lead to such absurd results that broadcasters would find it impossible to afford time when cross-filings are likely, or even possible, CBS said.

Equal time hearings moved to June 18

Senate hearings on four bills which would amend the political equal time provisions of the Communications Act, originally scheduled to begin Friday (June 12), have been rescheduled for June 18, Sen. John Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee, announced last week.

The hearings were moved back one week at the request of the FCC to give it more time to reconsider its February ruling that perennial candidate Lar Daly is entitled to equal time as a result of his opponents for mayor of Chicago having appeared on regularly-scheduled newscasts (BROADCASTING, June 1).

Witnesses on the opening day will be the FCC, Justice Dept. and CBS Inc. President Frank Stanton. The hearings are scheduled tentatively to continue through June 19-25. Additional witnesses expected to testify include Donald McGannon, president of Westinghouse Broadcasting Co.; Harold Fellows, president of NAB; Rep. Glenn Cunningham (R-Neb.), author of an equal time bill in the House; Mr. Daly; Ralph Renick, WTVJ (TV) Miami, president of the Radio-TV News Directors Assn., and James A. Byron, WBAP-AM-TV Ft. Worth, president of Sigma Delta Chi.

The hearing begins 10 a.m. in Room 5110, New Senate Office Bldg.

Justice on Sec. 315: Rogers gives reasons

Attorney General William P. Rogers has justified the Justice Dept.'s intervention in the FCC Lar Daly case—and politely expressed the hope that Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, didn't intend to imply that he or his committee were in favor of the FCC's Sec. 315 decision in the matter.

The Attorney General's letter, released May 30, was in response to a May 25 inquiry from Mr. Harris asking the basis on which the Justice Dept. felt it should recommend that the FCC reverse itself.

The Commission earlier this year, by a 4-3 vote, maintained that Chicago Mayorality candidate independent Lar Daly must be granted equal time on the air because his Democratic and Republican opponents had been shown in tv newsreels in that city. This decision was appealed by CBS and others. It was termed "ridiculous" by President Eisenhower, who asked the Attorney General to study the matter.

Mr. Rogers, repeating the essence

FCC, Congress, and the 600-yard dash

The next time Congress censures the FCC for its large backlog of unprocessed applications, the Commission needs only to point to June 1959 and Congress itself as principal deterrents.

Between today (Monday) and the first week of July, members of the Commission are scheduled to appear before the two congressional Commerce Committees on over 15 work days. On several of the dates, the FCC is scheduled to be in both places at the same time, which leaves Chairman John Doerfer with somewhat of a dilemma.

Also to be considered is that for each hour the Commission spends on the witness stand, several hours of preparation by the staff are required. The June schedule of communications hearings reads like this:

June 8-9: Before the House Commerce Subcommittee's spectrum panel (Comrs. Doerfer and Robert Bartley are scheduled).

June 9: Before the Communications Subcommittee of the Senate Commerce Committee.

June 11: Back to the Senate again before the same subcommittee.

June 16, 23, 24: On the House side again, this time at the beck of the Legislative Oversight Subcommittee (Comrs. Doerfer, Rosel Hyde and several division heads).

June 18-24: Back to the Senate for equal time hearings.

June 30 and into July: In the Senate Office Bldg. again for CATV and vhf booster hearings.

Date undetermined: An "informal" session with members of the Senate Commerce Committee.

Adding to the difficulties on the dual appearance dates are the long 600 yards which separate the Senate and House Office Buildings. Messrs. Doerfer and colleagues, at latest report, had not placed an order for powered roller skates.

















this is

strength

THE TAFT STATIONS . . . have their greatest strength in listener and viewer confidence. It is this confidence in Taft Radio and Television Stations—and in Taft-advertised products by the consumer—that is resulting in an ever increasing volume of sales for advertisers using the facilities of The Taft Stations.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.

TAFT

the TAFT radio and television stations

WKRC-TV *Cincinnati, O.* | **WKRC** RADIO and FM | **WTVN-TV** *Columbus, O.* | **WTVN** RADIO and FM | **WBIR-TV** *Knoxville, Tenn.* | **WBIR** RADIO and FM | **WBRC-TV** *Birmingham, Ala.* | **WBRC** RADIO and FM | **WKYT-TV*** *Lexington, Ky.*

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp. Sales Office: Radio Cincinnati

of the Justice Dept.'s brief to the FCC (filed May 7), termed the decision a "threat to news coverage of political events by television and radio." He justified the Justice Dept.'s intervention before the FCC by citing legal precedents and decisions permitting this move.

Rep. Harris made a similar inquiry on the subject of the Justice Dept. intervention to FCC Chairman John C. Doerfer. Mr. Doerfer's reply was understood to be in preparation at week's end.

Prosecution maintains barrage in Mack trial

Government attorneys continued their case last week against former FCC Comr. Richard A. Mack and his friend, Miami attorney Thurman A. Whiteside. It was the ninth week of the criminal conspiracy trial in which the two are charged with conspiring to obtain the FCC's 1957 grant of ch. 10 in Miami for Public Service Tv Inc., a subsidiary of National Airlines.

A. Harry Becker, attorney for North Dade Video Inc., one of three losing applicants for ch. 10, testified that Mr. Mack told him before the award that his vote was committed to PST.

Milton Singman, agent-accountant with the FBI, presented charts showing financial transactions between Mr. Whiteside and Mr. Mack while the latter was a member of the FCC.

Government prosecutor J. Frank Cunningham said Thursday (June 4) he intends to call a "few more" witnesses before resting the government's case against the pair.

Federal District Judge Burnita S. Matthews overruled defense objections against entering testimony into the court record which had been made by Mr. Mack before the House Legislative Oversight Subcommittee in 1958. Mr. Mack had testified he had two talks with Mr. Whiteside in August 1955—a month before he became an FCC member—and in early 1956 in which Mr. Whiteside recommended PST for the ch. 10 award. Mr. Mack had also testified that Mr. Whiteside emphasized he had not been retained by PST, that he had not asked Mr. Mack for a pledge of his vote and that he (Mr. Mack) had made no commitments in the case. This testimony was re-enacted by government prosecutors.

Defense counsel Nicholas J. Chase (Mack) and Arthur J. Hilland (Whiteside) also protested against evidence on a $5,000 payment made to Stembler-Shelden Insurance Agency, Miami firm controlled by Mr. Whiteside, by Parker & Co., a New York firm which handles National Airlines insurance. But Judge Matthews ruled in favor of entering this transaction. Evidence indicated Stembler-Shelden 10 days later drew a check for $2,250 to Andar Inc., in which Mr. Mack owned all the stock. Defense counsel held this payment represented Mr. Mack's share of commissions from Stembler-Shelden for business with Pan American Construction Co. and was not connected with the Miami ch. 10 case.

The government holds Mr. Whiteside arranged financial payments to Mr. Mack in return for his vote in the ch. 10 case. The defense holds the financial relationship between the two defendants existed a long time prior to Mr. Mack's tenure on the FCC and was merely a continuation of the same relationship.

Senate okays Hyde in unanimous vote

By a unanimous voice vote the Senate last Thursday (June 4) confirmed the reappointment of government career official Rosel H. Hyde for a third straight seven-year term as an FCC commissioner.

Mr. Hyde's nomination was reported favorably last Tuesday by the Senate Commerce Committee following brief hearings 10 days ago (BROADCASTING, June 1).

The Idaho Republican, whose present term expires June 30, has been a member of the FCC since 1946. He entered government service in 1924 as a clerk in the Civil Service Commission. In 1928 he moved over to the Federal Radio Commission, first as a clerk, then as an attorney. When the FCC was created in 1934, Mr. Hyde remained as an attorney, became assistant general counsel, then general counsel. He was named a commissioner in 1946, and reappointed in 1953.

Mr. Hyde was chairman of the FCC from April 18, 1953 to Oct. 4, 1954.



FCC's COMR. HYDE
Begins third straight term

FCC visits oversight subcommittee June 16

The FCC will make its next appearance before the Legislative Oversight Subcommittee June 16 to discuss four designated problems of the Commission. Also participating will be several industry figures and practicing attorneys.

The five other major regulatory agencies also will appear individually before the subcommittee the same week with general round-up discussions involving all six agencies to be held June 23 and 24. Appearing for the FCC will be Chairman John Doerfer, Comr. Rosel Hyde, Chief Counsel John FitzGerald, Chief Engineer Ed Allen, and Chief Hearing Examiner James Cunningham.

At the request of the subcommittee, the FCC has recommended that the following persons be invited to participate in the panels: William Koplovitz, Percy Russell, Ralph Walker, Leonard Marks, Jeremiah Courtney and Charles Rhyne, all Washington attorneys; John Patt, president of WJR Detroit; James Kennedy, executive vice president and general counsel of American Cable & Radio; William Wendt, general counsel, and William Seward, both Western Union; Vincent Wasilewski, NAB; Ward Quaal, vice president and general manager of WGN-AM-TV Chicago; and E. B. Crosland.

Hugh Hall, Duke U. political science professor, joined the subcommittee staff last week as the 15th man of a planned 16-member staff. Richard Goodwin, aide to U.S. Supreme Court Justice Felix Frankfurter, will move to the subcommittee July 1.

Other professional members of the Oversight Subcommittee staff are Chief Counsel Robert Lishman, Oliver Eastland, Jules Eanet, Stewart Ross, Mary Ramsey and Herman Beasley, all holdovers from 1958; minority counsel John Marshall Stark, Beverly M. Coleman and Charles Howze.

Johnson to speak for Repeater Assn.

Vhf tv booster operators and allied tv broadcasters from seven western states have named Edwin C. Johnson, past governor of Colorado and former chairman of the Senate Commerce Committee, to head their delegation which will testify before a subcommittee of that Senate group starting June 30 on a number of bills on vhf boosters, community antenna tv systems and related matters.

The National Tv Repeater Assn., meeting in Denver May 29, elected Jess Slusser, former chief engineer of KOA-TV Denver, as president. Jim Beamer, secretary of the Tri-State Tv Repeater Assn. (Montana, Wyoming, Idaho), was elected secretary-treasurer of the national group (BROADCASTING, May 25).

Colorado Gov. Steve McNichols told the booster-broadcaster group they had won battles but not the war when the FCC in April rescinded its order which outlawed vhf boosters and later asked Congress for legislation to authorize regulation of boosters, but the governor expressed the opinion the legislation is not really necessary for the FCC to set up vhf booster regulations.

Mr. Johnson said he does not believe the FCC is opposed to vhf boosters (the FCC had recanted its anti-booster order after heavy criticism from Capitol Hill); that "our real opposition is the well-financed CATV organization, fighting us for selfish reasons."

Rex Howell, KREX-TV Grand Junction and satellite KREY-TV Montrose, both Colorado, emphasized the common interest between broadcasters and booster operators. The Senate Commerce Committee's Communications Subcommittee, under Sen. John O. Pastore (D-R.I.), has scheduled hearings beginning June 30 on various vhf booster-CATV bills.

Subcommittee to hear FCC requested bills

The FCC is the only scheduled witness at a hearing tomorrow (Tuesday) by the Communications Subcommittee of the Senate Commerce Committee on five bills amending the Communications Act. All five measures were introduced by Sen. Warren Magnuson (D-Wash.), chairman of the full committee, at the request of the Commission.

On Thursday (June 11), the subcommittee will conduct hearings on three additional bills, two of which also



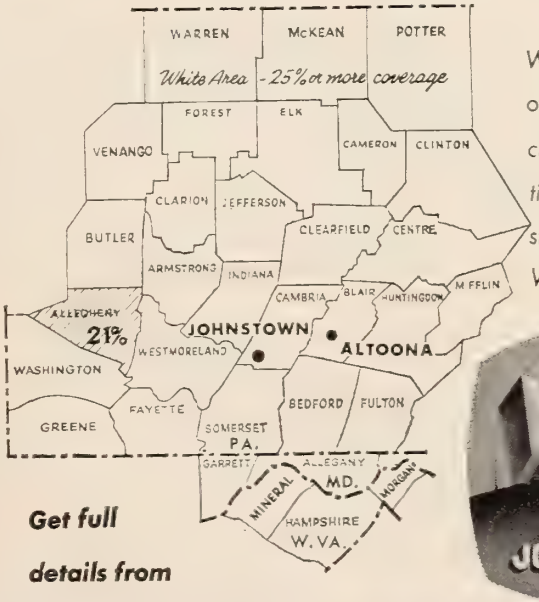
WJAC-TV holds a long, long lead over WFBG-TV, in station share of audience, sign on to sign off, all week long.

WJAC-TV--71.9
WFBG-TV--28.1

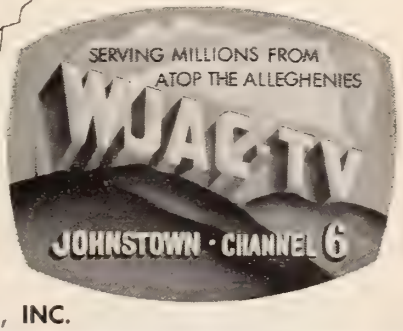
Proof from ARB, November, 1958, that WJAC-TV is far ahead of the competition in its area.

TOP 30 SHOWS ON WJAC-TV

Johnstown-Altoona Trendex, Feb., 1959



With a lead of nearly 3 to 1 over its nearest competitor, it's clear that WJAC-TV is the station viewers prefer. Buy the station more people watch . . . WJAC-TV



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were recommended by the FCC and introduced by Sen. Magnuson. Tuesday's session will consider the following bills:

S 1734—would prohibit any person from directly or indirectly making any presentation outside the record to any commissioner or member of FCC staff after case has been set for hearing (current rules limit such presentations by participants in case before hearing examiner only).

S 1735—Would prohibit commissioners from accepting honorariums.

S 1736—Would eliminate the requirement of an oath for certain applications and filings with the Commission.

S 1738—Would redefine duties and functions of the FCC review staff.

S 1740—Would give Commission authority to regulate charges of common carriers for microwave and other point-to-point services, plus the use of wires in chain broadcasting (present authority now covers use of wires only).

Bills to be taken up Thursday:

S 1733—Would eliminate requirement that FCC must send prehearing notice before application is designated for hearing.

S 1737—Would authorize Commission to impose fines for violations of rules in common carrier safety and special service fields.

S 1898 (recommended by the Federal Communications Bar Assn.)—Would amend protest provision of Communications Act to eliminate present procedures that result when grant is made without hearing.

The subcommittee, headed by Sen. John Pastore (D-R.I.), will hold additional hearings beginning June 30 on four bills having to do with CATV and vhf boosters.

Etv subsidy dead for this session

The Communications Subcommittee of the House Commerce Committee last week effectively killed, for the present session of Congress, any chance for passage of several measures allocating $1 million to each state for educational tv.

Action on S 12, already passed by the Senate, and seven similar House bills was deferred until the committee could conduct its own etv field study sometime this fall. Some of the eight subcommittee members were in favor of reporting an etv bill to the full committee but no record vote was taken and the tabling action came on a voice vote.

Rep. Oren Harris (D-Ark.), chairman, said the subcommittee felt that it needs more information on the feasibility of providing federal funds for etv. He said the field study, with congressmen visiting various operating etv stations, would not be conducted until after schools are back in session this fall.

ANTI-TRUST SUIT
Poller dealt setback in case against CBS

CBS Inc. and other defendants won a round last week in a $4.35 million anti-trust suit against them by Lou Poller, permittee of WCAN-TV Milwaukee on ch. 25, when a federal judge ruled favorably on a motion by the defendants for summary judgment, holding Mr. Poller has not made a case that warrants hearing before a jury.

Judge Alexander Holtzoff of the Federal District Court in Washington issued the ruling Wednesday (June 3). Mr. Poller's attorneys said the judge's ruling for CBS will be taken to the U.S. Court of Appeals for the District of Columbia.

Mr. Poller filed the $4.35 million triple damage suit (based on claimed damages of $1.45 million) in September 1956, charging CBS drove him out of business when it bought WOKY (TV) Milwaukee (ch. 19) in 1954, changed its call letters to WXIX (TV) and moved CBS-TV programs to ch. 19. WCAN-TV has left the air but Mr. Poller retains his permit for ch. 25.

He charged that CBS dissuaded Storer Broadcasting Co. from negotiating for a $2 million purchase of WCAN-TV, that CBS assured Mr. Poller WCAN-TV would continue as the CBS Milwaukee outlet, that WCAN-TV on the basis of this assurance contracted to lease new quarters for $500,000 and bought new equipment, that CBS secured an option to buy WOKY and that as a result of CBS's $350,000 purchase of the ch. 19 station, WCAN-TV had to close down.

The Descendants • Mr. Poller's suit was brought against CBS Inc., Bartell Broadcasters Inc. (former owner of the ch. 19 station), CBS-TV, J.L. Van Volkenburg (then president of CBS-TV), H.V. Akerberg (then CBS-TV station relations vice prseident) and Thad Holt, former owner of WAPI, WAFM and WAFM-TV Birmingham, Ala., and now board chairman of WATV Birmingham. Mr. Holt had been charged with acting as a "front" for the CBS purchase of the ch. 19 station.

Mr. Poller arrived at the $1.45 million damage figure by placing a value of $2 million on WCAN-TV and subtracting $500,000 paid to him by CBS for his equipment and studio-transmitter quarters leases. Mr. Poller had in turn received the WOKY equipment, which he valued at $50,000, also subtracted from the damage figure.

When he filed his suit in 1956, Mr. Poller told BROADCASTING that the full impact of the Milwaukee transactions, made in 1954, did not "hit" him until almost a year afterward, and that preliminary work with attorneys took several more months.

CBS and the other defendants moved for summary judgment in September 1957.

CBS closed down WXIX (TV) last March 31, moving its affiliation to WITI-TV Milwaukee, ch. 6 outlet which had been bought some time before by Storer Broadcasting Co. CBS afterward sold the ch. 19 outlet, which has a modified permit for ch. 18, to a firm headed by Gene Posner, also president of WMIL Milwaukee, for $50,000. WXIX is expected to return to the air shortly under its new ownership (CLOSED CIRCUIT, June 1).

KAKJ (TV) revoked

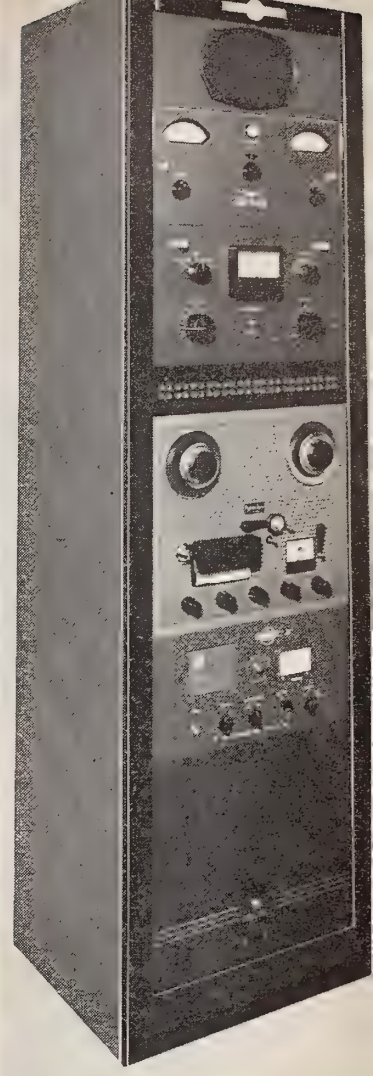
In a rare move, the FCC last week revoked the construction permit of ch. 4 KAKJ (TV) Reno, Nev.

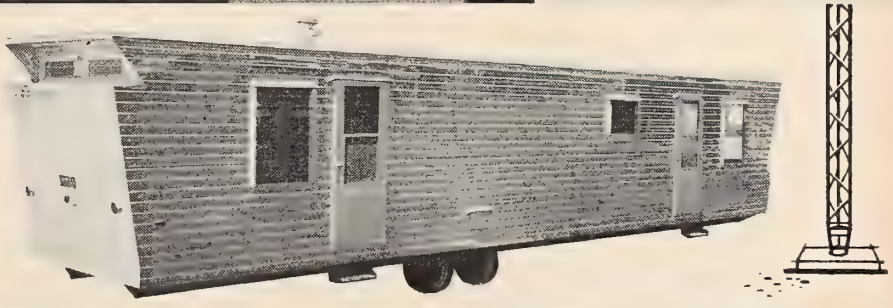
The construction permit for the Reno facility was granted to Nevada Telecasting Corp. in the spring of 1955 but construction has never been completed. The application for the channel showed Robert Fish as the sole owner of Nevada Telecasting although he actually advanced no money at the time for the proposed station and went to Canada prior to the grant. In an initial decision early last year recommending revocation of the KAKJ (TV) permit (BROADCASTING, March 17), FCC Hearing Examiner Herbert Sharfman concluded that "misrepresentation and false statements to the Commission about the ownership, financing and proposed construction" of the station had been made.

Senate okays Kintner

Earl W. Kintner was confirmed by the Senate last Thursday as a member of the Federal Trade Commission, replacing resigned Chairman John W. Gwynne. Mr. Kintner had been general counsel of the FTC. His appointment was favorably reported last Tuesday by the Senate Commerce Committee following brief hearings 10 days ago (BROADCASTING, June 1).







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Drug Sales	$ 17,826,250
Effective Buying Income	$991,150,000
Income per Household	$ 6,007

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WMBD

Dec. launching target for voice satellites

The first of perhaps a dozen experimental communications satellites will be launched in December, it was announced last week by the National Aeronautics & Space Agency.

And, Leonard Jaffe, NASA communications expert, said that the communications satellite—a 100-ft. aluminized balloon—would be used to reflect radio signals between a west coast government installation and a "private" installation on the East Coast. The non-government east coast facility is Bell Telephone Labs.

Mr. Jaffe made his observations at a panel on space communications at the Washington convention of the Armed Forces Communications & Electronics Assn.

In answer to a question regarding cost, Mr. Jaffe foresaw in 1970 a space system handling 21 million telephone calls. If each call were three minutes long, he pointed out, and the present overseas $12 rate for three minutes were applied, the system would earn $252 million for the year—enough he said to justify it.

He also stated that 30 satellites would provide global coverage.

The NASA passive reflectors would be put into orbit after ejection from a rocket, about 1,000 miles above the earth. This would mean, it was pointed out, that a single balloon would be "visible" over the U.S. only some 10-20 minutes a day when its orbit is correct for coast to coast relaying.

Later, it was stated, it is planned to put a passive reflector into orbit at the 22,000 mile point. At this height, the satellite orbits around the earth at the same speed that the earth turns—once every 24 hours. This gives it a "stationary" position over a single point on earth.

Once the balloon is in orbit, it was emphasized, anyone can use its surface as a radio reflector.

WKIS restates its stand on Orlando ch. 9

WKIS Orlando, Fla., last week reiterated its position that the Orlando ch. 9 case should be determined by the U.S. Court of Appeals in Washington—not remanded by that court to the FCC for rehearing.

WKIS asked the full nine-member court to hear arguments, instead of the three members, Judges Charles Fahy, George T. Washington and John A. Danaher. This three-judge panel had remanded the case to the FCC to hold hearings on allegations that WLOF Orlando, which was awarded ch. 9 in 1957, had engaged in *ex parte* activities during adjudication.

The appeals court originally had upheld the grant in May 1958. WKIS appealed to the U.S. Supreme Court, which remanded the case to the appeals court to look into the *ex parte* allegations. (The FCC also asked for return of the case for the same reasons.)

WKIS had countered the FCC request to the court by asking that the court take jurisdiction away from the FCC and refer the case to a "special master" answerable only to the court. Noting this request was turned down by the court, WKIS last week said in its petition for rehearing *en banc* that the Administrative Procedures Act requires the appeals court itself, in remanding a case, to find whether the FCC grant was improper, not let the FCC make such a determination. The Supreme Court itself is not required to make a determination of whether the grant is proper since the law governs only the procedure in setting aside decisions of a government agency, WKIS said.

WKIS charged the appeals court has "taken the line of least resistance and merely remanded the case for the Commission to determine the propriety of its own decision," adding that this procedure is "manifestly inappropriate under the act"; that the fact it has been followed in other cases does not make it proper.

In earlier action, WKIS had indicated it felt the FCC was likely to be prejudiced in favor of its original award of ch. 9 to WLOF. WKIS also charged the FCC refused to give it an opportunity to take part in a preliminary inquiry as to whether a full-scale investigation and rehearing should be held.

Philco asks action on WRCV-AM-TV case

Philco Corp. last week called on the FCC to expedite a court-mandated hearing on Philco's protest of license renewals for RCA-NBC's WRCV-AM-TV Philadelphia. Philco noted its original protest was filed in August 1957, the FCC denied it, the U.S. Court of Appeals reversed the FCC, the U.S. Supreme Court denied *certiorari* and the appeals court issued its mandate for hearing last Feb. 2.

Philco, which had charged RCA and NBC with a course toward monopoly, added that since the protest was filed (1) RCA has been indicted, convicted and fined for violating the criminal provisions of the antitrust laws (2) RCA has recently paid the plaintiff in a private antitrust action against RCA a "very substantial sum" of money; (3) a consent decree has

been entered in a civil suit brought by the government against RCA, directed against patent abuses in the communications field, and (4) RCA has been named as a co-conspirator (but not a defendant) in a government suit charging restraint of trade in radio and tv sets between the U.S. and Canada.

• Government notes

• Hearing on the Beaumont, Tex., ch. 6 case—in and out of courts and FCC hearing rooms for the last five years—is scheduled to begin Thursday (June 11), following denial by the U.S. Court of Appeals, Washington, of a request for *mandamus* by the Enterprise Co. (KRIC Beaumont). KRIC had asked the court to order the FCC to make a finding on the present record of the disputed $55,000 payment by KFDM Beaumont to withdrawing applicant KTRM Beaumont (BROADCASTING, May 25). The ch. 6 grant was made to KFDM in 1954, but KRIC has fought the decision in the FCC and in the courts. The latest round is the result of a remand by the Court of Appeals ordering the FCC to make a finding on the payment to KTRM (BROADCASTING, Feb. 2). The money was loaned to KFDM by W. P. Hobby (*Houston Post*-KPRC-AM-FM-TV Houston) who holds an option to buy 32.5% of KFDM-TV if the grant is made final.

• Suit for $1 million in damages was filed last week by Miami restaurateur Wolfie Cohen against newspaper-radio columnist Drew Pearson, NBC, WCKR Miami and the Federal Savings & Loan Assn. of Miami Beach. Mr. Cohen charged that Mr. Pearson libeled him in a broadcast May 31 by identifying him erroneously as an attorney for alleged underworld figures and the Teamsters Union. The savings & loan bank sponsored the Pearson program on the local station.

• M&M Specialties Inc., New York, which distributes a paint-sprayed sheet of plastic that gives color effects to black and white tv when attached over the screen of a tv set, has signed a consent order with the Federal Trade Commission in which it agrees to stop claiming the product will produce "real-life" color tv. The FTC held the plastic sheet does not give the same visual effect as color tv because objects on the screen are a different color from those on color tv. The agreement does not constitute an admission by M&M that it has violated the law.

• The FCC last week dismissed the application of Western Nebraska Televison Inc., for a new tv outlet on ch. 13 in Alliance, Neb. Western Nebraska had petitioned for the dismissal.

Another thriller-diller from WJRT—



"Did I goof, Chief?"

"Afraid so, Ponsonby. Next time someone wants the most efficient way to reach Lansing, Flint, Bay City and Saginaw, send 'em via WJRT."

Whooosh! On the wings of a Grade "A" or better signal, WJRT messages are beamed to four big metropolitan areas: Flint, Lansing, Saginaw and Bay City. It's the most efficient way there is to reach this rich mid-Michigan market and its nearly half a million TV households. Here, in a single-station buy, is the heart of Michigan's *other* big market. And here is your chance to buy it all in one swoop. But hurry; we're selling the spots off it.

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PARAMOUNT PLANS WIRED PAY TV

Balaban sees start next year, says he'll announce details soon

Paramount Pictures Corp. expects to have a wired pay tv system in operation next year.

The prediction was made last week by Paramount President Barney Balaban at an annual stockholders meeting in New York. International Telemeter Co. (a metered cash box toll tv system) is a Paramount division.

Mr. Balaban told stockholders that announcements on the wired system would be made "at appropriate times," adding that they would be forthcoming in "a matter of weeks, I think."

He explained to newsmen after the meeting that Telemeter would be in about 6,000 homes but refused to specify in which areas of the U. S.

Pay Tv Inevitable • Said Mr. Balaban: "I hardly need to reemphasize my oft repeated conviction that some form of pay television is inevitable. The opposition can delay it only temporarily. It cannot be stopped. We plan to move ahead in an orderly fashion establishing pay tv on a sound basis."

Mr. Balaban also got off a few words about Paramount's disposition of its post-1948 feature library. In any such consideration, he warned, "there is the ever alluring potential of pay television" and in the next two years "we should know a great deal more about pay television."

At that time, he said, Paramount would have a "much better basis upon which to evaluate" the post-1948 library.

Mr. Balaban said he thought the supply of pre-1948 film on tv will last for another two or three years "or possibly longer" and thus it's "premature" for Paramount to seriously consider disposing of the post-1948 product to tv at this time. He also qualified the rate of feature film consumption on tv by noting that in a few multiple-station markets "the play-off is necessarily much faster."

Return on Library • And, he observed, as the supply of pre-1948 product diminishes, the higher the value of the post-1948 library. Paramount, which was the last of the majors to dispose of its pre-1948 inventory, already has realized a return. MCA, which is distributing the Paramount pre-1948 library to tv, has grossed some $50 million in sales from which Paramount by May 25 had been able to cover the $35 million guaranteed and payable by MCA over a period of years beginning in 1960. It was hinted also that MCA will reach the $75 million payable over several years in "phase two" of the initial Paramount-MCA agreement.

A stockholder question during the meeting as to the current value of the post-1948 library drew a blank from Mr. Balaban, who indicated there was no known method for determining it.

Just a few weeks before the stockholders meeting, Mr. Balaban in Paramount's annual report (BROADCASTING, May 4) had indicated that the more commercial tv draws fire from its critics, the easier the Path would become toward public acceptance of pay television.

Telemeter officials questioned after the meeting acknowledged that the firm had access to program sources but would not identify them. Headquarters of Telemeter will be moved from Los Angeles to New York within two months.

Durgin outlines NBC-TV color plans

Coincident with Admiral Corp.'s announcement that it's headed for color tv production (see page 104), NBC-TV gave renewed evidence of its determination to give the viewer color programs to watch. Don Durgin, vice president for network sales, told the RCA distributors convention in Chicago Friday (June 5) that the network's 1959-60 season would continue its policy of offering "seven-days-a-week programming of unprecedented depth and diversity."

In the fourth quarter of 1959, for example, Mr. Durgin said NBC-TV will have 250 hours of color programming — a 30% increase over 1958's fourth quarter. And the network will expand facilities, too: It's converting its eighth and ninth color studios in Burbank, Calif., at a cost of $1 million (giving the network four color studios there, five in New York), and building a second color mobile unit for $300,000 to handle an expanded sports schedule.

Pointing to the growth in NBC-TV color programming since 1954, Mr. Durgin noted there were 68 hours of color that year, 668 in 1958. He didn't add up his 1959-60 projection except to say "1959 is going to be even better."

Barter comes out of hiding at SG

Barter, which is a practice that many tv film companies and agencies would not discuss openly in the past, apparently is gaining acceptance and going above board. Screen Gems Inc., New York, one of the leading tv film producers - distributors, last week announced the formation of a subsidiary, Telescreen Advertising Inc., New York, which will acquire time from stations by the exchange of various tv film properties out of the Screen Gems catalogue.

Though SG's announcement did not use the term "barter," this is precisely the type of operations that Telescreen Advertising will handle. Though many companies operated with barter in the past, few made public announcements. A noteworthy exception: Matty Fox's various distribution companies.

Directing the activities of Telescreen Advertising will be Charles Weigert and Sidney Barbet, both of whom have had experience in trading film for time. Since Sept. 1957, they have been the heads of Regal Adv., New York, an organization set up to handle barter transactions largely for Exquisite Form Brassieres Inc., New York. Previously, Mr. Weigert had been associated with Paul Venze Assoc., Baltimore, house agency for Charles Antell & Co., and Mr. Barbet with Antell. At that time, both were active in arranging barter agreements for Antell.

Screen Gems did not announce the specific properties that will be made available to stations on an exchange basis. It is expected to consist mainly of re-run product, both half-hour series and feature films. These properties will no longer be for sale on a straight cash basis, according to SG President Ralph M. Cohn, but will be available only for a line of credit, exchangeable for spot time. These time periods subsequently will be made available to advertisers by SG's subsidiary.

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Esso

Record plug films establish new fees

Tele-Records Services, Hollywood, has completed negotiations with Screen Actors Guild and American Federation of Musicians for payment of fees covering 16mm film clips in which popular recording stars are shown singing their latest releases (lip-sync to original record) (BROADCASTING, Feb. 16). TRS is paid by the record firms, distributes the clips to tv stations at no charge.

Arrangement with SAG calls for a single payment of $130 to each artist, who probably works from two to four hours in making the film, TRS President Alan Lane said Tuesday (June 1). Musicians, who do not perform any extra service for the films but whose original performance is re-recorded on the films, will receive the following fees: leader, $20; contractor, $20; arranger, $25; orchestrator, $20; coypist, $10, and sideman, $10. These fees represent approximately 20% of the base rate for a recording session.

The AFM agreement was announced jointly by Mr. Lane and Herman Tranchitella, president, AFM Local 47 (Hollywood), in a statement that estimated that over $50,000 will be paid to musicians during the first year of Tele-Records operations and substantially larger sums in subsequent years.

TRS offers its films to tv stations without charge, chiefly for use on afternoon disc jockey programs which a check shows are telecast by some 250 tv stations, Mr. Lane said. The service is offered to the producers of phonograph records as a promotional service for their new discs at a flat price of $1,200 for 100 stations, $1,800 for 200 stations, TRS to make the films and the prints and handle the distribution. The record companies also pay the fees to the singers and musicians. The tv stations receive the films without cost, but in exchange for the service they agree not to use them before the release date set by the record company, not to use them after the cut-off date, to return them to TRS and to provide proof of performance on request.

New news service opens in Washington

Deadline Washington Inc. has been formed as successor to Laurence News Service with Joseph Phipps as president of the new organization. Laurence provided approximately 30 stations clients with direct news reports from Washington, D.C.

An announcement stated that Mr. Phipps has resigned as news and editorial director of WWDC Washington to assume the new duties. WWDC won a 1959 National Headliners Club award for its editorials. Jock Laurence, head of Laurence News Service, will remain with the new organization.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT):

On NBC-TV

June 8-12, 15-17 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

June 8-12, 15-17 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

June 8, 15 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

June 9, 16 (8:30-9 p.m.) **Jimmie Rodgers**, Liggett & Myers through McCann-Erickson.

June 10, 17 (8:30-9 p.m.) **Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

June 10, 17 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

June 11 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

June 11 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

June 12 (7:30-8 p.m.) **Northwest Passage**, sustaining.

June 12 (8-9 p.m.) **Ellery Queen**, Gulf Oil through Young & Rubicam and Burgermeister Brewing Corp. through BBDO.

June 13 (10-10:30 a.m.) **Howdy Doody**, Continental Baking through Ted Bates.

June 13 (10:30-11 a.m.) **Ruff & Reddy**, Bordens through Benton & Bowles and Mars through Knox-Reeves.

June 13 (8-9 p.m.) **Perry Presents Tony Bennett & Teresa Brewer**, RCA Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

June 14 (7-7:30 p.m.) **Midwestern Hayride**, Local, co-operative sponsorship.

June 14 (9-10 p.m.) **Chevy Show**, Chevrolet through Campbell-Ewald.

WTMJ wins AP award

First place in the Associated Press Radio & Tv Assn.'s 1958 awards for cooperation in news exchange was won by WTMJ Milwaukee, it was announced Thursday (May 28) by Daniel W. Kops, president of APRTA. Second and third place awards went to KAKC Tulsa, Okla., and KVOE Emporia, Kan., respectively.

WTMJ was cited for both quality and quantity (380) of news reports it filed last year, while KAKC took second for supplying the most stories (453). KVOE won for its coverage of the El Dorado, Kan., tornado, which AP said gave it a 44-minute beat over other services.

CBS gets Sid Caesar

Veteran tv entertainer Sid Caesar has been signed to a long-term exclusive contract with CBS-TV, it was announced Friday (June 5) by Louis G. Cowan, president of CBS-TV. Mr. Caesar has not previously appeared on that network.

Under terms of the contract Mr. Caesar will star in a series of one-hour comedy specials, the first to be on the Oct. 21 *U.S. Steel Hour*. The Caesar specials will be produced by his own company, Shellrick Corp., with Hal Janis as executive producer. Mr. Caesar reported that Audrey Meadows has been signed as a regular performer in the series.

It's back to 'School'

Ding Dong School with Dr. Frances Horwich as teacher will return to the air in September in some 75 markets as a result of a contract signed last week between the production firm of H. G. Saperstein & Assoc., Hollywood, and Paramount Television Productions-KTLA(TV) Los Angeles. The contract, which calls for 130 half-hour programs for nationwide fall release, comprises the largest single video tape deal ever signed, according to Independent Television Corp., New York, distributor of the series (CLOSED CIRCUIT, May 18).

Ding Dong production is slated to start this month at Paramount studios in Hollywood. The award-winning series originally started locally in Chicago in 1952. ITC reports the new contract involves the largest amount of tape in footage to be used, the largest number of productions involved in a single contract and the most time on the air when the series is launched in September. KTLA will present the series Monday through Friday for a 52-week period starting in September, according to ITC.

• Program notes

• Elliot-Unger-Elliot, commercial production division of Screen Gems Inc., New York, announces the installation of a second Ampex Videotape unit. With the addition also of new 35 mm kinescope recording equipment, EUE reports that commercials produced on tape can be recorded on kine in order to supply film prints as well as tape of the same commercial.

• In its first tv sports syndication venture, United Press International will distribute taped telecasts of Notre Dame's 10 football games this fall. The package will be produced by Newspix Inc., subsidiary of Bert L. Coleman Assoc., New York. Sports Network Inc., New York, will provide transmission and network facilities for the telecasts which are to be carried over a minimum of 115 stations.

• Veronica Lake will narrate *News in Fashion*, film series coming from Monarch Productions Corp., New York, in the fall. In what is said to be the actress' first major tv project, plans call for filming just before air date of each installment in order to keep up with new fashion developments.

• *Felix the Cat* will be on view at the

American National Exhibit in Moscow starting July 25. The episodes to be telecast continuously over RCA-NBC facilities at the exhibition are part of a new *Felix* series being produced by Trans-Lux Television Corp., New York.

• ABC Films Inc., New York, will distribute *Congressional Investigator,* to be produced by Howard-Wolper Productions Inc., Hollywood. The 39 half hours are to be based on material from a number of congressional investigations, which are under research by associate producer Harvey Bernhard. This is the first joint venture of Sandy Howard and Dave Wolper, longtime tv producers and packagers.

• California National Productions, New York, reports the following new sales of its *Danger Is My Business* tv series in color and in black and white: WSB-TV Atlanta, WTVU (TV) San Francisco and to the Kroger Co., via Campbell-Mithun for KSD-TV St. Louis, all in color. Others are WTOC-TV Savannah, Ga.; KTVE (TV) El Dorado, Ark.; WLBZ-TV Bangor, Me.; KRBC-TV Abilene, Tex.; KFBB-TV Great Falls, Mont.; WGR-TV Buffalo, N.Y.; KEYT (TV) Santa Barbara, Calif., and WHYN-TV Springfield, Mass.

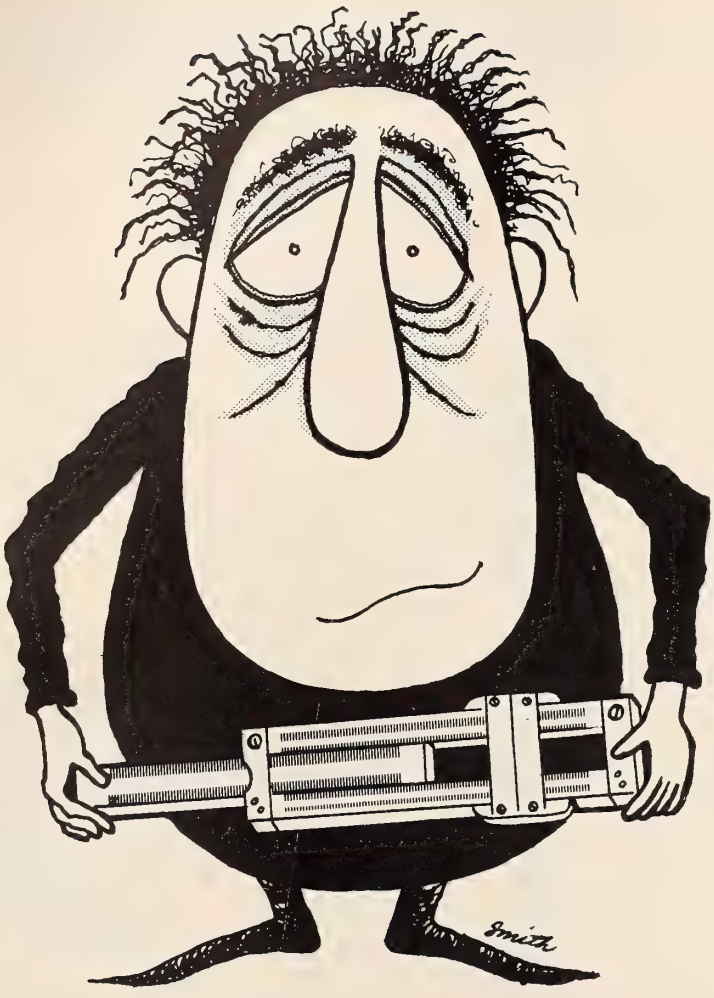
• Jay Emmett Assoc. New York, has been signed by General Artists Corp. there as exclusive merchandising representative for *The Many Loves of Dobie Gillis,* which debuts on CBS-TV in September.

• Trans-Lux Television Corp., New York, announces the release for syndication of *Animal Parade,* 26 quarter-hour wild life films. Trans-Lux's *Encyclopaedia Britannica* library of short subject films is now in some 60 markets, latest buyer being WNEW-TV New York. Renewing *Britannica* is WKBT-TV La Crosse, Wis.

• MCA-TV, New York, reports sale of the Paramount pre-1948 features to KTVH (TV) Hutchinson, Kan.; WAPI-TV Birmingham, Ala., and WTPA-TV Harrisburg, Pa., bringing total number of markets covered to 54.

• Banner Films, New York, has obtained distribution rights from radio & tv packagers there for *Cartoon Classics* and *Jungle. Classics* consists of 208 five-and-one-quarter-minute animated cliff hanger episodes, 104 of which are going into distribution for the first time. *Jungle,* which has had prior circulation, is composed of 52 15-minute episodes.

• *The Attacked Talk Back,* a series of half-hour tapes, is available from Charles Garland, 1706 Commonwealth Ave., Alexandria, Va. Telephone: Temple 6-4652.



anyone for statistics?

Let's face it—we're in a business where statistics flow like . . . er, water.

Since this is the case, here are a few for your consideration:

In the morning, WBT's audience lead over its nearest competitor is 92%.*

In the afternoon, WBT's audience lead over its nearest competitor is 69%.*

At night, WBT's audience lead over its nearest competitor is 123%.*

Three mighty good reasons for placing your next schedule on WBT—the station that creates the nation's 24th largest radio market. Call CBS Radio Spot Sales for availabilities.

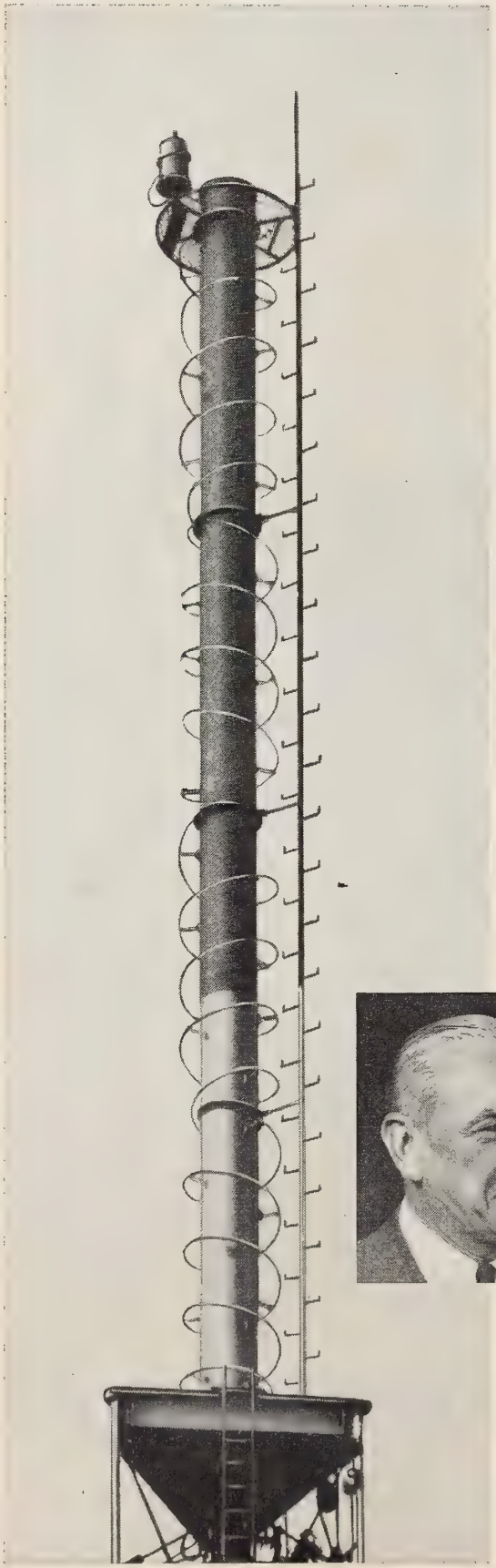
*Pulse 25 county area March 1959

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

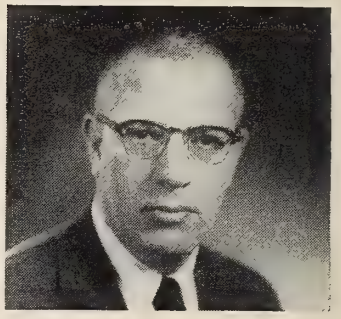
STATIONS PRAISE GENERAL

"Saved cost"...



WIIC, Ch. 11, Pittsburgh
"Our transmitter dumps 100 KW into the antenna . . . this input power is no problem for our VHF helical and our signal blankets the Tri-State Area right up to the base of our tower."

Robert Mortensen,
General Manager





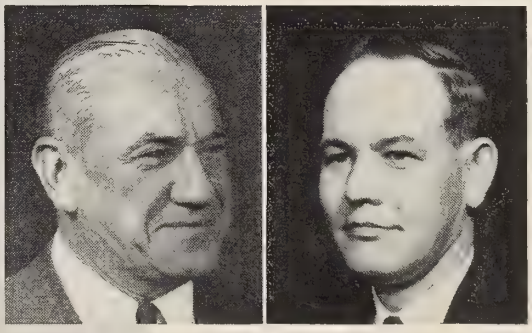
WQED, Ch. 13, Pittsburgh
"Simple power division of our sectionalized VHF helical antenna puts our signal in close to our downtown antenna site too . . . a G-E UHF helical antenna for our second educational channel (WQEX) rides piggyback atop the VHF helical — saved cost of another tower."

Edward Horstman,
Director of Engineering

WTEN, Ch. 10, Albany, N. Y.
"Charlie Heisler, our chief engineer, and I are delighted with the performance of the VHF helical. We went on air Dec. 1, 1957, and the only complaint I have heard to date is from the poor fellow who has to climb 1400 feet to change the beacon light."

Tom Murphy,
General Manager





WAST, Ch. 13, Albany, N. Y.
"Extensive field strength tests (and our mail) show that we're putting a good signal where we want it, and that we're meeting FCC requirements to a tee."

W. G. Riple, General Manager
Elmer Snow, Chief Engineer

WJMR-TV, New Orleans, La.
"We've been simulcasting on experimental station KK2XFW, Ch. 12, since September, 1957. Our VHF helical has performed perfectly, both directionally and non-directionally. We've had no pattern variations caused by weather, and no maintenance problems."

George Mayorall,
General Manager & Chief Engineer



ELECTRIC VHF HELICAL ANTENNA

"Delighted"... "Good signal"... "No problems"

STRONGER, SIMPLER, GIVES BETTER RECEPTION IN DIFFICULT AREAS

90% Fewer Components, Easier to Maintain The helical antenna is simpler in design than any other type. Gain for gain, it has 90 percent fewer junctions, feed points and other connections. Transmission lines are *inside* the mast, completely protected from weather and shielded from the RF field. The helical antenna withstands winds up to 112 miles per hour, while its superior rigidity prevents pattern fluctuations. The radiating helix doubles as its own de-icer.

Greater gain, custom coverage General Electric helicals are available with power gains of up to 25. Horizontal field patterns can be directionalized by means of simple tuning stubs on the helix. Power division and phasing between sections provide desired null fill-in. Antenna experts at Electronics Park will work with your consultant for the best coverage patterns.

The helical antenna has been proved in use by TV stations in every section of the country. For further information, contact your nearest G-E Broadcast Equipment representative, or write Broadcasting Equipment, General Electric Company, Electronics Park, Syracuse, N. Y. In Canada: Canadian General Electric Co., Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Outside the U. S. A. and Canada: International General Electric Co., Inc., 150 E. 42nd St., New York, N. Y.



NEW—VHF LOW-CHANNEL WRAP AROUND HELICAL
All the advantages of standard helicals but utilizes tower structure as mast. Stations now using include WKTV, Ch. 2, Utica, N. Y., and KVIE, Ch. 6, Sacramento.

Outstanding Advantages of the G-E VHF Helical

- Fewer feed points and feed lines greatly reduce air leak and coupling problems.
- Another antenna can be "piggy-backed" on the helical, permitting two or more stations to use the same tower.
- Feed lines inside mast protected from weather and shielded from RF field.
- Helical can be readily sectionalized for emergency operation.
- Choice of self-diplexing dual-line feed or diplexed single-line feed.
- Has no separate heating elements for de-icing; using helix as own de-icer takes less power.
- No feed lines smaller than 3⅛" diameter — rugged, durable with high load capacity.
- Structurally rigid; resists shifting of feed lines, eliminates pattern fluctuations in winds.

GENERAL ELECTRIC



Last-minute check between Executive V. P. Bretherton (left) and Chief Engineer Holmes (standing on elevator landing) before a technician starts his ride up the tower.

"This Dresser-Ideco tower elevator helps WTOL-TV assure advertisers of uninterrupted service"

reports Thomas S. Bretherton, WTOL-TV General Manager and Executive Vice-President

"We wanted this Dresser-Ideco tower elevator for the same reason we insisted on top quality equipment at the transmitter," says Tom Bretherton of Toledo's WTOL-TV. "It's the best way to assure our advertisers uninterrupted service."

Chief Engineer Hal Holmes adds, "The elevator makes routine maintenance easier and faster. It simplifies repair work and speeds it up. A technician would need at least 1½ hours to climb our 1046′ tower. The elevator gets him up to the antenna in a matter of minutes — fresh, ready for work. It saves time and labor, makes it much safer for technicians to keep the tower and its equipment in top condition."

The electronically-controlled elevator is Dresser-Ideco's latest significant advancement in television transmitting towers. Bretherton emphasizes, "The elevator was one of the features which impressed us when we discussed the tower with Dresser-Ideco. It's certainly an important and useful accessory for any tall tower."

Completely safe, Dresser-Ideco elevators are easy to operate and maintain. Just one switch moves the car up and down, stops it anywhere on the tower. The system is fully protected by automatic safety devices. And Dresser-Ideco's radio control system eliminates tower wiring circuits, simplifies installation and maintenance.

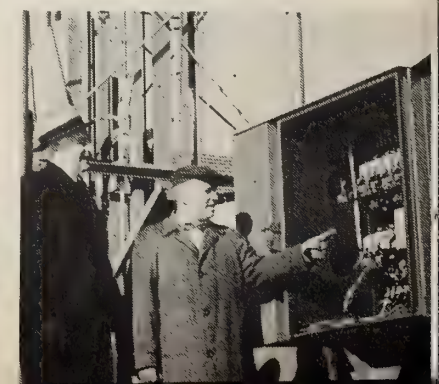
When you start planning a new tall tower, plan the tower **and** its elevator with Dresser-Ideco. And send now for Elevator Bulletin T-2.

Patents are pending on the Dresser-Ideco tower elevator.

Dresser-Ideco Company
Division of Dresser Industries, Inc.

TOWER DIVISION, DEPT. T-92
875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 So. Vermont Ave., Los Angeles 44, California



Chief Engineer Holmes explains tower switch box to the boss. Frazier Reams (left), President, Community Broadcasting Co., says, "When we received the go-ahead to put WTOL-TV on the air, we chose Dresser-Ideco to build TNT . . . Toledo's New Tower. We are most happy with that decision. For one thing, there's no need to worry about our men climbing 1046′ hand over hand. They'll take the elevator . . . Toledo's most spectacular ride, and one of the safest."



LEISURELY figure in foreground is Al (Jazzbo) Collins, WNEW New York



COMPELLING DISTRACTION for d.j.s was Americana pool and terrace, of which tiny part is shown above. Carlton Records kept bar open at poolside.

FUN IN THE MIAMI SUN

D.j.s live it up but do some business too

Some 3,000 disc jockeys, station executives, record company salesmen and talent sunned, swam, swizzle-sticked and business-sessioned their way through the Second Annual Radio Programming Seminar and Pop Music Disc Jockey Convention at the Americana Hotel in Miami Beach May 29-31. They learned just how much they are under the public microscope—especially when reporters and photograpers also were on hand from print media which have been losing ad dollars to radio-tv (see page 96).

Sixty experts on 18 major panels, discussing topics of concern to radio during two full days of business sessions (for details, see BROADCASTING, June 1), constituted a serious balance to the convention. But by first impressions the panels were obscured by the natural lures of the environment, aided by record companies' hospitality suites which seldom closed.

A collective tab of more than $600,000 was estimated to have been spent for the weekend by delegates, stations and record companies. The Storz Stations, once again the convention host, expects a $55,000 bill. The record firms spent an estimated $200,000, covering in part such big events as the poolside cocktail parties by Mercury Records and Liberty Records, breakfasts by United Artists Records and Altantic Records, lunches by RCA Victor and Columbia, a stereo recording party by Capitol, a banquet by Dot and an all-night breakfast-dance by Roulette. One record firm (not a major label) flew a reported 80 disc jockeys to Havana for a day, helping to lessen attendance at some of the business sessions.

If there is a third annual disc jockey meeting next year—and if Todd Storz has anything to do with it—"it will be a very austere meeting, held in some relatively small midwestern city which is easily reached." Not that there wouldn't be "a reasonable amount of fun," he added, "but the emphasis would be on the business meetings."



IN MEETING ROOMS clusters of serious delegates like these attended 18 panel sessions at which 60 speakers appeared in jammed two-day agenda.

CONTINUED



UNITED ARTISTS' CONNIE RUSSELL



ABC-PARAMOUNT'S LLOYD PRICE

WHAT MAKES RECORDS SPIN

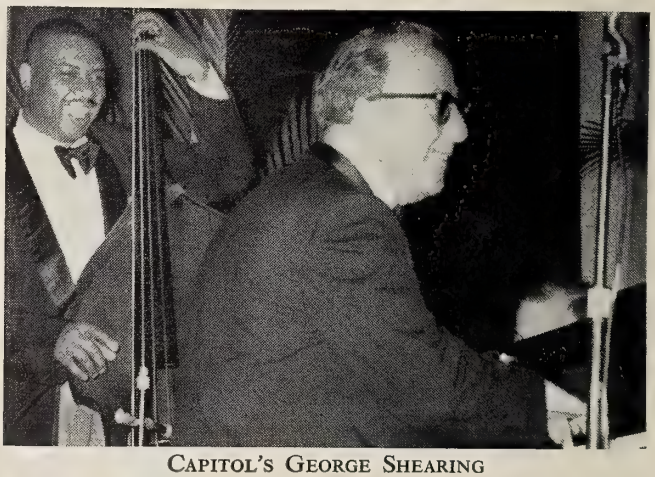
Disc jockeys at the Miami convention saw in the flesh a vast collection of the stars whose hit records they had been playing. It was the biggest, longest, gaudiest show ever staged at a broadcasting meeting. It began at 7:30 Saturday night, ended at 6:30 Sunday morning. Guests were fed a banquet, a barbeque and breakfast, washed down by bourbon and scotch. At 1:30 a.m. floor space was cleared, and the 26-piece Count Basie band played for dancing, with occasional breaks for more name acts. Several stars never did get on; time ran out on them. At the banquet Martin Block, WABC New York, 25 years a d.j., presented the first annual Martin Block award to Dick Martin, WWL New Orleans. Mitch Miller (lower right) was not on Saturday show; he led "sing-along" at poolside party for d.j.s Friday night.



MGM'S CONNIE FRANCIS



CAPITOL'S PEGGY LEE



CAPITOL'S GEORGE SHEARING



COLUMBIA'S MITCH MILLER



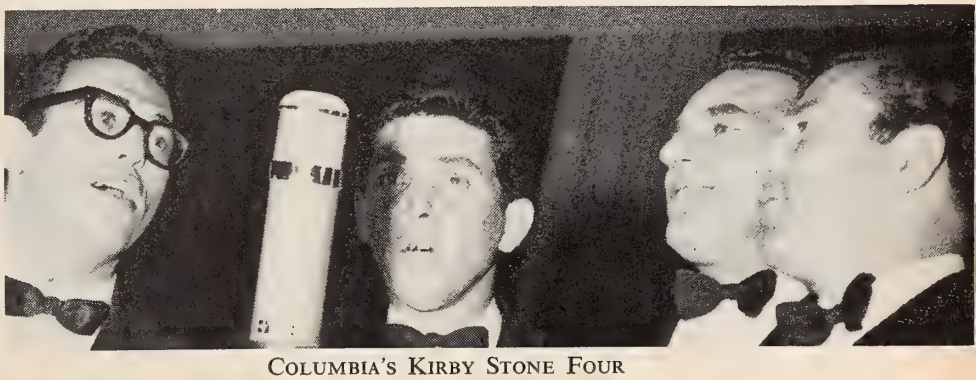
DOT'S PAT BOONE



COLUMBIA'S VIC DAMONE



COLUMBIA'S JOHNNY HORTON



COLUMBIA'S KIRBY STONE FOUR



ROULETTE'S COUNT BASIE



MERCURY'S PATTI PAGE



FAVORED DELEGATES, like Martin Block, pioneer d.j., were flown from airport to hotel by helicopter.

A MOVE TO ORGANIZE

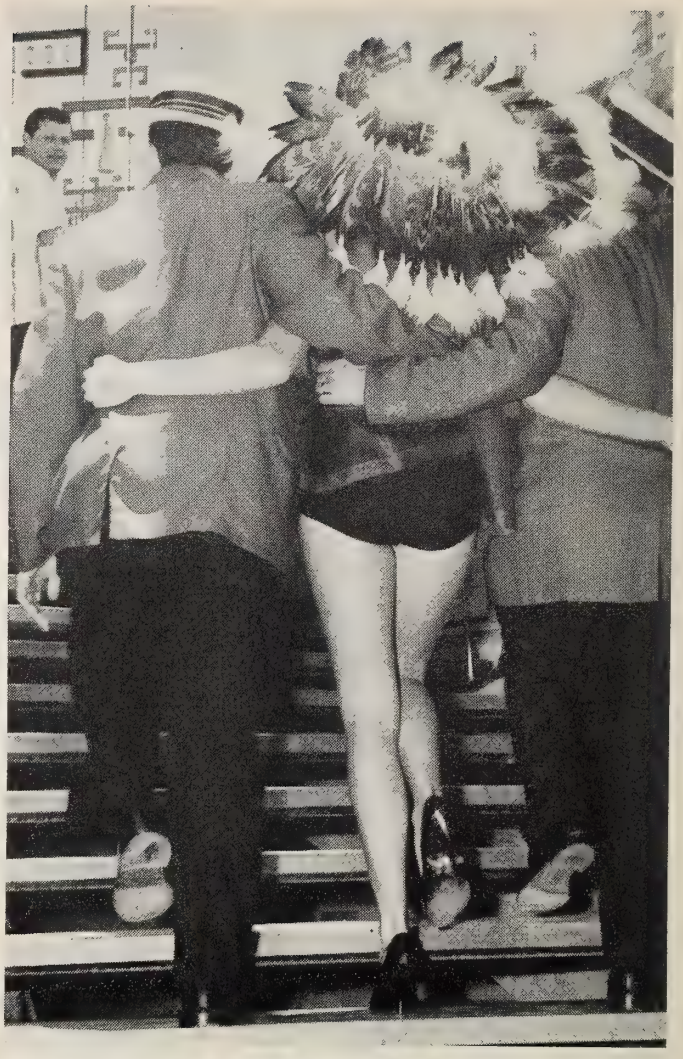
Renewed attempts were made during the convention to organize a national disc jockey association. At the close of the first day's business sessions, more than 10 hours after delegates first had been seated for a breakfast meeting, open discussion found the few surviving disc jockeys were somewhat skeptical. They recalled past failures in that direction. Record representatives at the session offered co-operation in the form of loans, gifts or assessments, but wanted the d.j.'s to act on their own. Some of the jockeys favoring eventual organization in some cases felt the time still premature. Strong proponent of organization was Bill Gavin, San Francisco, an independent radio programming consultant serving such clients as McCann-Erickson and Lucky Lager.

The shuddering thud of negative publicity was heard early Sunday morning when an edition of the the *Miami Daily News* arrived at the all-night dance. There were cries for an emergency meeting that same morning to organize in defense of attacks on the public image of the disc jockey. The emergency meeting later was called off.

National publicity of the same tenor as the local story was carried in the June 8 edition of *Time* under the headline, "Disc jockeys, the big payola." *Time* said: "If the pampered jades of Asia had turned up in Miami Beach last week they might have melted with envy. One of the most pampered trades in the U.S.—the disc jockeys—had come to town . . . and Big Daddy, in the shape of the U.S. record companies, was there to take care of them. . . . Squads of local beach girls in Bikinis were relieved by company-strength detachments flown in from New York . . . the lordly jocks drifted from back-slapper to back-slapper, soaked up booze. . . . and everywhere a d.j. went, record company promoters kept telling him: 'Without you we're dead, boy'."

Record interests pushing for a one-minute record, which could bring the nickel slot back to the jukebox, found their cause was not well received at the convention. At a panel session on the one-minute record, disc jockeys in the room by a hand vote showed 10-to-1 that they opposed the idea on grounds it would promote more commercialism and provide no entertainment. Panelists were Sol Taishoff, editor and publisher of BROADCASTING, who opposed the plan, and Norman Orleck of *Cash Box*, who favored it.

As the last strains of music wafted down lanai suite hallways and weary delegates packed to catch Sunday planes and trains, Bill Stewart too made news. As the Storz Stations national program director, he had spent six months fulltime as convention planner and coordinator. Then the word leaked out: he had resigned.



WDAE TAMPA d.j.s Pat Chamburs and Bob Hoffer went strolling with feathered model.



COORDINATOR of convention was Bill Stewart (right), national program director of Storz Stations, which sponsored meeting. He spent months on arrangements.



STARS WELCOMED interviews. Here Patti Page talks to Bob (Coffeehead) Larsen, WRIT Milwaukee, Don Keyes, McLendon Stations, Dallas, and Gene Edwards, WROW Albany.

Advertisers

• REYNOLDS GIRDLER, pr and advertising director, Sinclair Oil Corp., N.Y., elected vp.

• THEODORE BRAUDE, formerly advertising and sales promotion manager of Hazel Bishop Co., N.Y., to advertising manager of Lanolin Plus (cosmetics), Chicago.

• JACK D. BEHR, news editor of Spotlight News, commercial tv newsreel company, appointed director of advertising and public relations, technical products division, Packard Bell Electronics Corp., L.A. He succeeds DAVID M. KNOX, promoted to director of public relations for corporation.

• JACK D. EWAN, midwest regional public relations manager of General Electric Co. in Chicago, joins Motorola Inc., that city, as public relations director. He had been associated with GE in public relations, advertising and sales promotion activities since 1948.

• LARRY SMITH is not joining Hoffman Electronics Corp., L.A., as advertising director for its Consumer Products Div. as announced last week (BROADCASTING, June 1). Mr. Smith, who resigned as general manager of KDUO (FM) Riverside, Calif., to accept Hoffman post, said his future plans are undetermined.

• DONALD C. POWER, chairman of board and chief executive officer, General Telephone & Electronics Corp., N.Y., named "business executive of the year" at 24th annual International Distribution Congress of National Sales Executives-International.

• LEONARD C. TRUESDELL, executive vp, marketing, of Zenith Radio Corp., chosen "sales executive of the year" by National Sales Executives-International. He was cited for "unusual ability in selling quality over price" with tv receivers and for helping Zenith in 1958 increase its "share of the total industry radio receiver business almost 25% over 1957."

Agencies

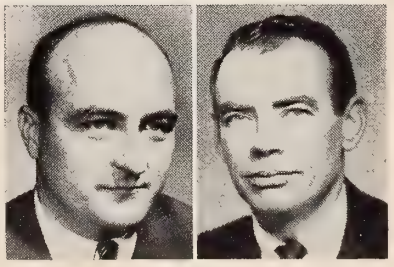
• JAMES G. LAMB, board chairman of Arndt, Preston, Chapin, Lamb & Keen, Phila., to become chairman of newly-created executive committee, effective July 1. JOHN F. ARNDT, president, succeeds Mr. Lamb as board chairman while KENNARD G. KEEN JR. becomes president.

• LOUIS A. TILDEN, vp and radio-tv director of Wherry, Baker & Tilden, Chicago, becomes board chairman of reorganized agency, Baker, Tilden, Bolgard & Barger. BRUCE A. BAKER, vp and creative director of WB&T, becomes president of BTB&B. CLIFFORD E. BOLGARD, vp-media director, and HARRY BARGER, vp-account supervisor, both of old agency, are new principals. LARRY WHERRY resigns as president of WB&T, selling his interests. All changes are effective July 15.

• REG W. TRIGGS named vp and general manager of Los Angeles office of Cunningham & Walsh. He held same title previously with Los Angeles office of McCann-Erickson, and before that was account supervisor with Erwin Wasey, L.A., and Meldrum-Fewsmith, Cleveland. WILLIAM J. PETERSON, C&W vp, named creative director of Los Angeles office and creative television coordinator in Los Angeles for all six of agency's offices.

• ALLEN H. CENTER, public relations director of Motorola Inc., Chicago, resigns June 15 to join Leo Burnett, that city, as vp in charge of public relations, July 6. In effect, he succeeds BILL TREADWELL, formerly vp and manager of agency's department in New York, who joined Grey Adv., that city, as vp in charge of special assignments June 1. Mr. Center will headquarter in Chicago, coordinating activities of Burnett's New





Moving up • BBDO has announced the election of eight new vice presidents all of whom are assigned to the agency's creative departments. They comprise the largest number ever elected officers of the agency at one time. Grouped above are the five executives based in New York: (l to r) George Sanders, art supervisor who joined in 1943; Ralph C. Rewcastle, copy group head who had been with two other agencies before coming to BBDO in 1952; John F. Bergin, copy group head, who joined nine years ago; Lawrence Berger, head of the tv art department with BBDO since 1947; Bernard Haber, head of tv film production and with the agency since 1948 as motion picture production assistant, talent director and production supervisor. Pictured underneath are Martin F. Conroy (l.), creative director at the Boston office, and with BBDO since 1950, and John R. (Bob) Kelly, copy group head at San Francisco who joined BBDO in 1947. Not pictured is the eighth vp: Allen R. McGinnis, copy chief at Los Angeles with 14 years at the agency. Average age for the eight: 39 years.

York, Hollywood and other offices.

• NEIL QUINN, formerly associate copy group supervisor, Kenyon & Eckhardt, N.Y., to Geyer, Morey, Madden & Ballard, that city, as vp in creative department.

• CLEO W. HOVEL, tv creative supervisor, KENNETH R. OELSCHLAGER and FRANK WALSH, creative supervisors, all of Campbell-Mithun, Minneapolis, elected vps. Mr. Walsh works in Chicago office of C-M.

• ARCHIBALD L. BEYEA, formerly vp of Robert Otto & Co., N.Y., to Gotham-Vladimir Adv., that city, as vp and account executive.

• PHILIP M. WHITE, formerly vp and director of Reach, McClinton & Pershall, Chicago, appointed vp and account supervisor at The Buchen Co., that city.

• BERNARD J. SCHIFF, formerly director of advertising and sales promotion for American Character Doll Corp., N.Y., has succeeded Milton A. Weiss as president of Webb Assoc. Inc., New York advertising agency.

• AUGUST A. NELSON resigns as vp, headquarters' staff, American Assn. of Advertising Agencies, N.Y. LAWRENCE D. REEDY appointed acting head of Mr. Nelson's former section.

• FRANK BERNADUCCI, National Export Adv. Service, re-elected president of International Media Buyers Assn., N.Y. Other officers: vp, PATRICK A. PETRINO, Robert Otto Co.; secretary, KARIN HIORT, Foreign Adv. & Service Bureau, and treasurer, ANNETTE YOUNG, Fuller & Smith & Ross.

• THOMAS D'ARCY BROPHY, formerly chairman of Kenyon & Eckhardt, N.Y., and SAMUEL C. GALE, formerly vp in charge of advertising, home service, public services and marketing research of General Mills Inc., Minneapolis, have received first annual Advertising Federation of America awards for "distinguished service."

• PAUL MOROZ, elected vp in charge of research of C. J. LaRoche & Co., N.Y. Other LaRoche appointments: CHESTER R. LAROCHE, vp, charge of media, and HUMBOLDT GREIG, vp, charge of radio-tv time buying.

• A. F. GUCKENBERGER, formerly advertising vp, Ward Baking Co., N.Y., to McCann-Erickson, that city, as vp and account director.

• JOSEPH D. NELSON, director, account management division, Cunningham & Walsh, N.Y., and LAURENCE W. SCOTT, senior vp and account supervisor, agency's Chicago office, elected to board of directors.

• FRANK J. PARKER, president of Parker Adv. Co., Dayton, Ohio, becomes board chairman. MRS. ANN F. FITZPATRICK, executive vp, succeeds Mr. Parker as president. Other officers: E.G. KINSER JR., vp-creative director; RICHARD J. VOSS, vp and senior account executive, and WILLIAM H. ANDERSON, vp and account executive.

• WALTER W. STUMPE, director of marketing department of Needham, Louis & Brorby, Chicago, elected vp.

• ELLIOTT JOHNSON, formerly midwest account representative of American Research Bureau, Chicago, appointed director of media and research of R. Jack Scott, Chicago agency.

• RUTH BABICK, head timebuyer of Earle Ludgin & Co., Chicago, for over ten years, announces resignation.

• WOLF MAGNUS, formerly marketing analyst of McCann-Erickson, appointed senior merchandising analyst in marketing research department of Tatham-Laird, Chicago.

• EDMUND (RODDY) ROGERS, radio-tv program supervision head, N. W. Ayer & Son, N.Y., named head of agency's Hollywood office.

• HARRY SOGHIGIAN, formerly southern sales manager of *Tv Digest* magazine, to Promotion Assoc., Washington advertising-pr firm, as executive vp in charge of sales.

• RODERICK A. MAYS, Mays & Co., L.A., re-elected president of Western States Adv. Assn. Other officers elected: JACK JOHNSTONE, Guerin, Johnson, Jeffries, L.A., first vp; STAN BROWN, General Adv., Hollywood, second vp; CARL FALKENHAINER, Carl Falkenhainer Adv., L.A., secretary-treasurer. New members of board of directors are: WILLIAM J. BOYLHART, Boylhart, Lovett & Dean, L.A.; STAN BROWN, General Adv., DON JENNER, Don Jenner Adv., L.A.

• CHARLES D. BELL, formerly advertising manager, Pepperell Mfg. Co., Boston, to Badger and Browning & Parcher, that city, in executive staff capacity.

• KEITH SHAFFER, formerly network buyer with Fletcher D. Richards, N.Y., named media buyer in Chicago office of Young & Rubicam. BETTE MYERS, formerly with Tatham-Laird, Chicago, to assistant media buyer with Y&R's office, that city.

• CAYE CHRISTIAN, formerly advertising director of Neiman-Marcus, Dallas and Houston stores, named copy director of Lavenson Bureau of Advertising, Phila.

• JACK NELSON, formerly public relations director of Grant Adv., Miami, named creative director of Arthur R. Mogge, Miami-based agency.

• ROBERT H. SCHAFHAUSEN, formerly advertising manager of U.S. sales division of Max Factor & Co., N.Y., to BBDO, L.A., as account supervisor for Rexall division of Rexall Drug & Chemical Co. account.

• ED JOHNSON named account supervisor of Los Angeles and San Francisco offices of Barnes Chase.

• JOHN R. BURKE, formerly with Marsteller, Rickard, Gebhardt & Reed, joins Ketchum, MacLeod & Grove, both Pittsburgh, as account executive.

• RAY A. HERMAN, formerly with Dancer-Fitzgerald-Sample, to Street & Finney, both New York, as account executive.

• MICHAEL DONOVAN, formerly vp and associate media director of Benton & Bowles, N.Y., to media department, BBDO, that city.

• TOM WOOD, formerly senior copywriter, BBDO, Chicago, to creative staff of Charles W. Hoyt Co., N.Y.

• JOHN MCNAMARA, formerly copywriter with McCann-Erickson, Detroit, to copywriting staff of Fuller & Smith & Ross, N.Y.

Networks

• THOMAS H. RYAN, general executive in CBS-TV program department since January, has resigned to become vp of Hubbell Robinson Productions Inc., Hollywood. Formation of that firm was announced week ago by Mr. Robinson, former programming executive vp of CBS-TV (BROADCASTING, June 1). At CBS-TV Mr. Ryan had been closely associated with both Mr. Robinson and HARRY G. OMMERLE, who resigned as network program vp last week.

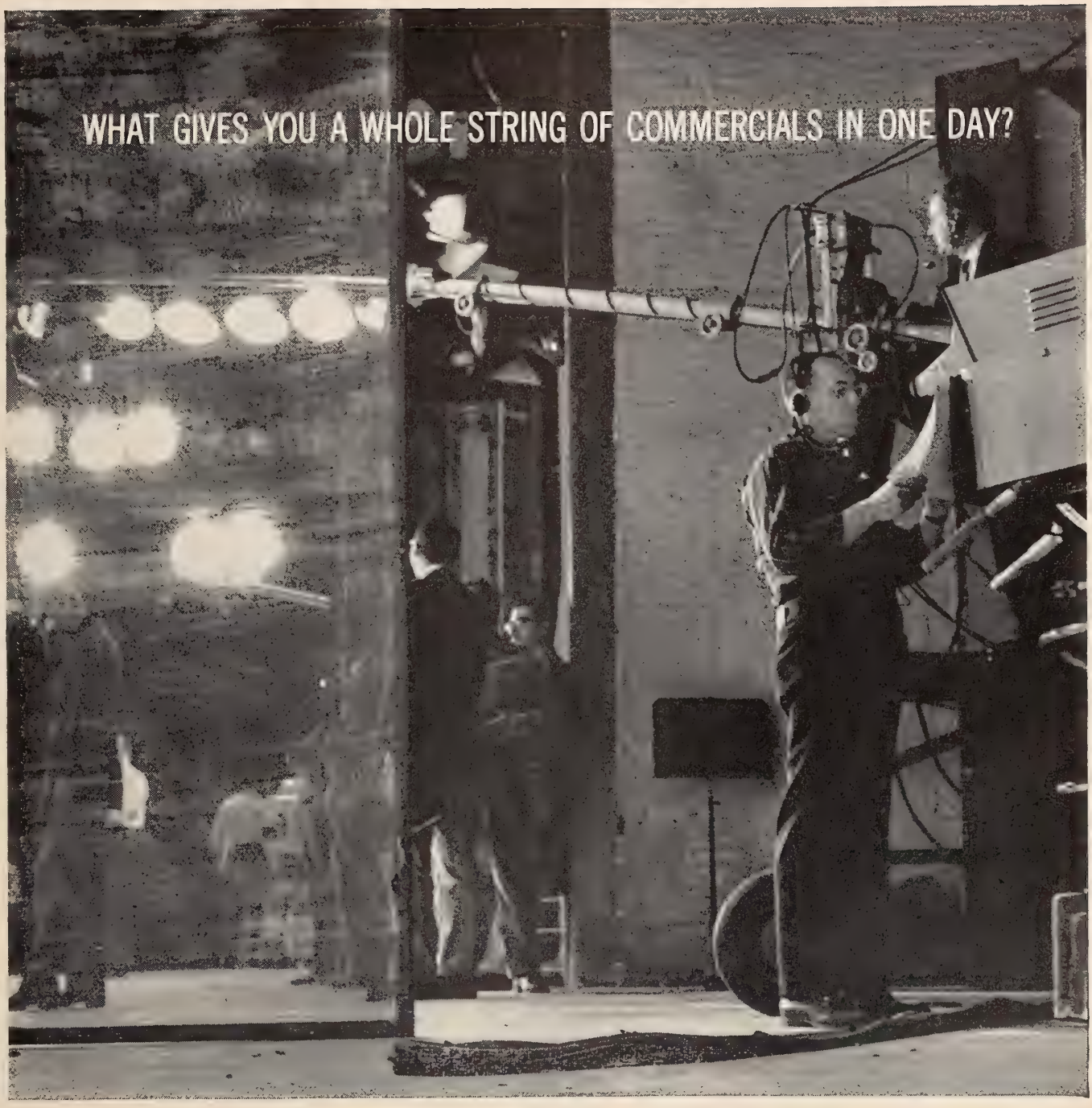


MR. MAGUIRE

• PAUL A. MAGUIRE, formerly account executive, NBC Spot Sales, appointed manager newly-established Philadelphia office of NBC Radio Network Sales.

• WILLIAM S. PALEY, CBS board chairman, was recuperating last week after operation at New York Hospital for elevated diaphragm. Hospital issued bulletin which said "his condition is good—no tumor of any kind was present—no biopsy was necessary."

• SHERMAN C. HILDRETH, director of station operations facilities, NBC,



VIDEO TAPE MADE ONLY BY 3M

Rehearsal's over. The talent's ready.

The one-minute commercial goes on tape.

Then—in instants—the commercial's on the monitor, ready for approval. No time lost for processing. And no money wasted on expensive editing. Should a re-take be needed, another taping's done in just one minute.

Best of all, the taped commercial has "live" quality . . . you get a wider, truer contrast range and signal detail than has been possible by photographic recording . . . involving tolerances of three ten-thousandths of an inch.

Amazing video tape is made *only* by 3M . . . a product of the 3M Research that pioneered magnetic tape. You can rely on erasable, re-usable "SCOTCH" BRAND Video Tape.



MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

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named director, station technical facilities.

• HUGH HOLE, formerly tv producer of Maxon Inc., Detroit-based agency, named co-ordinator of ABC-TV, western division.

Stations

• CHARLES T. (RED) DONLEY, sports director of WSTV-TV Steubenville, Ohio, promoted to vp, public relations and special events.

• BERT WEST, general sales manager of KSFO San Francisco, promoted to vp.

• HUGH E. BADER, formerly of WHB Kansas City, to KUEQ Phoenix, Ariz., as general manager.

• JAMES K. WHITAKER, formerly director of radio of WIS Columbia, S.C., to WCSC-AM-FM Charleston, S.C., as national sales manager.

• DAN BELLUS, sales development and promotion director of KFMB-AM-TV San Diego, promoted to sales manager of KFMB Radio. Mr. Bellus' assistant, PARKER H. JACKSON, succeeds him as sales development and promotion director for San Diego stations.

• FRANK OXARART JR., sales promotion assistant of KNX Los Angeles and Columbia Radio Pacific Network, has resigned to join Kenneth E. Wilson, Newport, Calif., distributor for Chris-Craft Corp., as office manager.

• JIM SILMAN, director of WTOP-TV Washington, appointed director of programs, succeeding THOMAS B. JONES, moving to WJIM-TV Lansing, Mich., as director of programs.

• BILL TAYLOR resigns as sales and operations manager of KWIZ-AM-FM Santa Ana, Calif.

• GENE ADAMS, salesman of KIMA-TV Yakima, to KEPR-TV Pasco, both Washington, as sales manager.


MR. BOSTIC

• THOMAS C. BOSTIC, general manager of KIMA-AM-TV Yakima, Wash., and part owner of Cascade Broadcasting Co., assumed office as mayor of Yakima on June 1. Mr. Bostic led field of 36 candidates last month for Yakima City Council and was elected mayor by his fellow councilmen. He is member of NAB Radio Board.

• MARVIN KATZ, sales promotion assistant of KNX Los Angeles and CBS Radio Pacific Network, appointed program promotion and merchandising manager of KNX-CRPN.

• BOB PARKER, farm service director of WBAY-AM-TV Green Bay, Wis., appointed director of sales promotion and merchandising. ORION SAMUELSON promoted from farm service editor to farm director and JIM DENSMOOR, formerly program-farm director of WCWC Ripon, Wis., named farm service editor.

• LESTER C. RAU, sales manager of KOLN-TV Lincoln, Neb., elected president of Lincoln Advertising Club.

• F.E. LACKEY, KHOP Hopkinsville, Ky., elected board chairman of Community Broadcasting Assn., local class IV stations. Other officers: ROBERT T. MASON, WMRN-AM-FM Marion, Ohio, president; MERRILL LINDSAY, WSOY-AM-FM Decatur, Ill., vp, JOHN R. HENZEL, WHDL-AM-FM Olean, N.Y., secretary-treasurer. Board members: DAVE MORRIS, KNUZ Houston, Tex.; FRANK R. SMITH, WBVP Beaver Falls, Pa., and LEE BISHOP, KORE Eugene, Ore.

• PALMER PAYNE, WGIR Manchester, elected president of United Press International Broadcasters Assn. of New Hampshire. Other officers: MIKE ERLICH, WWNH Rochester, first vp; ARMAND BEDARD, WSMN Nashua, second vp, and ERNEST CROWLEY, WKBR-AM-FM Manchester, treasurer.

• ARTHUR H. SIMMERS, formerly sales manager of WFAR Farrell, Pa., named station manager of WOHI East Liverpool, Ohio.

• EUGENE J. HOGAN, with KLOK San Jose, Calif., past three years, and presently air personality, adds duties of sales manager.

• EARL A. MERRYMAN, 58, formerly radio engineer of WJSV (now WTOP) Washington and retired electronic engineer of Naval Gun Factory, died May 31 of cancer in Bethesda Naval Hospital, Bethesda, Md. In 1930's, Mr. Merryman engineered for Arthur Godfrey's old morning show, *The Sundial,* and hosted disc jockey show of his own, called *The Eye Opener.*

• FRANK COSTA, formerly program director of WKIT Mineola, N.Y., to WVOX (formerly WNRC) New Rochelle, N.Y., in similar position. VIC RATNER, formerly on news staff of WFIL Philadelphia, joins WVOX as news editor.

• JACK LYNN, formerly program manager, WNTA-TV Newark, N.J., to WNEW-TV New York in similar capacity.

• DINO IANNI, account executive of KQUE Albuquerque, N.M., named commercial manager.

• WALTER N. LINTHICUM, night program director of WBAL-AM-TV Baltimore, retires after 31 years of service with Hearst-owned stations.

• ROBERT WHITNEY, program director of KALL Salt Lake City, to KBOX Dallas as assistant to general manager in charge of production. Other KBOX appointments: CHUCK BENSON, formerly of KALL, and JOHN BORDERS, formerly of WACO Waco, Tex., as announcers; D. MYLO BEAM, formerly group sales representative of Bartell Family stations, as account executive.

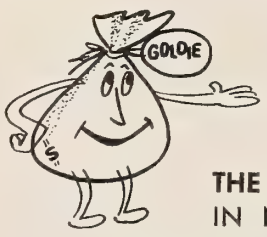
• ED MARVIN, formerly of WOCB W. Yarmouth, to WPLM Plymouth, both Massachusetts, as manager of its Cape Cod branch. FRED LANG, formerly of WNAC Boston-Lawrence, named WPLM's news director for Cape Cod.

• HAL DURHAM, formerly announcer-newsman of WSB-AM-FM Atlanta, to WBMC McMinnville, Tenn., as program director. CHARLES MULLICAN, formerly announcer with WCDT Winchester, Tenn., joins WBMC in similar capacity.

• DOUGLAS G. BELL, formerly assistant program director-production super-

THE LEADER IN THE NORTH VALLEY . . .

KHSL-TV ch. 12



• TOP PROGRAMS
• TOP SALES RESULTS
• TOP POPULARITY

THE PLACE FOR YOUR ADVERTISEMENT IN NORTHERN CALIFORNIA

KHSL-TV CHICO, CALIF. • CBS • ABC AFFILIATE

Represented Nationally by Avery-Knodel
George Ross—National Sales Mgr. Central Tower—San Francisco



Ladies' first • Roy V. Whisnand, vice president of WCOP-AM-FM Boston, outgoing president of the Broadcasting Executives Club of New England, presents the gavel to new President Kay Chille, vice president and treasurer of Nona Kirby, Boston station representative, and reportedly first woman president of this type of broadcasting club in the country.

visor of WBT Charlotte, N.C., named program director-production supervisor of WIST, that city.

• THOMAS J. GOSWICK, sales service supervisor of WAVY-TV Norfolk-Portsmouth, Va., promoted to sales coordinator. NORMAN HOLVE, formerly director of photography, WEAT W. Palm Beach, Fla., succeeds Mr. Goswick as sales service supervisor. Other WAVY-TV appointments: SYLVIA WEAVER, formerly promotion writer of WTAR Norfolk, Va., as continuity director; RUSS PORTERFIELD, formerly director of WRVA-TV Richmond, Va., as production manager, and BILL KELLEY, film director, to operations manager. JUDY HUNDLEY to WAVY as continuity director. CATHERINE POLIZOS to licensee Tidewater Teleradio Inc. as art director.

• ROBERT E. ROBINSON, manager of news operations, WWDC-AM-FM Washington, D.C., named director, news and editorial operations. Other WWDC appointments: TOM SLINKARD, manager, news operations; GERALD W. CLARKE, news production manager; EDWARD PAWLICK and ED TAISHOFF, news editors.

• WALTER R. KRAEMER appointed public relations director of WDON Wheaton, Md., and WASH (FM) Washington, D.C., and editor of WASH *Program Guide*.

• WILLIAM A. GARTHWAITE, producer-director of WAVY-TV Norfolk-Portsmouth, to WTAR-TV Norfolk, both Virginia, in similar capacity.

• BILL LAWS, with KEWB (formerly KLX) Oakland, Calif., since 1948, named public relations-promotion director.

• JACK HURST, formerly news-sports director of WLEE Richmond, Va., to WGST Atlanta, Ga., as news director. LOU MORTON named WGST chief announcer.

• PATRICK FAY, formerly producer-director of DuMont Network, to KPLR-TV St. Louis in similar capacity.

• DICK DUNNE, formerly announcer of KXGN-AM-TV Glendive, Mont., to KXAB-TV Aberdeen, S.D., as news director.

• LARRY BECKERMAN, executive producer of WTOP-AM-FM Washington news staff, appointed Washington area news editor. STEVE CUSHING, senior member of WTOP news staff, joins Mr. Beckerman on Washington area news desk.

• JONATHAN SCHILLER to KABL San Francisco as music director for nightly classical program.

• ROD LEA, formerly air personality and newsman of WAMS Wilmington, Del., to operations staff of KTTV (TV) Los Angeles.

• ED YALOWITZ, promotion manager of WFIE-TV Evansville, Ind., to promotion department of WBBM-TV Chicago.

• DAVID P. EVANS, formerly tv-radio account executive, Ogilvy, Benson & Mather, N.Y., to sales department of WHLI Hempstead, N.Y. PHIL CECCHINI, formerly with engineering staff at WXEX-TV Petersburg, Va., to WHLI, in similar capacity.

• B. J. (JACK) PALANZA joins WCSH-TV Portland, Me., as account executive.

• GEORGE L. GRIESBAUER, formerly in regional sales office of WJTV (TV) Jackson, Miss., to WRC-AM-FM-TV Washington as account executive.

• HEYWARD SIDDONS, program director of KOA-TV Denver, to account executive in sales department. SI PALMER, production supervisor, named program director. DICK TRUE promoted from director to assistant program director and chief director.

• JAMES J. DUNHAM, formerly with WXIX-TV Milwaukee, joins sales staff of WTCN-TV Minneapolis-St. Paul. FRANK HUNT joins radio sales staff of WTCN.

• CECIL WEBB, director of sales promotion and advertising of KRON-TV San Francisco, appointed full-time sales representative.

• PAT NORMAN, formerly assistant ad-

Daytimer in midwestern city possessing genuine growth potential. Can be had for $110,000.00, with $55,000.00 down. For further details contact office nearest you.

Fulltimer located in southwestern section of U.S. Total consideration $90,000.00. $35,000.00 down will handle. Terms subject to negotiation. ABC network affiliation.

HAMILTON-LANDIS & ASSOCIATES, Inc.

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1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

vertising manager of Rawlings Sporting Goods Co., St. Louis, to KTVI (TV), that city, on local sales force.

• RICHARD GASSAWAY, salesman of KEPR-TV Pasco, to KIMA-TV Yakima, both Washington, in similar capacity.

• BILL CHASE, formerly with KING-AM-FM, to KTIX, both Seattle, as air personality.

• MADGE DALZELL, formerly of WHFB-AM-FM Benton Harbor, Mich., to WOWO Ft. Wayne, Ind., as writer.

• GALEN DRAKE, long-time radio personality of CBS, signed to exclusive contract with WOR New York for twice-daily, Monday thru Friday program, beginning July 20.

• BILL STICKLER to news staff of WEOL-AM-FM Elyria-Lorain, Ohio.

• BOB DAYTON, formerly air personality of KTBC Austin, to KIXZ Amarillo, both Texas, in similar capacity.

• WILLIAM R. ROLLINS, with WAYS Charlotte, N.C., as announcer before joining Air Force, joins sales-announcing staff of WCGC Belmont, N.C.

• RICHARD CALCAGNO, graduate of Northwest Schools, Portland, Ore., to KBCH Oceanlake, Ore., as announcer. Other appointments of Northwest graduates: ROBERT KNODELL to WTVB Coldwater, Mich., as air personality; MORGAN GODWIN to WTAP (TV) Parkersburg, W. Va., as floor manager, and DONALD BOYD to KWIQ Moses Lake, Wash., as air personality.

• RUSS MOORE, formerly air personality of WLOL-AM-FM Minneapolis, to WERE-AM-FM Cleveland in similar capacity. BOB HAGEN, formerly of WHK-AM-FM Cleveland, to WERE news staff.

• JOHNNYE RAYBURN, formerly sports announcer of WEEK-AM-TV Peoria, Ill., to KOA-TV Denver, Colo., as announcer.

• WILLIAM FYFFE, formerly night news editor of WJRT (TV) Flint, Mich., to news staff of WWJ-AM-FM Detroit.

• BILL JENKINS, announcer of KBOX Dallas, to WIL St. Louis in similar capacity.

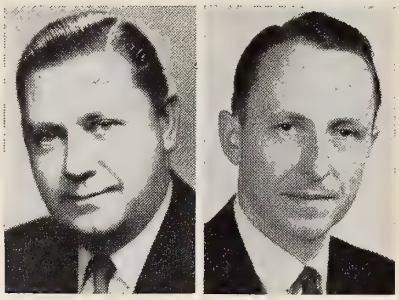
• DON HERMAN, formerly of WBAL Baltimore, and HANS ANDERSON, formerly of WLWA (TV) Atlanta, to announcing staff of WVIP Mt. Kisco, N.Y.

Representatives

• WILBUR M. FROMM, manager of advertising and promotion, NBC Spot Sales, N.Y., appointed manager, sales development and promotion. ANTHONY LIOTTI, supervisor of research, named manager of research.

• JACK MURRAY, formerly production director of WICE Providence, R.I. joins Richard H. Ullman, Buffalo, N.Y., as account executive.

• FRANK REED, vp and account executive of John E. Pearson Television, Chicago, resigns.



Realignment • John E. Pearson Co., New York stations representative, announced last week that John E. Pearson (l) president and founder is moving up to board chairman and Raymond F. Henze Jr.. (r) to president.

Under the re-organization, Mr. Pearson named three executive assistants. They are James Bowden, manager of the Chicago office, who will supervise the midwest area; Robert M. Baird, Atlanta manager, who will be responsible for the southern region and John E. Palmer, San Francisco manager, who will supervise the west coast area. Miss Violet V. Wootton will continue as financial secretary for the radio-tv divisions of the company. Pearson has offices in New York, Chicago, Atlanta, Dallas, Los Angeles and San Francisco.

Mr. Henze has been a sales executive with the Pearson organization in New York since 1951. Earlier, he had been with the sales staff of Ra-Tel, New York, and with the Wesson Oil Co. and Snowdrift Sales Corp. in sales and merchandising work.

Programming

• CHARLES BOLE, formerly of MGM Studios, Hollywood, named vp in charge of business affairs of Four Star Films, that city. Mr. Bole will also serve as member of board of directors.

• WILLIAM SHELTON, formerly vp, Times Film Corp., and head of own film company, joins National Telefilm Assoc. International, as sales manager for continental Europe.

• WILLIAM E. FINESHRIBER reported last week to be leaving his post as director of international operations of Screen Gems, N.Y., within next two months. Mr. Fineshriber previously was sales vp at Television Programs of America, vp in charge of radio-tv for NBC and executive vp of Mutual.

• JACK SONNTAG, assistant production manager of Four Star Films, promoted to production manager. He succeeds FRANK BAUR, who resigned to resume directing.

• HERBERT EISEMAN, west coast vp of H-E Management & Production Assoc., has joined business affairs staff of Desilu Productions, Hollywood.

• BEN BRADY elected president of new Television Producers Guild. Other officers: RALPH LEVY, first vp; EVERETT FREEMAN, second vp; JULES BRICKEN, secretary; WINSTON O'KEEFE, treasurer.

• HERB PEARSON, formerly assistant to president, Guild Films, N.Y., to Official Films, that city, as assistant director of sales.

• CLIFF ROBERTS, award-winning designer of animated tv commercials (three merit awards, Art Directors Club of New York, Golden Reel and Christopher Award), named designer and director, Robert Lawrence Animation, N.Y.

• MURRAY OKEN, midwest sales manager, Trans-Lux Television Corp., named western division manager, Los Angeles office.

• ROSS M. SUTHERLAND, formerly executive vp, sales and service, John Sutherland Productions, N.Y., and midwest sales manager of MPO Productions, Detroit, to midwest sales division of Wilding Inc., Chicago, as account executive.

• HOBY WOLF, sales manager of Milner-Fenwick Inc., Baltimore film producer, appointed vp of sales. EDWARD HOOPER, with M-F since 1958, named district manager of Washington office. GARY HUGHES, film designer, named art director.

• SHERLEE BARISH, formerly special sales representative of Official Films, N.Y., to Bernard L. Schubert, that city, as account executive.

• PHIL SHARP, formerly comedy writer for Phil Silvers, Sid Caesar and *I Married Joan* tv series, named associate producer of ABC-TV's series, *The Donna Reed Show*.

• MEL EPSTEIN, formerly of Para-

mount Pictures as producer, joins Ziv Television Programs, N.Y., as associate producer for *Space,* new science adventure series. BOB LEACH, free lance writer who contributed scripts to *Perry Mason* and other tv series, joins *Space* staff as story editor.

• HERB STEWART signed as executive producer, Bernard L. Schubert, N.Y., for forthcoming *Counterspy* series, which starts California filming this month.

• BOB WELLS resigns as co-producer of NBC-TV's *Dinah Shore Chevy Show* to return to Broadway.

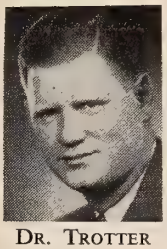
• LT. COLONEL FRANK P. BALL, U. S. Air Force, assigned as technical adviser on *Space,* Ziv-Tv series starring William Lundigan which starts on CBS-TV Sept. 23.

• DAVID VICTOR signed by Goodson-Todman as associate producer and story editor for *The Rebel,* Nick Adams teleseries produced by Andrew Fenady and directed by Irvin Kershner, to start on ABC-TV Oct. 4, Sun., 9-9:30 p.m.

• DAN LOUNSBERY signed to produce *Pat Boone Chevy Showroom* for 1959-60 season. Other tv shows to his credit are *Hit Parade* series and Bell Telephone specials.

• HERBERT BAKER, award winning tv writer ('58 Emmy for "An Evening with Fred Astaire") and movie scenarist, to head writing staff for new Perry Como show, which debuts Sept. 30.

Equipment & Engineering


DR. TROTTER

• DR. HERBERT TROTTER JR., formerly executive vp, Sharples Co., Phila., (manufacturer of process and centrifugal equipment for chemical, food and other industries) to Sylvania Electric Products Inc., New York office, as senior vp, engineering and research.

• HAL WEATHERLY, sales coordinator of instrumentation, Midwestern Instruments (electronic recording instruments, audio tape instruments), Tulsa, Okla., named director of advertising.

• NORMAN GLADNEY, formerly head of own New York marketing firm, appointed general sales manager, Golden Shield Corp., Great Neck, N.Y., national distributors of "Golden Shield by Sylvania" (transistor, table and clock radios).

• B.T. SETCHELL, president of Setchell-Carlson, St. Paul, Minn., makers of tv-electronic equipment, adds post of general sales manager. W. C. McKNIGHT, advertising manager, named assistant sales manager of S-C.

• MARTIN SHERIDAN, information and publications director of New England Council past 18 months, rejoins Admiral Corp., Chicago, as public relations director in which capacity he served from 1951 to 1957.

• MARION E. PETTEGREW, Sylvania Electric Products, N.Y., elected chairman of Consumer Products Div. of Electronic Industries Assn. Other chairmen and directors of EIA divisions: (Military Products)—S. R. CURTIS, Stromberg-Carlson, Rochester, N.Y., re-elected chairman; J.B. ELLIOTT, Tele-Dynamics, Phila., and DR. WILLIAM F. BALLHAUS, Nortronics Div. of Northrop Corp., Beverly Hills, Calif., new directors; (Parts)—W. S. PARSONS, Cantralab Div. of Globe-Union, Milwaukee, re-elected chairman, and J. D. HUGHES, Littlefuse Inc., Des Plaines, Ill., director; (Tube and Semi-conductor Div.)—WILLIAM J. PELTZ, Lansdale Tube Co. (Philco), Philadelphia, chairman; (Industrial Electronics Div.)—BEN ADLER, Adler Electronics Inc., New Rochelle, N.Y., re-elected chairman; DR. A. B. CREDLE, International Business Machines Corp., N.Y.; J. G. FLYNN JR., Collins Radio Co., Cedar Rapids, Iowa, and CARL A. FRISCHE, Sperry-Rand Corp., N.Y., all new directors.

• WILLIAM M. WEBSTER, manager of advanced development, RCA Semiconductor & Materials Div., Somerville, N.J., appointed administrative engineer on staff of vp, RCA Labs, headquartering at David Sarnoff Research Center in Princeton, N.J.

Allied Fields

• WARREN E. ABRAMS, formerly account executive of N. W. Ayer & Son, appointed manager of general advertising of *Louisville* (Ky.) *Courier-Journal & Times* (WHAS-AM-TV).

• JOSEPH W. KUTCHIN, account executive of Harshe-Rotman, Chicago-based pr firm, promoted to account group supervisor. MRS. SUE LEVEN SAGER, formerly head of her own PR firm, to H-R as account executive.

• SEYMOUR D. HESSE, formerly vp, Schenley Industries, N.Y., resigns effective July 1, to go into business as marketing and advertising consultant. He will continue to serve Schenley in consultative capacity.

• MRS. LENORE G. EHRIG, attorney associated with Harry J. Daly communications law firm, elected president of Women's Bar Assn. of District of Columbia.

• WILLIAM C. GORDON JR. resigns (effective July 1) as executive director of American Marketing Assoc., N.Y., to open own market and management counseling service in Chicago.

• BERNARD G. BRENNAN, director of Research, Heintz & Co., L.A., elected president of Southern California Chapter of American Marketing Assn. Other new officers are JAMES H. LEWIS, Los Angeles Chamber of Commerce, first vp; JAMES A. WILLIAMS, Purex Corp., second vp; JANE BARKER, Los Angeles Research Assoc., secretary of Chapter affairs; ROBERT L. BIGGS, Gould Gleiss & Benn, secretary of national affairs.

• CLIFFORD GORSUCH, Region III director of National Assn. of Broadcast Employes & Technicians, temporarily appointed director of network affairs, replacing G. TYLER BYRNE, unassigned to any other NABET position.

• BUD FARIS, Hollywood columnist for *Television Radio Daily,* has resigned to join Media Communications, Hollywood merchandising, tv packaging and public relations firm, as vp.

• ROBERT M. LIGHT, managing director, Southern California Broadcasters Assn., ED LEAVITT of Wright-O Inc. and HARRY WHITE, Western Airlines, elected to three-year terms as directors of Hollywood Ad Club. They will be installed at final meeting of 1958-59 season, June 15, along with officers for coming year, to be elected by board.

International


MR. CRAN

• W. C. THORNTON CRAN named president of CFRB Toronto, Ont., succeeding J. ELLSWORTH ROGERS, retired, who remains director and consultant of both Standard Radio Ltd. and Rogers Broadcasting Co., Toronto, which owns CFRB.

• T. RALPH HART, formerly vp of Spitzer & Mills Ltd., Toronto advertising agency, to vp in charge of broadcasting of McConnell, Eastman & Co., Toronto. AUSTIN G. MORAN to vp and director of radio-television commercial production of same agency.

• PAT MCGHEE, sales manager of CKCK-TV Regina, Sask., to sales manager CFRN Edmonton, Alta. TOM SHANDRO to promotion manager of CFRN.

• GERRY FERRIER, program director of CHWO Oakville, Ont., to CHUM Toronto, Ont.

ADMIRAL UNZIPS COLOR TV PLANS

Siragusa radiant in pep talk to sales meeting as he unfolds firm's plans to make color sets; RCA welcomes new push for polychrome tv

A break-through in color television set manufacture was hailed last week when Admiral Corp. announced plans for a major marketing campaign this fall in support of a complete new line of color tv receivers.

Admiral would thus join RCA in the forefront of color set producers. Other radio-tv manufacturers indicated no present plans to burst into color.

The Admiral plans were made known at a 25th anniversary national sales meeting in Chicago on June 1. Ross D. Siragusa, president, said the company's new "aluminized, 110-degree tube" represented the first big change in six years. He said it provides a picture almost 10% larger than the usual 21-inch picture tube.

"Color programs," Mr. Siragusa said, "are increasing in number and popularity. The new color sets are easy to operate and are virtually as trouble-free as black-and-white receivers."

Mr. Siragusa's announcement said Admiral was moving into color tv "all the way," and was doing so once again "side by side with RCA."

RCA has been the only major producer of color tv sets and NBC, a division of RCA, has been the principal producer of color shows. Mr. Siragusa estimated that half a million color sets are now in use.

Welcome Aboard • Admiral's decision was welcomed by RCA. Charles M. Odorizzi, group executive vice president, issued this statement: "RCA welcomes the entry into the color television field of another major manufacturer like Admiral. This move is bound to be beneficial to the entire television industry. It is the latest in a series of developments that point to sharply rising interest in color tv."

Schwerin Research Corp., however, said in one of its monthly bulletins that a study showed that viewer anticipation of color was falling off. "The high levels of anticipation which marked the first stages of color television have subsided," the bulletin said, "and without a prod from advertisers and networks could settle into a serious slump."

The report continued:

"Two-fifths of the viewers questioned had never even seen color television, and only 2% claimed to own sets.

". . . It appears, then, that there has not been a great deal of exposure to color television. And what there has been does not seem to have produced an especially enthusiastic response . . ."

The June 1 "Value Line Investment Survey" published by Arnold Bernhard & Co., investment advisors, took a more optimistic approach. It said: "There are some indications that the long-awaited break-through to a mass market for color tv is in the offing. . . . If upwards of 300,000 sets could be sold this year (almost twice as in 1958), production might well reach half a million and a real mass market could be achieved in 1961."

A Flip-Flop • Admiral's decision was a turnabout, in a way.

Last year at this time Mr. Siragusa blamed the three tv networks for the lack of public acceptance of color television. He scored ABC-TV and CBS-TV primarily—and NBC-TV to a lesser degree—for network attitudes he described as "selfish," "public-be-damned," "money-hungry" and "profit-hungry." Mr. Siragusa promised Admiral's re-entry into new model production by June 1959 (BROADCASTING, June 9, 1958).



ADMIRAL'S SIRAGUSA
"Side by side with RCA"

Admiral's color line will include table, console and lowboy models in a variety of finishes, incorporating the RCA 21-inch picture tube. Admiral will offer an unconditional one-year warranty on all parts, including the tube, with suggested prices still to be set. Nor was there any indication last week how many units would be delivered to distributors, though more than 4,000 dealers are expected to have the sets on display by early fall.

Mr. Siragusa pointed out that "in the early days of black and white television, we visualized the tremendous possibilities of that medium and worked with RCA, contracting for a large percentage of its picture tube output. Now I am happy to announce that once again side by side with RCA, Admiral has moved into color tv all the way."

Color-consciousness • The reason for a major marketing effort, he continued, is to help make the American consumer more conscious of color tv's technical perfection. About 500,000 color units already are in use and the figure will increase steadily in the months ahead, he added. The stepup in color sales started last December, Mr. Siragusa noted, and has shown continued strength since then.

"This means that more and more persons are being exposed to color. This increased exposure, combined with easy-to-operate, decorator-styled sets and additional color programming, will help to make the public more aware of color tv than heretofore," Mr. Siragusa explained.

Previously (in June 1958), Mr. Siragusa had complained that manufacturers had spent "huge sums" on sets and made "serious marketing efforts" to push tint tv but that the networks lagged in programming.

Advertising-marketing-merchandising strategy was discussed last week at a meeting with Admiral's agency, Henri, Hurst & McDonald, Chicago. True to its advertising tradition, the electronics manufacturer will pour most of its advertising moneys into print media, primarily magazines, although some dol-



Lookin' & Listenin' • Panama Records' hostess Kay Moran catches a tune from Storz Stations' WQAM Miami with the developmental model radio eyeglasses which were put on display by their designer, Semiconductor Components Div. of Texas Instruments Inc., Dallas, during the second annual disc jockey convention in Miami Beach (see story, page 93). Tiny plastic earplug is nearly invisible in Miss Moran's ear. Radio eyeglasses have volume control and pre-set tuning, play 100 hours on single battery in right temple piece. Texas Instruments made six pair especially for Storz Stations to be used as gifts and to show miniaturization progress. The division normally designs circuits only for such devices.

lars may be siphoned off later to broadcast media.

Reaction by other electronics manufacturers to Admiral's re-entry into color was not immediate last week.

Motorola's executives reportedly held a closed meeting Wednesday to discuss the color tv situation and its overall 1960 product line, to be unveiled to retailers in July. Zenith had no official comment on the action, but its position—that color television is not yet ready or feasible—was represented as practically unchanged. Zenith has been working on a color prototype for several months and has promised it will get into commercial production as market demand dictates.

The position was reiterated by L. C. Truesdell, vice president for marketing, at Zenith's international distributors' convention in Chicago.

A Motorola spokesman told BROADCASTING his company still feels there has been no "major breakthrough" yet on color tv and that its emergence as a full-fledged medium will be a "gradual evolutionary process."

Among reasons he cited the possible desirability of a one-gun tube, simplified circuitry and other refinements, plus a price reduction from the present $495 to a maximum $300 or $350. Meanwhile, Motorola is continuing to produce a token quantity of tint models as demand dictates.

The last official statement by a Zenith official on prospects was that delivered by Hugh Robertson, its president, in the company's annual report to stockholders March 6. Along with toll tv, he observed that "improved and increased programming would also be a stimulant to the future public acceptance of color television if it is combined with a more realistic pricing approach which would make the public understand that color will have to be a deluxe supplemental service for many years in the future rather than an immediate replacement for monochrome television."

Progress on the single-tube color set —still a gleam in the eyes of electronic engineers working on a prototype that can be mass produced at a cost close to the monochrome price—was reported by Paramount Pictures President Barney Balaban at last week's stockholders meeting (also see story, page 86).

Paramount's chromatic labs is developer of the Lawrence tube with work proceeding on a prototype receiver by Allen B. DuMont Labs.

Mr. Balaban said Paramount had been "pressing" the experts to solve existing problems at mass production costs of not more than 25% greater than black and white, and that they were "near" the goal. For enthusiastic acceptance, he said, color tv must have brightness qualities (use under all viewing conditions), reliability (so wife and child could tune the set at all times) and color purity (accurate, "brilliant" reproduction of the original scene).

Ampex sales up 45%

Sales of Ampex Corp. for the fiscal year ended April 30, 1959, totaled $43,691,000, up 45% from the $30 million reported for the previous year, George I. Long Jr., Ampex president, said last week in his annual report. The audit for fiscal 1958 won't be completed for several weeks, he said, but preliminary figures indicate the net after taxes will exceed a previous estimate of $2.5 million. Net for fiscal 1957 was $1,540,000. The outlook for fiscal 1959 is excellent, Mr. Long said.

IMN·PACT
WITH THE
INTER MOUNTAIN NETWORK
THE BIGGEST
MOST COMPREHENSIVE
PULSE STUDY
ever made*
PROVES
the
Intermountain Network
IDAHO GROUP
KLIX-KIFI-KGEM-KWIK
Twin Falls Idaho Falls Boise Pocatello
Smothers Any Competition
with
33% SHARE OF AUDIENCE
*45 Markets—7 States—Jan '59
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

One hundred eleven* national and regional spot advertisers know Terre Haute is not covered effectively by outside TV
*Basis: 1958
WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

TV 'SELL' CLINIC OVER THERE

Researcher Schwerin conducts conference in London on improving tv commercials

What makes a tv commercial effective? Why does one commercial not well remembered actually sell more goods than another commercial which had high recall?

These were typical questions explored last Wednesday (June 3) by Horace Schwerin, president of Schwerin Research Corp., during a seven-hour presentation before 1,000 British television and advertising representatives in London. They were guests of Associated Television Ltd., a major program contractor in England, which sponsored the all-day conference conducted by Mr. Schwerin on the subject of "Increasing the Selling Power of Tv Commercials."

Mr. Schwerin's observations were based on his firm's 13 years of experience in the U.S., Canada and England testing more than 10,000 tv commercials with consumer panels of more than 1.5 million people. The Schwerin measure of effectiveness, he explained, is whether the commercial's "vital promise" of consumer benefits is communicated to the viewer and he is persuaded to shift his allegiance from one competitive brand to another after seeing the commercial.

Noting that three-fourths of all British tv commercials today—an increase of 200% over two years ago—are 15 seconds long, Mr. Schwerin said "the advertiser who announces his wares in 15 seconds must carve cameos, he cannot make even one mistake." He warned that these spots had become "too prevalent, too dangerous and may become too expensive because they are ineffective."

Not Needed • Research has found that some commercials should never have been put on the air, he said. They actually lost sales for the advertiser. He cited a case where "Brand A" sought to discredit "Brand B" by reciting Brand B's claims and charging that they were false. Brand A not only failed to win new customers but disenchanted 10% of the audience who originally preferred Brand A.

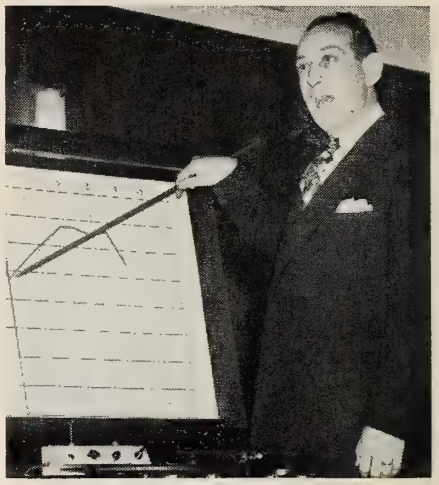
In another commercial, for a shaver, the copy line involved a nagging wife. Apparently she was so real and so disliked that 12% of the men who had preferred that brand of shaver changed their minds after seeing the spot.

Mr. Schwerin also warned advertisers against centering the vital promise "around your own ego instead of the viewer's interests." He discussed two forms of this, wish-fulfillment and narcissism, both of which make ineffective commercials.

Wish-fulfillment "often involves an egocentric inflation of the 'bandwagon' approach," he said. Statements such as "more people drink it," "largest selling brand" or "three out of four people use it" are impotent, he said. A variation of the theme was a grocery product commercial showing a line of shoppers' carts in a supermarket. "Improbably, every basket was loaded to the gunwales with the advertised brand," he recalled.

World Eater • In another, a food product spot showed an animated globe eating the brand happily. "The thought that the whole world loved his brand was undoubtedly gratifying to the sponsor," he said, "but its influence on the viewer was negligible."

Ineffective narcissistic commercials he cited included one of a beverage bottle admiring itself in front of a mirror, a cereal commercial in which a girl package admired a boy package who sang about himself and a beverage spot with a chorus of bottles singing their gratitude because they contained such fine ingredients.



RESEARCHER SCHWERIN
Studies why tv spots click

Mr. Schwerin recited five elements necessary to enhance the effectiveness of the non-integrated commercial: (1) It must present one unified impression with all necessary elements. Incongruous elements will not combine; the number of ideas does not determine a commercial's success. (2) It must be either dominantly logical or "emotive." It is extremely difficult and dangerous to mix the "mood" commercial with the factual approach.

Flattery Pays • (3) It must involve the viewers favorably. "Choose the characters and the settings which will be most flattering to the audience you wish to impress." (4) The commercial must be consumer-oriented, not product-oriented. The "vital promise" is best communicated in terms of benefits the viewer will derive. (5) It must employ the video actively. "Ideally, the pictorial elements of your commercal will convey the story and establish the vital promise even if the audio is not heard."

The announcer or "presenter" used in the commercial, whether an entertainment star or a regular announcer, must have a personality compatible with the product and he must be believable in his recommendation of it, Mr. Schwerin said. Sometimes the unknown announcer is more effective, he said, because those well known may already have image associations with other products.

He cited the case where the commercial with a little girl using a ready-mix cake mix was more effective than a spot showing a chef doing the same thing. In another, an office worker talk-

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

ing about "clean shaves" impressed more viewers with his endorsement of a razor than did a steel worker. An athlete wasn't convincing until scenes showing him performing were included.

Forward Backward • Other commercial forms discussed by Mr. Schwerin included romantic involvement ("women won't buy the image of a woman acting too forward"); before-and-after situations (most effective is simple sequence of unhappy before followed by happy after scene; taste (taste can be demonstrated but not merely by claiming it; best ways are showing foods in enticing settings or in combinations with other foods); animation (slightly less effective than the average non-cartoon commercial, but often necessary; should always mix in some live, even if only of product itself), and humor ("don't get carried away"). In a spot where a character was doing complicated tricks, he came to grief near the end right in front of a poster advertising a brand. Viewer reaction: negative.

Tomorrow's successful advertiser Mr. Schwerin told his London audience, "must assume television is an important medium. He must realize that it requires special knowledge to make it pay off.

"One of your own advertising authorities, Brian MacCabe, said that too many British manufacturers still continue to satisfy themselves that they have a good product and 'the public damn well ought to like it.' No, an advertiser must develop his effective commercial or campaign and continue to test its effectiveness. Television is too important and too costly to be ignored or misused."

Canadians plan pay-tv test in August

Latest Canadian development in pay-tv is expected to see a test of the medium in August in a Toronto suburb. E.E. Fitzgibbons, executive director of CKCO-TV Kitchener, Ont., and an executive of Famous Players Canadian Corp., announced at Toronto that an experiment in pay-tv will take place this autumn in an unnamed Toronto suburb. Toronto was chosen as the starting city for the test as viewers have access to three Buffalo, N.Y., stations, one Toronto and one Hamilton, Ont., station. If pay-tv succeeds in such a highly competitive area, Mr. Fitzgibbons explained, it would certainly succeed in a one-channel Canadian city. The pay-tv equipment will utilize one channel position on a subscriber's set and viewers can see the show several times in an evening if they desire, but they will have to pay again if they switch to another dial setting.

International meet at So. California U.

Broadcasters from 17 countries will meet June 27-Oct. 24 at the U. of Southern California, Los Angeles, in a seminar sponsored by the U.S. Dept. of State. The seminar is designed to develop an understanding of American broadcasting and way of life.

The visitors will study and travel under individualized plans coordinated by Dr. Robert E. Summers, associate professor of the school's Dept. of Communications. The broadcasters are from Argentina, Brazil, Burma, Ceylon, Colombia, Ethiopia, Finland, India, Iran, Malaya, Mexico, Morocco, Nepal, Nigeria, Pakistan, Rhodesia and Taiwan.

• Abroad in brief

• Radiotelevisione Italiana (RAI), Italian government-controlled broadcasting organization, announces a 7% dividend for 1958. Registered radio-tv receivers in Italy increased 455,578 last year. The figure was 447,093 in 1957.

There were 7,130,000 licensed radio-tv sets in the country on Jan. 1 (1,096,185 licenses are for tv sets). RAI estimates there will be 8 million radios and 2 million registered tv sets in Italy by 1963.

• Philips, Dutch electronic manufacturer, has signed a 10-year agreement with Indian government-owned Bharat Electronic Co., Bangalore, India, to help develop the country's tv tube production. The Indian company is expected to be producing 1,800,000 tubes annually in 1961.

• West German electronic manufacturers are the largest suppliers of components to East Bloc countries, official Bonn data shows. The country exported about $240 million worth of electronic equipment to Mainland China last year.

• Switzerland had 62,075 registered television receivers on May 1.

• Austria has 70,000 licensed tv sets plus about 15,000 unlicensed sets.

• CKKW Kitchener, Ont., new 1 kw station on 1320 kc, will start operations on Aug. 1. Alan Hodge is manager of the station, owned by Twin City Broadcasting Co. Ltd., at 251 King St. West, Kitchener, Ont. Station will be represented by All-Canada Radio & Television Lt., Toronto.

• CKCO-TV Kitchener, Ont., is the second independent Canadian station to buy a video tape recorder at a cost of about $70,000.



Nothing is allowed to rush the slow process that gives PRESTO discs their perfect recording surface. Like fine wines, these discs are "aged" until they fully mature —for the clearest engraving of the sound-impulses you will record on them. Anything that deserves to be heard deserves a hearing on a PRESTO disc. Ask for PRESTO next time you record!

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

Since 1934 the world's most carefully made recording discs and equipment

just like John Hancock and his signature



people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

BOATS?

What are boats for?

FUN

and the greatest relaxation in the world.

Here at Dale's we have every marine service and the boat you want, new or used: CHRIS CRAFT, CAVALIER, RICHARDSON, BRISTOL, LYMAN, CORONET, WINNER; cruisers, runabouts, sport fishermen . . . and the new BOOTHBAY 33, most exciting cruiser of the year. See them all in the biggest year-round boat show, or telephone Dane Hahn now for information and advice.

DALE YACHT BASIN

666 LAKE AVENUE, BAY HEAD, NEW JERSEY

TWinbrook 2-3000

OPEN EVERY DAY, 8 A.M. to 6 P.M.

ONE OF AMERICA'S FOREMOST BOAT DEALERS

WXYZ giving away stock—in 7 years

Every one of the 1,700 guests at the dedication ceremonies of WXYZ-AM-FM-TV Detroit's new Broadcast House held last Thursday received a souvenir with more than sentimental value. (Also see story, page 68).

Imbedded in a plastallion desk piece clear plastic paper weight is a card with a combination number which could bring the owner one hundred shares of American Broadcasting-Paramount Theatres stock (AB-PT operates WXYZ).

The stock was locked in a strong box which can only be opened by a combination picked from a list of 1,700 before the numbers were registered in the names of WXYZ guests last week. On May 1, 1966, a local bank will open two sealed envelopes.

One will contain the combination to the strong box in which the stock has been placed, and the other will contain a master list of WXYZ guests and the combination numbers assigned them. A registered letter will be sent to the winner who must appear in person at the bank on June 4, 1966 (seven years to the day from the opening of Broadcast House) to claim the stock.

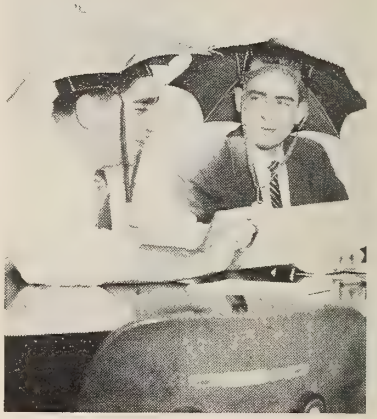
At that time and place the winner must open the strong box himself from the combination number he was assigned. It'll be worth his while to be there for AB-PT stock right now is 26½, and the stock market tends to rise.

Making No. 18 pay off

To mark its 18th anniversary, WWNY Watertown, N.Y., sold packages of 18 spots to local merchants in the downtown area. Announcements promoted individual stores with a tag line urging listeners to shop in downtown Watertown on WWNY's birthday. On that day (April 29), most merchants used special sale prices with the 18 unit price tied in as much as possible (a local cab company featured 18-cent cab rides to shop downtown).

Among other promotions on its birthday, WWNY gave away 18 silver dollars every 18 minutes in different merchants' stores; devoted each hour of its 18-hour schedule to the music of a particular year between 1941 and 1949; cleared its schedule of all commercial commitments except for newscasts; set up a special temporary studio on the marquee of the Hotel Woodruff (its studio location) where it also made the 18 silver dollar giveaways every 18 minutes to people in the town square.

The payoff: downtown merchants reported their biggest sale day in a long time after buying over 700 commercials for the WWNY birthday event. The sponsors also bought 50 newspaper ads and 50 tv spots to promote the day.



Despite Georgia's sunshine • Agencies in New York and Chicago last week were visited by representatives of WMAZ Macon, Ga., and Avery-Knodel whose mission was to explain the station's "umbrella" coverage. So, it was natural for the guests to arrive in this headgear as well as to present like reminders to the agency men. Here's Don DeCarlo (left) and Phil Morrow, timebuyers at Needham, Louis & Brorby, Chicago, during a session with Smokey Simmons, national sales manager of WMAZ, and Roger O'Sullivan, of Avery-Knodel.

Showing TvAR's salesmen

Brief biographies of the salesmen for the new representation firm for Westinghouse Broadcasting Co.'s tv stations, Television Advertising Representatives Inc., New York, are featured in a 10-day contest that started last Monday

IF YOU'RE CHARGED WITH

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique

EXCESS INSURANCE

Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.

New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

(June 1) for New York agency timebuyers. In addition to familiarizing timebuyers with the firm's personnel, the contest offers a 17-inch Westinghouse portable tv set to each of the 10 winners. Every weekday morning on the same page of the *New York Herald Tribune,* TvAR runs a picture, biography and a jingle about one of the salesmen. Timebuyers have been invited to enter their names to the company and each day one of them is called to answer a question regarding one fact mentioned in that day's ad. If answered correctly, a tv set is won.

WBC stations to be represented by the firm (starting July 1) are: WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX (TV) San Francisco.

WJZM scholarship

WJZM Clarksville, Tenn., has awarded its fourth annual $1,400 scholarship for a boy to attend the U. of Tennessee for a scholastic year.

To select each years' winner the station first sends the area's high school principals a list of conditions a boy has to pass to be eligible. These include the candidate's school marks and an opinion of his character. The financial resources of each candidate also are taken into consideration. Final choice of a WJZM scholarship winner is by a committee of four local businessmen who interview the boys.

The $1,400 pays all expenses including about $18 a month spending money. The businessmen help the winner obtain summer employment and the university helps him get a job during school. Money from this employment is banked to help him pay for subsequent years' schooling.

KFAB in-store plugs

KFAB Omaha is giving its advertisers bonus announcements in a chain of 16 supermarkets. Advertisers that spend $138 a week on KFAB receive two announcements a day in each Hinky-Dinky store via a Muzak service the station operates in the supermarkets. Advertisers spending $228 or $300 a week receive 192 or 576 in-store plugs, respectively. The announcements are pitched 6 decibels above the stores' noise levels.

King-size contest by CFCF

A royal welcome was given the entry of King Size Coke into the Montreal, Que., area by CFCF-AM-FM which conducted a two-week long "King Size Contest." Listeners were invited to send in king size objects "of little or no personal, sentimental or monetary value" and promised a king size prize for every entry. The prize: a 24-bottle case of King Size Coke.

Among the 110 objects received were a king size toothbrush, a check for $1 million (signed by John Beresford Tipton, tv's *Millionaire*) and several *empty* bottles of King Size Coke.

Farming out city kids

Calvin Pigg, farm editor of WBAP-AM-FM-TV Ft. Worth, Tex., is sponsoring a plan to get city kids out to the farm for their vacations. Mr. Pigg has asked farm families who want to take city youngsters as well as city families with children with a yen for the country to write him. He is acting as a clearing house to bring the two groups together to work out dates, payments, etc.

KYW teaching safety

KYW-TV Cleveland sent a camera crew to the Indianapolis 500 auto race to get material for its summer safety campaign. The staffers filmed interviews with former winners of the race and drivers in this year's event. They gave tips on how to avoid traffic accidents.

KYW-AM-TV's "Summer's Fun With Safety" campaign was kicked-off with a luncheon attended by 20 mayors and other civic leaders from surrounding counties. KYW-TV taped the main speakers and performers at the luncheon and telecast it in prime time the following day. In cooperation with the Cleveland Safety Council the stations have an extensive summer-long program of spots and shows on safety education.

Hawaii salutes Flint

An "Hawaiian June Jubilee" in Flint, Mich., conceived, planned and produced by WBBC there, has resulted in a salute to Flint by Hawaii, to be broadcast from the beach at Waikiki this Saturday (June 13) over the Mutual Broadcasting System.

Pinpointed for praise will be two shopping centers, the North and South Flint Plazas, locales of the "Jubilees." The Plazas are decorated with tropical settings and Hawaiian musicians and dancers perform daily. General Manager Joseph R. Fife of WBBC estimates that more than a million people will visit the Plazas during the "Jubilee."

Fitting contest for WAPI

WAPI Birmingham, Ala., celebrated its recent increase to 50 kw by holding a "50,000 Watt Key Contest." A brand-new Chevrolet was wrapped in chains and padlocked. The station informed its listeners, via 30 daily spots, that up to 50,000 keys would be mailed out to anyone writing in, the person with the fitting key driving home the car.

A total of 16,000 keys were mailed out prior to May 24 when the unlocking began at 1 p.m. Some 24 hours later people were still trying keys and it was not until key number 18,751 (many people tried twice) that the tum-



Sign-off of the times • The above relaxed lass (Diane Haggin by name) is not modeling lingerie, mattresses or the latest French movie but purring "Goodnight" to the listeners of XETV (TV) Tijuana-San Diego. Miss Haggin is the Sign-Off Girl for the station, whose vice president and general manager, Julian Kaufman, decided a something different was needed in that department.

As the camera closes in (fogging over slightly), Miss Haggin yawns, "Oh, what a night . . . on channel six. Those darling megacycles—all 82 to 86 of them. And now . . . it's full power . . . all 100,000 watts. And to think, it's all made possible by those dear men at the Department of Telecommunications in Mexico City. It's really been *wonderful.* And just imagine, tomorrow I can spend another glorious day with channel six."

There is a sequel to the goodnight theme as Miss Haggin stretches and yawns before the director *slowly* dissolves to slides.

XETV is ch. 6, 82-86 mc, 100 kw. Miss Haggin is 36″-26″-35″.

blers were turned and a happy WAPI listener went home with a car.

The station broadcast live from the scene from noon to midnight on May 24 with all station personalities on hand to assist and entertain in the promotion.

Pitch with Schlitz

The familiar "move up to quality, move up to Schlitz" radio jingles are taking on a new guise and a new function this summer as a result of a tie-in between the Joseph Schlitz Brewing Co. through J. Walter Thompson Co., and Capitol Records. Henceforth, the musical spots will promote new albums of the performer as well as Schlitz beer.

First performer to get in on the arrangement is Mavis Rivers, whose voice will be heard 20 to 30 times a week over some 900 radio stations giving this message: "Hi! This is Mavis Rivers. I want you to be sure to hear my latest Capitol album 'Take a Number.' But first, here's a song you'll enjoy." Then comes the Schlitz jingle.

• Drumbeats

• When the World Champion New York Yankees raised eyes in the base ball world by sliding into the American League cellar, WCCC Hartford, Conn., raised the question to its listeners, "What's the matter with the Yankees?" A "Yankee" silver dollar was paid for explanations read on the air. WCCC reported an overwhelming amount of mail until the Yankees returned to the normalcy of winning ways.

• WRCV Philadelphia personalities Joe Grady and Ed Hurst garnered a 2,000 membership for their two-week "Take a Bath Club," part of the station's participation in the Philadelphia "Clean Up, Fix Up, Paint Up Month." For each listener's postcard attesting that he or she had taken a bath during the week, the WRCV pair sent a membership card and a cake of soap. RCA transistor radios were also awarded, based on a drawing of membership cards from WRCV's "bath tub."

• WOWO Fort Wayne, Ind., has "adopted" a service radio station for U.S. naval personnel in Turkey. Last year, at the request of the servicemen, WOWO had provided jingles for use with weather and time announcements over there. More recently, a report that the overseas station lacked recent record releases, prompted the Fort Wayne station to take steps to assure such a supply.

• As part of its merchandising WPEN Philadelphia offers to sponsors (who qualify) a seal with the legend "Radio Advertised and Quality Approved by WPEN."

• WNBF-AM-TV Binghamton, N.Y., reported that more than 10,000 visitors toured the new radio and television facilities in the Sheraton Inn during the open house that followed dedication ceremonies May 22.

• WTAR-TV Norfolk, Va., invited agencymen in the area to attend a briefing session on the uses of the latest A. C. Nielsen Co. county-by-county tv homes tabulation (BROADCASTING, May 18) when the service was introduced there. Dave Traylor of Nielsen addressed the group, explaining the background and applications of the rating company's figures.

• To vary the pattern of its regular *Record Hop*, which features teenagers at a studio dance, KNTV (TV) San Jose, Calif., arranged a special father-daughter night with 50 dads turning out with their offspring for a combined rock-and-roll and old time music session. Success of the event has prompted host Frank Darien to schedule a mother-son sequel on June 16.

• The 96 high school students who earned an A average in English, American Government, Mathematics and Advanced Science received WQAM Miami's first annual "Gold Key" awards last week. In addition, names of the students were announced on the air every hour in a special salute. Along with the engraved gold key, recipients received an album for autographs and pictures with the particular student's name embossed on the cover.

• Since the last week of May was National Transportation Week, WAVY



The ginchiest, dad • Musically-inclined members of the Advertising Club of Des Moines staged this impromptu jazz session for the club's recent annual elections (BROADCASTING, June 1). Billed as "The Beatniks With Music For Swinging Cats", they are (l to r): Ed LaGrave Jr., Truppe, LaGrave & Reynolds Adv. Agency, on tenor sax; James Ansorge, Pioneer Hi-Breed Seed Corn Co., piano; Charles Wheeler, J. M. Hickerson Adv. Agency, bass; KIOA General Manager James Dowell, clarinet; Ted Sloma, Polk County Tuberculosis & Health Assn., trumpet; Russ Truppe, Truppe, LaGrave & Reynolds, drums, and Ralph Zarnow, Zarnow Entertainment Service, trumpet.

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Norfolk-Portsmouth, Va., originated its daily live *Digest* each afternoon of that week from the inside of a Trailways bus.

• To kickoff its coverage of 30 Little League baseball games, KXGI Fort Madison, Iowa, presented beeper phone interviews with National League President Warren Giles, Cub star Ernie Banks, Chicago White Sox executive Bill Veeck and other baseball names.

• KXOK St. Louis has inaugurated *Business Profiles*, 8-9 a.m. and 7-8 p.m., Monday through Friday, based on material compiled by the local chamber of commerce. Each profile contains a brief resume of a particular company's operations, products, founding date and information on its personnel.

• As part of its promotion "Summertime is Family Fun Time With WJZ-TV," the Baltimore station is conducting a "Win a Dodge for Dad" contest. Participants must state in 25 words why they'd like their father to have the 1959 Dodge first prize for the summer. Winner will be announced on WJZ at 11:50 p.m., June 21, the precise minute summer starts.

Manie Sacks' fund

The memorial show to NBC-TV talent-programming executive Manie Sacks, *Some of Manie's Friends* (NBC-TV, March 3) (BROADCASTING, Jan. 26), raised $150,000 in proceeds and contributions. The Emanuel Sacks Foundation has given the money to the Albert Einstein Medical Center, Philadelphia. Mr. Sacks died Feb. 9, 1858.

• Rochester Mayor Peter Barry has proclaimed the week of June 8 as "WROC-TV Ch. 5 10th Anniversary Week." And, in addition to its plans for many promotional and programming activities, the Rochester station has set its annual staff picnic for the exact anniversary date, June 11.

• KOLN-TV Lincoln, Neb., has been awarded an expense-paid trip for two to Rio de Janeiro and $500 for getting the best return on a Butter-Nut flower seed offer. The campaign, also carried by 64 other stations, was handled on KOLN-TV by weatherman Bob Taylor.

• WSJM St. Joseph-Benton Harbor, Mich., gave the local "Miss Blossom Time 1959" a one-year scholarship at Western Michigan U. The winner was chosen over 28 competitors at Southwestern Michigan's Blossom Festival.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

May 27 through June 3. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

Flagstaff Ariz. — Greentree Communications Enterprises Inc. vhf ch. 9 (186-192 mc); ERP 0.195 kw vis., 0.97 kw aur.; ant. height above average terrain -157 ft., above ground 168 ft. Estimated construction cost $121,492, first year operating cost $130,000, revenue $145,000. P.O. address Box 8, Box 213, Tucson, Ariz. Studio-trans. location 1 mile east of Flagstaff on U.S. 60. Geographic coordinates 35° 11′ 25″ N.Lat., 111° 37′ 52″ W.Long. Trans.-ant. RCA. Legal counsel none. Consulting engineer none. Principals include (16⅔% each): **Stanley N. Schultz, Arthur V. Dudley Jr., J. D. McCullough, Louis Hirsch, L. P. Graham** and **Clague A. Van Slyke.** Mr. Schultz is former manager KOLD Tucson. Messrs. Dudley and Hirsch are medical doctors. Mr. Graham owns pet hospital. Mr. Graham is Air Force veterinarian. Ann. June 2.

Louisville, Ky.—United Electronics Laboratories Inc. uhf ch. 51 (692-698 mc); ERP 21.19 kw vis., 11.44 kw aur.; ant. height above average terrain 242 ft., above ground 342 ft. Estimated construction cost $60,881, first year operating cost $79,044, revenue $65,000. P.O. address 3947 Park Drive, Louisville. Studio-trans. location 3947 Park Drive, Shively, Ky. Geographic coordinates 38° 11′ 38″ N.Lat., 85° 48′ 32″ W.Long. Trans.-ant. RCA. Legal counsel Spearman & Roberson, Washington, D.C. Sole owner is **Werth L. Rector,** owner United Electronic Labs., technical training school. Ann. May 27.

Escanaba, Mich.—Norbertine Fathers vhf ch. 3 (66-72 mc); ERP 100 kw vis., 60 kw aur.; ant. height above average terrain 853 ft., above ground 804 ft. Estimated construction cost $327,500, first year operating cost $85,000. P.O. address 115 S. Jefferson St., Green Bay, Wis. Studio location to be satellite of WBAY-TV Green Bay, Wis. Trans. location near Powers, Mich. Geographic coordinates 45° 42′ 45″ N.Lat., 87° 31′ 30″ W.Long. Trans.-ant. RCA. Norbertine Fathers own WBAY-TV Green Bay, Wis. Escanaba station would be satellite of WBAY-TV. Ann. June 3.

Medford, Ore.—Tot Industries Inc. vhf ch. 10 (192-198 mc); ERP 11.2 kw vis., 5.6 kw aur.; ant. height above average terrain -232 ft., above ground 240 ft. Estimated construction cost $119,000, first year operating cost $150,000, revenue $180,000. P.O. address 1017 Reddy Ave., Medford. Studio-trans. location East Hillcrest Rd., Medford. Geographic coordinates 42° 19′ 41″ N.Lat., 122° 49′ 06″ W.Long. Trans.-ant. RCA. Legal counsel Hearne & Spillane, San Francisco, Calif. Consulting engineer Robert L. Hammett, San Francisco, Calif. Principals include **John F. Williams Jr., Gene L. Barlow, Dwight A. Robbins, Franklin S. Pinnock** (12% each) and 12 others. Mr. Williams owns Medford background music service. Mr. Barlow is auto salesman. Ann. June 1.

Existing Tv Stations

ACTIONS BY FCC

KTVE (TV) El Dorado, Ark.—Granted waiver of Sec. 3.652 (a) to permit it to identify itself as Monroe, La., as well as El Dorado. Comrs. Bartley and Ford dissented. Ann. May 27.

KARD-TV Wichita, Kan. — Granted renewal of license. By letter, is being reminded of requirement for full identification of source and/or sponsor as result of its telecasting of kinescope summaries of "Kohler hearings." Chmn. Doerfer abstained from voting. Ann. May 27.

WPTT (TV) Augusta, Me. — Designated for hearing application to change trans. location 2.7 miles southeast of present site, increase ant. height from 497 ft. to 946 ft., and make equipment changes; made Dept. of Navy and Dept. of Air Force parties to proceeding. Ann. May 27.

WHEC-TV, WVET-TV (ch. 10 share-time) **Rochester, N.Y.**—Granted applications for cps to increase vis. ERP from 123 kw to 316 kw, change type trans. and make other equipment changes; without prejudice to such action as Commission may deem appropriate as result of final decision in appeal now pending in Court of Appeals for District of Columbia Federal Broadcasting System Inc., vs. FCC (No. 15,005). Comr. Craven not participating. Ann. May 27.

KDSJ-TV Deadwood, S.D. — Granted applications for (1) mod. of cp to change main studio and trans. site to Lead, increase vis. ERP to 25.1 kw, with aur. ERP 12.6 kw and ant. height to 430 ft., and (2) extension of six months to complete construction. By letter, denied petition by Duhamel Enterprises Inc. (KOTA-AM-TV Rapid City) to



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designate extension application for hearing. Ann. May 27.

WXIX (TV) Milwaukee, Wis. — Waived Commission's policy against issuance of STA to permit reinstitution of tv programming, and granted authority to operate temporarily to June 30 pending filing of license application. Ann. May 27.

Translators

ACTIONS BY FCC

El Paso Natural Gas Co., Navajo Compressor Station, Ariz.—Granted cps for two new tv translator stations to translate programs of Albuquerque, N.M., stations—one on ch. 70 to translate programs of KOB-TV (ch. 4), and other on ch. 74 to translate programs of KOAT-TV (ch. 7). Ann. June 3.

Town of Springerville, Springerville and **Eager, Ariz.**—Granted cp for new tv translator station on ch. 70 to translate programs of KOOL-TV (ch. 10) Phoenix, Ariz. Ann. June 3.

Countywide T. V. Inc., Burns, Ore.—Granted cps for two new tv translator stations to translate programs of Boise, Idaho stations—one on ch. 71 to translate programs of KBOI-TV (ch. 2), and other on ch. 76 to translate programs of KTVB (TV) (ch. 7). Ann. May 27.

Northeastern Pennsylvania Bcstg. Inc., Clarks Summit, Pa.—Granted cp for new tv translator station on ch. 73 to translate programs of WNEP-TV (ch. 16) Scranton, Pa. Ann. May 27.

WBRE-TV Inc., Clarks Summit, Dalton and **Waverley, Pa.**—Granted cp for new tv translator station on ch. 79 to translate programs of WBRE-TV (ch. 28) Wilkes-Barre. Ann. May 27.

New Am Stations

ACTIONS BY FCC

Willcox, Ariz. — **Paul Merrill.** Granted 1250 kc, 1 kw D. P.O. address 105 Yucca Dr., Safford, Ariz. Estimated construction cost $10,662, first year operating cost $18,000, revenue $24,000. **Paul Merrill,** sole owner, has 17½% interest in KGLU Safford, KWJB-AM-FM Globe, KCKY Coolidge, KVNC Winslow and KCLF Clifton, all Arizona. Ann. May 27.

San Luis Obispo, Calif.—**Rex O. Stevenson** Granted 1400 kc, 250 w unl. P.O. address 3560 Washington St., San Francisco. Estimated construction cost $16,200, first year operating cost $52,000, revenue $61,000. Mr. Stevenson, sole owner, is San Francisco businessman with varied interests. Ann. June 3.

San Luis Obispo, Calif.—**Valley Electric Co.** Granted 1280 kc, 500 w D. P.O. address 661 Higuera St., San Luis Obispo. Estimated construction cost $49,630, first year operating cost $84,300, revenue $96,000. Owners are **Christina Jacobson** (two-thirds) and **Leslie Hacker** (one-third) who formerly were partners in KVEC-AM-TV San Luis Obispo. Ann. May 27.

Clewiston, Fla. — **Sugarland Bcstg. Co.** Granted 1050 kc, 250 w D. P.O. address Box 1027, Arcadia, Fla. Estimated construction cost $17,265, first year operating cost $15,500, revenue $22,000. **Francis Denmead,** sole owner, is motelman. Ann. May 27.

Honolulu, Hawaii — **Windward Bcstg. Co. Ltd.** Granted 1170 kc, 250 w. P.O. address Box 607, Kaneohe, Hawaii. Estimated construction cost $4,300, first year operating cost $15,000, revenue $21,600. Windward operates KANI Kaneohe. Ann. June 3.

Boise, Idaho—**Boise Bcstg. Assoc.** Granted 790 kc, 1 kw D. P.O. address Box 8, Menlo Park, Calif. Estimated construction cost $27,218, first year operating cost $37,000, revenue $45,000. Owners are realtor **Carl Hansen** and his wife. Ann. June 3.

Watertown, N.Y.—**Thousand Islands Bcstg. Co. Inc.** Granted 1410 kc, 5 kw D. P.O. address 560 W. Main St., Watertown. Estimated construction cost $33,539, first year operating cost $52,000, revenue $65,000. Two-thirds owner, **Francis Johnston,** is housewife. Ann. June 3.

APPLICATION

Eugene, Ore.—**W. Gordon Allen** 1320 kc, 1 kw D. P.O. address 260 Hansen Ave., Salem, Ore. Estimated construction cost $16,500, first year operating cost $45,000, revenue $78,000. Mr. Allen has interests in KGAL Lebanon, KGAY Salem, KSGA Redmond, all Oregon, and KMAR Winnsboro, La. Ann. May 27.

Existing Am Stations

ACTIONS BY FCC

WGWC Selma, Ala.—Granted change from specified hours to unl. operation, continuing operation on 1340 kc, 250 w. Ann. May 27.

KTKT Tucson, Ariz. — Granted cp to change from day to unl. time, with 1 kw-N DA-2, continuing operation on 990 kc with 10 kw-D; engineering conditions. Ann. June 3.

WKNX Saginaw, Mich.—Granted change on 1210 kc from 1 kw D to 10 kw DA-D; engineering conditions. Ann. May 27.

KASM Albany, Minn.—Granted increase in power from 500 w to 1 kw, continuing operation on 1150 kc, D; engineering condition. Ann. May 27 .

WOOW Washington, N.C.—Granted application to change station location to Greenville, N.C.; engineering condition. Ann. May 27.

KBAM Longview, Wash.—Is being advised that, unless within 20 days it requests hearing, its application for additional time to construct new 5 kw trans. will be dismissed and outstanding cp will be cancelled. (Is licensed on 1270 kc, 1 kw D.) Ann. May 27.

KRSC Othello, Wash.—Granted change in facilities from 1450 kc, 100 w unl. to 1400 kc, 250 w unl.; remote control permitted. Ann. May 27.

WMAM Marinette, Wis.—Granted change on 570 kc from 100 w-N, 250 w-LS, to 1 kw-N, 5 kw-LS, DA-2; engineering conditions. Ann. May 27.

APPLICATIONS

KELD El Dorado, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 27.

WIBB Macon, Ga.—Cp to increase power from 1 kw to 5 kw and install new trans. (1280 kc). Ann. May 29.

WBMK West Point, Ga.—Cp to change frequency from 1310 kc to 910 kc; decrease power from 1 kw to 500 w; make changes in transmitting equipment. Ann. June 1.

WPRS Paris, Ill.—Cp to increase power from 500 w to 1 kw; install new trans. (1440 kc). Ann. June 1.

WKKS Vanceburg, Ky.—Cp to increase power from 250 w to 1 kw and install new trans. (1570 kc). Ann. May 27.

KSIW Woodward, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 1.

KKID Pendleton, Ore. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. June 3.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

WSNO Barre, Vt.—Mod. of cp to increase daytime power from 250 w to 1 kw and change type trans. (1450 kc). Ann. June 1.

WKTY La Crosse, Wis. — Cp to make changes in DA-N system (580 kc). Ann. June 1.

WOSH Oshkosh, Wis.—Cp to increase daytime power from 250 w to 500 w and install new trans. (1490 kc). Ann. June 1.

New Fm Stations

ACTIONS BY FCC

Fresno, Calif.—**Elbert H. Dean & Richard E. Newman.** Granted 102.7 mc, 2.85 kw. P.O. address 5226 N. Teilman Ave. Estimated construction cost $12,650, first year operating cost $15,000, revenue $20,000. Equal partners, Mr. Dean is chief engineer KARM-AM-FM Fresno and Mr. Newman is engineer Video Corp., San Diego. Ann. May 27.

Fresno, Calif.—**Edward W. Stokes Sr.** Granted 104.7 mc, 2.9 kw. P.O. address 2964 E. McKenzie Ave., Apt. B. Estimated construction cost $15,150, first year operating cost $30,000, revenue $35,000. Mr. Stokes is minority owner and manager of drive-in theatres. Ann. May 27.

Miami, Fla.—**Bayfront Bcstg. Corp.** Granted 93.1 mc, 17.5 kw. P.O. address 601 Northeast 30 Terrace. Estimated construction cost $24,287, first year operating cost $20,000, revenue $25,000. Principals are **Richard L. Lapidus, C. Russell Lea, Clinton C. Wells** (16.6%) and nine others, with less than 6% interest each. Mr. Lapidus and Mr. Wells are employees of advertising agencies and Mr. Lea is employee WPIX-TV New York. Ann. June 3.

***Chicago, Ill.**—**Moody Bible Intitute of Chicago.** Granted 90.1 mc, 47 kw. P.O. address 820 N. LaSalle St., Chicago 10. Estimated construction cost $32,330, first year operating cost $20,560. Applicant owns WMBI Chicago, WCRF-FM Cleveland and has cp for am station in Moline, Ill., all noncommercial. Ann. June 3.

Fort Wayne, Ind.—**Sarkes Tarzian Inc.** Granted 95.1 mc, 44 kw. P.O. address East Hillsdale Drive, Bloomington, Ind. Estimated construction cost $28,700, first year operating cost $30,000, revenue $20,000. Applicant owns WTTS, WTTV-FM-TV Bloomington, and WPTA (TV) Roanoke, Ind. Ann. May 27.

Prestonburg, Ky.—**Gordon Collins.** Granted 95.5 mc, 16.5 kw. P.O. address Lackey, Ky. Estimated construction cost $16,321, first year operating cost $5,000, revenue $10,000. Mr. Collins owns WDOC Prestonburg. Ann. June 3.

***Duluth, Minn.**—**U. of Minnesota.** Granted 89.1 mc, 10 w. P.O. address Duluth 12. Estimated construction cost $1,301, first year operating cost $1,000. Ann. May 27.

Kansas City, Mo.—**National-Missouri T.V Inc.** Granted 102.1 mc, 56 kw. P.O. address 1837 S. Vermont Ave., Los Angeles 54. Estimated construction cost $40,595. Applicant owns WDAF-AM-TV Kansas City. Ann. May 27.

Kearney-Holdrege, Neb.—**Bi-States Co.** Granted 98.9 mc, 57 kw. P.O. address 414-416 East Ave., Holdrege. Estimated construction cost $27,190, first year operating cost $8,000, revenue $18,000. Bi-States owns KHOL-TV Kearney. Ann. June 3.

Omaha, Neb., Council Bluffs, Iowa—**Nonpareil Bcstg. Co.** Granted 98.7 kc, 3.1 kw. P.O. address 120 S. Main St., Council Bluffs, Iowa. Estimated construction cost $6,356, first year operating cost $1,200, revenue $2,500. Applicant owns KSWI Council Bluffs. Ann. May 27.

Wildwood, N.J.—**Francis J. Matrangola.** Granted 100.7 mc, 3.5 kw. P.O. address 3010 New Jersey Ave., Wildwood. Estimated construction cost $9,661, first year operating cost $5,000, revenue $5,000. Sole owner, Mr. Matrangola, is owner WCMC Wildwood. Ann. June 3.

Aztec, N.M.—**I. E. Shahan.** Granted 94.9 mc, 3.4 kw. P.O address 407 W. Broadway, Farmington, N.M. Estimated construction cost $5,215, first year operating cost $8,000, revenue $8,000. Sole owner, Mr. Shahan, is permittee KNDE Aztec. Ann. May 27.

Tulsa, Okla.—**Grayhill Inc.** Granted 97.5 mc, 1.5 kw. P.O. address 1223 S. Harvard. Estimated construction cost $19,700, first year operating cost $8,000, revenue $9,500. Applicants are **Meridith R. Gray,** former owner recording firm, and **Claude H. Hill,** chief engineer U. of Tulsa station KWGS-FM and former owner recording firm. Ann. May 27.

Memphis, Tenn.—**Quality Music of America Inc.** Granted 95.5 mc. 1.3 kw. P.O. address Suite 1401, 81 Madison Bldg. Estimated construction cost $14,000, first year operating cost $22,500, revenue $27,000. Applicants include **Eugene C. Fitzhugh** and **Barbara Jean Smith** (12.2% each) and 13 others. Mr. Fitzhugh is attorney. Mrs. Smith is housewife. Ann. June 3.

Nashville, Tenn.—**WSIX Inc.** Granted 97.5 mc, 9 kw. P.O. address 1402 Nashville Trust Bldg. Estimated construction cost $3,504,

first year operating cost $2,400, revenue $2,400. Applicant owns WSIX Nashville. Ann. May 27.

Opportunity, Wash.—KZUN Inc. Granted 96.1 kc, 3.32 kw. P.O. address Box 123. Estimated construction cost $11,430, first year operating cost $5,000, revenue $6,000. Applicant owns KZUN Opportunity. Ann. May 27.

APPLICATIONS

Hayward, Calif.—Bay Shore Bcstg. Co. 101.7 mc, 0.833 kw. P.O. address Box 481, Taylorville, Ill. Estimated construction cost $12,715, first year operating cost $9,000, revenue $10,000. Principals are **Keith Moyer** (75%) and **James Hildebrand** (25%). Mr. Moyer has majority interest in WTIM Taylorville, Ill. Mr. Hildebrand is general manager WTIM. Ann. May 27.

Sacramento, Calif.—E. F. Weerts 101.7 mc, 0.91 kw. P.O. address 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $11,598, first year operating cost $33,600, revenue $42,000. Mr. Weerts owns San Diego, Calif. dining room. Ann. June 1.

Detroit, Mich.—Taliesin Bcstg. Co. 106.7 mc, 2.82 kw. P.O. address 6060 N. Ewing St., Indianapolis 20, Ind. Estimated construction cost $10,061, first year operating cost $22,500, revenue $26,500. Sole owner is **Mary W. Carpenter**, housewife. Ann. June 2.

York-Hanover, Pa.—Radio Hanover Inc. 98.5 mc, 7.2 kw. P.O. address Box 268, Hanover, Pa. Estimated construction cost $29,427, first year operating cost $20,000, revenue $22,000. Applicant owns WHVR Hanover. Principals are **John D. Bare** (50.5%) and **Philip A. Rohrbaugh** (49.4%). Ann. May 29.

Existing Fm Stations

ACTION BY FCC

WBCN (FM) Boston, Mass.—Granted SCA to engage in functional music operation on multiplex basis. Ann. June 3.

APPLICATION

KTOP-FM Topeka, Kan.—Mod. of cp to change frequency from 100.1 mc to 100.3 mc, increase ERP from 0.76 kw to 1 kw, install new trans., change ant.-trans. location, increase ant. height above average terrain from 103.4 ft. to 242.4 ft., operate trans. by remote control from studio location. Ann. May 29.

Ownership Changes

ACTIONS BY FCC

WEDR Birmingham, Ala.—Granted transfer of control from **Edwin H. Estes** to **Radio Birmingham Inc. (James R. Bonfils**, president); consideration $225,000. Ann. May 27.

WKAB Mobile, Ala.—Granted assignment of license to **Radio Mobile Inc. (John C. Smith**, president); consideration $250,000 and agreement that assignor will not engage in radio business for five years within 25 miles. Ann. June 3.

KMOP Tucson, Ariz.—Granted assignment of license to **Pima Bcstg. Co. (L. B. Clayton**, president); consideration $140,000. Ann. June 3.

KAFE (FM) Oakland, Calif.—Granted assignment of license to **Hal Cox**; consideration $57,000 plus $50 daily from Dec. 18, 1958 to date of closing. Ann. May 27.

WAGA-AM-FM Atlanta, Ga. — Granted assignment of licenses from **Storer Bcstg. Co.** to **Plough Radio Inc.** (has wholly owned subsidiary companies which own WCAO-AM-FM Baltimore, WJJD Chicago, WCOP-AM-FM Boston, and WMPS-AM-FM Memphis) consideration $830,000 Comr. Bartley dissented. Ann. May 27.

WPLK Rockmart, Ga. — Granted assignment of cp from **James G.** and **Stephens B. McGarity** and **Leslie E. Gradick Jr.** to **Georgia Radio Inc.** (Mr. Gradick and **John P. Frew**); consideration $210 for expenses. Ann. May 27.

WDEW Westfield, Mass.—Granted assignment of license from **Albert L. Capstaff** to **Westfield Bcstg. Inc. (Harold J. Martin**, president); consideration $80,626. Ann. June 3.

KRMS Osage Beach, Mo.—Granted assignment of license to **James L. Risner Jr.** and **Ella Mae Risner**, d/b **Central Missouri Bcstg. Co.**; consideration $40,000. Ann. May 27.

KABQ Albuquerque, N.M.—Granted assignment of license to **Sandia Bcstg. Corp. (Oscar I. Dodek**, president); consideration $275,000 and agreements that Mr. Dodek purchase certain real estate used as station studio and offices from **Nancy W. Sleighel**, one of assignor's stockholders, and **Edward M. Sleighel** to be consultant for six years for $50,000 gross. Ann. June 3.

WEBO Owego, N.Y.—Granted assignment of license to **Tioga County Bcstg. Corp. (M. S. Weiss**, president); consideration $76,000. Ann. June 3.

WIDU Fayetteville, N.C.—Granted assignment of license to **WIDU Bcstg. Inc.**; stock transaction. Ann. June 3.

WDAU-TV Scranton, Pa.—Granted transfer of control from **WCAU Inc.** to **WGBI Radio Inc.** (WGBI-AM-FM Scranton); consideration $700,000. Ann. May 27.

KOPY Alice, Tex.—Granted assignment of license to **Leon S. Walton**, d/b **Alice Bcstg. Co.**; no change in ownership. Ann. June 3.

KADO Marshall, Tex.—Granted transfer of control from **Wm. R. Sinkin**, et al., to **Lone Star Steel Co. (E. B. Germany**, president); consideration $1,500. Ann. May 27.

WILA Danville, Va.—Granted assignment of license from **WILA Inc.** to **Eastern Bcstg. Corp.** (WCHV Charlottesville, Va.); consideration $45,000. Ann. May 27.

WHYE Roanoke, Va.—Granted assignment of license to **Joseph Mullen** and **Jon A. Holiday**, d/b **Roanoke Bcstrs.**; consideration $125,000. Ann. May 27.

APPLICATIONS

WTVY (TV) Dothan, Ala.—Seeks transfer of control of **WTVY Inc.** from **J. H. McMullan** (4.9%) to **Charles Woods** (46.95%) for $15,000. After transfer, Mr. Woods will own controlling interest. Ann. May 29.

WIRB Enterprise, Ala.—Seeks transfer of control of **Wiregrass Bcstg. Co.** from **Ralph M. Stanford** to **R. E. James** for $32,-114. Each presently owns 50% of WIRB. Ann. May 27.

WCNH Quincy, Fla.—Seeks assignment of license from **Quincy Bcstg. Corp.** to **Big Bend Bcstg. Corp.** for $90,000. Big Bend is owned by William S. Dodson, radio-tv director for Washington, D.C. ad agency. Ann. June 1.

WJOE Ward Ridge, Fla.—Seeks assignment of license from **Vacationland Bcstg. Inc.** to **National Radio of Port St. Joe** for $31,000. Applicants are **Martin J. Begley Jr.** and **Robert D. Sidwell** (50% each). Mr. Sidwell owns Orlando, Fla., ambulance service. Mr. Begley is employe WJOE. Ann. June 3.

WQUB Galesburg, Ill.—Seeks assignment of license from **Knox County Bcstg. Corp.** to **Webster Bcstg. Co.** for $80,000. Equal, one-third owners are **Frederick C. Webster Jr.** (real estate), **Harold B. Inman** (auto sales & service), and **Fred W. Aspey Jr.** (general contractor). Ann. June 1.

KJFJ Webster City, Iowa—Seeks transfer of control of **Triangle Bcstrs. Inc.** from **Glen & Opal Barnett** (50%) to **D. D. & Mary K. Treu** (50%) for $13,750. Ann. May 27.

WEZJ Williamsburg, Ky. — Seeks assignment of license from **Whitley County Bcstg. Co.** to **Whitley County Bcstg. Inc.** No consideration. Ann. May 29.

WGAY, WSHO-FM Silver Spring, Md.—Seeks assignment of license and cp from **Connie B. Gay** to **WGAY Inc.** (wholly owned by Mr. Gay). No consideration involved. Ann. June 3.

WLAU Laurel, Miss.—Seeks transfer of control of **Southland Bcstg. Co.** from **Norma H. Leggett** (33.3%) and **Chalmers T. McCallum** (33.3%) to **Eugene T. Tibbett, Stewart J. Gilchrist** and **Norma H. Leggett** for $5,000. Mr. Tibbett is general manager WLAU. Ann. June 2.

WTKO Ithaca, N.Y.—Seeks transfer of control of **Radio Ithaca Inc.** from **Thompson K. Cassel** to **Ellis E. Erdman, Pauline B. Treman, Allan H. Treman** and **James J. Clynes Jr.** for $77,500. Mr. Erdman has interests in WTKO, WEBO Owego, WACK Newark and WOLF Syracuse, all New York. Mr. and Mrs. Treman and Mr. Clynes have interests in WOLF. Ann. June 1.

KBBB Berger, Tex.—Seeks assignment of license from **R. L. McAlister** to **Robert M.** and **Dixie Dice Watson** for $70,000. Mr. Watson is employe KGNC-TV Amarillo, Tex. Mrs. Watson owns dancing school. Ann. June 3.

KBUS Mexia, Tex.—Seeks assignment of license from **Bi-Stone Bcstg. Co.** to **Mexia Bcstg. Inc.** for $42,500. Applicants are **Thomas R. Elkins** (7%), **Jane Winters Elkins** (46%) and **Herbert A. Winters** (46%). Mr. Elkins is employe KSTT Davenport, Iowa, and Mr. Winters is insurance company executive. Ann. May 27.

KVI Seattle, Wash. — Seeks transfer of control of **Puget Sound Bcstg. Inc.** from **Laura M. Doernbecher** and others to **Golden West Bcstrs.** for $770,000. Applicants include **Melody Ranch Enterprises** (51%, to be voted by **Gene Autry**); **Robert O. Reynolds** (14.33%); **Enna Lee Reynolds** (13.17%) and others. Golden West Bcstrs. owns KMPC Los Angeles and KSFO San Francisco. Mr. Autry also has interests in KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. Ann. May 27.

KXA Seattle, Wash. — Seeks transfer of control of **KXA Inc.** from **Cassius E. Gates** and 24 others to **Wesley I. Dumm** for $149,-270. Mr. Dumm presently owns 24.9% of KXA. Ann. June 1.

WHBY Appleton, Wis.—Seeks assignment



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of license from **WHBY Inc.** to present owners: **Norbertine Fathers.** No consideration involved. Ann. May 29.

Hearing Cases

FINAL DECISIONS

By decision, Commission revoked cp of Nevada Telecasting Corp for KAKJ (TV) (ch. 4), Reno, Nev. Chairman Doerfer abstained from voting. (Initial decision of March 10, 1958 looked toward this action.) Ann. June 3.

By memorandum opinion and order, Commission, on petition by Western Nebraska Televison Inc., dismissed latter's application for new tv station to operate on ch. 13 in Alliance, Neb., and terminated proceedings. Comr. Cross not participating. Ann. June 3.

INITIAL DECISIONS

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Southland Bcstg. Co., to change frequency of WLAU Laurel, Miss., from 1600 kc to 1430 kc, continuing operation with 5 kw, D. Ann. June 2.

Hearing Examiner Herbert Sharfman issued initial decision looking toward denying application of Jane A. Roberts for license to cover cp for new am station (KCFI) to operate on 1250 kc, 500 w, DA, D, in Cedar Falls, Iowa. Ann. May 28.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Lakeside Bcstrs for new am station to operate on 1270 kc, 1 kw, D, in Sparks, Nev. Ann. May 28.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Young People's Church of Air Inc., for new class B station to operate on 104.5 mc in Philadelphia, Pa., and denying similar application of WJMJ Bcstg. Corp. Ann. May 27.

STAFF INSTRUCTIONS

Commission on June 3 directed preparation of document looking toward denying petition by Joseph M. Ripley Inc., for reconsideration of April 8 memorandum opinion and order which, on motion by Dan Richardson, struck exceptions of Ripley to Aug. 19, 1958 initial decision looking toward granting Richardson application for new am station to operate on 550 kc, 1 kw, D, in Orange Park, Fla., and denying Ripley application for same facilities in Jacksonville.

Commission on June 3 directed preparation of document looking toward denying application of Tucumcari Television Inc., for new tv translator station on ch. 70 in San Jon, N.M., to translate programs of station KFDA-TV (ch. 10), Amarillo, Tex. (April 22 order denying Tucumcari application was, on May 6, set aside, and oral argument was held in proceeding.)

Commission on June 3 directed preparation of document looking toward affirming June 4, 1958 grant of application of South Bay Bcstg. Co. for new class A fm station to operate on 93.5 mc in Redondo Beach, Calif., and denying protests by Coast Radio Bcstg. Corp. (KPOL-FM) and CBS Radio (KNX-FM), Los Angeles. (Jan. 8 initial decision looked toward this action.)

OTHER ACTIONS

By order on petition by Walter L. Follmer, Commission severed from present consolidated hearing on more than 20 am applications in applications of Follmer for new station to operate on 1560 kc, 1 kw, DA-1, U, n Hamilton, Ohio, Interstate Bcstg. Inc. (WQXR) New York City, to change from DA-1 to DA-2, continuing operation on 1560 kc, 50 kw, U, and Booth Bcstg. Co. (WTOD), Toedo, Ohio, to increase power from 1 kw to 5 kw, using DA, continuing operation on 1560 kc, 50 D; placed these three applications in separate consolidated hearing on issues specified as to them; also severed parties respondent Coshocton Bcstg. Co. (WTNS), Coshocton, Ohio, Washita Valley Bcstg. Co. (KWCO), Chickasha, Okla., and E. Weaks McKinney-Smith (WDXR), Paducah, Ky., and made them parties to proceeding on severed applications. Ann. May 28.

By memorandum opinion and order, Commission granted petition by Fairview Bcstrs., Rensselaer, N.Y., to extent of adding certain issues in proceeding on its application and that of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes- Watervelıet, N.Y., for new am stations to operate on 1300 kc. Ann. June 3.

By memorandum opinion and order, Commission denied petition by Greenwich Bcstg. Corp. for leave to amend its application for new am station to operate on 1490 kc, unl., in Greenwich, Conn., to specify power of 100 watts instead of 250 watts, and to reopen record to include this change of power. Comr. Lee dissented; Comrs. Ford and Cross not partcipating. (December 19, 1957 initial decision looked toward denying application.) Ann. June 3.

By memorandum opinion and order, Commission (1) set aside April 8 grant of application of John E. Riesen, executor, to move trans. site of station KXII (TV) ch. 12, Ardmore, Okla., reduce, vis ERP from 19.6 dbk, increase ant. height from 850 to 900 ft., and make equipment changes, and dismissed application pursuant to Sec. 1.312(a) of rules since new application was filed May 18 requesting that trans. location be changed to site previously authorized; (2) denied request by Texoma Land Television Inc., for extension of time to effectuate assignment of cp form estate of John F. Easley, deceased, to Texoma, which was granted April 8; and (3) declared moot that portion of protest and petition for reconsideration filed by Texas State Network Inc. (KFJZ-TV, ch. 11), Fort Worth Texas, with respect to Commission's April 8 action granting assignment of cp for station KXII, and dismissed protest otherwise. Ann. June 3.

By memorandum opinion and order, Commission (1) granted assignment of cp of WAUB, Auburn, N.Y., from Herbert P. Michels to Atom Bcstg. Corp. (J.R. Poppele, president, has minor interest in WNEW-AM-FM-TV New York City, WTTG-TV, Washington, D.C., and WHK-AM-FM Cleveland, Ohio) Michels is assignee's vice president with 25% interest; consideration $5,400 for out-of-pocket expenses; without prejudice to such action as Commission may deem warranted as result of final determination in hearing proposed in Aug. 5, 1958 memorandum opinion and order involving WAUB and renewal of licenses of stations WMBO-AM-FM Auburn; and (2) denied petitions by WMBO Inc., and Auburn Publishing Co. (WMBO-AM-FM), Auburn, to reconsider April 10 grant of WAUB application for additional time to construct station, and to designate that application and instant assignment application for hearing. Ann. June 3.

By memorandum opinion and order in proceeding on competing applications of Fisher Bcstg. Co. and Tribune Publishing Co. for new tv stations to operate on ch. 2 in Portland, Ore., Commission (1) denied petition by Fisher for leave to amend its application to change trans. site to location nearer Portland and change financial data; (2) denied as moot request by Oregon Television Inc. (KPTV (TV) ch. 12), Portland, to remove Fisher application from hearing status; and (3) denied as moot motion by Fisher to strike opposition of KPTV. Ann. June 3.

By separate memorandum opinion and order in above proceeding, Commission (1) denied petition by Tribune Publishing Co. for leave to amend its application to change trans site to location nearer Portland and change financial data and (2) denied as moot request by KPTV to remove Tribune application from hearing status. Ann. June 3.

By memorandum opinion and order, Commission denied petition by Standard Bcstg. Corp. for investigation to determine whether Clifford C. Harris knew or had reason to know, pior to 1940, that he was not citizen of United States. Standard and Harris are competitive applicants for new am stations to operate on 1440 kc, D, with 500 w and 1 kw, respectively, in Owego, N.Y. Ann. June 3.

By order, Commission denied petition by Herman E. Sayger, d/b Sayger Bcstg. Co., insofar as it requests consolidation of his application for new am station to operate on 1250 kc, 500 w-N, 1 kw-LS, DA-2, in Tiffin, Ohio, and six other applications, for hearing in proceeding on application of Malrite Bcstg. Co., for new am station to operate on 1600 kc, 500 w, D, in Tiffin. Ann. May 27.

By letter, Commission denied request of Sunbury Bcstg. Corp., for waiver of Sec. 1.351 of rules to permit processing of its application for change in facilities of WKOK Sunbury, Pa., from 1240 kc, 250 w, U, to 1070 kc, 1 kw-N, 10 kw-LS, DA-2, and advised that application will be held without action pending conclusion of proceedings in Docket 8333 (daytime skywave interference). Ann. May 27.

By order, Commission granted request by Electronic Industries Association and extended time from June 10 to Dec. 11 to file comments to March 12 further notice of inquiry which enlarged scope of proceeding looking into possible wider uses for fm Subsidiary Communications Authorizations to include specific data on subject of Stereophonic broadcasting by fm stations. Comr. Bartley dissented. Ann. June 3.

Commission scheduled following tv proceedings for oral argument on July 10: Television Bcstrs. Inc., KPBX Bcstg. Co., and Brown Telecasters Inc., Beaumont, Tex., ch. 12; and Sarkes Tarzian Inc., and George A. Brown Jr., Bowling Green, Ky., ch. 13. Ann June 3.

Commission scheduled following proceedings for oral argument on June 15: am applications of Jefferson Radio Co., Irondale, Ala., and Bessemer Bcstg. Co. Inc. (WBCO), Bessemer, Ala.; and Palm Springs Translator Station, Inc., Palm Springs, Calif.

David M. Segal, Boulder, Colo.; Denver Bcstg. Co., Denver, Colo.; Satellite Center Radio Co., Arvada, Colo.—Designated for consolidated hearing applications for new am stations to operate on 1550 kc, D—Segal with 1 kw, and Denver and Satellite with 10 kw; made KLOV Loveland, Colo., party to proceeding. Ann. June 3.

Madison County Bstcrs.; Tri-Cities Bcstg. Co.; East Side Bcstg. Co., Granite City, Ill.—Designated for consolidated hearing applications for new am stations to operate on 920 kc, 500 w, DA-D.

WTXL West Springfield, Mass.—Designated for hearing application to increase daytime power from 250 w to 1 kw, DA-D, continuing operation on 1490 kc with 250 w-N in consolidation with application of Tobacco Valley Bcstg. Co. for new am station to operate on 1480 kc, 500 w, DA-D, in Windsor, Conn. New order supersedes Dec. 3, 1958 hearing order with respect to issues only; made WKVT Brattleboro, Vt., and WNLC New London, Conn., parties to proceeding. Ann. May 27.

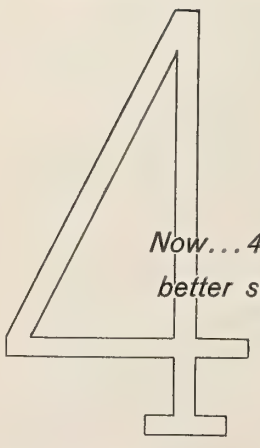
Audiocasting of Texas Inc., Waco, Texas; Horace K. Jackson Sr., Gatesville, Texas—Designated for consolidated hearing applications for new am stations to operate on 1580 kc—Audiocasting with 500 w-N, 1 kw-LS, DA-2, and Jackson with 250 w, D; made KBUS Mexia, and KHBR Hillsboro, both Texas, parties to proceeding; denied KHBR request for additional time to answer Commission's March 10 letter. Ann. May 27.

Routine Roundup

By order, Commission postponed for another year—to June 1, 1960—effective date of rules requiring tv stations to have type-ap-

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proved frequency and modulation monitors at station whenever trans. is in operation, and amended Sec. 3.690(a) and 3.691(a) of rules to reflect new date. In view of continued development of more stable frequency control circuits in am, fm and tv transmitters, Commission is considering a review of its requirements regarding continuously operating frequency monitors to ascertain whether such apparatus is still needed or is adequate to ensure that operating frequencies of broadcast stations are maintained within prescribed frequency tolerances. If it appears that rules relating to such monitors should be amended, rulemaking proceeding will be initiated. Ann. May 27.

By letter, Commission denied petition by RKO Teleradio Pictures Inc., for waiver of Sec. 3.30 of rules insofar as it requires majority of programs of am station WGMS to be originated in Bethesda, Md., which city it is primarily licensed to serve. Commission is of opinion that reasons advanced are insufficient to constitute valid basis for waiver of rules, and observed that any economic hardship resulting from existing method of operation could be overcome by RKO requesting that location of its station WGMS-FM be changed from Washington, D.C., to Bethesda, Md. Chairman Doerfer and Commissioners Hyde and Craven dissented. Ann. June 3.

By report and order, Commission denied conflicting proposals by Joint Council on Educational Television to change classification of ch. 12 in Wilmington, Del., from commercial to educational, and by Neptune Bcstg. Corp. (WHTO-TV, ch. 46), Atlantic City, N.J., to delete ch. 12 from Wilmington and to assign it to either Atlantic City or to Atlantic City-Wilmington, and terminated rulemaking proceeding. Any timely filed application proposing noncommercial educational operation on ch. 12 in Wilmington would, of course, be entitled to comparative consideration with pending commercial applications. Ann. May 27.

By report and order, Commission finalized rulemaking and shifted tv ch. 9 from Hattiesburg, Miss., to Baton Rouge, La., effective July 6. Baton Rouge will then have chs. 2, 9, 18, 28, *34 and 40; Hattiesburg, 17. Lion Television Corp. will be permitted to continue optration of WDAM-TV on ch. 9 in Hattisburg until such time as station operation on ch. 9 in Baton Rouge is ready to commence. Comrs. Bartley and Lee dissented. Ann. June 2.

By report and order, Commission finalized rulemaking and assigned tv ch. *14 to Mount Pleasant, Mich., for educational use there, and substituted ch. 27 for ch. 21 in West Branch, Mich. Central Michigan College, Mount Pleasant, had petitioned for such change. Ann. May 27.

By memorandum opinion and order Commission denied petition by Pendleton Bcstg. Co. (am station KUMA), Pendleton, Ore., for rulemaking to assign ch. 5 to that city, which now has uhf ch. 28 allocated to it. Ann. May 27.

By memorandum opinion and order, Commission denied petition by WATR Inc. (WATR-TV, ch. 53), Waterbury, Conn., for rulemaking to shift ch. 18 from Hartford to Waterbury and permit WATR-TV to change channels accordingly. Capitol Bcstg. Inc., presently operates WHCT (TV) on ch. 18 in Hartford. Ann. May 27.

By memorandum opinion and order, Commission denied petition for reconsideration and request for oral argument by Gregg Television Inc., Longview, Tex., directed to June 4, 1958 report and order which rejected proposals to shift educational reservation to Denton, Tex., from ch. *2 to uhf frequency in order to make ch. 2 available for commercial use in Longview, Denton, Brownwood or Cooper, Tex. Ann. May 27.

By report and order, Commission finalized rulemaking and amended tv table of assignments by assigning ch. *10-minus to Appleton, Minn., for educational use. The Joint Council on Educational Television had petitioned for assignment in connection with planned regional educational tv network interconnecting educational tv stations in Iowa, Minnesota, Nebraska, and North and South Dakota. Ann. May 27.

By report and order, Commission finalized rulemaking and amended tv table of assignments by deleting ch. 61 from Moses Lake, Wash., and substituting ch. 33 there, deleting ch. 67 from Wenatchee, Wash., and adding ch. 27 instead, and deleting ch. 33 from Kellogg, Idaho, and replacing it with ch. 36. Ann. May 27.

By report and order, Commission finalized rulemaking and amended tv table of assignments in Hawaii by substituting ch. 7 for ch. 8 at Wailuku, deleting ch. *7 (educational) from Honolulu and reserving ch. 11 (now commercial) for educational use in that city, and deleting ch. 7 from Hilo. Hawaiian Bcstg. System Ltd. (KGMB-TV ch. 9, Honolulu; KMAU-TV, ch. 3, Wailuku, and KHBC-TV, ch. 9, Hilo) had petitioned for changes for technical reasons. Ann. May 27.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 29

KGEE Bakersfield, Calif.—Granted assignment of license to **Marterto Productions Inc.**, and **Seer Inc.**, joint ventures, d/b **KGEE Bcstrs.**

KJOE Shreveport, La. — Granted relinquishment of negative control by **Joe C. Monroe** through transfer of stock to **Joyce Lane C. Monroe.**

WIOI New Boston, Ohio—Granted mod. of cp to change ant.-trans. and studio locations and type trans.

KOLL Libby, Mont.—Granted extension of authority to operate specified hours for period ending July 31.

KPRK Livingston, Mont. — Granted authority to operate 6 a.m. to 9 p.m. for period ending Aug. 10.

Actions of May 28

WHAV-FM Haverhill, Mass.—Granted license for fm station.

KHOZ Harrison, Ark. — Granted license covering increase in power and installation new trans.

WLBG Laurens, S.C. — Granted license covering increase in power and installation new trans.

KYVA Gallup, N.M.—Granted mod. of cp to change name to **Cloyed O. Kendrick** and **Hugh DeWitt Landis** d/b **Radio Station KYVA.**

WRKM Carthage, Tenn.—Granted mod. of cp to change type trans.

KEYD Oakes, N.D.—Granted mod. of cp to change type trans.

WKBK Keene, N.H.—Granted mod. of cp to change studio location and remote control point and type trans.; conditions.

WELZ Belzoni, Miss. — Remote control permitted.

WSET Glens Falls, N.Y.—Remote control permitted.

WICO Salisbury, Md. — Remote control permitted.

Actions of May 27

WAPE Jacksonville, Fla.—Granted license for am station.

WBRV Boonville, N.Y.—Granted license covering increase in power.

WLBK DeKalb, Ill.—Granted license covering installation new trans.

WAPE Jacksonville, Fla.—Granted license covering installation new trans. at present main trans. location for auxiliary purposes only.

WRBL Columbus, Ga.—Granted license to use old main trans. as auxiliary; remote control permitted.

WSIC Statesville, N.C. — Granted license covering installation new trans.

WDBM Statesville, N.C.—Granted mod. of license to change studio location and remote control point.

KABR Aberdeen, S.D.—Granted mod. of license to change studio location; remote control permitted.

WFMB (FM) Nashville, Tenn.—Granted cp to increase ERP to 3.4 kw; change ant. height to 180 ft.; and ant.-trans. location; remote control permitted.

KXIC Iowa City, Iowa—Granted cp to install new trans. (composite) as auxiliary trans.

KCOM (FM) Omaha, Neb.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: KUDU-FM Ventura-Oxnard, Calif., to July 30, and WANN Annapolis, Md., to Sept. 30.

KTOW Oklahoma City, Okla. — Remote control permitted.

WGVA Geneva, N.Y. — Remote control permitted.

WBKV West Bend, Wis.—Granted authority to sign-off for months of June and July at 7 p.m., CDT.

Actions of May 26

WPRY Perry, Fla. — Granted involuntary and voluntary assignment of license from estate of **E. P. Martin** to **Alpha B. Martin.**

WNEB Worcester, Mass.—Granted involuntary acquisition of positive control by **John J. Hurley** through purchase of stock from **Mechanics National Bank of Worcester,** special administrator of the estate of **Paul C. Lytle,** deceased, by licensee and retirement to treasury thereof.

WACO Waco, Tex.—Granted acquisition of negative control by each **Wendell Mayers** and **R. Lee Glassgow** through purchase of stock from **C. C. Woodson** by licensee and retirement to treasury thereof.

WIL St. Louis, Mo.—Granted assignment

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of license to **Radio Station WIL**, joint venture (change in joint venturers).

WPEP Park Falls, Wis.—Granted assignment of license to **Gordon F. Schluter.**

WTRP La Grange, Ga.—Granted assignment of license to **Byron H. Hurst**, et al.

WMEK Chase City, Va.—Granted license for am station and specify type trans. and main studio location; remote control permitted.

WPCF Panama City, Fla.—Granted license covering change in facilities, installation new trans. and DA-2 and change ant.-trans. location.

KSLM Salem, Ore.—Granted license covering increase in daytime power and installation new trans.

WBLU Salem, Va.—Granted license covering increase in power and installation new trans.

WIBA-FM Madison, Wis.—Granted license for fm station.

WTCX (FM) St. Petersburg, Fla.—Granted license for fm station.

KOKA Shreveport, La. — Granted license covering installation new trans.

WIVY Jacksonville, Fla.—Granted licenses covering installation new main trans., and to use old main trans. (composite) as auxiliary.

WSGA Savannah, Ga. — Granted license covering installation new trans.

KICD Spencer, Iowa — Granted license covering installation of auxiliary ant. and trans.

WPFB Middletown, Ohio—Granted license covering installation alternate main trans.

WTAG Worcester, Mass.—Granted license covering installation of new main trans.

KSPI Stillwater, Okla. — Granted license covering installation of new trans.

KRVN Lexington, Neb.—Granted authority to sign-off at 7:15 p.m., CST, during months of June and July.

WPDR Portage, Wis.—Granted authority to sign-off at 6 p.m., CST, for period June 1 through Sept. 30, except for special events when station may operate up to licensed sign-off time.

KADO Marshall, Tex.—Granted extension of authority to remain silent to July 1.

Actions of May 25

WCDC (TV) Adams, Mass.—Granted license for tv station.

WHYN-TV Springfield, Mass.—Granted license covering changes in tv station; ERP vis. 186 kw, aur. 93.3 kw.

KRON-TV San Francisco, Calif.—Granted license covering changes in tv station; ant. 1310 ft. (main trans. & ant.).

WJHL-TV Johnson City, Tenn.—Granted license to redescribe studio location.

KSLA-TV Shreveport, La. — Granted license covering use of auxiliary trans. at main trans. site.

KVIP-TV Redding, Calif.—Granted license covering changes in tv station; ERP vis. 115 kw, aur. 57.5 kw; ant. 3620 ft.

KXLY-TV Spokane, Wash.—Granted license covering installation of new ant. system (main trans. & ant.).

KRLD-TV Dallas, Tex.—Granted license covering change in type of trans. and equipment (main trans. & ant.).

KMAM, KMFM (FM) Tularosa, N.M.—Granted licenses covering changes in ant. systems (side mount KMFM ant. to KMAM tower).

KYA San Francisco, Calif.—Granted cp to install new trans. at present main trans. location for auxiliary purposes only; remote control permitted.

WPNC Plymouth, N.C.—Granted mod. of cp to change studio location; make changes in ant. system (decrease height) and change type trans.

KBCO (FM) San Francisco, Calif.—Granted mod. of cp to decrease ERP to 10 kw; change trans. and studio locations (side-mount fm ant. on KGO-TV tower); change type trans. and type ant.; increase ant. height to 810 ft.

KJPO (FM) Fresno, Calif.—Granted mod. of cp to decrease ERP to 7.5 kw, ant. height to 350 ft.; change type trans. and ant.; remote control permitted; conditions.

Following stations were granted extensions of completion dates as shown: WPTT (TV) Augusta, Me., to Nov. 1; WDAS Philadelphia, Pa., to Oct. 5; KCUL Fort Worth, Tex., to Oct. 8; WPNC Plymouth, N.C., to June 15; WMPS-FM Memphis, Tenn., to Oct. 15; KNFM (FM) Midland, Tex., to Sept. 1; WLOA-FM Braddock, Pa., to Aug. 1; WFLI Lookout Mountain, Tenn., to Oct. 1.

WIBG-FM Philadelphia, Pa.—Granted extension of authority to remain silent for period beginning May 29 and ending July 1.

Action of May 20

KTLQ Tahlequah, Okla.—Granted assignment of cp to **Camelleta Corp.**

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through June 3

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,324	42	124	692
FM	571	41	153	71
TV	458[1]	62	102	118

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 3

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	32	10	42[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through April 30, 1959

	AM	FM	TV
Licensed (all on air)	3,318	562	455[1]
CPs on air (new stations)	36	39	64[2]
CPs not on the air (new stations)	123	143	102
Total authorized stations	3,477	744	667
Applications for new stations (not in hearing)	491	54	40
Applications for new stations (in hearing)	159	21	70
Total applications for new stations	650	75	110
Applications for major changes (not in hearing)	555	40	34
Applications for major changes (in hearing)	49	0	17
Total applications for major changes	604	40	51
Licenses deleted	0	2	0
CPs deleted	1	2	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Granted petition by Natalia Bcstg. Co., for extension of time to file reply to petition by Top Bcstrs. Inc., to enlarge issues in proceeding on their applications for am facilities in San Antonio and Natalia, both Texas; time extended for ten-day period to commence from date hearing examiner issues order on Natalia's petition for leave to amend. Action May 26.

By Chief Hearing Examiner James D. Cunningham

Granted request by Electronics Research Inc. of Evansville (WROA), Gulfport, Miss., for dismissal of its am application without prejudice and retained in hearing status am application of Lionel B. DeVille, Franklin, La. Action May 28.

Ordered that Examiner Jay A. Kyle, in lieu of Forest L. McClenning, will preside at hearing scheduled for July 6 in proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, Calif., for cps to increase ant. height. Action May 27.

By Hearing Examiner J. D. Bond

Scheduled prehearing conference for June 15 and continued hearing scheduled for June 15 to date to be fixed by subsequent order in proceeding on application of Entertainment and Amusements of Ohio Inc., for am facilities in Solvay, N.Y. Action May 25.

By Hearing Examiner Thomas H. Donahue

Granted motion by Pan American Radio Corp., for delay of 30 days before examiner acts on Broadcast Bureau request to place its application for am facilities in Tucson, Ariz., in pending file. Action May 29.

Upon request by Peoples Bcstg. Corp., continued prehearing conference from June 1 to June 11 and hearing scheduled for June 3 to date to be determined at June 11 pre-

Continued on Page 123

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RADIO

Help Wanted—Management

Top flight local salesman-sales manager for leading Texas station. Best ratings and facilities in market. Must sell personally and supervise other salesmen. Leading city, pleasant living. Guarantee $7,000 plus bonus incentive assuring $10,000-$12,000 and further advancement. Need familiarity local, national, merchandising. Prefer late twenties. Thirties. Must be enthusiastic to work with resourcefulness. Excellent opportunity for right man. All replies confidential. Box 181M, BROADCASTING. Send photo, complete details, first letter.

Manager-salesman or salesman for single station market with good potential. Salary and commission. North Carolina station. Good living conditions. Box 262M, BROADCASTING.

Excellent opportunity for station manager who is strong on sales, willing to work, and desires permanent situation. Give full details to General Manager, KSWS, Roswell, New Mexico.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Manager for new am-fm station in Aztec, N.M., 8000 population, county seat of growing 50,000 county. Send details to I.E. Shahan, 1404 Mesa Verde, Farmington, N.M.

Sales

Sales manager upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 736K, BROADCASTING.

Progressive southern chain expanding. Seeks executive type salesmen for management, 8-10 annually. Yankees welcome. Send resume, photograph first letter. Box 135M. BROADCASTING.

Sales manager. Major central Ohio market. Multiple market, top money and future for man who loves to sell. Box 225M, BROADCASTING.

Growing regional network seeks energetic young local salesmen. Radio experience desired. Box 247M, BROADCASTING.

Wanted, salesman-announcer solve challenging sales problems, some announcing, central Florida station. Opportunity for good producer. Box 250M, BROADCASTING.

Promo minded salesman wanted to join hard hitting Iowa monopoly station. Guarantee, draw, commission setup available. Sell retail, ag accounts. Could lead to sales management. Write Box 260M, BROADCASTING.

Enlarging sales staff of one of southwest's most outstanding stations. Number One in market—wonderful living conditions. Good place to work. Send complete resume of experience and compensation expected. Box 282M, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman to be assistant to sales manager. Salary and incentive commission. Enclose your sales record and photo. Radio KCOL, Box 574, Fort Collins, Colorado.

Two positions open with top California station. Local salesman-sales manager to earn $10,000 to $15,000 depending on man, with substantial increases probable. Salary plus override. Also opening for additional salesman with $450 guarantee plus generous commission base. Highest ratings, biggest coverage in market, good congenial crew. Send complete information with picture to Alan Torbet, KRAK, Stockton, California.

Help Wanted—(Cont'd)

Sales

Expanding operation adding top salesman. Excellent arrangement, top climate and living area. Ambitious young family men who will love to sell in a competitive market for a top station. Call, write, or wire. Ralph Petti, Manager. KSSS, Colorado Springs, Colorado.

Salesman, experienced, WTAC, The Big Station, Flint, Michigan.

Sales manager wanted in Springfield, Massachusetts at WTYM. Chance for exceptional earnings. Write Art Tacker, General Manager, or phone Republic 3-4187.

Sales: Salesman wanted immediately for midwestern market. Excellent opportunities for advancement. Salesman with other abilities on staff also considered. Reply WVLN, Olney, Illinois.

Ohio, WWIZ, Lorain. Personal interview necessary.

Salesman required to head up Chicago office of rating organization. Research background and sales ability. Address replies to American Research Bureau, Tribune Building, Chicago, Illinois.

Announcers

Morning personality man for modern fast paced midwest metropolitan market station. Now solid second on heels of number one. New studios. Opportunity for production and talent fees. Send tape, photo, resume. Box 891K, BROADCASTING.

Eastern group has three applications pending for new and improved facilities. Need experienced announcers for management training. Minimum two years experience required. Personal interview necessary eventually, but first, send tape and resume. $90 to start with regular raises. Box 139M, BROADCASTING.

Wanted: 1st ticket beginner that likes announcing. Box 192M, BROADCASTING.

Experienced announcer, combo operation, network affiliate. Major Wisconsin market. Send audition tape, resume, photo, salary requirements. Box 208M, BROADCASTING.

Classical music announcer for metropolitan west coast station. Require smooth, unaffected, competent, knowledgable, delivery. Our audition rough for uninitiated. We are one of the nation's top classical operations. Note: Send one page letter and photo, give two references and experience. We'll supply audition. Box 221M, BROADCASTING.

Adult programmed station in top midwest market has an immediate opening for an outstanding, experienced announcer. Excellent conditions and employee benefits. Rush picture, tape and full background to Box 252M, BROADCASTING.

Expanding Texas independent needs qualified, experienced announcer and announcer-engineer. Must be willing to work hard and want to expand position. Details first letter. Box 264M, BROADCASTING.

Fulltime Georgia station near Atlanta has opening for young, ambitious announcer. Opportunity for sports play-by-play. Send photo and resume. Will ask for tapes or interview later. Box 269M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Top R&R personality who knows how to cash-in as replacement (due to health) for #1 man on nationally-known Virginia 24-hour station music-sports leader. Top pay. Pic, tape, details. Box 271M, BROADCASTING.

Topnotch, modified Storz morning man for 5 kilowatt midwest station. Salary for ability. Good newsman needed, too. Send all first letter. Positions now vacant. Box 275M, BROADCASTING.

Kilowatt, single station market seeks comboman who can announce. No engineering necessary. Send tape background and desired salary. All replies will be answered. Box 276M, BROADCASTING.

Combo man wanted. Announcer who is good air man with first phone. Music, news station going remote control. Good salary for good announcer. Midwest. Box 306M, BROADCASTING.

Help! For the first time in his life K-BOY needs help. His little sister, K-GRL, is absconding with two of his "announcer-salesman". They are top air-salesman, sober, ambitious, ad-lib artists, funny without being facetious. In short, they're the best, but . . . they're leaving. If you qualify to fill their place, and would like 128 hours per week, free to spend in sportsman's paradise, contact us at once. K-BOY, Medford, Oregon.

Opportunity for conscientious and competent announcer who wants permanent job in good climate. Play-by-play experience helpful, but not mandatory. Send full details, tape, salary, etc., to Manager, KSWS, Roswell. New Mexico.

Expanding operation soon to go full time in Colorado Springs, need experienced d.j's. Send photo, tape, resume, salary requirements. KWBY, Colorado Springs, Colorado.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Announcer for staff work with sports background, play-by-play ability. Immediate opening. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

Announcer-engineer with first class ticket with interest in news, including some writing. Good opportunity on 250 watt ABC station with good news department. WBYS, Canton, Illinois.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Wanted: Announcer with first phone—no maintenance—$4,800 for first year—40-hour week. Paid hospitalization. Paid life insurance. Paid vacation. Call the manager of this 26 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

Announcer: First phone. Must like coastal rural area. Excellent facilities. Mostly announcing. Tape, picture, history, credit references: Brooks Russell, WESR, Eastern Shore Radio Center, Tasley, Virginia.

Immediate opening-experienced dj with bright, happy sound and good, tight sense of production. $100 start. Send tape, photo, background and references to WFDF, Flint, Michigan.

Help Wanted—(Cont'd)

Announcers

WFIN-Findlay, Ohio . . . Adding dj. Prefer Ohioan or Michigander, but will consider all. All information including salary you would accept first letter. We will ask for tape. Write Clyde Johnson. Position open now.

Wanted. Experienced announcer. Must be able to run rock and roll show. Send all details and tape. Nathan Frank, WHNC, Henderson, N.C. Geneva 87136. No collect calls please.

Pro wanted to join #1 music-sports-24-hour station in beautiful mountains of Virginia. Newsman-dj who runs own board, knows news, has ability to become #3 dj in area (we already have #1 and #2). Working conditions exceptional; pay, as good as you are. Send tape, resume and photo to WROV, Roanoke, Va.

Announcer with first phone for evening shift. Announcing of prime importance, no maintenance, WTVB, Coldwater, Michigan, Broadway 9-9119.

Immediate opening WVOS, Liberty, N.Y. Phone 1680 for audition date.

Operators and announcers, with or without 1st phone, needed in California and Arizona. Send for application. Box 812, Eureka, California.

Technical

Engineer-announcer. Must be experienced, capable engineer. $400 monthly. KIYI, Shelby, Montana.

Chief engineer-announcer with first phone interested in sales. Up to $450 per month start. Newly furnished, modern apartment. Phone, wire or write KPRK, Livingston, Montana.

First phone engineer with announcing ability. KTKR, Taft, California.

Experienced control operators wanted WDRC. 5000 watts. Hartford 12, Conn.

Chief: The man we want is probably working as combo or staff engineer. We need a permanent chief to settle here, maintain equipment and do light announcing. Progressive community, excellent fishing. Starting $100 with more later. Call 7707, WJNC, Jacksonville, N.C.

Need first-ticket immediately. Must have one-two years experience as minimum. Mostly RCA board duty, some maintenance. Opportunity with growing organization. Contact Ernest Machanic, WVIP, Mt. Kisco, N.Y.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

News director radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

Continuity director. Experienced girl top independent station. Give complete details background, references, recent snapshot. Box 973K, BROADCASTING.

California station best bay area independent, long established negro policy, has two positions open, for highly experienced persons: 1. Merchandising assistant-top salary. 2. Account executive, top guarantee against commission. Only highly qualified and experienced persons need apply. Furnish resume and picture. Box 122M, BROADCASTING.

Newsman to write and air local news. We are looking for a man who is tired of the bigtime and wants to settle in a smaller market and sink roots. A challenging position for one who doesn't watch the clock. Starting pay $100 with steady increase. Eastern station. Box 206M, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Copywriter needed. Male or female. Experience not necessary, creative ability a must. Apply only if you'd like to work for the #1 station in major northeast, the most progressive station in the field, with 50,000 watts of people power. Send samples and production tape to Box 266M, BROADCASTING.

Experienced newsman wanted as quarter-time assistant in radio news while taking graduate work. School of Journalism, State University of Iowa, Iowa City.

Our last copywriter landed a top paying major market job because of what he learned from us. We need another. Top pay, pleasant medium sized Illinois city. Aggressive station. If you write sharp production copy and love to write, send all details first letter to Box 305M, BROADCASTING.

Experienced newsman. Immediate opening for man to augment radio news department at leading Flint station. Radio or newspaper background acceptable. Send resume, photo and sample copy to WFDF, Flint, Michigan.

Continuity writer, fast paced market needs experienced writer able to write professional copy with and without gimmicks. WTAC, The Big Station, Flint, Michigan.

RADIO

Situations Wanted—Management

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential. Box 852K, BROADCASTING.

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

14 years experience radio-tv-agency. Announcer-producer-director-writer-sales. Have first class ticket. Interested small east coastal city, especially Florida or New England. Will manage, pd or combo, radio or tv. Family man, best references. Write Box 223M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

I'll be your assistant manager (any size market!); will contract ½ of year's salary that my system hypos annual billings 12% plus. Last 6 of 17 years experience at five-figures with major combine. Salary unimportant first year; you'll get winner, I'll get record. Excellent references. Box 187M, BROADCASTING.

Management team. We can make your radio or tv station pay. Manager, program director, chief engineer and sales chief. Two are excellent announcers. Combine 40 years broadcast experience. Prefer upper Michigan, Wisconsin, Minnesota. Box 238M, BROADCASTING.

Manager-commercial manager-promotion manager. 7 years in radio and tv. Proven record in sales and promotion in major markets. 31 years old, married. Much executive and administrative experience. Prefer Rocky Mountain or southwest area. Box 239M, BROADCASTING.

Manager, completely versed in all phases of modern radio operation sales, programming, former promotion and advertising manager for large grocery chain have had own agency. Twenty years in all phases of station operation and programming. Box 241M, BROADCASTING.

General manager—Have doubled station's billing in less than two years. Outrates competition two-to-one across the board. Seek challenge, larger market. 38, married, three children, corporation president. Box 246M, BROADCASTING.

M.D. in search of sick radio station license based on following qualifications. 1. Top creative time sales. 2. Outstanding sell production. 3. Flexible programming ideas. Currently employed major west coast market as assistant general manager. Now ready top spot. Box 259M, BROADCASTING.

Manager-sales manager. 20 years in radio, tv and agency. Strong on sales. Initial earnings secondary to good long-term deal. Prefer Virginia, N.C. Available for personal interview. Write Box 268M, BROADCASTING.

Sales

Salesman/announcer solves challenging sales problems. Write copy. Operate board. Box 232M, BROADCASTING.

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(HO 7-7727)	(MA 2-7227)	(JE 1-6320)	(ST 3-3614)

Situations Wanted—(Cont'd)

Announcers

Bright, single, ambitious announcer looking for future with growing station. Operate board, write, type, tape, resume, photo available. Contact. Box 149M, BDOADCASTING.

News, special events-plus, announcer, producer-writer-radio and tv. Box 159M, BROADCASTING.

Announcer young. Eager to learn. Cooperative. Prefers Penn. Operate board. Box 161M, BROADCASTING.

"The Compleat Broadcaster." 7 years combo, announcer, writer, producer, programmer, engineer. Degree, radio-tv production. First ticket. Train greenhorns. Know the world around me. Sports expert. Seek operation needing the man who can bring it to life. Box 194M, BROADCASTING.

Top morning man. Fifteen years experience. Know people and radio. Dependable. No prima-donna. Let me sell for you. Box 222M, BROADCASTING.

Are you tired of hiring stragglers? I'm young, honest, outstanding, educated, good looking, hard working, know the business, willing to invest, but really not conceited. Box 226M, BROADCASTING.

Announcer—First phone, four years experience, same station. Family man. Desires permanent position. Mid-west preferred. Box 230M, BROADCASTING.

Negro announcer/dj intelligent. Versatile. Good background. Salesman. Handle controls. Box 231M, BROADCASTING.

Gospel programs. Announcer-producer-packager. Capable handling commercial staff duties. Box 233M, BROADCASTING.

Personality dj; strong commercials, gimmicks. Operate board, Steady, creative, cooperative. Box 234M, BROADCASTING.

Female, announcer plus. Good background. Women's program, plus. Reliable. Versatile. Box 235M, BROADCASTING.

Good music fm or am station. Announcer experienced in large market knows popular, light classic, mood music, and jazz well. Can program well balanced show. Smooth, mature voice. Run own board and do news. Consider all-night show. Box 240M, BROADCASTING.

Experienced dj, newsman, sportscaster, public relations. Seeks career position. The bigger the better. Will consider all phases of medium. Box 248M, BROADCASTING.

Blue chip, six years experience, family man, currently employed, desire metro market. Box 251M, BROADCASTING.

Experienced announcer, salesman wants permanent position Arizona, California, or Utah. Box 253M, BROADCASTING.

Sports minded stations only. Terrific sportscaster-salesman-announcer. 6 years experience, 1st phone. Making big money. How about you? Box 254M, BROADCASTING.

Attention Southland: Nine years with solid references. Veteran with college. Finest of radio background. Knows news, and operates board. Wants to move to Dixie. Box 256M, BROADCASTING.

Recent young graduate of broadcasting school—personality plus! Wishes to obtain job as announcer-deejay. Box 258M, BROADCASTING.

DJ-three years experience wanting to move to a larger market preferably east coast. Strong on commercials and music. Looks, personality and married. Reply Box 261M, BROADCASTING.

Announcer, married, year and half experience. Wishes to take step forward. Currently in midwest but will relocate. Box 267M, BROADCASTING.

Announcer with first phone would like position as staffer-dj or tv announcer or both. Box 270M, BROADCASTING.

First phone wants first job. Degree, AFRS experience, personable, good voice, up on pop music. Accept any reasonable offer. Ready now. Box 277M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Beginner wants Summer replacement job in western state. First ticket, college graduate. Not choosey, available immediately. Box 278M, BROADCASTING.

Combo man, first ticket, degree. Pleasant voice, can join now. Box 279M, BROADCASTING.

Top-flight announcer, 8 years experience, first phone, no maintenance, looking for a future with solid organization, presently at 5 kw. Prefer midwest, all replies considered. Box 287M, BROADCASTING.

Announcer-dj, young, experienced, free to travel. Tape and resume. Box 291M, BROADCASTING.

Deejay, news, sports. Radio, tv six years experience. $115.00 per week to start. Box 292M, BROADCASTING.

Top personality. DJ, young, married, ambitious. Tight cues, good production. Presently employed in McLendon format. 4½ years radio. Experienced in play-by-play, interviews, etc. Box 293M, BROADCASTING.

Matured announcer. Seeking opportunity to further eighteen months experience. Sincere efforts to prove ability, if given opportunity. Hours secondary. Will accept lowest salary, if within a 65-mile radius of New York City. Prefer live audition. Box 294M, BROADCASTING.

Versatile, now in major market, willing to move to medium market with growing station. Good news. Slow or fast pace. Strong copy. Vet., married. Box 295M, BROADCASTING.

New talent—finest training—all phases announcing—good production—married, vet. Box 296M, BROADCASTING.

Newscaster-announcer—authoritative voice. Strong commercial. Six years experience news, fifteen years radio. Reliable, sober, family man. East preferred. Available for audition or interview. Box 297M, BROADCASTING.

Experienced, unmarried first phone announcer, college, Virginia, eastern West Virginia only. Desire small town, preferably affiliate, will consider independent. No maintenance. Dignified news, commercials, deejay shows. No rockroll. Available two weeks. Box 300M, BROADCASTING.

First phone air man. Experienced. Willing to learn your sales methods. Box 303M, BROADCASTING.

Smooth announcer-salesman desires to settle in Florida. Box 304M, BROADCASTING.

Announcer, 26, recently top-rated dj Long Island market. Active N.Y.C. freelance market. Attracted attention of two major networks, two N.Y.C. indies. All-around air showmanship plus pd with three stations. Major markets only. Box 307M, BROADCASTING.

Announcer, 1st phone. $85, no car. Berkshire 7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

1st phone combo heavy on news and sports. Tommy Ray, 2287, Canterbury, Pomona, California. National 9-8573, Also play-by-play all sports.

Graduate radio school. General staff announcing with baseball, hockey play-by-play potential. Prefer N, NW location. Tape, resume available. R. Thomsen, 3047 Berteau, Chicago, Ill.

Announcer—Sports, staff. Salary secondary to opportunity. Prefer midwest, but will travel. Tony Trunkel, Willard, Wisconsin.

Attention! Format stations in Michigan, Iowa, midwest! Young dee-jay announcer. "Crazy for modern radio". Tape, resume at once. Phone Wabash 2-3183 4:00 til 11:00 p.m. or Paul White, 826 S. Wabash, Chicago, Ill.

Situations Wanted—(Cont'd)

Technical

Chief engineer, experienced radio station construction, directionals, remote control, maintenance. College graduate, sober, family man. No announcing. Box 183M, BROADCASTING.

Experienced engineer, 27, radio, television. Minimum $100. Reliable. Box 197M, BROADCASTING.

Chief engineer, ten years experience. Construction, maintenance. Directional and remote control systems, am, fm and tv. No announcing. Prefer Michigan, Minnesota or Dakotas. Box 237M, BROADCASTING.

Conscientious chief engineer. Experienced in installation, maintenance of transmitter, studio, remote control, and directional equipment. Box 263M, BROADCASTING.

Experienced first phone. Any location acceptable. Limited announcing. No tapes. Box 280M, BROADCASTING.

First class operator presently employed. Married man seeks opportunity New England area. No announcing. Box 286M, BROADCASTING.

Experienced combo operator wants progressive station. Herb Boyer, 959 18th Ave., Northeast, Minneapolis, Sterling 9-0261.

Electronics graduate wants position in transmitter operation. Have 1st class license. Willing to start at bottom and work up. Roy Fritcher, R. 2., Osage, Iowa.

Young married man with first phone desires employment in radio or small tv station. No experience but willing to work hard to learn. Joe Lundy, Tonasket, Washington.

First phone, young, recent graduate. Engineer position radio or tv station. Communications, maintenance experience. Relocate. Keith Reynolds, 2755 West Brooklyn, Dallas, Texas. Phone WH 8-9621.

Production-Programming, Others

Creative copywriter-dj, 36, experienced, writes "sellavision" radio copy. Resume. Box 146M, BROADCASTING.

Newspaperman 10 years, 33, wants radio or tv news, southwest. $140. Box 229M, BROADCASTING.

Newsman-announcer: One of highest rated. Thoroughly experienced and reliable. Available June 15. Box 245M, BROADCASTING.

Highly experienced radio/tv copywriter, (Mature, friendly, personable), for Arizona or Florida. Creative account executive or women's show narrator—specialize food, retail, real estate. National ad agency, department store experience. Box 249M, BROADCASTING.

Program director-presently top rated show in major market. Want large market station or chain with modern ideas, chance for advancement. Married. Box 257M, BROADCASTING.

Mr. Station Owner or Manager: Losing money? A good pd can change that. Young, versatile and experienced. Money helps y'know. Box 272M, BROADCASTING.

Experienced program director. Hard or soft sell announcing, newscasting, copy and production. Seek new challenge, Married. Have Pulse-will travel. Box 274M, BROADCASTING.

Woman news writer; seven years daily newspapers and staff top metropolitan radio news department in east; seeks midwest news and editing post. Best references. Box 284M, BROADCASTING.

South preferred—Want permanent staff job with responsibility. Experienced in radio, with professional voice for commercials, news, special events, audience participation shows. 8 years in present position, sales and public relations. Other valuable experience. Require $100 plus per week. Nelson George, P.O. Box 3274, West Palm Beach, Florida. Temple 2-5260.

TELEVISION

Help Wanted—Sales

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

Experienced tv salesman wanted for New York state, NBC affiliate. On air accounts to start. Excellent base plus commissions. Write giving full resume to Box 178M, BROADCASTING.

Announcers

Versatile on-camera and booth announcer for vhf in major southwestern market. Clarity, intelligibility and naturalness desired rather than affected stylization. Send picture and tape to Box 971K, BROADCASTING.

Technical

Expanding Michigan full-power vhf needs experienced tv engineers. Salary determined past experience, good living, working conditions. Box 288M, BROADCASTING.

Chief engineer for good location in southwest. Must be dependable, permanent and hard worker. Excellent opportunity for right man. Send full details including starting salary, to Box 301M, BROADCASTING.

Vacancy for television engineer. Experience desirable, but not absolutely necessary if have radio background and willingness to cooperate and work. Good working conditions. Southwest. Box 302M, BROADCASTING.

Chief engineer. Our present chief staying on in new capacity. Need experienced man for both am and tv. Must be strong on maintenance. Send complete resume and salary requirements to Redd Gardner, General Manager, KCRG-TV, Cedar Rapids, Iowa.

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

Production-Programming, Others

Experienced newsman capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

Experienced floorman, cameraman, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

Leading Michigan vhf expanding news operation. Looking for experienced newsman with good air presentation and writing ability. Send resume, picture and tape to WJRT, Flint, Michigan.

TELEVISION

Situations Wanted—Management

Assistant position desired. 4 years successful experience, producer-director, production manager. Agency sales. Box 227M, BROADCASTING.

Over 8 years radio-tv sales experience. Currently local sales manager competitive three station vhf market. Top billings as salesman. Organized and spark aggressive sales department, local billings tops in market. Native southwesterner fed up with long cold winters. Desire equal opportunity for growth and earnings in local or national sales in Texas or southwest. Proven record, excellent references including present employer, age 32, married, veteran, college graduate. Would welcome personal interview. Box 242M, BROADCASTING.

Announcers

Top-rated newscaster-news director in tv wants aggressive station in good market. Box 273M, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

12 years radio and tv. Desire technical position with good future. Can accept responsibility. Box 281M, BROADCASTING.

Production-Programming, Others

Director: Filming, announcing, production. 7 years experience. Top references. Family. Box 186M, BROADCASTING.

Producer-director, news production, 4 years. Desire future with executive possibilities. Box 228M, BROADCASTING.

Writer-producer, presently working, three years network public service show, wishes to gain similar position with potential. Experienced in all phases of production. Box 255M, BROADCASTING.

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 265M, BROADCASTING.

TV Production man: Extensive international (CBC-BBC-UN and Domestic Latin-American) experience in tv, radio and stage, desires position as assistant director or any allowing opportunity to prove his creativeness with American tv. Box 285M, BROADCASTING.

FOR SALE

Equipment

Wincharger #300 galvanized 190 foot am-fm tower, 35 foot pylon, beacon, obstruction lights. Box 963K, BROADCASTING.

A 250 watt Collins 300 A transmitter about 15 years old in working order. Taken out of service by new higher wattage. $300 including more than complete set, replacement tubes. You can pick up or pay delivery charges. KCHA, Charles City, Iowa.

Small snub nose bus. Ideal for mobile studio for radio or tv relay. Custom remodeled with formica bar top, cabinets and drawer space bunks to sleep four. Ford Motor recently overhauled Westinghouse air brakes, ice chest, running water, and radio. Used for several months as pleasure cruiser to football games and weekend trips, etc. Exceptional buy at $1,650.00. Contact WBIG, 2838 Battleground Road, Greensboro, North Carolina. Telephone BRoadway 2-6125, Allen Wannamaker, Manager.

Deluxe heavy duty RCA BTA 1-L 1 kw. AM transmitter. Excellent condition, reasonably priced. Write or phone D.B. Ekberg, WLOL, Minneapolis, Minn.

7,000 mc. Motorola microwave. Has audio subcarrier and color modification—$4,900. Contact Chief Engineer, WTVD, Durham, N.C.

Portable STL microwave system 7000 mcs band, 1 watt transmitter, power splitter, four 4' antennas, two receivers and misc. accessories. Used a short time as part of a large system leased to government. All units in good working condition—fine for remotes. Will consider all offers over $8,000.00. Write J.E. Banister, Dage Television Division, Thompson Ramo Wooldridge Inc., Michigan City, Indiana, or phone TRiangle 4-3251.

Raytheon 250-W transmitter excellent condition, tubes, crystals 1400 kc with console to match. New in 1951. Both for $1,450.00. Charles L. Cain, 208 West Burton, Sherman, Texas, TW-31021.

Plate transformer—New 7.5 KVA. Primary 230 volts 3 phase Delta. Secondary 2622 volts WYE. Air cooled black finished case. A good buy for emergency use. $95.00 fob. L. D. Drewry, 109 Clover St., Athens, Ga.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

RCA TG-1A sync generator TK-1A monoscope camera TA-1A distribution amplifier, 480C power in two racks $1,000. LEL, Inc., 380 Oak Street, Copiague Long Island, New York.

FOR SALE

Equipment—(Cont'd)

TV, am, fm transmitters, cameras, studio terminal equipment. If you need anything in the BC line please contact us. Technical Systems Corp., 12-01 43rd Ave., L.I.C., N.Y.

WANTED TO BUY

Stations

Qualified, responsible group interested in buying several medium market stations. Prefer to buy low-rated station in multi-station market. Would consider right offer in single station market. Prefer southwestern. Box 171M, BROADCASTING.

FM cp or station in difficulty, sought by highly financially able party. Write confidentially and in detail. Box 243M, BROADCASTING.

Small station or cp. Single station market preferred. Will consider multiple market. Owners only, no brokers. Box 289M, BROADCASTING.

Responsible party with experience and knowhow wants to lease with option to purchase small station with reasonable potential. Box 290M, BROADCASTING.

Equipment

Radio-frequency bridge 916 or similar, must be good usable condition. Box 224M, BROADCASTING.

Used fm transmitter and/or antenna system, capable of producing 20 kw ERP. Box 244M, BROADCASTING.

Two Western Electric 1126 limiter amplifiers. Give Age, condition and price Box 283M, BROADCASTING.

10 kw am transmitter or 5 kw capable of conversion, three used 150 foot towers, phase meter, field intensity meter. Box 516, Georgetown, Ky. Phone 1580.

Educational fm station needs 2 or 3 RCA type 44 or 77 series microhones. WRTC-FM, Trinity College, Hartford 6. Conn.

REL Precedent tuner. David Hauser, 2403 Glen Place, Davenport, Iowa.

Uni-level, sta-level or other compression amplifier. Metcalfe Music, 2907 16th Way S., Birmingham 9, Alabama.

One Hi Band vhf 5 or 10 kw tv transmitter. One 12 section channel 12 Batwing antenna. Air mail reply to Carlos Rivera, Box 2050, San Juan, Puerto Rico.

TV-fm-am transmitters. Cameras, audio video consoles all types terminal equipment. Technical Systems Corp. 12-01 43rd Ave., L.I.C., N.Y.

INSTRUCTIONS

F.C.C. first phone, preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24. Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Tuition of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV, 510 16th St., Oakland, California. TWinoaks 3-9928.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Call letter items—Banners, lapel pins, michrophone plates, car plates, bumper strips, decals; printed forms, personnel service—Bro-Tel, Box 592, Huntsville, Ala.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Sales

CCA EXPANDING

SALES EXECUTIVES NEEDED

In our policy of providing more, better and closer supervision and service to our clients (some of the top radio and TV operations in the country), we are always looking for more sales executives.

30-45 years old, good appearance, car, willing to relocate and travel five days a week. "Stand Up Type" salesman, personable, forceful, experienced.

This is $15-20,000., first year—draw plus commission and incentive bonus.

Complete resume; current income, pics and section of the country in which you are interested—first letter. No "floaters" or "crew deal operators" considered. Our staff aware of this ad. Positions open immediately for right man.

Boyd W. Lawlor
GENERAL SALES MANAGER

COMMUNITY CLUB SERVICES, INC.

20 East 46 Street
New York 17, N.Y.
MUrray Hill
7-4466

Help Wanted—(Cont'd)

Sales

SALES ENGINEER

- **The Company:** Major broadcast equipment manufacturer.
- **The Position:** Sales engineer to travel and call on radio stations in several eastern states. Technical background essential.
- **Opportunities:** Unlimited. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales minded individual. A permanent position with an excellent future.

Send complete resume to Box 215M, BROADCASTING.

WANTED A YOUNG "ACE" SALESMAN

who loves to sell—now in a small market—ready for bigger and better things. Top prestige multi-station owners have opening, excellent Pennsylvania station—now grossing ¼ million. Sales manager after trial—then a station manager! Career opening for family man who enjoys small cities. Excellent base plus strong incentive—8-10M up first year. Resume, including earnings, photo if handy to Box 236M, BROADCASTING.

ARE *YOU* THE MAN WE ARE LOOKING FOR?

Internationally known manufacturer of electronic equipment seeks high caliber man to join one of the country's most outstanding growth organizations. The man we are looking for knows broadcast and communication equipment, is looking for challenging work with a bright future, and has the ability to do a top-rate sales and engineering job. Send complete resume to Box 214M, BROADCASTING.

WHK

Cleveland's Fastest Climbing Station

Is looking for Jocks who can deliver audience in return for top salary.

We're indie with a format music and news operation, but must have guys who can project personality. No collect calls or wire. Send full information, including references with an air check to Gerry Spinn, Promotion Manager, WHK, 5000 Eucklid Avenue, Cleveland, Ohio.

WHK, A Division of Metropolitan Broadcasting Corporation.
WNEW, WNEW-TV, WTTG-TV, WHK

TELEVISION

Situations Wanted

Production-Programming, Others

FACTOTUM



Experienced TV & Radio—Public Relations—Promotion—Sales Management—General Production—Direction—Comedy Writing—MC Work—Moderating—Ad Lib Shows—Variety—Etc.

Originator of TV Games for Children and Adults (Net $10,000) and New Type Programs—Panel Shows.—Etc.

Have Produced, Starred in and Sold Sponsors on Local Shows.

In Space Sales Now—Will Relocate—Highest References. Write Box 299M, BROADCASTING.

FOR SALE—Equipment

Complete 25 KW VHF Television Transmitter. Air Cooled. Channels 2 through 6. Excellent Condition. Priced very low for quick sale. Send for complete description.

Box 188M, BROADCASTING.

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

WEATHER • RADAR

Raytheon 10 CM 275 KW Output
PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and instal. diags. In new factory condition. Picks up clouds at 50 miles. $950.

Westinghouse 3 CM 40 KW Output
PPI Presentation. ½, 2, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $2200.

General Electric Automatic Tracking
Radar 10 CM. 275 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 25 ft. long (Its own building!) Price and details on request. Used by Air Force and weather bureau.

RADIO—RESEARCH INSTRUMENT CO.
550 5th AVENUE
NEW YORK 36, N. Y.

STATIONS

FOR SALE

Vt.	Single	1kw-D	50M	cash
Ala.	Single	1kw-D	33M	terms
Va.	Single	1kw-D	80M	terms
Fla.	Small	5kw-D	115M	terms
Wash.	Small	1kw-D	95M	terms
Mich.	Small	250w	135M	cash
Miss.	Small	1kw-D	98M	terms
W.Va.	Small	250w-F	30M	terms
Pa.	Small	1kw-D	100M	terms
N.C.	Small	250w-D	78M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
N.Y.	Medium	5kw-D	250M	terms
Mich.	Medium	1kw-F	250M	terms
Central	Metro-suburb		158M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	375M	terms
S.E.	Small	VHF-TV	450M	terms

And Others

PAUL H.

CHAPMAN COMPANY

INCORPORATED

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New York
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Atlanta 9, Ga.

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1736 Wisconsin Ave., N.W.
Washington 7, D. C.

To sell your Radio-TV properties, list with us. To buy properties from $42,500 to $1,500,000 write, or call Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080 Southern Regional daytimer, making money, valuable real estate. $97,500 with 29% down, 10 year payout.

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Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from Page 116

hearing conference in proceeding on application of Inter-Cities Bcstg. Co., for am facilities in Livonia, Mich. Action May 29.

On own motion, scheduled prehearing conference for June 1 at which time new hearing date will be established in proceeding on application of Inter-Cities Bcstg. Co., for am facilities in Livonia, Mich. Action May 26.

By Hearing Examiner Charles J. Frederick

On own motion, continued hearing from June 8 to June 22 in proceeding on am applications of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, and Fairview Bcstrs., Rensselaer, both New York. Action May 22.

On mutual request of parties, continued further hearing from May 25 to May 26 in Moline, Ill., tv ch. 8 proceeding. Action May 22.

By Hearing Examiner Millard F. French

On own motion, and with consent of all of parties, advanced further hearing from June 10 to 9:30 a.m., May 29 in Largo, Fla., tv ch. 10 proceeding. Action May 28.

Granted petition by Northwest Bcstrs. Inc., for leave to amend its application for am facilities in Bellevue, Wash., to reflect death of Samuel Glant; disposition of decedent's interest in applicant; to report other arrangements made necessary by death; and to show current information concerning business interests of Gilbert A. Wellington. Action May 29.

By Hearing Examiner Annie Neal Huntting

Upon agreement of all parties at May 29 prehearing conference in Beaumont, Tex., tv ch. 6 remand proceeding, continued hearing from June 4 to June 11. Action May 29.

Granted oral request by Enterprise Co., and scheduled prehearing conference for May 29, at 2 p.m., in Beaumont, Tex., tv ch. 6 remand proceeding. Action May 27.

Granted oral request by Miners Bcstg. Service Inc., Kingston, for continuance of hearing from May 25 to June 3 in proceeding on its am application and that of Valley Bcstg. Co., Lehighton, both Pennsylvania. Action May 22.

By Hearing Examiner H. Gifford Irion

Scheduled prehearing conference for June 8 in Yakima, Wash., tv ch. 23 proceeding (Yakima Television Corp., et al). Action May 29.

Granted petition by Clarance E. Wilson for leave to amend his application for am facilities in Hobbs, N.M., to change requested frequency from 1390 kc to 1280 kc (1 kw D), and application as amended is removed from hearing docket and returned to processing line. Action May 29.

Upon verbal request by Permian Basin Radio Corp. (KHOB), Hobbs, N.M., advanced hearing from June 30 to June 18 in proceeding on its am application. Action May 29.

Granted petition by Southern Wisconsin Inc., for leave to amend its application for am facilities in Lake Geneva, Wis., in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis. Action May 26.

By Hearing Examiner Jay A. Kyle

Upon verbal request of Paradise Bcstrs., cancelled informal conference scheduled for 2 p.m., May 27 in proceeding on its application for am facilities in Paradise, Calif. Action May 27.

Upon oral request of counsel for applicant, scheduled informal conference for 2 p.m., May 27, in proceeding on application of Paradise Bcstrs. for am facilities in Paradise, Calif. Action May 26.

By Hearing Examiner Forest L. McClenning

Scheduled further prehearing conference for July 7 and continued to date to be subsequently specified hearing scheduled for June 23 in proceeding on applications of Birney Imes Jr., for am facilities in West Memphis, Ark., et al. Action May 27.

Granted petition by Dixon Bcstg. Co., Dixon, Ill., for extension of time from May 27 to June 5 for filing proposed findings and from June 10 to June 19 for reply findings in proceeding on its am application, et al. Action May 22.

By Hearing Examiner Herbert Sharfman

In accordance with understanding at May 25 conference, continued hearing from June 8 to June 15 in Terre Haute, Ind., tv ch. 10 proceeding. Action May 25.

By Hearing Examiner Elizabeth C. Smith

Scheduled prehearing conference for June 10 in proceeding on applications of Top Broadcasters Inc., and Natalia Bcstg. Co., for am facilities in San Antonio and Natalia, both Texas. Action May 29.

Scheduled prehearing conference for June 18 in proceeding on applications of Goleta Bcstg. Associates and Bert Williamson and Lester W. Spillane, co-partnership, for am facilities in Goleta and Santa Barbara, both California. Action May 29.

Granted petition by Bamray Bcstg. Co., for leave to amend its application for am facilities in San Antonio, Tex., to change name of applicant, change from corporation to partnership, changes in cost of equipment which result from changes in engineering proposal, and new engineering report; removed application from hearing and returned to processing line. Action May 21.

By Hearing Examiner Horace Stern

Granted motions by Allen B. DuMont Labs. Inc., and Globe Newspaper Company, subject to minor exceptions, to correct transcript in Boston, Mass., tv ch. 5 remand proceeding. Action May 25.

PETITIONS FOR RULEMAKING FILED

Austin Radio Co., Austin, Tex. (5-8-59)— Requests allocation of ch. 22 to Austin, Tex. Ann. May 22.

KCCC-TV Sacramento, Calif. (5-8-59)— Requests amendment of rules by lowering the minimum co-channel assignments and station mileage separations in Zone 11 from 190 miles to from 100 to 125 miles. Also requests the assignment of ch. 8 to Sacramento, Calif., in lieu of ch. 40 presently assigned. Ann. May 22.

KFYR Bismarck, N.D. (5-13-59)— Requests amendment of rules so as to increase power of Class III standard broadcasting stations to maximum of 25 kw power. Ann. May 22.

National Assn. of Broadcasters, Washington, D.C. (5-20-59)—Requests amendment of rules so that so-called "teaser announcements" be given separate consideration apart from advertising announcements wherein product or service is actually offered; or, in alternative, that Commission issue administrative interpretation of Sec. 3.119 (e) consonant with suggested proposal. Ann. May 22.

License Renewals

Following stations were granted renewal of license: KCUE Red Wing; KSUM Fairmount; KAGE Winona; all Minnesota. KDTA Delta; KXXI Golden; KLMO Longmount; KLAK Lakewood; KYSN Colorado Springs; KVRH Salida; all Colorado. KBRX O'Neill; KCSR Chadron; KJSK Columbus; KOWH Omaha; KSTF (TV) Scottsbluff; all Nebraska. KAYS Hayes; KJRG Newton; KLWN Lawrence; KMAN, KSAC Manhattan; KMDO Fort Smith; KRSL Russell; all Kansas. WIL St. Louis; KBHM Branson; KWOC Poplar Bluff; all Missouri. KOMA, KYFM (FM), Oklahoma City; KTUL-TV, KVOO-TV Tulsa; WNAD Norman; KLTR Blackwell; all Oklahoma. KLEE Ottumwa; KJAN Atlantic, both Iowa. WDXB Chattanooga, Tenn.; KABR Aberdeen, S. D.; WDDT Greenville, Miss.; and WTVH(TV) Peoria, Ill.

BUSINESS OPPORTUNITY

WHAT ARE YOU GONNA DO WITH ALL THAT LOOT?

If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

GREAT WESTERN MERCHANDISE
6013 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

ABOUT $24.00 A DAY PLUS BENEFITS!



Does $24 a day plus benefits sound good to you? No wonder! It's a lot more than most people get.

Well, $24 a day is *average* pay for steelworkers. That makes American steelworkers just about the best paid industrial workers anywhere in the world.

But $24 is only part of it.

In addition to their wages they get a package of benefits costing the steel companies another $4.78 a day on the average. They get:

...up to 3½ weeks vacation pay.

...seven paid holidays.

...pensions after retirement.

...pay during jury service.

...supplemental unemployment benefits where state laws permit.

...life insurance.

...sick and accident benefits for 26 weeks.

...surgical insurance and 120-day hospitalization.

The companies pay full costs of all benefits except the last three, in which employees share the cost.

A top union official who addressed the 1958 Convention of the Steelworkers' Union said this:

"Now, listen to me. Hear me now! This (rise in minimum pay since 1953) represents an increase of close to 48 percent. In the same period the cost of living has risen by a little more than 8 percent."

"And we got 48!"

No question, wages and benefits in steel have been rising sharply. In fact, in virtually every industry they have risen much faster than the nation's productive efficiency has risen. That's one reason for the inflation which cuts the buying power of your dollar.

This message is being brought to you by

REPUBLIC STEEL

because

INFLATION ROBS US ALL

American management continuously exercises ingenuity in developing longer lasting products, which eventually save the public money. Republic Steel, for instance, now coats steel pipe and tubing with plastic to resist corrosion better. Trade name of this exciting new product is Republic X-TRU-COAT. If you are associated with school, hospital, or other institutional or commercial building, you should be interested in Republic's Vision-Vent® Wall Panels made by the Truscon Division. Other building products with interesting economy stories are: Truscon Color-Finished Windows; Truscon Steel Joists; Truscon Steel Doors assembled with frames.

OUR RESPECTS TO . . .

William Dorsey Pabst

When KTVU (TV) San Francisco-Oakland began regular program service on March 3, 1958, a local newspaper described the station's executive vice president and general manager as ". . . a grey-haired grandfather giving birth to a television station . . ."

Reading the phrase, William Dorsey Pabst thought that if the writer had had all the facts, he might also have called it the longest pregnancy in tv history. It had lasted 17 years and three weeks, dating from the day that his daughter Joyce (the mother of his grandchildren) had run her tricycle over his first application for San Francisco ch. 2 while he was assembling the papers on the floor of his home on the San Francisco peninsula.

That was in 1941 and Mr. Pabst, then general manager of KFRC San Francisco, filed the application on behalf of the Don Lee Broadcasting System, West Coast regional radio network which owned KFRC. After the Don Lee application was withdrawn, early in 1954, he and his partner, Ward D. Ingrim, then manager of the Don Lee network, put in their own application. After three years and a hard-fought competitive hearing, the FCC awarded the ch. 2 grant to their company, San Francisco-Oakland Television Inc. Bill Pabst then resigned the KFRC general managership to put his full efforts to the birth of KTVU.

A Tough Fight • Critics said that an independent station in the San Francisco Bay Area would have a tough time competing with the three firmly-entrenched tv network stations, particularly after nine years of their exclusivity in the market.

"We didn't pay attention to their warnings of black times," Mr. Pabst recalls. "Instead, we put as much effort into the launching of ch. 2 as if it were the only station in California. We programmed what the audience wanted to see and scheduled programs at the times that were most convenient for the desired audiences."

Supplying what the audience wanted to see led KTVU into extensive sportscasting. The Bay Area audience is perhaps one of the most enthusiastic groups of sports fans in the national and network-bound stations could offer them little in the way of local and regional sports coverage. By offering such events as the NCAA regional basketball playoffs and finals (within its first month of operation), the California-Stanford "Big Game," roller derby, horse racing, boat races, professional as well as collegiate football, basketball, bowling and collegiate spring sports, KTVU won an immediate and loyal audience.

The station has kept sports fans loyal by such service as the longest remote in San Francisco sports history. This was last March, when KTVU followed California's basketball team to Louisville for the NCAA finals. The live telecasts of the team's two victorious games hit a top rating of 30. Folger's Coffee, one of the sponsors of the full basketball season, picked up the tab.

And Movies Too • Bill Pabst is known for his shrewd techniques in buying theatrical motion pictures and tv film series to help win more viewers for KTVU's live programming, in addition to sports, is chiefly news and the *Sherwood As Is* series, starring one of San Francisco's well known local tv personalities. It has just expanded from once-a-week to a full Monday-Friday schedule.



BAY AREA'S BILL PABST
Ch. 2 makes its mark

Businesswise, KTVU now is operating in the black, a tribute to Mr. Pabst's managerial acumen. The station has 120 advertisers, including most of the original 45 who started with the station 15 months ago. For June, virtually all evening time had been sold before the end of May and daytime sales were almost as good. The fall sports package of California and Stanford football games is fully sold four months before the first kickoff. Prudential Insurance, First Western Bank and Bardahl share the sponsorship.

On the theory that it's good business to spend money to make money, General Manager Pabst last summer moved KTVU into a new million-dollar plant in Oakland's Jack London Square. He began local color programming this spring and has just added a second tv tape unit.

Bill Pabst was born in Los Angeles Feb. 13, 1906, the son of Frederick Pabst, pioneering Cadillac advertising manager. "But," he quickly states, "at an early age I discovered the best things in life are not always located in Southern California." The Pabst family moved to the Bay Area and while the elder Pabst set up shop in San Francisco for Cadillac distributor Don Lee, his son enrolled at Hitchcock Military Academy at San Rafael. By graduation time, he was in charge of the student body as senior cadet-major.

'Caddies' to Radio • Following further education at Stanford and the U. of Mexico at Mexico City, he returned to San Francisco in 1928 and joined his father in the automobile business. The close association between Don Lee's automotive and broadcasting interests exposed Bill Pabst to radio and started a romance that in 1931 lured him away from Cadillacs and into radio as program coordinator for KFRC. By 1934, his grasp of programming had developed to the point that he was appointed program director of the station, in charge of both local programming and network originations.

In 1940, Bill Pabst was promoted to the post of general manager of KFRC. But almost before he'd settled comfortably into his new office he was making a more radical change, from a radio station manager to a lieutenant in the U.S. Navy, stationed at the Naval Air Station at Corpus Christi, Tex.

When the war ended, he returned to San Francisco and KFRC. But he soon found himself engaged in a new kind of war, when television invaded the Bay Area and began making inroads on radio's audience ratings and advertising revenues. For some years he fought a defensive action with more or less success, but the interest in tv that had lain dormant since 1941 came back with renewed vigor and when the chance came to change over he seized it with no hesitation.

Managing a tv station is a full time job, as Mr. Pabst would be the last to deny. Yet he somehow finds time for other business interests (he recently became a board member of Bonanza Air Lines) and for industry affairs (in March he was elected president of California Broadcasters Assn.) as well as for an occasional swim or a round of golf, his two chief hobbies.

Mr. Pabst married the former Marjorie Allen, whom he met on campus at Stanford. They have two grown children: Frederick and Joyce Pabst Wilson.

Now or never

AT the time this was written only three witnesses representing broadcasting had applied to testify before the Senate Commerce Committee's forthcoming hearings on repair of the political broadcasting law.

They were Frank Stanton, CBS president, Don McGannon, president of Westinghouse Broadcasting, and Harold E. Fellows, NAB president. No matter how persuasive those three may be, their testimony will not be enough to convince politicians they ought to give up their hold on political broadcasting.

At the very least spokesmen for other networks should appear, and in addition a regional representation of broadcasters who can relate their personal experiences with the idiocies of Sec. 315.

The hearings begin June 18, only 10 days from now. As we commented two weeks ago ["Repeal Sec. 315 Now Or Repent Later," EDITORIAL, May 25] there has never been a better chance for broadcasters to obtain relief from a law that prevents intelligent dissemination of campaign news. If they muff this one, they'll have to live with Sec. 315 a long time.

The Scotchman calls the cops

IF we hadn't heard it, we would have branded as just another tall Texas tale the report that Gordon McLendon, station multiple-owner, is advocating legislation to limit the number of stations in a given market.

But Mr. McLendon did say it to a big audience at the Storz Stations' disc jockey convention 10 days ago.

Mr. McLendon over the years has been one of broadcasting's rugged individualists. He has been an outstanding, even truculent opponent of the *status quo*. He has barged into market after market with promotional razzle-dazzle that has set them on their ears. He has bowled over sedate competitors who previously had ruled the roost.

Could it be that Mr. McLendon no longer can brook the competition of newcomers? If we're to have free enterprise—the freedom that Mr. McLendon so ebulliently espouses—there must be free competition. (This, however, is not to condone the wholesale licensing of stations without regard to good engineering standards.)

As long as there are assignments that fit under the engineering criteria there will be qualified applicants. They are risking their wherewithal. Existing stations cannot be guaranteed freedom from new competition. The alternative is to give stations protection under the public utility concept by limiting competition. But the government then demands the right to limit profits, which means rate regulation, and to control the quality of the product. In short, radio's freedom would go out the window.

We doubt whether Mr. McLendon will get much support for his project. We even doubt whether he believes in it himself, even though we heard him say it.

Labored legislation

FOR once we find ourselves in agreement with those labor leaders who officially have announced their opposition to the Kennedy-Ervin Bill which has passed the Senate and soon will be considered by the House. But we oppose it for different reasons.

Any labor legislation which does not ban secondary boycotts or coercive picketing, and which does not permit the courts to enjoin strikes in violation of "no strike" clauses should arouse the opposition of all fair-minded men. The Kennedy-Ervin bill is silent on these vital points. President Eisenhower has denounced it.

We wonder whether the opposition expressed by labor leaders is really sincere. It could be a diversionary tactic, designed to spike the guns of management forces.

Threaded throughout the Kennedy-Ervin Bill are provisions which, the experts tell us, foster compulsory unionism and in effect deny the rights of citizens to freedom of choice. They tell us, moreover, that it is one-sided legislation all down the line.

Broadcasters who have any feelings on the matter (and we can't imagine one who doesn't) should make their views known to their House members before the Kennedy-Ervin bill hits the floor.

Endville

IN Miami May 29-31 the phonograph record companies demonstrated, in a way disturbing to anyone who admires the full purpose and importance of radio, how great an influence they now exert over a considerable part of all U.S. radio programming.

Through no fault of the sponsoring Storz Stations, the record companies took over the Second Annual Radio Programming Seminar and Disc Jockey Convention. Their hospitality, abetted by sun, beach and pool, overwhelmed the serious parts of the program. Only the most dedicated delegates, an astonishing number considering the distractions, attended the business sessions.

The problem was one of excess. To the credit of the record companies it must be said that they produced the biggest show ever attracted to any broadcasting convention. It was a show in good taste and of extraordinary talent, and for people in programming it had professional value as well as private enjoyment. But the record companies also conducted a calculated campaign to lure d.j.s away from the panel sessions and into their suites for personal aggrandizement. And they used enticing bait indeed.

The events in Miami were a manifestation of the intense competition that now exists in the phonograph record field. There are hundreds of labels, and to a frightening degree they live or die by the spins they get on radio. With access to the air so vital to their future, the companies have a natural desire to cultivate disc jockeys any way they can. It was that desire which got out of control in Miami.

If there is to be another national seminar on radio programming—and there are good arguments that there should be—it must be conducted with a minimum of conflict between the main tent and the sideshows. And it must also be arranged to emphasize that there is more to radio programming than records.

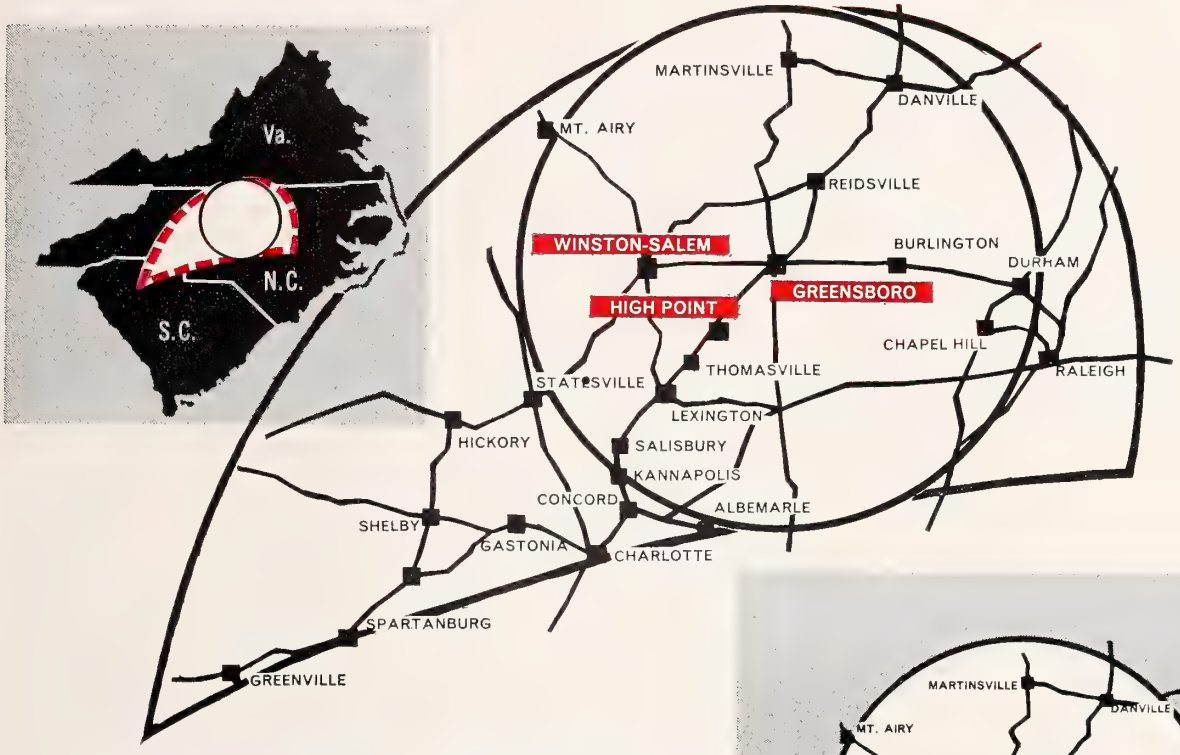


Drawn for BROADCASTING by Sid Hix

"Found it in my office. . . . Could it possibly belong to that newspaper tv critic who was here yesterday?"

THIS IS THE PIEDMONT INDUSTRIAL CRESCENT

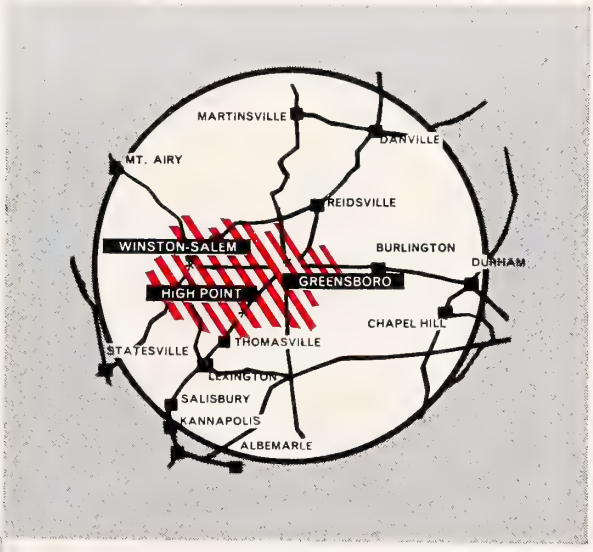
and it's dominated by wfmy-tv

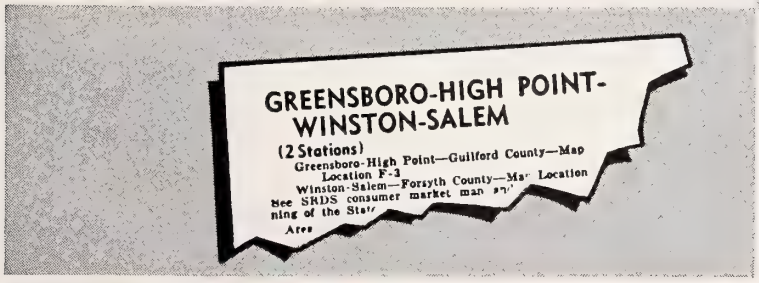


The Piedmont Industrial Crescent is a unique concentration of buying power stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.





This Is North Carolina's INTERURBIA

. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.

CBS

wfmy-tv

GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc.,
New York, Chicago, San Francisco, Atlanta, Boston, Detroit



TELEVISION STATION REPRESENTATIVES

JUNE 15, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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did you know that

. . . 17,000,000 new Radio sets were purchased in 1958? Averaged on a round-the-clock, round-the-calendar basis, that's a set every two seconds! Just one more reason why **Spot Radio is a powerful sales-maker!**

KOB	Albuquerque	WINZ	Miami	KCRA	Sacramento
WSB	Atlanta	WISN	Milwaukee	WOAI	San Antonio
WGN	Chicago	KSTP	Minneapolis—St. Paul	KFMB	San Diego
WFAA	Dallas—Ft. Worth	WTAR	Norfolk	KOBY	San Francisco
KOSI	Denver	KFAB	Omaha	KMA	Shenandoah
WKMH	Detroit	WIP	Philadelphia	WNDU	South Bend
WANE	Fort Wayne	KPOJ	Portland	KREM	Spokane
KPRC	Houston	WJAR	Providence	WGTO	Tampa-Orlando
WISH	Indianapolis	WRNL	Richmond	KVOO	Tulsa
KARK	Little Rock				

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



COMING AT YOU—**THE CALIFORNIANS,** FIRST-RUN-OFF-THE-NETWORK!

VICTORY PROGRAM SALES presents the first major Western series available to all markets for this Fall—THE CALIFORNIANS. First-run-off-the-network, where it ran for two years, THE CALIFORNIANS is pure Western action. It's the slam-bang saga of Vigilante-Gold Rush days, and the trigger-witted gambler who brought law and order to San Francisco.

Here are 69 high-budget, top-quality adventures with powerful daytime and early evening audience appeal. THE CALIFORNIANS' network sponsorship history—Singer Sewing Machines, Lipton Tea, Colgate-Palmolive—has already marked it as a real "lady killer." And because of its late-evening slot on the network, the series will hit like a buffalo stampede with the important youth audience, which has never seen it.

No one has to tell *you* of the growing Western popularity among nighttime network viewers. As a result, the source of fresh, first-run-off-the-network *comedy* material for local daytime stripping has virtually disappeared. And now the networks are turning to first-run material for their own daytime strip reruns, limiting the supply even further. Where do you go from here? Western, young man!

Serve THE CALIFORNIANS at lunchtime, next to afternoon feature films, as a pre-evening lineup audience builder. Run it weekly, across-the-board, or stripped with CNP's other Western variations: FRONTIER; HOPALONG CASSIDY; STEVE DONOVAN, WESTERN MARSHAL; BOOTS AND SADDLES—THE STORY OF THE FIFTH CAVALRY, and UNION PACIFIC. Go CALIFORNIANS anywhere from high noon to sunset, and whip the *daylights* out of your competition!

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

663 Fifth Avenue, New York, N.Y. • 3000 W. Alameda Ave., Burbank, Cal.

WCBM

the PREFERRED Radio Station in Baltimore

Announces

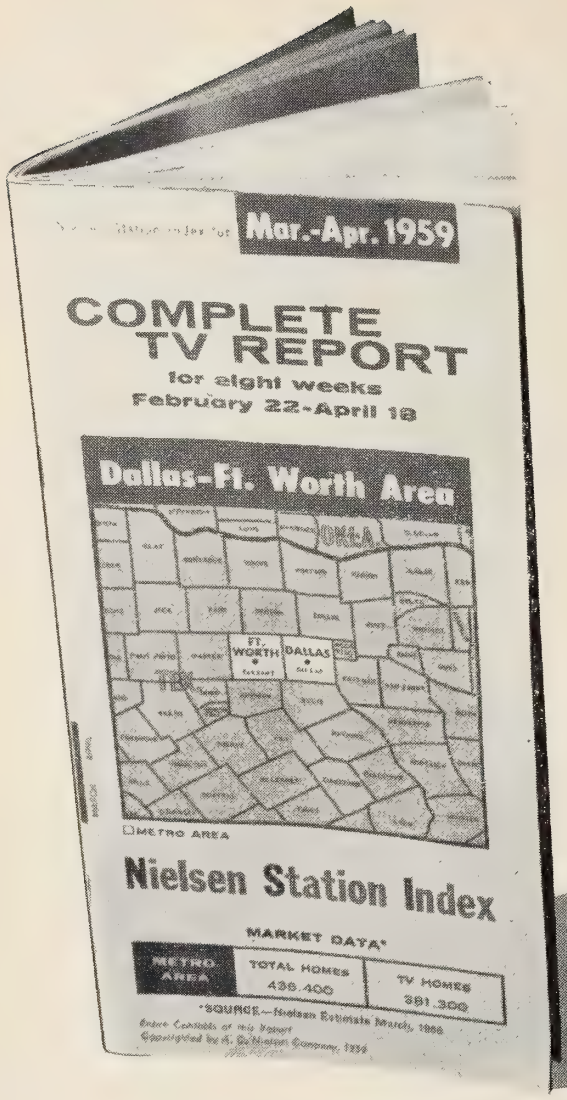
the appointment of

PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives

EFFECTIVE  JUNE 1, 1959

A CBS Radio Affiliate • 10,000 watts at 680 KC • Baltimore 13, Maryland



The Latest Nielsen

PROVES CONCLUSIVELY THE SUPERIORITY of KRLD-TV

in the Great Dallas-Fort Worth Market

COMPARATIVE CIRCULATION; STATION TOTALS

Monday through Friday . . . 6 a.m. to 6 p.m.
Sunday through Saturday . . . 6 p.m. to Midnight

KRLD-TV has **136.0%** more than Station D
KRLD-TV has **41.2%** more than Station C
KRLD-TV has **23.8%** more than Station B

If you buy any other station in the Dallas-Fort Worth Market,
WE BOTH LOSE MONEY

KRLD-TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

CLOSED CIRCUIT®

Fight against Sec. 315 • Watch for build-up this week of massive broadcaster support for repeal of Sec. 315, political broadcasting law. Keynote for repeal will be sounded June 18, at opening day of Senate Commerce Committee hearings, by Frank Stanton, CBS president. At least 20 other broadcasters, scattered throughout nation, late last week were planning to support that position in personal testimony some time during hearings. These are in addition to broadcasting leaders like Robert Sarnoff, of NBC, and Donald McGannon, of Westinghouse, who earlier had been scheduled as witnesses (story page 65).

Build-up was proceeding despite attempts by some elements in broadcasting to scuttle campaign for repeal of Sec. 315. At NAB Freedom of Information Committee meeting June 11 some members frankly stated they liked Sec. 315 in present form because it relieved them of strain of making editorial judgments. Others with special interests, notably John Daly, ABC news vice president and commentator, argued for acceptance of minor revision of law to exclude news broadcasts from equal time provisions. Committee adopted compromise resolution retreating from previously adopted NAB stand for repeal (story page 46). Final NAB policy will be threshed out at NAB board meetings this week in Washington. Harold Fellows, NAB president, will present that policy to Senate committee next week.

Same tape for all • Every radio station must meet over-all programming balance test no matter how many other stations in same community may be providing how large a variety of services. This is deduced from FCC's action last week ordering its staff to develop case-by-case report on seven Atlanta radio stations which have been operating for more than year without license renewals. FCC voted 4-2 on this course after considering suggestion for general hearing in Atlanta which would have appraised community needs as a whole and total program balance of all stations (CLOSED CIRCUITS, June 8, 1). Comrs. Bartley, Lee and Ford favored general hearing, but Comr. Ford missed meeting last week.

Help wanted • CBS Television Network is still looking for high-level public relations expert to direct its own public relations effort. Appointment expected shortly by Tv Network President Louis G. Cowan. CBS offered to contribute its "image" study to all-tv information project proposed by Petersmeyer Committee (BROADCASTING, May 4) and which now is in hands of five-man McCollough Committee for implementation. Latter committee will submit its findings to NAB Board at meeting here June 17.

So many minutes • Thinking at one major advertising agency as expressed by associate media director: Tv spot advertisers may now have to face "practical facts" that pell-mell trend toward use of one-minute announcements could squeeze some spot users out of network program adjacencies. He foresees some "cross currents" with advertisers reversing spot activity away from 60s and back to more extensive use of IDs or 20s in attempt to obtain desirable positions.

Tax troubles • Internal Revenue regional ruling on amortization of feature films used on tv (BROADCASTING exclusive, May 18; EDITORIAL, May 25) has goaded motion picture producers, along with tv interests, into all-front action. Alliance of Motion Picture Producers, Hollywood, already has scheduled subject for special consideration on premise that ruling could break producers. Motion Picture Assn. (Eric Johnston, president) has put its tax attorneys to work. Ruling, given in case involving Pacific Northwest station, specifies that film costs must be amortized over life of contract and frequency of showings rather that ascribing 60% to first run of each film.

Because IRS San Francisco ruling collides head-on with antitrust decision that movie films must be leased individually (film-by-film rather than as package) both motion picture and tv users are hopeful that IRS will reconsider regional action. Eventually there may be test case.

Petry string • Edward Petry & Co., shortly will take over exclusive national representation of WROC-TV Rochester, WGR-AM-TV Buffalo and WSVA-AM-TV Harrisonburg, Va., stations in Transcontinent group which recently merged with Wrather-Petry owned Marietta station group.

Threat or promise • Sports-minded Gillette, anxious to line up station clearances for next fall's Friday night *Cavalcade of Sports* on NBC-TV, would like to make package of its major sports offerings. Station orders for such stellar offerings as July 7 all-star baseball game and end-of-season World Series are going only to stations which clear Friday night series. Some stations are murmuring "strong-arm tactics"; Gillette, NBC-TV see it as tempting deal.

Cleanliness is next to . . . • NAB wants to be above reproach this week in case it decides to pull any more code seals from subscriber stations carrying Preparation H business. Internal housecleaning said to involve one television board member who dropped controversial hemorrhoid remedy account fortnight ago and member of code board who had considered product acceptable prior to membership on self-disciplinary body.

Three-minute pitch • Manufacturer of big-ticket hard goods item, eyeing radio as sales medium, is feeling out sentiment for acceptance of three-minute spots. His idea is to create "radio gatefolds," adapting magazine technique of extra length ads to aural medium.

Clear channel job • Choice of Washington-headquartered executive director of Clear Channel Broadcasting Service expected at meeting of CCBS executive committee to be called within fortnight by Chairman E. W. Craig, WSM Nashville. Committee will meet in Nashville and will consider six applicants. New director will succeed Hollis Seavey who resigned in April to acquire ownership of WCUM Cumberland, Md. Besides Mr. Craig, other members of executive committee are Ward L. Quaal, WGN Chicago; James D. Shouse, WLW Cincinnati; Harold Hough, WBAP Fort Worth, and Victor Sholis, WHAS Louisville.

Big daddy • First breakthrough is reported in NBC-TV's unsold three hour-long programs which have been slotted at 7:30 in fall schedule's Tuesday *(Laramie)* and Saturday *(Bonanza)* slots and at 7 on Sunday *(Riverboat)*. Advertiser is RCA, which has purchased six full *Bonanza* shows during first 13-week run of program. These three programs are those being offered by NBC-TV on rotating sponsorship (BROADCASTING, June 8), basis on which RCA did not buy.



...and don't try to sell Toledo with outside-market stations

You'll never make it to the green. Why handicap your sales score by trying to reach Toledo with outside-market stations. Get to the green fast with WSPD-TV's dominance *in* Toledo. The best in ABC and NBC shows plus quality local programming guarantees you the most for your advertising dollar. *Play it smart. Shoot for par!*

"Famous on the local scene"

WSPD-TV

CHANNEL 13 • TOLEDO

Represented by the Katz Agency

Storer Television

STORER BROADCASTING COMPANY

WSPD-TV Toledo | WAGA-TV Atlanta | WJW-TV Cleveland | WJBK-TV Detroit | WITI-TV Milwaukee

WEEK IN BRIEF



MR. BASTABLE

Let's cut tv production costs • The cost of commercials has risen to the point where something needs to be done about it, according to William Bastable, audio-visual services manager for major radio-tv advertiser, Swift & Co., Chicago. And in this week's MONDAY MEMO he discusses some of the things that can be considered to help prune excessive expenses. Page **19.**

Television climb in '59 • Though no runaway, the tv revenue team of spot, network and local is dashing toward a record year. Spot is lengths ahead. Additional take of $138 million in national advertising is estimated. Page **27.**

Spot tv quarterly report • For January-March this year an estimated billing of $156.4 millions. TvB finds quarter to be at least 25.7% ahead of last year's period. With network billing added, total for first quarter comes to $312.8 millions. Page **27.**

AFA shapes its image • Threaded throughout sessions of Advertising Federation of America's convention in Minneapolis last week were suggestions for sowing a more favorable public acceptance of advertising's role in the nation's economy. New AFA headquarters in Washington may prove biggest step. Page **32.**

Public relations problems • NAB directors, meeting this week, to consider major project designed to develop public appreciation of tv. Reorganization of headquarters public relations staff also to be discussed, along with effect of tv code developments on association and its self-disciplinary operation. Page **46.**

Atop the FCC • Super commission is urged on Congress by heavyweight trio of FCC Chairman Doerfer, EIA President D. R. Hull and Federal Aviation Agency Administrator E. R. Quesada. Recommendations made at two-day House hearings on what's wrong with radio spectrum and how to right it. Broadcasters call for Congressional study of who uses what and where—especially in government. Page **60.**

Political pleas • Broadcasters begin drive for relief from Sec. 315 before Senate subcommittee Thursday, with hearings to run at least five days. Witness list topped by FCC, Justice Dept., network executives and broadcasters. Page **65.**

Commission probe • Administrative process problems of FCC will be discussed tomorrow (Tuesday) before House Legislative Oversight Subcommittee by 13-man panel, including FCC Chairman John C. Doerfer, attorneys and broadcasters. Page **71.**

NARBA ratification urged • Comr. Rosel Hyde calls on broadcasters to back Senate ratification of long-pending North American Regional Broadcast Agreement and U.S.-Mexico treaty on am broadcasting. Foresees dire effects if ratification delayed any longer. Page **72.**

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91.9%

OF COLUMBIA HOUSEWIVES KNOW WIS BEST*

AND THEY GIVE WIS PERSONALITIES 4 OUT OF TOP 5 PLACES IN "BELIEVABILITY" CATEGORY

Recent qualitative survey made by the University of South Carolina's Marketing Division showed this remarkable superiority.

Get the whole survey showing results in 14 categories from your PGW Colonel.

*91.9% of the housewives interviewed named WIS FIRST when asked to give call letters of Columbia Stations they could recall.

WIS
COLUMBIA, S.C.
NBC · 560 KC · 5000 WATTS

G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director

FOR THE SEVENTH CONSECUTIVE YEAR—

REGIONAL RADIO WOW

IS SELLING TO

★ **MORE LISTENERS**

than the Next TWO Omaha Stations Combined!

★ **MORE LISTENERS**

than the COMBINED Audiences of 67 other Stations in the Fabulously RICH

103 County WOW Service Area!

Ask your John Blair man to show you
Twelve New Radio WOW Audience Studies

★ 6 am to 6 pm Monday through Friday
Pulse of WOW Area—Jan. Feb. 1959

REGIONAL RADIO WOW *Omaha*

CBS AFFILIATE IN OMAHA AND 103 COUNTIES

FRANK P. FOGARTY, Vice President and General Manager
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives

A MEREDITH STATION — affiliated with Better Homes and Gardens and Successful Farming Magazines

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 27

Free access issue grows in tax study

West Virginia broadcasters and newspapers have protested action of governor's special Tax Study Commission in voting to exclude media from early tax study meetings. Decision to exclude news media was reached at June 9 commission organization session.

Fifteen-man commission includes C. Leslie Golliday, WEPM Martinsburg, W. Va., president of West Virginia Broadcasters Assn. which has been active in fight to gain equal access with press in coverage of public proceedings. It was Mr. Golliday who introduced motion at commission meeting calling for closed sessions in early stages of two-year study. Motion was adopted by voice vote, with 13 members voting.

Apprised that matter had been discussed at June 11 Washington meeting of NAB Freedom of Information Committee, (story page 46), Mr. Golliday said, "I consider it reasonable that commission members be given a chance to become familiar with the tax structure of West Virginia and other states at closed meetings. Later the commission may decide to hold hearings. If hearings are held I will be most happy to present a motion that they be open to broadcasters and other media."

Mr. Golliday said he was ardent believer in freedom of speech and equal broadcast access to public events. But in this case, he said, committee proceedings have not reached stage where coverage is feasible. Committee's next meeting will be held June 29. Its members are appointive, he added, and are not state employes. They cannot reach binding decisions but will merely make a study and report to legislature.

Charleston Gazette commented commission's closed-door policy "violates spirit and letter of democratic concepts."

Access in Baltimore

After long fight for access, Baltimore tv stations were permitted to cover Friday (June 12) windup of investigation into activities of Baltimore police commissioner. Stations had been denied right to cover earlier hearings when evidence was presented. E.K. Jett, general manager of WMAR-TV Baltimore, said this was first time Maryland outlets had been permitted to cover judicial-type proceedings and termed it step forward in industry fight for equal access.

Hearings were held in Maryland capital of Annapolis with Gov. J. Millard Tawes presiding. WMAR-TV filmed proceedings and repeated one hour broadcast same afternoon while WJZ-TV taped session and aired two hour program later in day. Live coverage was not permitted. In pleading for admission, Mr. Jett pointed out hearing room, 30 miles from Baltimore, would seat only 200 and Baltimore citizens had right to see and hear proceedings.

Rexall, Hallmark, GM arranging tv specials

Advertisers lining up properties for next season's specials are getting programming in hand. Rexall Drug reportedly has signed for two musicals, "Strawberry Blonde" and "Peg o' My Heart" and plans to select four to be aired out of these five dramatic shows: "Silver Whistle," "Jenny Kissed Me," "Merton of the Movies," "The Devil and Daniel Webster" and "Buried Alive."

General Motors plans Art Carney Show consisting of three one-act plays to be scheduled in January or February. Both Rexall and GM's specials will be on NBC-TV, Rexall on Sunday, 8-9 p.m., GM on Friday, starting at 8:30 p.m.

NBC-TV announced Friday (June 12) that Hallmark Cards Inc. has signed Maurice Evans to star in Shakespeare's "The Tempest" as one of six 90-minute color productions in *Hallmark Hall of Fame* series for next season. "The Tempest" will be taped in color this summer to release Mr. Evans for other commitments, and will be aired next spring.

Big bite, small bits

Armour & Co., Chicago, it was learned Friday (June 12), has wrapped up purchase for fall on ABC-TV representing estimated $7-7.5 million in gross billing. Nighttime portion of deal includes alternate-week one-third portion of four programs, *Alaskans, Adventures in Paradise, Cheyenne* and *The Untouchables*. Advertiser also has 13-week contract in daytime programming.

Foote, Cone & Belding, N. Y., handled purchase for Armour.

New agency merger

As of Friday (June 12) word was: new agency, Cohen, Dowd & Aleshire, New York, with about $14 million in total billing. Disclosure came about with Lord Calvert placing its over $1 million account with CD&A after having been serviced by Ogilvy, Benson & Mather. CD&A is made up of Cohen & Aleshire merging with Dowd, Redfield & Johnstone. Harry B. Cohen, chairman of C&A, continues in that post with new agency; John C. Dowd, formerly president of Dowd, Redfield & Johnstone, becomes vice chairman, while Edward Aleshire, president of C&A, retains same post in new agency, as does Francis X. Brady as executive vice president.

Networks quiz topic

FCC, scheduled to appear tomorrow (Tuesday) before House Oversight Subcommittee (earlier story, page 71) on Commission problems, also will be questioned about direct regulation of tv networks, author of proposal said Friday (June 12). Rep. John Bennett (R-Mich.), ranking minority member of subcommittee, said he would ask question on his bill (HR 5042) "if the opportunity arises." At time bill was introduced (BROADCASTING, March 2), congressman said he would quiz commissioners on subject at first opportunity, even though hearing was not on that specific legislation.

WLAC sale bid

Sale of working control (24%) of Life & Casualty Insurance of Tennessee (parent company of WLAC Inc., licensee of WLAC Nashville) by 26 stockholders to Murchison Bros. (Clint W. Murchison Jr. and John D. Murchison, sons of Texas oilman and financier Clint W. Murchison) for $40 million (BROADCASTING, Sept. 1, 1958) was filed at FCC Friday. Selling group was headed by Paul Mountcastle and First American National Bank of Nashville, trustees under will of Elizabeth Young.

Murchison Bros. controls Lamar Life Insurance Co., licensee of WJDX-AM-FM Jackson, Miss. Life & Casualty Insurance also owns 50% of WLAC-TV Nashville and application for transfer of negative control of tv outlet will be filed later.

WLAC Inc. total assets are $1,370,-

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

954, with liabilities of $1,068,788 of which $1 million is long term debt. Other owners of WLAC-TV are T. B. Baker Jr. and A. G. Beaman, each 25%.

WLAC is on 1510 kc with 50 kw night directional and is CBS affiliate.

Mr. Mountcastle, chairman of WLAC-TV licensee, is president and owns 37.4% of WATE-AM-TV Knoxville.

Skyline to Hollingbery

Appointment of George Hollingbery Co. as national representative for Skyline Network effective July 1 announced Friday. Skyline stations: KID-TV Idaho Falls and KLIX-TV Twin Falls, both Ida.; KOOK-TV Billings, KXLF-TV Butte, KFBB-TV Great Falls and KXLJ-TV Helena, all Mont.

New Filmways firm

Formation of Filmways Television Productions, Hollywood, program production subsidiary of Filmways Inc., New York tv commercial producer, announced Friday. President of new firm is to be Al Simon, production head of McCadden Productions, Hollywood.

Schlank forms UTD

Mel Schlank, formerly vice president of NTA Program Sales, has organized Universal Television Distributors, distributor of tv and radio programs with offices at 41 E. 42d St., New York (Murray Hill 7-3180). Mr. Schlank previously was vice president in charge of sales with Gross-Krasne-Silverman.

New Schubert office

Bernard L. Schubert Inc., New York, reported planning to open new Hollywood office to serve as headquarters for its West Coast productions as well as main office of its western sales division. Address: 724 N. La Cienega Blvd.

120 days of darkness

KULR (TV) Kalispell, Mont., asked FCC Friday for permission to go off air for 120 days, blaming competition from local community tv system fed via microwave. Station, formerly KGEZ-TV, went dark last year for seven months for same reason, but resumed ch. 9 broadcasting in fall.

Flying buyers

BBDO Chicago will take one of its clients on six-day flying field trip through Midwest this week inspecting facilities of some 25 tv stations. Client, W. A. Sheaffer Pen Co., will be sizing up markets for spot tv buys. Sheaffer has not been in tv for past year with last participation being in network specials. Contingent will include Russell Tolg, chief of BBDO radio-tv production, and G. P. Karle Jr., Sheaffer advertising manager.

• Business briefly

• Daitch-Shopwell (Daitch Crystal Dairies Inc.), N. Y., has set July start for 13-week saturation spot radio campaign in New York, Westchester and Long Island areas to introduce new Daitch ice cream. Product marks first use of radio for Daitch products. Agency: Co-Ordinated Marketing Agency Inc., N. Y.

• Mutual of Omaha will transfer its sponsorship of weekly panel show, *Keep Talking,* from CBS-TV (Wed. 8-8:30 p.m.) to ABC-TV (Tues. 10:30-11 p.m.), starting Sept. 29. Wolf Enterprises production retains Carl Reiner as m.c., with comedians Joey Bishop, Danny Dayton, Paul Winchell, Morey Amsterdam and comedienne Peggy Cass. Bozell & Jacobs, Omaha, is agency.

• General Mills Inc., Minneapolis (Cheerios), is launching spot tv campaign in selected markets throughout country, using children's programs, starting immediately and continuing through Sept. 1. Agency: Dancer-Fitzgerald-Sample, N.Y.

• Procter & Gamble Co. (Pin-It home permanent), Cincinnati, is reported to be preparing long-term spot tv campaign latter part of June in undetermined number of markets. Agency: Grey Adv., N.Y.

• Church & Dwight (Arm & Hammer baking soda), N.Y., is understood to be launching spot campaign on Mutual starting June 26 and ending in mid-September using news programs. Agency: J. Walter Thompson Co., N.Y.

• Two advertisers were announced Friday (June 12) by NBC-TV for sponsorship of two Milton Berle specials on next season's *Sunday Showcase* (8-9 p.m.). Dates have not been decided. Joint sponsors for first Berle show will be Benrus Watch Co., N.Y., through Grey Adv., and Zerex anti-freeze (du Pont) via BBDO. Zerex also will split time for second special with another sponsor, as yet unnamed.

• White King Soap, L.A., now readying third quarter campaign for soap and detergent products, plans extensive radio spot drive throughout entire West plus spot tv in selected markets. Agency: Erwin, Wasey-Ruthrauff & Ryan, L.A.

• James O. Welch Co., Cambridge, Mass., (candies), which has put close to 100% of its ad money into spot tv for past three years, currently mapping new campaign to start after Labor Day in as yet undetermined number of markets. Schedule, to be ready by mid-July, reportedly again will lean heavily to tv. Agency: James Thomas Chirurg Co., Boston.

• Lever Bros. Co., N.Y., to enter spot tv next week in undetermined number of markets for its new bar soap, Praise. Substantial number of day and nighttime minutes are planned over period of several months. Agency: Kenyon & Eckhardt, N.Y.

• Rayco Mfg. Co., Paterson, N. J., which has relied heavily in past on "hard sell" radio-tv spot commercials, is trying new gambit: semi-institutional "soft-sell" approach in sponsorship of news program over WRCA-TV New York, with possibility that this pattern may be extended as supplement to spot campaigns in other parts of country. Agency: Mogul, Lewin, Williams & Saylor, N. Y.

• General Mills Inc. (hot and ready-to-eat cereals), Minneapolis, has bought half-sponsorship of NBC-TV's coverage of U.S.-Russian track meet in Philadelphia July 18-19 with presentation on July 19 (4:30-6 p.m.) and including taped sequences of races July 18. Agency: Knox Reeves Adv., Minneapolis.

• Oscar Mayer & Co. (meat products), Madison, Wis., with estimated $1.5 million in billings, will sever account with Wherry, Baker & Tilden, effective in September or October, it was revealed Friday. Company spends about half its budget in broadcast media, emphasizing animation in commercials. Interested agencies currently preparing presentations, with decision expected next fortnight.

• Purex Corp., South Gate, Calif., will sponsor series of *I Love Lucy* re-runs on CBS-TV during summer in nighttime period (Fri., 8:30-9 p.m. starting July 3 with Purex sponsorship beginning July 24). Agency: Edward H. Weiss.



AND SOME even play a good game of golf.



NEAT SWITCH at the Minneapolis Ad Club Golferoo. *She* followed the *men* around, with free beverages courtesy of WTCN-TV.

when Twin Cities Advertisers meet...

...TALK SWINGS TO WTCN-TV

It was par for the course at the recent Minneapolis Ad Club Golferoo. WTCN-TV came in for more than its share of praise. It's always like that in the Twin Cities of Minneapolis-St. Paul.

Yes . . . when ad men get together, talk swings to WTCN-TV. Exciting local and ABC-TV programming . . . impressive ratings . . . enviable sales results. Call your Katz man about WTCN-TV and the lucrative Twin Cities market.

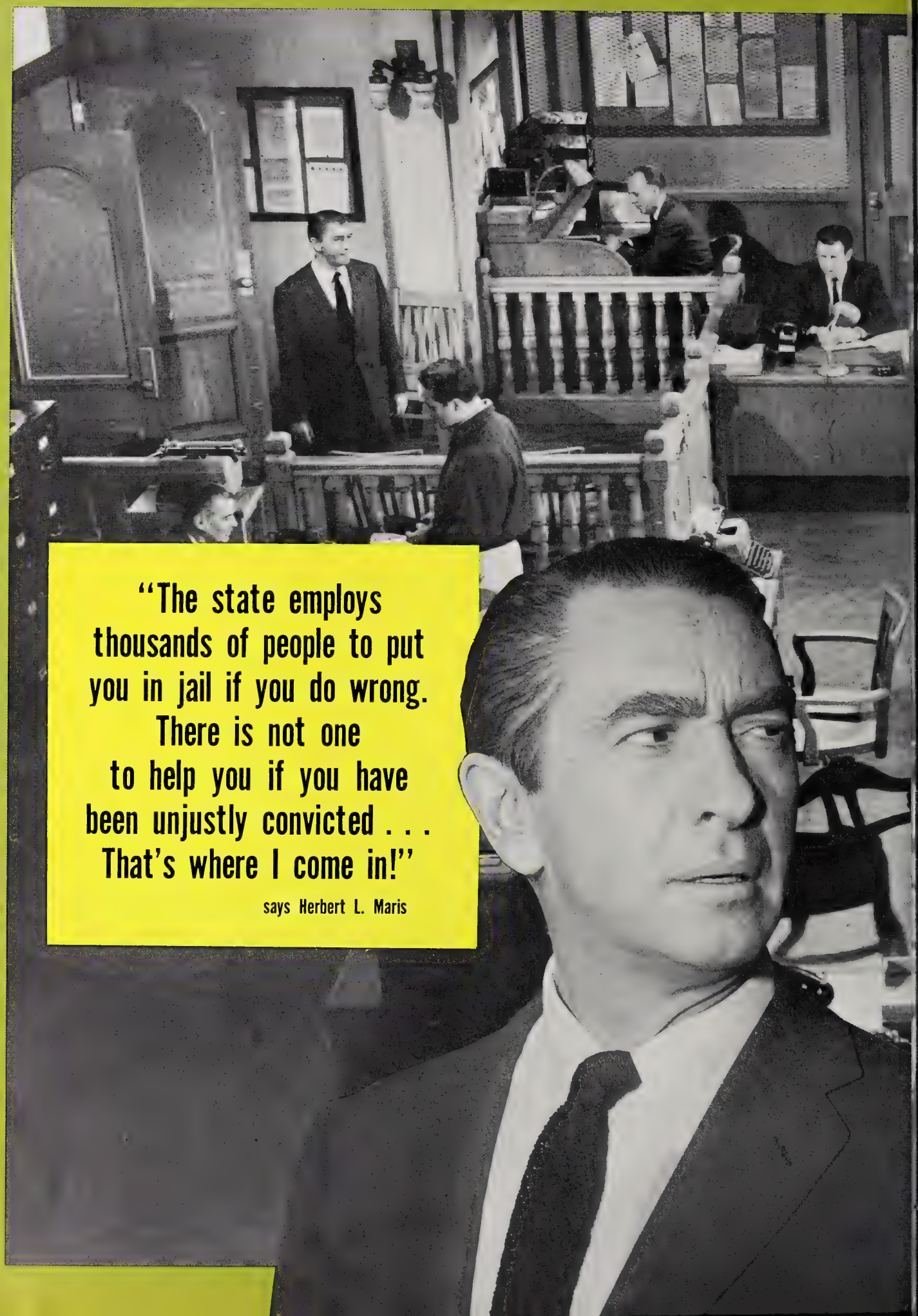


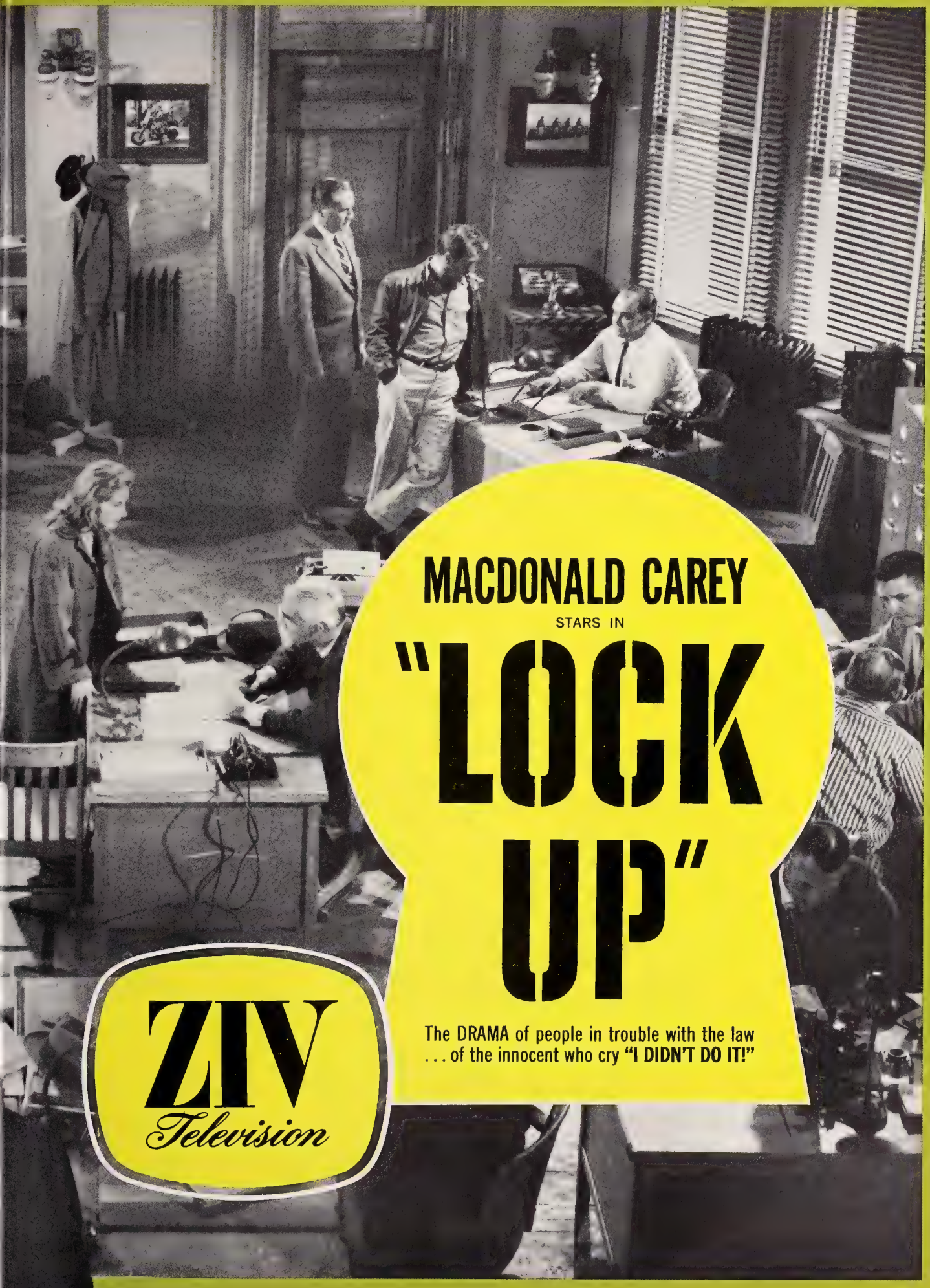
WTCN-TV DOOR PRIZE, above, gives extra incentive to the wild-swinging Ad Clubbers.

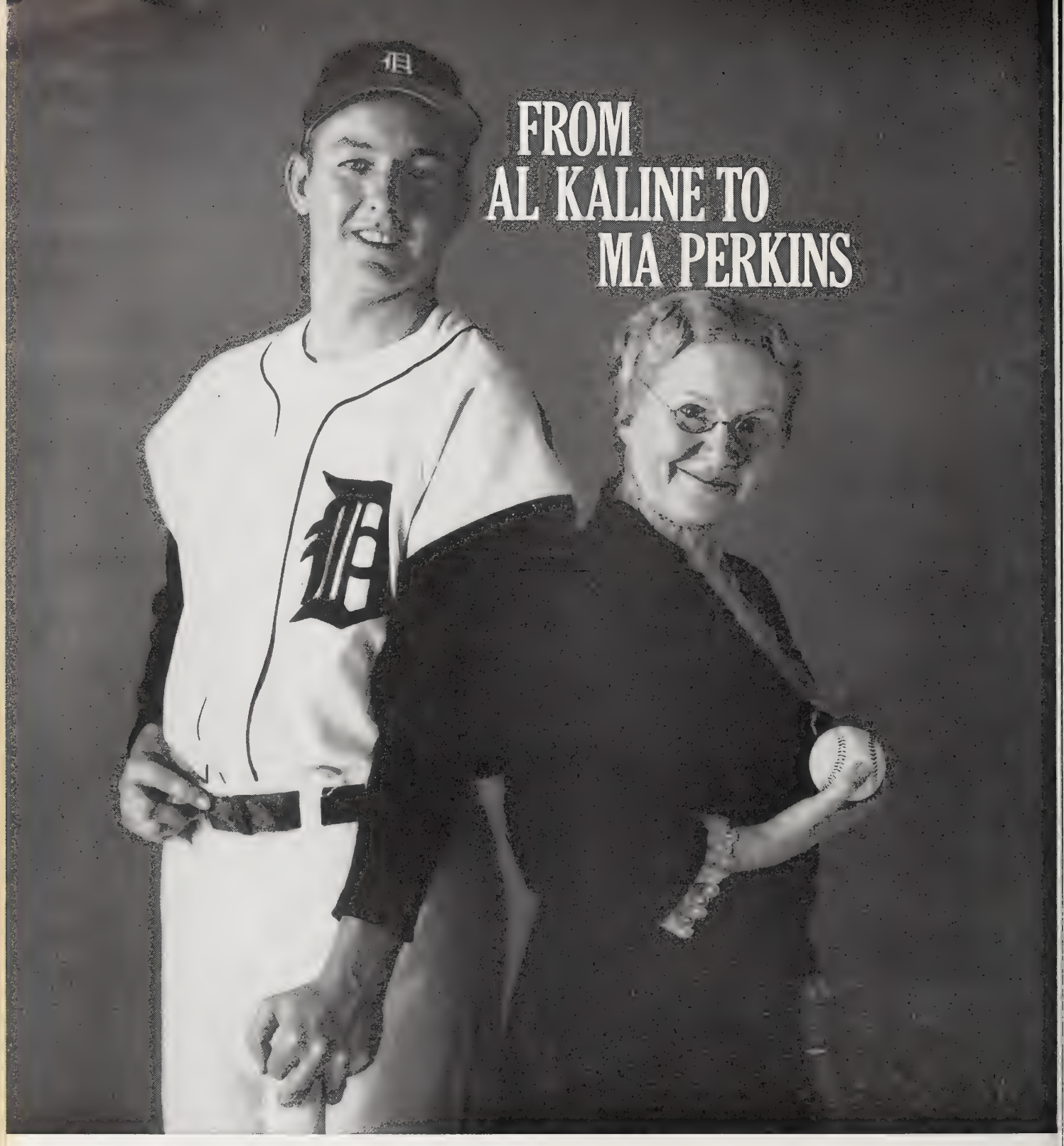


EYE ON THE BALL, another ad man finds himself a big winner with WTCN-TV.

WTCN-TV
Minneapolis—St. Paul


"The state employs
thousands of people to put
you in jail if you do wrong.
There is not one
to help you if you have
been unjustly convicted . . .
That's where I come in!"
says Herbert L. Maris


MACDONALD CAREY
STARS IN
"LOCK UP"
The DRAMA of people in trouble with the law
. . . of the innocent who cry "I DIDN'T DO IT!"
ZIV
Television



...and everything in between! Now that we've joined the CBS Radio Network, one radio station in Detroit has it all—from baseball to the most popular, most acclaimed network programs. CBS Radio daytime drama like Whispering Streets, Young Dr. Malone, Ma Perkins and others. The distinguished correspondents of CBS News. And Gunsmoke, Robert Q. Lewis, Have Gun—Will Travel, Mitch Miller, Amos 'n' Andy, Suspense and more. Next fall, The Metropolitan Opera. When you combine all this with top local personalities, sports and other WKMH features, you've got all the radio excitement in town in one place!

WKMH

THE STATION THAT NOW HAS EVERYTHING

CBS RADIO IN DETROIT



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

JUNE

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 15—NAB Tv Code Review Board, NAB hdqrs. Washington, changed from June 12.

June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

***June 16; 19—NAB Combined Boards of Directors,** Mayflower Hotel, Washington. Finance committees, June 16 indoctrination of new directors June 17, breakfast; Tv Board June 17; Radio Board June 18; joint boards, June 19.

***June 15-18—Western Assn. of Broadcasters,** Banff Springs Hotel, Banff, Alb., Canada. Carlyle Allison, vice chairman of Canadian Board of Broadcast Governors, will speak on news; Murray Brown, vice president of Canadian Assn. of Broadcasters, will discuss 1960 broadcast planning.

***June 15-25—Summer International Home Furnishings Market,** Merchandise and Furniture Marts, Chicago. Tv set markers will show their 1960 lines; radio and stereo also featured.

June 15-26—Summer workshop for communications librarians, **Syracuse U. School of Journalism and School of Library Science,** Syracuse, N.Y.

***June 16—Special NAB Tv Public Information Committee,** dinner meeting, Mayflower Hotel, Washington (postponed from June 10).

June 16, 23-24—FCC panel before **House Legislative Oversight Subcommittee.**

June 17-19—American Marketing Assn., 42d national conference, Statler Hilton, Cleveland. Topics: Marketing in the 1960s, consumer and industrial; marketing research breakthroughs; public utility marketing; defense, chemical, agricultural marketing; federal statistics and the 1960 decennial census; teaching tools; marketing management tools; tv as a selective medium (Leon Arons, vice president, Television Bureau of Advertising); consumer behavior.

June 17-19—Virginia Assn. of Broadcasters, Tides Inn, Irvington.

June 17-20—National Assn. of Television-Radio Farm Directors, Hotel Statler, New York. Farm broadcasters will carry their "sell farm broadcasting" to Madison Avenue.

June 17-19—Eleventh annual meeting **Catholic Broadcasters Assn.,** Pick Fort Shelby Hotel, Detroit. Significance of the encyclical "Miranda Prorsus" will be reviewed. Speakers include Most Rev. John King Mussio, bishop of Steubenville and Episcopal moderator of association; His Excellency the Most Rev. Bishop Fulton J. Sheen; Donald H. McGannon, president of Westinghouse Broadcasting Corp., discussing "Tv in the United States, Responsibilities and Opportunities"; Arthur Hull Hayes, CBS Radio president, speaking on "The Future of Radio in a World of Television"; Ed Sullivan, CBS-TV m.c.; Franklin Dunham, radio-tv chief, U. S. Office of Education, speaking on "The Social Impact of Television."

June 18—Senate Commerce Committee hearings begin on S 1828, which amends Sec. 315 (equal time provision) of the Communications Act.

June 18-20—Maryland-D.C. Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

June 18-20—Florida Assn. of Broadcasters convention, DuPont Plaza Hotel, Miami.

June 18-21—Pet Milk's second annual **Grand Ole Opry** talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for promotion prizes and for all expense-paid trips to Nashville.

June 19—Rhode Island Broadcasters Assn., Viking Hotel, Newport.

June 20—Florida AP Broadcasters, annual meeting, DuPont Plaza Hotel, Miami.

June 21-22—Colorado Broadcasters & Telecasters Assn., Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

***June 22-25—Iowa Tall Corn Network,** annual meeting, Crescent Beach Lodge, Lake Okoboji.

June 22-23—Montana State U. School of Business, Missoula, advertising conference. Thomas D'Arcy Brophy, former board chairman of Kenyon & Eckhardt, will be chief speaker. Joseph Sample, KOOK AM-TV Billings, is chairman.

June 22-26—First Advertising Agency Group, annual conference, Belmont Hotel, Cape Cod, Mass.

June 22-Aug. 15—Summer Radio-Tv Institute, Stanford U., Calif. George A. Willey, director.

June 23-25—National Community Television Assn., Sheraton Hotel, Philadelphia.

June 23-Aug. 1—Broadcasting Symposium, **Northwestern U. Radio-Tv-Film Dept.,** Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, Saturday Review, John O'Brien, Voice of America; Eric Barnouw, Columbia U.

***June 25—FCC Comr. Robert E. Lee** addresses monthly luncheon meeting of **Federal Communications Bar Assn.,** Willard Hotel, Washington.

***June 27-July 1—Advertising Assn. of the West,** annual convention, Tahoe Tavern, Tahoe, Calif. Speakers include Nelson Carter, AAW president and vice-president-manager, Foote, Cone & Belding, Los Angeles; George Gribbin, president, Young & Rubicam, N.Y.; Robert B. Murray Jr., executive vice president, Pan American World Airways; James S. Fish, vice president, General Mills; Paul Willis, vice president, Carnation Co., Los Angeles; Franklin Graf, vice president, A.C. Nielsen Co., Chicago.

June 28-29—South Carolina Broadcasters Assn., William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 4—National Advertising Agency Network, management conference, Del Monte



IN

BUFFALO

Almost Everybody Has NOTHING ON But

WBNY

See Latest Pulse & Hooper Figures

Best Buy in the Buffalo Market

Call Jack Masla



WCKY

IS CINCINNATI'S No. 1 NEWS STATION

Here's proof, straight from the Jan.-Feb. '59 Nielsen, that WCKY has the largest news audience in Cincinnati:

Station	Rating
WCKY	11.15 avg for 70 newscasts per wk
Sta A — Ind	5.9 avg for 60 newscasts per wk
Sta B — Net	9.8 avg for 70 newscasts per wk
Sta C — Net	9.3 avg for 50 newscasts per wk
Sta D — Ind	5.0 avg for 80 newscasts per wk

(5 day cumulative rating Metro Area)

The reasons for WCKY's News Leadership:

1. Large news staff of veteran experienced reporters and newscasters.
2. Scoops — WCKY consistently scoops the town on most local news stories.
3. On-The-Spot-Reports — WCKY's mobile unit is on the scene reporting big local stories when they happen or moments after they happen.
4. News tapes—the people who make the news tell the news to WCKY's audience via news tapes. WCKY has them on the air first.
5. Background—WCKY's newsmen present the reasons behind the news so that WCKY listeners receive a more complete understanding of the news.

REMEMBER — WCKY News is No. 1 in Cincinnati and has earned its reputation for prestige, because Cincinnatians know they get the news first, fast and accurately on WCKY. Smart advertisers know they get the prestige of WCKY's news plus a large responsive audience when they sponsor news on WCKY.

Ask Tom Welstead to tell you about WCKY news operation — in New York at ELdorado 5-1127; ask AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS OF SELLING POWER
Cincinnati, Ohio

Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by **Professional Group on Military Electronics of Institute of Radio Engineers,** Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

JULY

July 5-11—Advertising Federation of America management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Emerson Foote, McCann-Erickson senior vice president, is in charge.

*July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job. Dr. J. Sterling Livingston, professor of business administration, Harvard, and president of Harbridge House. is academic director. William P. Gormbly Jr., assistant dean and director of Harvard advanced management program, is administrative director. Sixty broadcasters were accepted for enrollment by university.

July 14-15—Idaho Broadcasters Assn., Shore Lodge, McCall.

*July 16-17—Air Traffic Control Symposium cosponsored by Radio Technical Commission for Aeronautics and Los Angeles section of Institute of Radio Engineers. FCC Comr. Robert E. Lee and James T. Pyle, deputy administrator of Federal Aviation Agency, will speak.

*July 16-19—American Federation of Television & Radio Artists, annual convention, Chase Hotel, St. Louis.

AUGUST

Aug. 3—Comments due on FCC proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco.

Aug. 21-23—Arkansas Broadcasters Assn., Hot Springs.

*Aug. 24-28—American Bar Assn. annual meeting, The Americana, Miami Beach, Fla.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

Aug. 29—Oklahoma Broadcasters Assn. summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.

Sept. 10 — Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 12—AP Broadcasters of Ohio, Columbus.

*Sept. 16-18—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17-19 — Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

*Sept. 21-22—Louisiana Assn. of Broadcasters, Francis Hotel, Monroe.

Sept. 21-23 — Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Sept. 29-Oct. 3 — Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 7-9—Institute of Radio Engineers Canadian Convention, Toronto, Canada.

Oct. 12-14 — National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

*Oct. 14-17—Radio-Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 18-21—Western Regional Convention, American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

*Oct. 22-23—Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 26-30—National Assn. of Educational Broadcasters convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by Professional Group on Electronic Devices, Institute of Radio Engineers, Shoreham Hotel, Washington.

*Oct. 29-31—New Jersey Brodcasters Assn., fall meeting, Nassau Inn, Princeton.

NOVEMBER

Nov. 2-4—Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

Nov. 9-10—Institute of Radio Engineers, radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

*Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

*Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.



limelight medium

The spot medium is now more than ever in the spotlight as astute advertisers continue to discover that when spot is used as a **primary medium**, it kindles its most spectacular successes . . . moves unprecedented mountains of merchandise.

Equally in the limelight is **H-R's total service** policy which assures represented stations that continued research, promotion and programming services vitally contribute to all their areas of operation. Another facet of its **Working Partnership** credo, **total service** implements H-R's basic sales function.

"We always send a man to do a man's job"

H-R *Television, Inc. Representatives*



Quite a package!

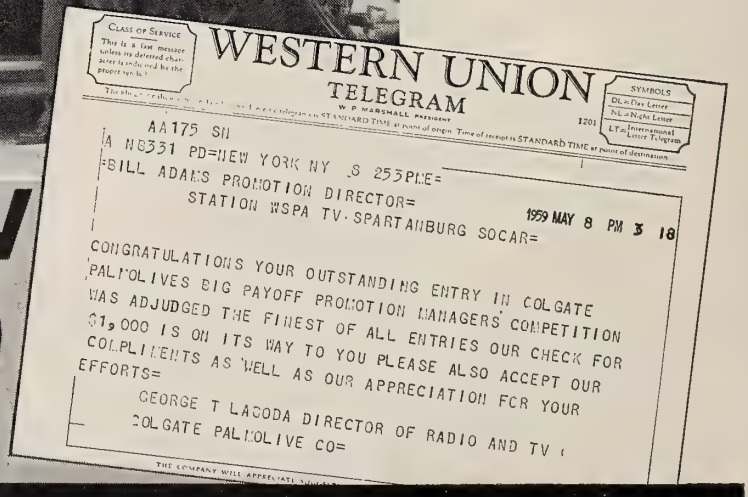
WSPA-TV's VAST COVERAGE and Promotion too!

From its centrally located tower on Paris Mountain, near Greenville, S. C. WSPA-TV blankets the concentrated population of the Industrial Piedmont. Couple this coverage with the prize winning style promotion **regularly** provided each advertiser on Channel 7 . . . and you have a one-two sales punch with real selling power.

TOP PRIZE PROMOTION



WSPA-TV's promotion department has again won top national honors with their outstanding promotion of "The Big Payoff," sponsored by the Colgate Palmolive Co. This program is one of the Piedmont area's leading daytime CBS-TV shows. Pictured at left are Bill Ellis and Bill Adams, Promotion Mgr. of WSPA-TV, with one of the unusual displays used in their 1st prize promotion effort.



WESTERN UNION
TELEGRAM

AA175 SH
A NB331 PD=NEW YORK NY .S 253PME=
=BILL ADAMS PROMOTION DIRECTOR=
STATION WSPA TV·SPARTANBURG SOCAR=

1959 MAY 8 PM 3 18

CONGRATULATIONS YOUR OUTSTANDING ENTRY IN COLGATE PALMOLIVES BIG PAYOFF PROMOTION MANAGERS COMPETITION WAS ADJUDGED THE FINEST OF ALL ENTRIES OUR CHECK FOR $1,000 IS ON ITS WAY TO YOU PLEASE ALSO ACCEPT OUR COMPLIMENTS AS WELL AS OUR APPRECIATION FOR YOUR EFFORTS=

GEORGE T LACODA DIRECTOR OF RADIO AND TV
COLGATE PALMOLIVE CO=

CBS TELEVISION

WSPA-TV

AM - FM - TV

Channel 7

Spartanburg, S. C.

National Representatives:
GEORGE P. HOLLINGBERY CO.

WSPA-TV... the only CBS-VHF station serving the Spartanburg-Greenville SUPERMARKET

MONDAY MEMO

from **WILLIAM BASTABLE,** *audio-visual services manager, Swift & Co., Chicago*

Let's cut tv production costs

The cost of television commercials has risen to a point where something needs to be done. It is time to take a hard look at some simple facts helpful in reducing costs, without detracting from commercial effectiveness.

Within the general areas of planning, pricing and producing are opportunities for economies. In the planning area "lack of time" is a real detriment to good commercial creation and production. Seldom is sufficient time allowed to make productive commercials and still meet air dates. Lack of time is one of the biggest money wasters, because rushing causes excessive charges and inferior results. Mediocre commercials dissipate sizeable investments in programming and air time.

Producing commercials in groups, rather than individually, is another way to effect economies. This is a practice receiving too little attention from both clients and agencies. Any producer in the business will give a more favorable, per commercial price, on a series of commercials as compared with pricing commercials individually.

How Much? • Frequently the question is asked "How much should a commercial cost?"

A good yardstick is the number of expected air exposures. A commercial supporting a short-lived promotion normally does not justify the expenditure that a commercial having much longer use and more exposures can warrant. Deciding on a sensible cost per exposure can automatically establish the maximum expenditure that should be made for any given commercial.

Number of exposures also can be a deciding factor on the caliber of acting talent used . . . and the *way* they are used. Frequent exposure on a network can be expensive when high-priced talent is used "on camera." Reuse payments to talent can be a sizeable cost factor, sometimes far exceeding production costs. It's a good idea to face up to such re-occurring talent charges during early planning and take advantage of discounts available by making pre-commitments.

Pricing video commercials varies greatly but the price usually is based on a storyboard, a script, or both.

A storyboard is supposed to show how the commercial will look when finished . . . but seldom does to anyone but those experienced in film-making. Storyboard sketches establish the production specifications for a commercial . . . the same as blueprints do for a new house. Once approved and the cost agreed upon, any changes or deviations cost extra.

Ask for Bids • Competitive bidding is a good commercial pricing practice. It is surprising the range of prices quoted on the same storyboard by three or four equally capable producers. The difference between the high and the low bidder can be money in the bank for the client. But business should not be given to the low bidder unless there is a definite assurance his quality will be equal to the others.

Once the producer has been selected, make him stick to his price. He has reviewed the storyboard and knows what is required. He should deliver an acceptable commercial for the price he quoted. The producer's quoted price covers his costs . . . plus allowances for contingencies, plus overhead and profit. Should the commercial call for animals or children with their unpredictable performance, or for outside photography with possible inclement weather . . . or for possible overtime the allowance for contingencies would be increased. This contingency fund is a reserve, actually *owned by the client.* This is something many people do not realize and more direct reference will be made to it later.



William Bastable has headed up audio-visual services for Swift & Co. since 1945 and is member of the audio-visual committee of Assn. of National Advertisers. Earlier he directed film department of International Harvester. ANA tackled the cost problem in April during a two-day workshop at Rye, N.Y. Mr. & Mrs. Bastable are avid golfers, live in Beverly Hills, Chicago suburb.

To the producers' price some agencies add another contingency fund, plus an additional amount to cover color corrected packages, artwork and other things the agency feels they should apply. Then the agency adds its commission.

No More Extras • A concept becoming more popular is to consider the producer's price a firm quotation and expect the commercial to be delivered for that amount. It should be unnecessary for the agency to add any costs except their commission. If the agency wants to supply artwork and other materials, let the producers pay for it.

The producer has provided in his contingency fund a cushion for unexpected eventualities. This fund is a reserve belonging to the client. But how is the client to know if the contingency fund is used?

This brings us to the area of production in which a client coordinator, with film experience, can play an important part in effecting economies.

When a producer sensibly provides an extra large contingency fund, because animals are to be photographed, he normally would expect to photograph the scenes several times to get the desired action. But suppose he gets the action just right the first time. Shouldn't the client get a refund? When a producer has one day of outside photography, he budgets for extra days because of the uncertainty of weather. If the weather is perfect the first day, shouldn't the client get a refund? It's his money but in either case he'll never know whether it was spent unless someone present is primarily interested in saving his money.

A film-experienced company representative would certainly have that interest.

Economies Start Early • Suppose a company representative is not present during production and the product or package doesn't look right when the finished commercial is reviewed. The producer can't be blamed. Neither can the agency. They both acted in good faith. But the client will be forced to pay extra to have the work redone.

Economies are made before or during production. Making changes and corrections after the commercial is finished is costly.

AS UP-TO-THE-MINUTE
AS TODAY'S HEADLINES!



"BEHIND



SUSPENSE! DRAMA! INTRIGUE!

Authentic Counter-Espionage Adventures from the files of the former Deputy Director of U.S. NAVAL INTELLIGENCE!



REAR ADMIRAL ELLIS M. ZACHARIAS

The foremost expert on the techniques of spies, counterspies and saboteurs... the man who in 1941 predicted the attack on Pearl Harbor... the world-famous author of the best-selling books "Secret Missions" and "Behind Closed Doors". His experiences are thrillingly and authentically dramatized in this tense and timely series.

CLOSED DOORS"





NOW AVAILABLE FOR LOCAL SPONSORSHIP

...26 THRILL-PACKED HALF HOURS

FIRST RUN OFF THE NETWORK!

The most exciting inside story of our times is the Cold War and Counter-Intelligence. Danger and thrills lurk "Behind Closed Doors". Breath-taking adventures filmed off Cape Canaveral... in the scorching deserts of the Middle East... in the most fascinating nerve-centers of the world. Authentic stories based upon the true experiences of Naval Intelligence, the FBI and the CIA.

Already sold to WABC-TV in New York... and many other markets!

For Availabilities—Contact

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



My Mommy Listens to KFWB

Use Pulse. Use Hooper. Use Nielsen. All three rate KFWB #1 in total audience in the L.A. area. Buy KFWB . . . **first in Los Angeles.** It's the thing to do!

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
Represented nationally by **JOHN BLAIR & CO.**

COAST LINE PICKS JACKSONVILLE



W. Thomas Rice, President
Atlantic Coast Line Railroad

The Atlantic Coast Line Railroad has picked Jacksonville for its new 17-story headquarters office building. The Coast Line's choice of Jacksonville is evidence of their faith in the State of Florida's Gateway City and Jacksonville is enthusiastic over this latest addition to the rapidly expanding North Florida economy.

AND JACKSONVILLE PICKS WFGA-TV
NBC and ABC Programming.
Represented nationally by Peters, Griffin, Woodward, Inc.

(Second of a Series)



WFGA—TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

OPEN MIKE

Repeal Sec. 315

EDITOR:

Belated congratulations on your editorial entitled "Repeal Sec. 315 Now or Repent Later" (page 58, May 25). It makes more sense than anything I have read on the subject and I agree with you that Sec. 315 should be abolished.

William H. Weldon, President
KRCG-TV Jefferson City, Mo.

Moonville's the scene, my man

EDITOR:

SHAME ON USUALLY HIP BROADCASTING ('ENDVILLE' EDITORIAL JUNE 8, RE DISC JOCKEY MIAMI MEET). ENDSVILLE, DIG?

SCOTT MUNI
WMCA NEW YORK

[EDITOR'S NOTE: Deletion of 's' is ginchyer. Or are you still in Squareville? But Moonville is the scene, my man. Dig?]

Yearbook in preparation

EDITOR:

Please send us a listing form for your new issue of the YEARBOOK. This form will be used for WSBR Warwick, R.I., the cp for which has just been granted.

Milton E. Mitler, Gen. Mgr.
WADK Newport, R.I.

EDITOR:

For the past two years I have purchased your YEARBOOK and wish to do so again this year. Perhaps you could tell me when the 1959 issue will be off the press and at what price . . .?

William Sitzman Jr.
1732 Whithaven Rd. East
Grand Island, N.Y.

[EDITOR'S NOTE: 1959 Yearbook number, to be published mid-August, will be $4.]

Advertisers take to air

EDITOR:

Is it possible to obtain reprints of the "Why Advertisers Take to the Air" ad that you ran some time ago?

Joe Milsop, Station Mgr.
WCPA Clearfield, Pa.

[EDITOR'S NOTE: Reprints are available, 10¢ each.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

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BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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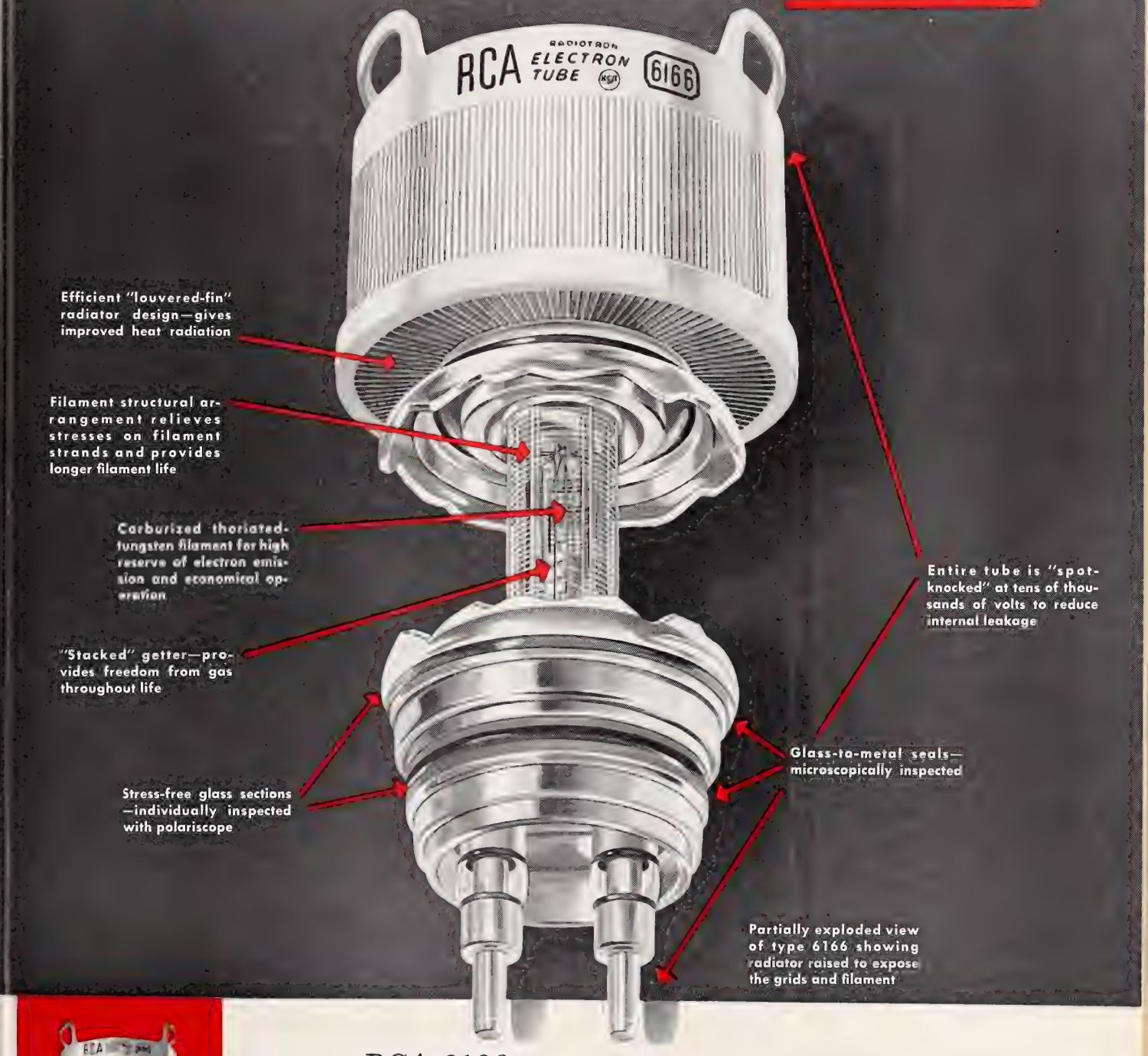
Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

Copyright 1959 by Broadcasting Publications Inc.

RCA Power Tube features keep "VHF" hour meters clicking





Take the RCA-6166, for instance. "Tailored" specifically to supply the aural and visual power-amplifier requirements of medium- and high-power VHF transmitters, this RCA Power Tetrode type has been running up remarkable life-performance records.

What's back of long-term RCA power-tube reliability? First, RCA tube engineers work hand in hand with transmitter designers and station engineers—to take measure of RCA tube performance "in the circuit". Second, RCA tube engineers never "let go" in their effort to evolve superior manufacturing techniques and design improvements to make good tubes even better.

For lower tube cost per hour of transmitter operation, always specify RCA. Your RCA Electron Tube Distributor provides "on the spot" delivery.

RADIO CORPORATION OF AMERICA

Electron Tube Division **Harrison, N. J.**

YOU MAY NOT BELONG TO THIS



(but you **CAN** use the guest entrance!)

THIS IS A TOUGH CLUB TO JOIN. Its membership is relatively limited. In all of the advertising business, only a few executives qualify. Because – to belong to the "Million Dollar Club" – you must have a decisive role in allocating $1,000,000-or-more annually for television and/or radio advertising. Most of its members (naturally enough) are with the top 50 agencies. To you and your business, they're some of the most important people in America. And if they don't **know about you,** then – to re-coin a golden phrase – you're stone-dead in your marketplace.

They're approachable, though. You can not only get to them with your story – but even visit the "Million Dollar Club" by the guest entrance! It's easy. We have some brand-new, good-as-gold facts – fresh from the mint of a conclusive reader study – that **prove** it!

American Research Bureau, Inc., sent out 992 questionnaires to all kinds of people at leading agencies who buy (or OK the buy of) TV and radio facilities throughout America. Replies came from 460 – a notably high return. **And here's what counts:** some 81% of these respondents (337) turned out to be "Million Dollar Club" members . . . busy, full-of-bounce people who answered ARB's questions enthusiastically.

What they told ARB about their business publication reading habits and preferences is more than significant. In fact it's wellnigh an injunction for you to pick BROADCASTING if you want to navigate through their radar-screens and come out profitably on-target!

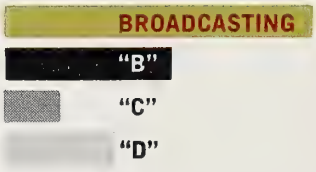
GOLD-PLATED QUESTIONS . . . AND SOLID GOLD ANSWERS –

Here's how BROADCASTING came out, decisively high up on the top of the heap, in the estimation of "Million Dollar Club" members replying to ARB's questionnaire. ("B", "C" and "D" are cognomens for three **other** publications purporting to cover TV and radio business.)

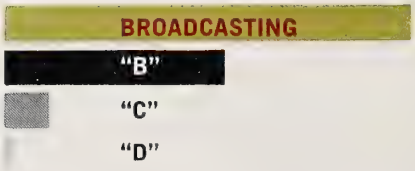
"Which publication do you PREFER for broadcast media news and information?"



"Which publication EXCELS in news editorial coverage?"



"As an advertising medium, which of these publications should a station use TO BEST REACH YOU?"



"MILLION DOLLAR CLUB"...

MONEY (LET'S FACE IT) TALKS...

Money speaks forcefully, declaims emphatically. It's been doing this – advertising-wise – for nearly three decades in BROADCASTING, **the** top reporter of TV-radio business news. And the "Million Dollar Club" 's preference for BROADCASTING becomes more dramatic when you ponder these 24-carat percentages.

BROADCASTING, **as a source of news,** is preferred by 61% **MORE** of the "Million Dollar Club" than Publication "B"; 42% **MORE** than Publication "D". (What happened to "C"? Well, BROADCASTING had **35 times** as many "preferred" mentions as, alas, that unhappy competitor. Or, to be ruthless, 38% over both "C" **and** "D" combined!)

BROADCASTING is acclaimed **most excellent in news content** by 89% **MORE** of these topflight TV-radio investors than is Publication "B". And 41% **MORE** than "B", "C" **and** "D" combined (which is quite a trick).

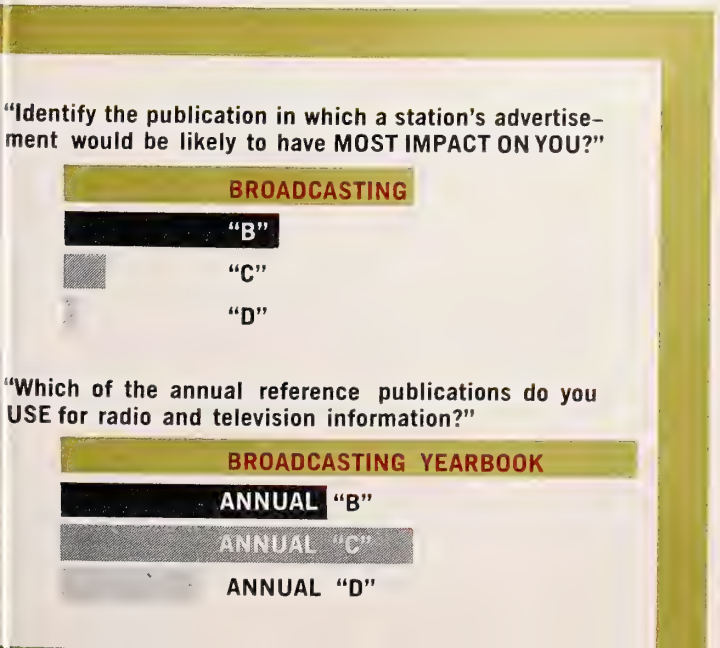
BROADCASTING is named the **best advertising medium** for reaching them by 87% **MORE** of the "Million Dollar Club" than is Publication "B". Or 53% **MORE** than "B", "C" **and** "D" rolled into one!

BROADCASTING is adjudged **THE** medium where station advertising is most likely to **exert the most impact** upon them by 65% **MORE** "Million Dollar Club" executives than is Publication "B". **OR** 36% more than "B", "C" **and** "D" combined!

Furthermore –

BROADCASTING YEARBOOK is used by 106% **MORE** "Million Dollar Club" members than is the annual of Publication "B", 64% **MORE** than that of Publication "C", and 339% **MORE** than that of Publication "D". (You'd recognize them all if we named names – and we **will** if you care to ask.)

BROADCASTING – as surely as tomorrow's golden sunrise – is **SO** far ahead of all the others...and in so many ways... that you might say it's in a class by itself. And why not? **IT IS!**



A GOLDEN OPPORTUNITY...

One million dollars can buy a lot of broadcast advertising. That those who spend this much (and usually multi-millions more) should prefer BROADCASTING isn't surprising. For years, BROADCASTING has been the unchallenged leader in its field. There's a sound reason.

The men and women who route so many millions to productive broadcast advertising **must** have the most accurate, complete facts. These (as they know) come best from reading BROADCASTING.

Another fact cinches BROADCASTING's supremacy – **PAID circulation,** verified by the Audit Bureau of Circulations (of which BROADCASTING is the sole member in its field). ABC's latest statement gives BROADCASTING over 21,000 **PAID** copies. **This is more than the total, combined paid circulation of "B", "C" AND "D"!** Note that word **"PAID".** It doesn't include copies they give away – unsolicited and for free.

BROADCASTING counts, in its **PAID** distribution, 5,785 subscriptions going to advertisers and advertising agency readers... specifically, 2,511 in the field of TV-radio advertisers; 3,274 at agencies throughout the country (as confirmed by our latest ABC audit). A major share of these **PAID** subscriptions are among the top 100 advertisers and top 50 TV-radio agencies.

Why do we stress **"PAID"?** Because it's the key word to **your** advertising results when you use BROADCASTING. People **pay** for what they want... for things they can't get free. Unlike its contemporary TV-radio journals, BROADCASTING deals only in **PAID** circulation – and believes that **PAID** circulation is the true index of any publication's worth.

USE THE GUEST ENTRANCE

You can test this for yourself. BROADCASTING is the preferred information medium of the "Million Dollar Club". Its decision-making members **need** it – and they **prove** their need by **paying** to receive BROADCASTING every week.

You need them to get your share of the advertising budgets they control. Which, obviously, means that you **need** BROADCASTING – **THE** Businessweekly of Television and Radio. It's your guest entrance to the important "Million Dollar Club".

BROADCASTING

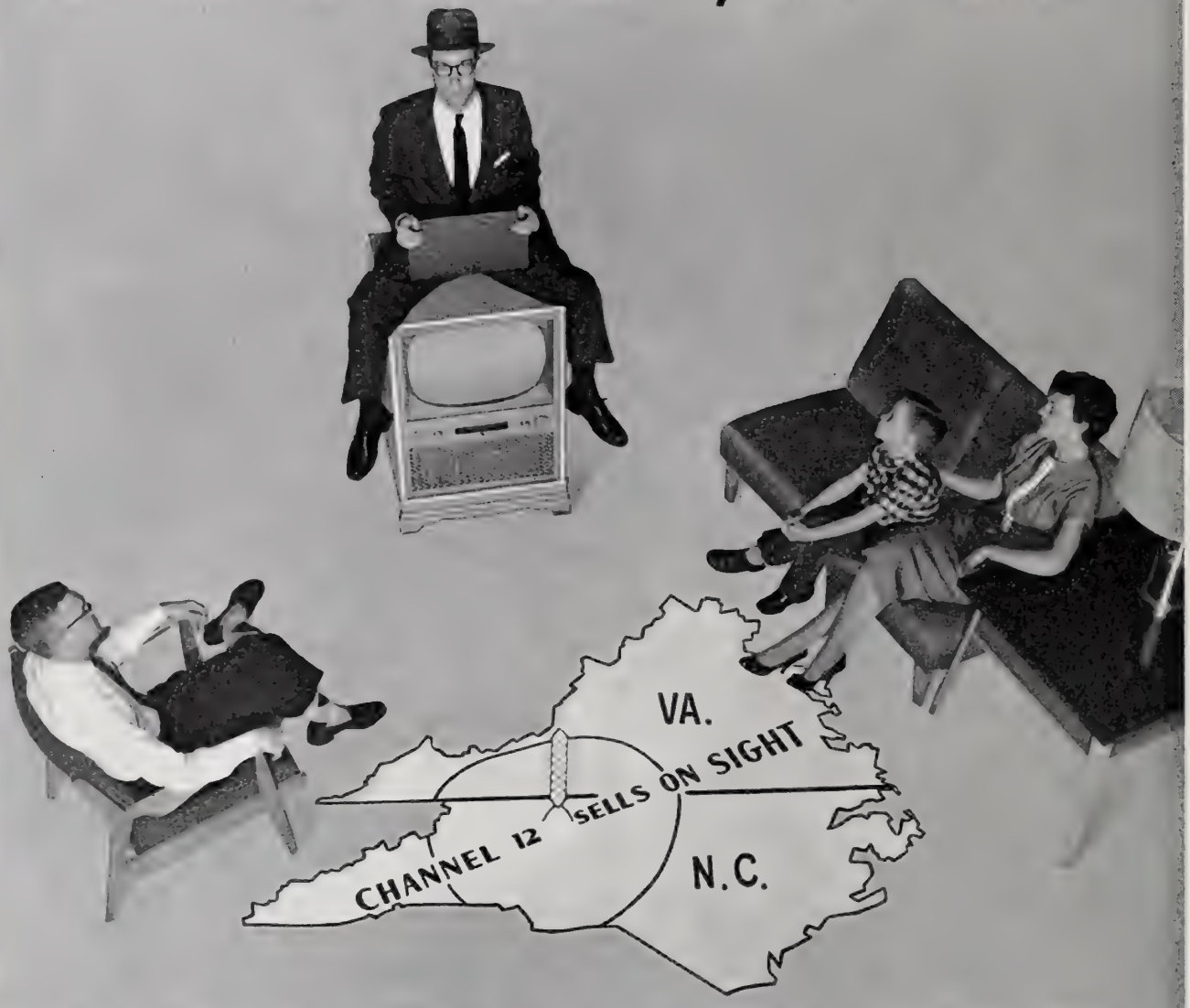
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

a member of the Audit Bureau of Circulations

Your Salesman on Sight for 783,232 Households in

THE SOUTHEAST'S BIGGEST, RICH MARKET



WSJS TELEVISION WINSTON-SALEM

Put your salesman where impulses to buy get started . . . in the 783,232 households of WSJS television's *buying market,* the 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for { *Winston-Salem* / *Greensboro* / *High Point* }

Call Headley-Reed

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 15, 1959
Vol. 56 No. 24

BOOM YEAR FOR TV IN THE MAKING

• Best guesses: 17% rise in spot, 9% in network, 10% in local

• For all, it looks like $170 million gross gain over 1958

Television business is at an all-time peak. At the half-way mark, 1959 promises to become the most prosperous year in tv revenue yet recorded. Specifically, estimates indicate a $138 million additional take from national spot and network advertisers (at gross rates) this year compared to last.

Spot television is leading the boom. At the present rate, spot for the year should be up at least 17%, perhaps more. The first quarter already is off to a spectacular 25.7% increase (see story below).

Network business is much better now than it was last year at this time. Nighttime schedules for the fall are virtually firm with time periods near the sold-out point. The estimated rise here for the year is 9%.

Local business—which in television represents the smallest piece of the revenue pie—also is expected to be up. The estimate in this area is a rise of 10%.

Chips on Spot • Advertising agencies handling the bigger clients in television report their spot billing will show a large increase this year. One agency—J. Walter Thompson—reports its spot tv activity at nearly double the volume at this time last year, feels this pace will be maintained through the year.

Station representatives echo these sentiments. The larger representatives in the tv field report current increases in business should continue to the end of 1959 and into 1960.

Television Bureau of Advertising last week reported a 25.7% increase in spot in the first quarter alone. Accord-to TvB President Norman E. (Pete) Cash, estimates for the year indicate an overall 17% boost. Spot's gross billing last year totaled $511.7 million (TvB's estimates based on reporting stations).

For network, Mr. Cash estimates billing will be up 9%. The network gross last year totaled some $566 million. Though nearly sold out for the fall, the networks' soft spots remaining include certain hour-long periods—most of these at the 7:30 openings of nighttime schedules (BROADCASTING, June 8). It is in this area of a few hour shows that are still unsettled where the networks are making a strong effort to close sales.

The estimated increases amount to $86.9 million in spot and $51 million in network, a total of $137.9 million.

Local business at gross rates ran in the neighborhood of $338 million in 1958. The 10% estimated increase would bring the total up another $33.8 million.

For the first four months of this year, network gross billing was running 9% ahead of last year (BROADCASTING, June 8). Leaving room for a so-so summer but an anticipated higher-than-9% level of billing next fall, the TvB average estimate may be conservative.

Agency Viewpoint • The consensus of the larger television agencies is a year of a billing climb. Ted Bates, once a 4-1 but now 50-50 in spot network billing, says it "will be a good year in television, spot will be up." BBDO pre-

CONTINUED on page 30

SPOT TV HAS RECORD 1ST QUARTER

Over $156 million spent; Procter & Gamble again leads pack

A look at first quarter billing indicates national tv billing is off to a record start this year.

Television Bureau of Advertising last week reported spot tv for the first quarter at $156,419,000, compilations made by the bureau and N.C. Rorabaugh Co. Combined with an estimated $156,480,-418 network tv billing for the quarter (BROADCASTING, June 1), the total comes to $312,899,418 in gross time purchases.

Spot expenditures are by national and regional advertisers and reflect reports from 341 tv stations. In the first quarter of 1958, 333 stations reported $119,-062,000 gross billing. An analysis by TvB that compares 308 stations reporting in both the 1958 and 1959 first quarters finds an increase of 25.7% in spot tv expenditures.

Among the findings reported by the bureau as well as those put together by BROADCASTING on the basis of the spot tv and network reports:

• Major type of spot activity was in announcements, representing $120,-440,000 billing or 77% of the quarter's spot total. IDs represented $16,307,000 or 10.4% and programs $19,672,000 or 12.6%. In periods of the day: nighttime totaled $80,747,000 or 51.6%, daytime rolled up $58,288,000 or 37.3% and late night, $17,384,000 or 11.1%.

Biggest Spot • Procter & Gamble was top spot tv advertiser for the third quarter piling up more than $10.6 million. Added to its network gross for the quarter, the total for P & G came to the $23.6 million level. Also on the combined spot-network basis: Lever Bros. with some $12.5 millions, and Colgate-Palmolive with $10.4 millions.

• Present among the top 100 spot spenders in any quarter were these first timers: Bissell Carpet Sweeper, Cannon Mills, Hertz-U-Drive Co., Pam Enterprises, Pan-American World Airways, Pepperidge Farms and Vic Tanney's Gym.

• Products classifications showing substantial increases in the first quarter this year over last year's period: dental products, 39%; drug products, 42%; food and grocery products, 40%; household furnishings, 103%; pet prod-

CONTINUED on page 28

Spot buying by products in first quarter of 1959

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

AGRICULTURE	$ 536,000
Feeds, Meals	330,000
Miscellaneous	206,000
ALE, BEER & WINE	11,653,000
Beer & Ale	9,999,000
Wine	1,654,000
AMUSEMENTS, ENTERTAINMENT	140,000
AUTOMOTIVE	1,816,000
Anti-Freeze	——
Batteries	160,000
Cars	750,000
Tires & Tubes	161,000
Trucks & Trailers	26,000
Misc. Accessories & Supplies	719,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINT	423,000
Fixtures, Plumbing, Supplies	108,000
Materials	135,000
Paints	78,000
Power Tools	8,000
Miscellaneous	94,000
CLOTHING, FURNISHINGS, ACCESSORIES	3,827,000
Clothing	2,889,000
Footwear	723,000
Hosiery	148,000
Miscellaneous	67,000
CONFECTIONS & SOFT DRINKS	7,559,000
Confections	4,662,000
Soft Drinks	2,897,000
CONSUMER SERVICES	4,216,000
Dry Cleaning & Laundries	8,000
Financial	637,000
Insurance	768,000
Medical & Dental	43,000
Moving, Hauling, Storage	35,000
Public Utilities	1,804,000
Religious, Political, Unions	387,000
Schools & Colleges	51,000
Miscellaneous	483,000
COSMETICS & TOILETRIES	12,056,000
Cosmetics	2,973,000
Deodorants	278,000
Depilatories	34,000
Hair Tonics & Shampoos	3,449,000
Hand & Face Creams, Lotions	1,214,000
Home Permanents & Coloring	921,000
Perfumes, Toilet Waters, etc.	218,000
Razors, Blades	235,000
Shaving Creams, Lotions, etc.	450,000
Toilet Soaps	2,002,000
Miscellaneous	282,000
DENTAL PRODUCTS	$4,530,000
Dentifrices	2,415,000
Mouthwashes	1,859,000
Miscellaneous	256,000
DRUG PRODUCTS	16,453,000
Cold Remedies	7,042,000
Headache Remedies	2,718,000
Indigestion Remedies	2,998,000
Laxatives	764,000
Vitamins	770,000
Weight Aids	553,000
Miscellaneous	1,327,000
Drug Stores	281,000
FOOD & GROCERY PRODUCTS	46,566,000
Baked Goods	8,022,000
Cereals	4,120,000
Coffee, Tea & Food Drinks	10,680,000
Condiments, Sauces, Appetizers	1,287,000
Dairy Products	2,412,000
Desserts	541,000
Dry Foods (Flour, Mixes, Rices, etc.)	4,764,000
Fruits & Vegetables, Juices	4,099,000
Macaroni, Noodles, Chili, etc.	621,000
Margarine, Shortenings	2,706,000
Meat, Poultry & Fish	2,437,000
Soups	392,000
Miscellaneous Foods	1,773,000
Miscellaneous Frozen Foods	240,000
Food Stores	2,472,000
GARDEN SUPPLIES & EQUIPMENT	262,000
GASOLINES & LUBRICANTS	5,315,000
Gasoline & Oil	5,063,000
Oil Additives	202,000
Miscellaneous	50,000
HOTELS, RESORTS, RESTAURANTS	109,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	11,395,000
Cleaners, Cleansers*	9,651,000
Floor & Furniture Polishes, Waxes	1,141,000
Glass Cleaners	120,000
Home Dry Cleaners	29,000
Shoe Polish	263,000
Miscellaneous Cleaners	191,000
HOUSEHOLD EQUIPMENT—APPLIANCES	801,000
HOUSEHOLD FURNISHINGS	1,345,000
Beds, Mattresses, Springs	480,000
Furniture & Other Furnishings	865,000
HOUSEHOLD LAUNDRY PRODUCTS	9,873,000
Bleaches, Starches	1,403,000
Packaged Soaps, Detergents*	7,765,000
Miscellaneous	705,000
HOUSEHOULD PAPER PRODUCTS	$1,306,000
Cleansing Tissues	287,000
Food Wraps	312,000
Napkins	253,000
Toilet Tissue	328,000
Miscellaneous	126,000
HOUSEHOLD, GENERAL	922,000
Brooms, Brushes, Mops, etc.	217,000
China, Glassware, Crockery, Containers	148,000
Disinfectants, Deodorizers	246,000
Fuels (heating, etc.)	55,000
Insecticides, Rodenticides	105,000
Kitchen Utensils	32,000
Miscellaneous	119,000
NOTIONS	42,000
PET PRODUCTS	2,441,000
PUBLICATIONS	332,000
SPORTING GOODS, BICYCLES, TOYS	586,000
Bicycles & Supplies	——
Toys & Games	547,000
Miscellaneous	39,000
STATIONERY, OFFICE EQUIPMENT	65,000
TELEVISION, RADIO, PHONOGRAPH MUSICAL INSTRUMENTS	501,000
Radio & Television Sets	162,000
Records	135,000
Miscellaneous	204,000
TOBACCO PRODUCTS & SUPPLIES	8,109,000
Cigarettes	7,629,000
Cigars, Pipe Tobacco	382,000
Miscellaneous	98,000
TRANSPORTATION & TRAVEL	1,184,000
Air	926,000
Bus	56,000
Rail	189,000
Miscellaneous	13,000
WATCHES, JEWELRY, CAMERAS	148,000
Cameras, Accessories, Supplies	49,000
Clocks & Watches	1,000
Jewelry	12,000
Pens & Pencils	82,000
Miscellaneous	4,000
MISCELLANEOUS	1,908,000
Trading Stamps	117,000
Miscellaneous Products	775,000
Miscellaneous Stores	1,016,000
TOTAL	$156,419,000

*Starting with the 4th Quarter 1958, liquid cleaners (i.e. Lestoil) now included in sub-class, cleaners, cleansers.

• • • Tv spot's quarter

CONTINUED from page 27

ucts, 65%; sport goods, bicycles and toys, 125% and transportation-travel, 78%.

• Among those top 100 spot advertisers materially increasing expenditures in the Jan.-March period this year compared to last: Adell Chemical (Lestoil) about $2 million more; American Home Products more than $700,000 above; B.T. Babbitt $1 million more (from $2,500 to $1.24 million); Bristol-Myers more than $500,000.

Up $3 Million • P & G itself increased by nearly $3 million, Texize Chemicals went up more than $1.5 million, Welch Grape shot up $500,000, Vick Chemical increased more than $800,000. Others included Duffy-Mott, Food Mfrs., Kellogg (from $263,000 to $1,364,900) and Minute Maid.

• Level for the new members to 100 spot tv advertisers list ranged in the $300-$400,000 bracket.

• Top category for spot tv in the first quarter was food and grocery products with more than $46.5 million. (Combined with the first quarter network billing, that category totaled over $77.5 million.)

ESTIMATED EXPENDITURES OF SPOT TELEVISION ADVERTISERS 1ST QUARTER 1959

RANK		
1.	Procter & Gamble	$10,679,400
2.	Lever Bros.	5,342,200
3.	Warner-Lambert	4,570,300
4.	Adell Chemical	4,351,900
5.	Colgate-Palmolive	4,191,000
6.	General Foods	3,646,600
7.	Continental Baking	2,844,800
8.	Brown & Williamson Tobacco	2,278,700
9.	Texize Chemicals	2,252,700
10.	American Home Products	2,119,900
11.	International Latex	2,035,700
12.	Miles Labs	2,024,800
13.	Corn Products	1,523,700
14.	Standard Brands	$1.413.000
15.	Kellogg	1,364,900
16.	P. Lorillard	1,352,700
17.	Bristol-Myers	1,297,600
18.	Philip Morris	1,289,900
19.	B.T. Babbitt	1,242,200
20.	Food Mfgrs.	1,185,000
21.	Vick Chemical	1,088,900
22.	Andrew Jergens	1,085,900
23.	American Chicle	1,011,500
24.	Avon Products	995,600
25.	Sterling Drug	992,700
26.	Liggett & Myers Tobacco	987,700
27.	Chesebrough-Ponds	953,200
28.	Pepsi Cola Co./Bottlers	940,200
29.	American Tobacco	910,300
30.	Wander	872,100
31.	Borden	869,400
32.	Robert Hall Clothes	867,000
33.	Norwich Pharmacal	863,800
34.	Anheuser-Busch	847,200
35.	General Mills	836,800
36.	Continental Wax	836,300
37.	Minute Maid	813,500
38.	Peter Paul	809,600
39.	Coca-Cola Co./Bottlers	787,300
40.	J.A. Folger & Co.	774,800
41.	Jacob Ruppert	763,800
42.	Charles Pfizer & Co.	761,000
43.	Sun Oil	740,600

CONTINUED on page 30

WGST

The one Atlanta Radio Station which can meet all of your radio advertising requirements best because of its outstanding . . .

- Diversified programming—aimed at all members of the family
- Sports coverage—carries all Georgia Tech games, major league baseball, Indianapolis 500 Race, and other leading sports events
- Public affairs programming—winner of the Associated Press Award for its "Challenge" series
- Physical plant—largest in the South

Announces the appointment of

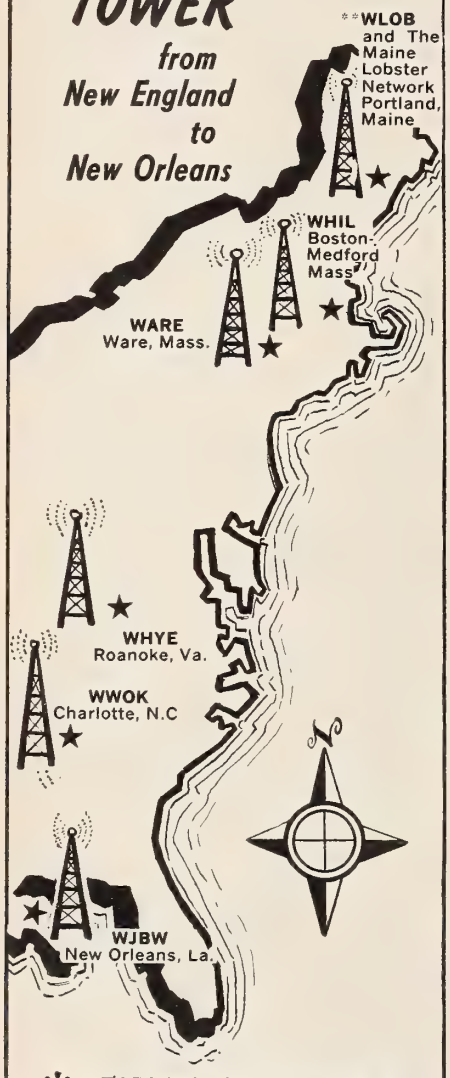
THE BRANHAM COMPANY

As national sales representative.

WGST Quality—Modern Radio in Atlanta, Georgia—5,000 watts—920 Kc.

you'll find a

* TARLOW TOWER from New England to New Orleans



* a TARLOW TOWER stands for

TOP AUDIENCE PROGRAMMING TALENT RESULTS

**Associated with WLOB and The Maine Lobster Network, Portland, Me.; WHIL, Boston-Medford, Mass.; WARE, Ware, Mass.; WHYE, Roanoke, Va.; WWOK, Charlotte, N.C.; WJBW, New Orleans, La.

TARLOW ASSOCIATES
SHERWOOD J. TARLOW, PRESIDENT

WHIL—National Rep.: Grant Webb Co.
WWOK, WJBW, WHYE—
National Rep.: Richard O'Connell Co.
WARE—
National Rep.: Breen and Ward Co.

CONTINUED from page 28

44.	Atlantis Sales	$736,100
45.	Shell Oil	682,500
46.	Welch Grape Juice	675,700
47.	Quaker Oats	661,200
48.	Tea Council of U.S.A.	562,300
49.	Scott Paper	647,400
50.	R.J. Reynolds Tobacco	633,500
51.	Drug Research	625,200
52.	Duffy-Mott	584,800
53.	Max Factor	573,200
54.	Carter Products	568,200
55.	Salada-Shirriff-Horsey	567,700
56.	E.&J. Gallo Winery	564,000
57.	Revlon	562,000
58.	William Wrigley Jr.	554,600
59.	Lanolin Plus	549,100
60.	Piel Bros.	530,800
61.	Ward Baking	527,700
62.	Pharma-Craft	523,000
63.	Pabst Brewing	519,400
64.	Heublein	517,800
65.	U.S. Borax & Chem.	502,300
66.	National Biscuit	498,600
67.	Block Drug	495,200
68.	Interstate Bakeries	491,400
69.	Falstaff Brewing	487,400
70.	Carling Brewing	465,200
71.	Esso Standard Oil	$456,600
72.	Jos. E. Schlitz Brewing	452,700
73.	Standard Oil (Indiana)	452,600
74.	Coty	441,800
75.	Pam Enterprises	441,800
76.	Hertz-U-Drive	436,500
77.	National Dairy Products	434,700
78.	Nestle	432,300
79.	Helena Rubinstein	430,800
80.	Wm. B. Reily & Co.	429,900
81.	Plough	425,800
82.	Exquisite Form Brassiere	419,500
83.	Pepperidge Farm	399,900
84.	Wilson & Co.	398,100
85.	Taylor-Reed	393,900
86.	Chock Full O'Nuts	385,000
87.	American Bakeries	382,000
88.	Monarch Wine	380,700
89.	Atlantic Refining	372,200
90.	United Fruit	371,000
91.	Pan-American World Airways	368,800
92.	Bissell Carpet Sweeper	364,300
93.	Cannon Mills	361,700
94.	Phillips Petroleum	359,800
95.	Theo. Hamm Brewing	359,000
96.	M.J.B.	357,200
97.	Vic Tanney's Gym	353,100
98.	Gulf Oil	338,600
99.	Safeway Stores	332,800
100.	National Brewing	326,800

• • • Boom year for tv in the making

CONTINUED from page 27

dicts greater tv spot billing by the agency. JWT sees spot tv "constantly increasing." Benton & Bowles believes tv in total will be "good," while Young & Rubicam's media outlook is for a "very good advertising year" in general and for tv in particular, with Y&R expecting its spot tv billing to be "up but not drastically."

Just how well these predictions from agency media executives jibe with actual decisions of the planning boards was not easily ascertained. Some of the agency officials acknowledged that several of their clients were at the planning stage for fall spot schedules now that the major network buys are firm. But there remains the translation into orders. (Availabilities for the fall will not be sought until late summer.)

Crowded Channels? • Some agency executives see certain dangers ahead. With stations flush with business success, there's the question of what was termed by one as business "cleanly handled." He wondered if the medium would not be abused with such practices as multiple spotting, juxtaposition of conflicting product commercials, etc.

Others noted a trend toward "longer copy" in tv spot, or continuation of the minute "fad," as a JWT media man described the trend.

But, a BBDO spokesman cautioned, the prime time adjacency rush has been "outdated" for the past eight months. The more desirable periods for advertisers now are the so-called fringe time of late night, early evening and daytime. Reason is that this time is subject to package plans and hence can be bought at less cost and besides, it's noted, advertisers "are learning they don't need the prime adjacencies to run a campaign."

A McCann-Erickson executive pointed out that spot will continue to draw its great strength from the national advertiser who needs it to supplement a network program or to fit a specific regional need.

TvB SRA, Reps • Mr. Cash notes that the fall should be a particularly good season for television because network commitments have been made and the go-ahead is now clear for spot planning. Station Representatives Assn.'s Larry Webb also took up this point of network schedules tucked away. He thought, too, that many advertisers not able to get into network will turn to spot and that regional advertisers would be hiking budgets during the fall season.

The station representatives on the whole are finding their tv business running ahead of last year. One representative firm, Blair-Tv, for example, sees each of the 1959 seasons well above last year.

There is the feeling among some representatives that some of the large agencies temporarily held back on some spot commitments because the money was needed for setting network fall schedules. But the agencies checked on this point produced no evidence to prove it, one media spokesman at an agency going so far as to say, "There's plenty of money."

Other representatives, such as The Katz Agency ("encouragingly ahead of last year"), Peters, Griffin, Woodward ("most active fall") and H-R Representatives ("substantially heavier buying fall season") among them, reported good buying weather ahead.

There is evidence that some advertisers like Procter & Gamble and P. Lorillard with network buys firm are making overtures for fall spot scheduling many months in advance and toy



NINE REASONS* WHY:


Cleveland
Akron
Youngstown
Canton
Mansfield
Marion
Pittsburgh
McKeesport
Wheeling
Steubenville
Zanesville
Newark
Lancaster
Portsmouth
Fairmont
Morgantown
Clarksburg
Uniontown
Washington
Johnstown
Weirton
New Castle
Butler
Sharon
Franklin
Oil City
Indiana
Athens
Marietta
Cambridge
Belmont
Harrison
Guernsey
Monroe
Noble
Morgan
Perry
Knox
Licking
Hocking
Vinton
Meigs
Jackson
Gallia
Athens
Greene
Fayette
Somerset
Preston
Taylor
Marion
Monongalia
Harrison
Barbour
Tucker
Randolph
Grant
Hardy
Pendleton
Lewis
Gilmer
Wood
Mason
Pleasants
Ritchie
Doddridge
Tyler
Wetzel
Marshall
Ohio
Brooke
Hancock
Jefferson
Belmont
Columbiana
Mahoning
Trumbull
Portage
Stark
Wayne
Medina
Summit
Lorain
Cuyahoga
Geauga
Ashtabula
Erie
Huron
Ashland
Wooster
Holmes
Carroll
Tuscarawas
Coshocton
Muskingum
Perry
Fairfield
Pickaway
Ross
Scioto
Lawrence
Gallia
Jackson
Vinton
Hocking
Athens
Meigs
Washington
Noble
Monroe
Belmont
Guernsey
Harrison
Jefferson
Columbiana
Mahoning
Trumbull
Portage
Summit
Medina
Lorain
Cuyahoga
Geauga
Ashtabula
Erie
Huron
Sandusky
Fremont
Seneca
Wyandot
Crawford
Richland
Ashland
Wayne
Stark
Carroll
Holmes
Coshocton
Muskingum
Licking
Knox
Morrow
Delaware
Franklin
Pickaway
Fairfield
Hocking
Vinton
Jackson
Scioto
Pike
Ross
Lawrence
Gallia
Meigs
Athens
Washington
Monongalia
Marion
Taylor
Preston
Barbour
Tucker
Randolph
Pendleton
Hardy
Grant
Hampshire
Mineral
Allegheny
Beaver
Lawrence
Butler
Armstrong
Indiana
Westmoreland
Fayette
Somerset
Greene
Washington
Allegheny
Beaver
Lawrence
Mercer
Venango
Forest
Clarion
Jefferson
Indiana
Armstrong
Butler

makers already are asking for fall adjacencies to network shows.

Source of Money • With more money by the millions coming into television, the obvious question is "from where?" Agencies, representatives and trade associations provide the answers which follow in summary form:

The swelling volume is not being hypoed by any general hike in rates but there is a trend detected of a disappearance of the discount or package rate offered advertisers by some stations last year when uncertainty was fed by a recession-caused tightening of advertising budgets. The effect is to boost dollar volume.

Though some money is at the expense of other media, it is not appreciable. On the other hand, total budgets of many advertisers have increased but their use of media other than tv has not kept pace (BROADCASTING, June 1).

There are advertisers new to television to the extent that they had engaged in limited use of the medium but now are getting into it deeper. Examples are Warner Lambert's mushrooming spot for Fizzies, the liquid detergent field where Texize is boldly using the medium (BROADCASTING, June 1), Westclox's entry in network specials, Maypo's expected national distribution (and spot usage).

Sears, Roebuck's plans to build up its tv participation is an outstanding example of a blue chip advertiser emerging from the testing phase. American Motors which had no national money in tv to speak of last year is heavy in spot. Regional Chock Full o' Nuts (coffee distributed in selected markets in the Northeast) doubled its spot tv in a two-year period.

New Products • The field of new products traditionally holds promise for spot — the liquid detergents, again, paced at first by Lestoil and since picked up further in activity by Lever, Colgate and P & G entries. Atlantis Sales' French's Instant Potatoes is another new product example.

Aside from these there is an upping of budgets by such stalwarts as P&G, Colgate, Lever and the auto firms (with the new small car entries promising additional spot in the fall).

Equitable Assurance, never before in tv, is in network; Keepsake Diamonds is buying network; Pan-American Airways and Trans-World Airways are among the airlines taking off with more tv; associations are activating network sales (brewers, cigar industry and retail druggists among them).

Industrial firms have been increasing their use of tv. Aluminum Co. of America (ALCOA) has two network shows now, DuPont *(Show of the Month)* will have a new half-hour weekly network series on the air in the fall. The latter program series is an additional buy for DuPont via one of its divisions. Also American Machine & Foundry is sponsoring two specials next season.

Kraft Foods of National Dairy Products illustrates how some advertisers increase tv budgets. Kraft in the past season sponsored a half-hour show with sister division, Sealtest. Next fall, however, Kraft will sponsor a full hour of Perry Como and Sealtest will be full sponsor of *Bat Masterson.*

Not the least of the indicators of tv's upward push: The automotive industry where car sales are going up and additional Detroit dollars are expected to come starting in the fall. Chevrolet's big spending habits in network tv will be joined by Ford, and by Plymouth to an extent (Steve Allen on NBC-TV).

AFA TOLD: SEEK SELF-IMPROVEMENT

Speakers at advertiser group's convention ask for better public image; Fish discusses AFA's planned Washington office; Proud re-elected

The public's image of advertising was of utmost concern to speech-makers at the 55th annual convention of the Advertising Federation of America last week in Minneapolis (June 7-10).

Among those challenging the industry to improve itself was James S. Fish, vice president and director of advertising of General Mills Inc., who was elected chairman of the board of AFA on the last day of the convention. Mr. Fish listed "education, legislation and public service" as a three-way route to better acceptance of the industry.

Examples of AFA's progress in these three directions were highlighted by Mr. Fish. He told the nearly 800 convention delegates that "the AFA is about to set up an information center in Washington. . . . We are surveying college needs in advertising courses . . . and we will soon be involved in helping to improve high school understanding of the real role of advertising in our economy." In respect to the latter, Mr. Fish pointed to AFA's high school essay contest (worth $500 and a plaque), won this year by Judith Rose Armayor, a Miami Edison High School senior.

In the field of public service, the new AFA chairman called on AFA clubs to set up volunteer pools of experts within the industry to meet community requests for advertising and for support of local public service activities.

Problems of Success • Advertising's very success and size have caused some people to fear it, declared Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Chicago, in his convention address. He cited examples of unimaginative, unpleasant, obtrusive, unrewarding advertising that aggravate critics to the point that they build up a case against all advertising. Mr. Cone expressed the hope advertising people can make "all advertising useful, helpful and welcome . . . always welcome."

Mrs. Jean Wade Rindlaub, vice pres-



Honor to Deac • The late Merlin H. (Deac) Aylesworth, pictured here as he appeared in the thirties, was named last week to the Advertising Hall of Fame, sponsored by the Advertising Federation of America. The first President of NBC, (1926-36), Mr. Aylesworth was the first executive officer of the then new radio medium. He instituted broadcast and advertising policies which continue to guide the industry today. Mr. Aylesworth's posthumous award was accepted by Walter Scott, NBC vice president. The pioneer broadcaster died in 1952. Also added to the honor list of advertising men was Kerwin H. Fulton, first president of the General Outdoor Advertising Co.



DUKE ELLINGTON

and his world famous orchestra

Duke Ellington records for COLUMBIA RECORDS

SESAC RECORDINGS adds still another outstanding personality . . .

"Designed for repeated listening" and for the best
in programming, SESAC RECORDINGS fill your every
music need effectively and inexpensively.

For full information and audition material

WRITE! WIRE! PHONE!

SESAC INC. 10 COLUMBUS CIRCLE NEW YORK 19, N. Y.

The WGAL-TV AUDIENCE is GREATER THAN
the combined audience for ALL
OTHER STATIONS in the Channel 8
coverage area. See Lancaster-Harrisburg-
York ARB survey.



desirable as a Star Sapphire

WGAL-TV

STEINMAN STATION • Clair McCollough, Pres.

LANCASTER, PA.

Channel 8 • NBC and CBS

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

ident, BBDO, New York, told the assemblage that advertisers have to find their way back to main street if they are to be successful in the years ahead. Mrs. Rindlaub reported on opinions obtained from residents of Sauk Centre, Minn., the locale of Sinclair Lewis' *Main Street*.

She concluded that advertising needs an honest, simple, humble approach that creates the friendly feeling of "discussion over a back yard fence."

Speaking at AFA's public service awards luncheon, John C. Cornelius, president of the American Heritage Foundation and former executive vice president of BBDO, advised the group to improve the standards of advertising and to get involved in politics. "We image experts had better pay more attention to the image of the advertising business," Mr. Cornelius stated. His remarks were based on a survey of 100 of the nation's thought leaders for their comments on public service advertising. Only eight, he said, were aware of this type of work done by the industry.

Need For Efficiency • The key problem in the advertising industry, according to R.J. Keith, executive vice president of the Pillsbury Co., is to maintain an adequate rate of return in the face of increasing costs and expenditures. Mr. Keith cited three opportunities to increase advertising efficiency—research, creativity and media. The most complex challenge is presented by media, he said. Advertisers and media must work to keep media strong, virile and independent of economic pressure. Next, media must lick the production

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending May 10

TOTAL AUDIENCE†

Rank	No. homes (000)
1. Gunsmoke	17,444
2. Emmy Awards—10:45 p.m.	16,999
3. Emmy Awards—10:00 p.m.	16,465
4. Wagon Train	16,287
5. Danny Thomas	14,285
6. Rifleman	14,240
7. Have Gun, Will Travel	14,240
8. I've Got a Secret	13,751
9. Zane Grey Theatre	13,528
10. Cavalcade Of Sports	13,528

Rank	% homes*
1. Gunsmoke	40.1
2. Emmy Awards—10:45 p.m.	38.9
3. Emmy Awards—10:00 p.m.	37.6
4. Wagon Train	37.5
5. Rifleman	33.4
6. Danny Thomas	32.8
7. Have Gun, Will Travel	32.7
8. Zane Grey Theatre	31.5
9. I've Got a Secret	31.4
10. Cavalcade Of Sports	31.2

AVERAGE AUDIENCE‡

Rank	No. homes (000)
1. Gunsmoke	16,421
2. Emmy Awards—10:00 p.m.	14,819
3. Emmy Awards—10:45 p.m.	14,552
4. Have Gun, Will Travel	13,395
5. Danny Thomas	13,261
6. Rifleman	13.217
7. Wagon Train	12,994
8. I've Got a Secret	12,549
9. Zane Grey Theatre	12,104
10. Father Knows Best	12,015

Rank	% homes*
1. Gunsmoke	37.8
2. Emmy Awards—10:00 p.m.	33.9
3. Emmy Awards—10:45 p.m.	33.3
4. Rifleman	31.0
5. Have Gun, Will Travel	30.7
6. Danny Thomas	30.4
7. Wagon Train	29.9
8. I've Got a Secret	28.6
9. Zane Grey Theatre	28.2
10. Red Skelton	27.7

Copyright 1959 A. C. Nielsen Co.

† Homes reached by all or any part of the programs, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

PULSE

TOP 20 NETWORK PROGRAMS

Tv report for March-April

Once A Week	Rating April	Rating March
Gunsmoke	31.5	33.3
Wagon Train	31.5	32.0
Perry Como	31.2	32.2
Playhouse 90	28.8	28.0
Danny Thomas	27.7	28.3
Rifleman	27.3	26.5
Maverick	27.1	29.2
Loretta Young	27.0	27.5
77 Sunset Strip	25.7	24.8
Alfred Hitchcock	25.5	26.2
Have Gun Will Travel	25.2	27.1
Chevy Show	24.9	24.5
Peter Gunn	24.9	
Wyatt Earp	24.9	
Ann Sothern	24.7	
Lucy-Desi Show	24.7	
Wells Fargo	24.7	24.6
Father Knows Best	24.6	25.0
Restless Gun	24.6	24.0
Ed Sullivan	24.3	
Perry Mason	24.3	25.2

Multi-Weekly	Rating April	Rating March
CBS News-Edwards	12.1	12.0
American Bandstand	11.1	11.4
Jack Paar Show	10.1	8.9
Price Is Right	10.0	10.2
Concentration	9.6	9.6
Guiding Light	9.6	9.6
Mickey Mouse Club	9.4	9.8
Search For Tomorrow	9.4	9.5
NBC News	9.4	9.3
Adventure Time	8.9	9.2

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Adventure Time (ABC-120): various sponsors, Tues. and Thurs. 5:30-6 p.m.

American Bandstand (ABC-104): various sponsors, Mon.-Fri. 4-5:30 p.m.

At the Movies (NBC-171): Rexall (BBDO), Sun. May 3, 10-11 p.m.

Cavalcade of Sports (NBC-173): Gillette (Maxon), Fri. 10 p.m.-conclusion.

CBS News-Edwards (CBS-158): various sponsors, Mon-Fri. 7:15-7:30 p.m.

Perry Como (NBC-172): various sponsors, Sat. 8-9 p.m.

Concentration (NBC-152): various sponsors, Mon.-Fri. 11:30 a.m.-noon.

Emmy Awards (NBC-170): Benrus (Grey), Procter & Gamble (Grey), May 6th, 10-11:30 p.m.

Father Knows Best (CBS-154): Lever Bros. (JWT), Scott (JWT), Mon. 8:30-9 p.m.

Zane Grey Theatre (CBS-153): S. C. Johnson (B&B), General Mills (B&B), Thurs. 9-9:30 p.m.

Gunsmoke (CBS-146): Liggett & Myers (D-S-F), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Guiding Light (CBS 129): Procter & Gamble (Compton). Mon.-Fri. 12:45-1 p.m.

Have Gun, Will Travel (CBS-170): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-183): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-173): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Lucy-Desi Show (CBS-122): Westinghouse (M-E), Mon. 10-11 p.m.

Maverick (ABC-136): Kaiser, Drackett (both Y&R), Sun. 7:30-8:30 p.m.

Mickey Mouse (ABC-120): various sponsors, Mon., Wed. and Fri. 5:30-6 p.m.

NBC News (NBC-130): various sponsors, Mon.-Fri. 6:45-7 p.m.

Jack Paar (NBC-135): participating sponsors, Mon.-Fri. 11:15 p.m.-1 a.m.

Perry Mason (CBS-148): various sponsors, Sat. 7:30-8:30 p.m.

Peter Gunn (NBC-190): Bristol-Myers (DF&S), Mon. 9-9:30 p.m.

Playhouse 90 (CBS-158): various sponsors, Thurs. 9:30-11 p.m.

Price Is Right (NBC-156): various sponsors, Mon.-Fri. 11-11:30 a.m.

Rifleman (ABC-152): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

Restless Gun (NBC-146): Procter & Gamble (Burnett), Sterling Drug (D-F-S), Mon. 8-8:30 p.m.

Search For Tomorrow (CBS-132): Procter & Gamble (Compton), Mon.-Fri. 12:30-12:45 p.m.

77 Sunset Strip (ABC-132): American Chicle, Whitehall, and Carter Products (all Bates), Harold Ritchie (K&E), Fri. 9:30-10:30 p.m.

Red Skelton (CBS-171): Pet Milk (Gardner), S. C. Johnson (FC&B), Tues. 9:30-10 p.m.

Ann Sothern (CBS-192): General Foods (B&B), Mon. 9:30-10 p.m.

Ed Sullivan (CBS-179): Eastman-Kodak (JWT), Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Danny Thomas (CBS-194): General Foods (B&B), Mon. 9-9:30 p.m.

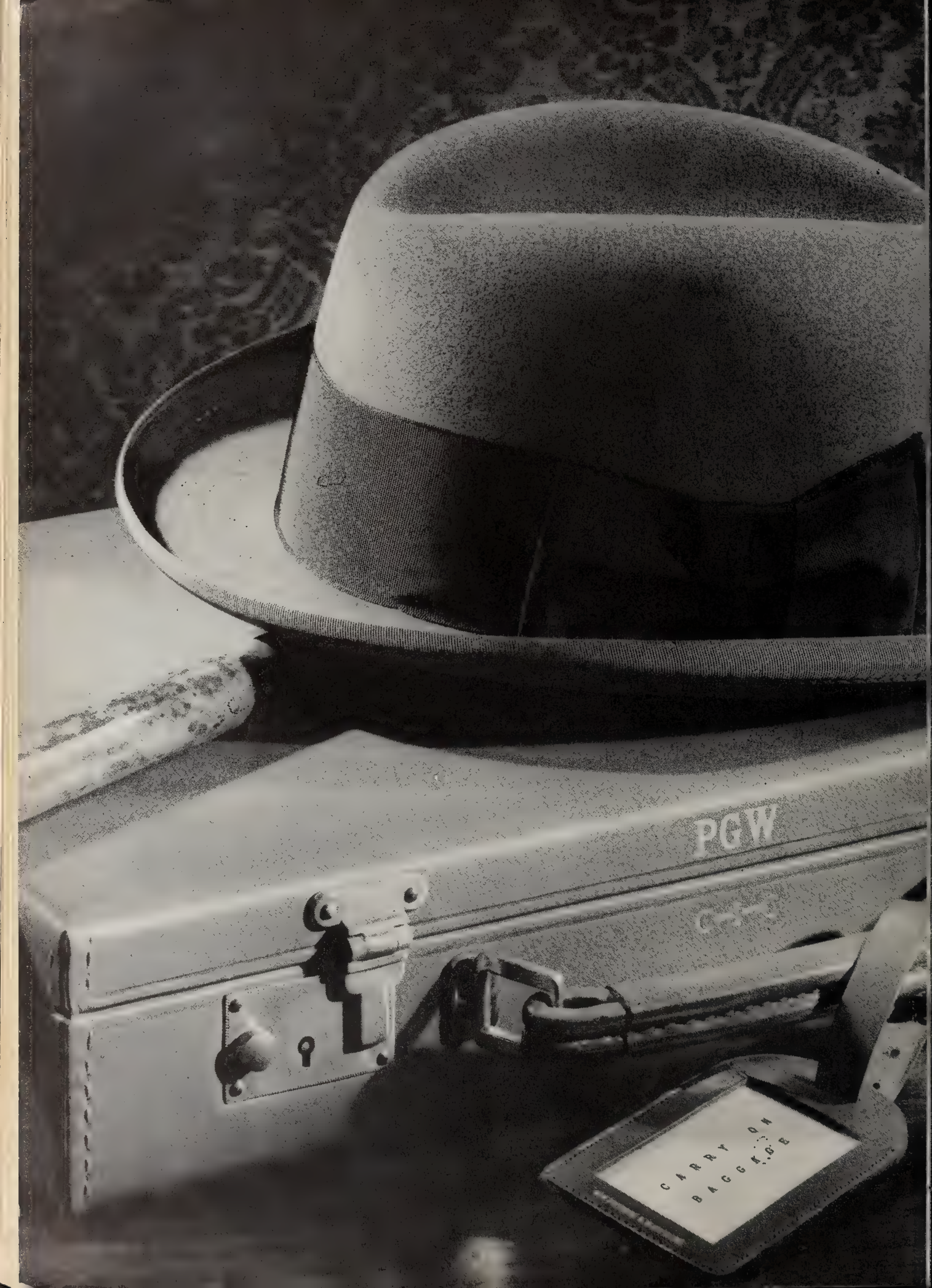
Wagon Train (NBC-180): National Biscuit Co. (M-E). R. J. Reynolds (Esty), Ford Motor Co. (JWT), Wed. 8:30-9 p.m.

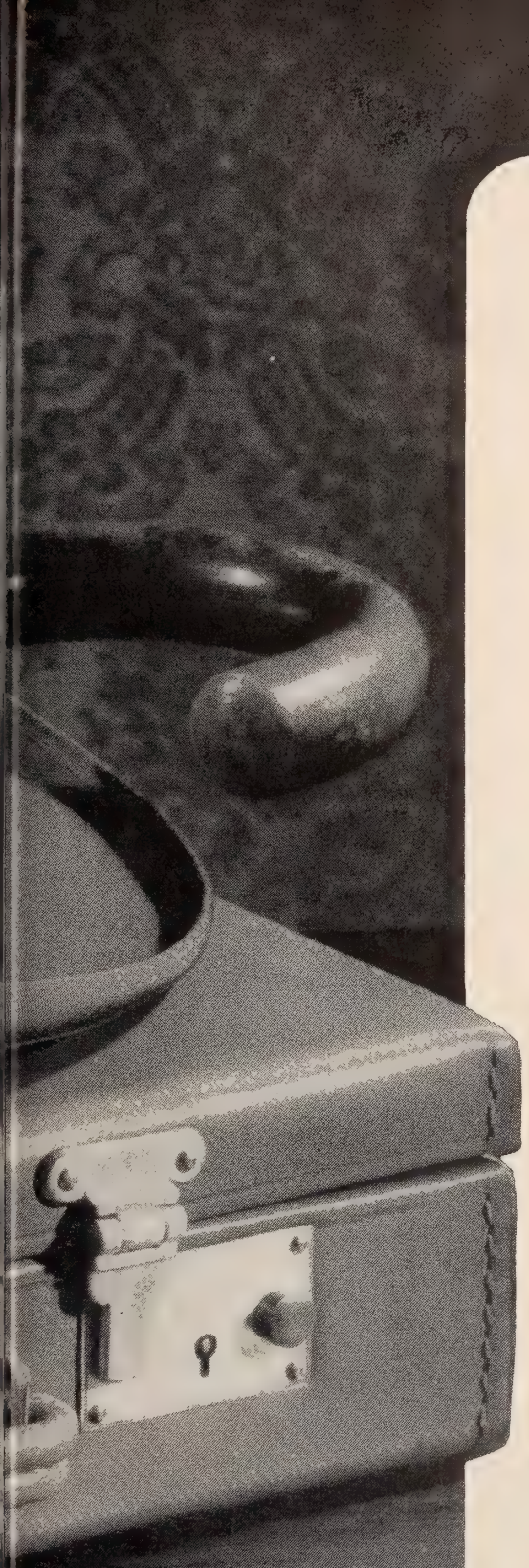
Wells Fargo (NBC-194): Buick (M-E), American Tobacco (SC&B), Mon. 8:30-9 p.m.

Wyatt Earp (ABC-142): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Wyatt Earp (ABC-142): Procter & Gamble (Compton), General Mills (D-F-S), Tues. 8:30-9 p. m.

Loretta Young (NBC-145): Procter & Gamble (B&B), Sun. 10-10:30 p.m.


PGW
CARRY ON
BAGGAGE



THE PGW COLONEL SAYS:

"The C.I.C. is a V.I.P. at PGW"

Every station represented by **PGW** has a C.I.C. . . . a "Colonel-in-Charge" who is that station's special on-the-spot spark plug. He is an extra special line of communication between the station and all other **PGW** salesmen.

The C.I.C. adds a big plus to our service and a big plus to our selling, and we think that every plus in this business is *very* important. Don't you?

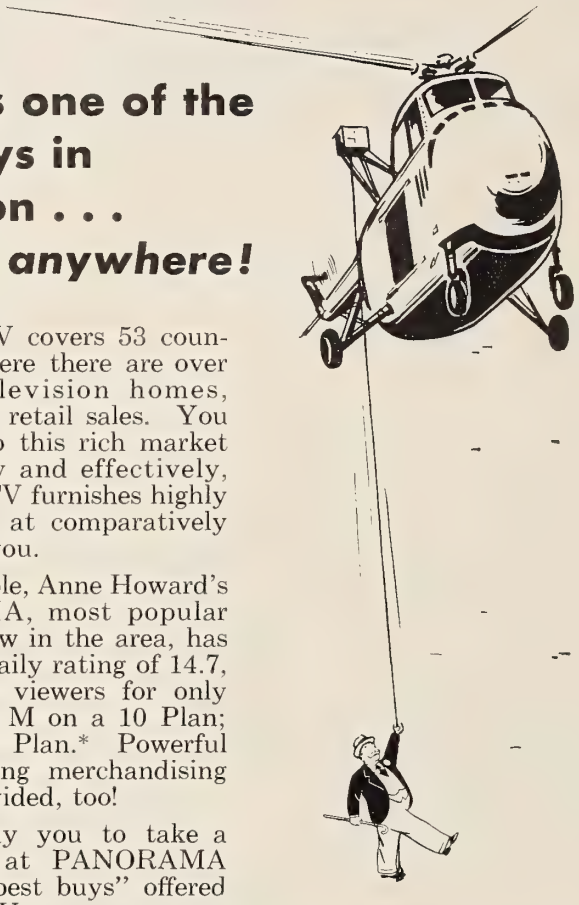


PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

Ask the man who gets around...



WDBJ is one of the best buys in television . . . *anywhere!*

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, Anne Howard's PANORAMA, most popular women's show in the area, has an average daily rating of 14.7, and delivers viewers for only 82 cents per M on a 10 Plan; $1.05 on a 5 Plan.* Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at PANORAMA and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS TELEVISION CHANNEL 7

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

1

United Press International news produces!

problems which result from attempting to meet today's business conditions with yesterday's production technology, Mr. Keith opined.

Rep. Bob Wilson (R-Calif.) urged advertisers to speak up against unfair attacks and unfair legislation. The congressman, who also is a partner in the San Diego agency of Champ, Wilson & Slocum, looked at the establishment of an AFA office in Washington as a step toward fulfilling a long time need for advertising to answer the challenges to its own operations. Right now, Rep. Wilson pointed out, Pennsylvania Ave. is a bothersome detour between Madison and Main.

John J. Ryan, New York state assemblyman and legal counsel for the AFA, in his address before the annual business session, described recent attacks on advertising made by various government levels. The advertising profession must voice opposition to dangerous legislative encroachments, he declared. "The most effective method of influencing legislation yet devised is still the simplest — direct communication between John Doe, citizen, and his elected representative," Mr. Ryan suggested.

On June 7 AFA's board of directors voted unanimously to establish not later than September a full-time staff and office in Washington, D.C., as a prelude to the move of general headquarters from New York to Washington on or prior to Sept. 1, 1960. A branch office in New York City would be maintained (see story, page 32).

Other convention developments included the founding of the American Academy of Advertising for the purpose of stimulating exchange of advertising information between educators and practitioners. H.W. Hepner, head of the Syracuse U. School of Business, was elected the academy's first dean.

Greetings From White House • President Eisenhower wired his personal congratulations to the winners of AFA's first public service awards which were presented in Minneapolis to Thomas D'Arcy Brophy, former chairman of the board of Kenyon & Eckhardt, New York, and Samuel C. Gale, former vice president and advertising director of General Mills Inc., Minneapolis. The President added his best wishes for a fine convention.

The AFA, which embraces 131 local clubs, including more than 50,000 members, cited 20 individual clubs for their outstanding achievement in various fields of public service. Advertising clubs winning dual awards were those from Pittsburgh, Oklahoma City, St. Louis and Milwaukee.

Election of officers • Officers to serve under AFA President C. James Proud, who was re-elected for the next year,



THE PELICAN AND THE LION

A MADISON AVENUE TALE...WITH A MORAL

Once upon a time, an adwriter when faced with the task of graphically illustrating the superiority of MGM's facilities for producing TV film commercials, thought he was mighty clever when he decided to draw a parallel between MGM-TV and a rare old bird called a pelican.

It would be visually compelling, he thought, and a line he remembered from Bartlett's Familiar Quotations: (A remarkable bird is the pelican, his mouth holds more than his bellican) seemed to be equally compelling. And so he wrote an ad that compared some producers of TV commercials with the pelican (lower case p) whose mouths were big, but whose facilities for delivering the goods were limited.

Now, little known to this copywriter, there was a very successful and reputable animated film producer named Pelican (capital P).

When they saw his ad they were shocked... and rightly so! For this copywriter had in all his innocence cast aspersion on their good name.

And so the adwriter was very sorry and MGM-TV was very sorry. They hadn't meant to deprecate either the creativity or the facilities of this reputable animation producer.

As it happens, MGM-TV is not in the animated commercial business and hadn't meant to take a swipe at any animated commercial producers.

THE MORAL OF THE TALE:

It's better to tell the world how good you are . . . positively, rather than by negative example (i.e., We think our commercial department is the very best) . . . because what starts out to be an innocent reference to a pelican, may well turn into an embarrassing bird.

MGM-TV

BILL GIBBS,
Director of Commercial
and Industrial Films

LOS ANGELES: Bob Fierman, TE 0-3311 • SAN FRANCISCO: PR 5-1613
NEW YORK: Jack Bower, Phil Frank, JU 2-2000 • CHICAGO: Bob McNear, FI 6-8477

were named at the convention. George W. Head, manager, advertising and sales promotion, National Cash Register Co., Dayton, Ohio, was re-elected vice president and chairman of the AFA Council on Advertising Clubs. Also re-elected was Philip E. Nutting, New England advertising manager, *Holiday* magazine, Boston, for a second term of one year on the council and as a vice president. Lee Fondren, station manager and director of sales, KLZ Denver, was elected to a vice president's post for the first time. Bonnie Dewes, vice president, D'Arcy Adv. Co., St. Louis, was re-elected a vice president and chairman of the Council on Women's Advertising Clubs.

Nine advertising executives were elected or re-elected to AFA's 58-member board of directors for two-year terms. Those named for the first time are: J. Davis Danforth, executive vice president, BBDO, New York; Albert N. Halverstadt, manager, production division, Procter & Gamble, Cincinnati; Burton E. Hotvedt, vice president, Klau-Van Pietersom-Dunlap Inc., Milwaukee; Bill McDade, partner, Judd Adv. Co., St. Louis; and Charles B. Ryan Jr., vice president, Firestone Rubber Co., Akron.

Directors re-elected: Leo Burnett, chairman, Leo Burnett Co., Chicago; John P. Cunningham, chairman, Cunningham & Walsh Inc., New York; Dr. Melvin S. Hattwick, director of advertising, Continental Oil Co., Houston; and Perry L. Shupert, vice president, sales and advertising, Miles Labs, Elkhart, Ind.

AFA PLANS POTOMAC CAMPSITE

Move from Gotham to come by September

The Advertising Federation of America in a move to establish closer contact with activities of the federal government, is moving its headquarters from New York to Washington.

AFA's board of directors voted unanimously to establish a Washington office and staff, not later than September 1959, and to move the Federation's general headquarters by September 1, 1960. A branch office will be kept open in New York.

Robert M. Feemster, AFA board chairman, in announcing AFA's decision, said the move was based on several reasons.

He said, in Washington AFA (a national organization) will be in closer touch with many business groups with whom it works closely. He mentioned the U.S. Chamber of Commerce and the Federal Trade Commission as examples. Also, he continued, Washington is a gathering point for national and international information, which AFA can pass on to its members.

The new AFA office was described as "an embassy in the nation's capital for all advertising, serving as a center for both information and communication with government and back to all segments of business concerned with advertising."

In recent years, the advertising business has been seriously concerned with an increasing number of governmental attempts, at both local and national levels, to impose restrictions on its operations (also see EDITORIAL, page 106).

RADIO PREVIEW:

Now 'hear' this • A media-mixup brings humor to the latest radio spot campaign for Plymouth automobiles. The announcer, evidently a fugitive from tv work, addresses the radio audience as if it were a tv audience. He is constantly chided by a voice which, to little avail, attempts to set him straight regarding the medium employed. Despite the whispered corrections, the announcer keeps lapsing back into the jargon of television announcing. Text of one of the two such scripts audible from mid-May through June in 35 markets at a frequency of 15 to 20 times per week:

ANNOUNCER: (very pontifical) Hello, friends of television land. . . .

WHISPERING VOICE: (breaks in) . . . This is radio.

ANNOUNCER: Uhh, uhh, I would like to show your viewers that although the prices of the three top selling low-priced cars are about the same, Plymouth has a big difference.

WHISPERING VOICE: You're on radio, not television.

ANNOUNCER: Yes, uhhh, the great radio . . . uhh, I mean the big difference shows in Plymouth styling. See this beautiful sportdeck. Only Plymouth, in its class, offers it.

WHISPERING VOICE: They can't see it; this is radio.

ANNOUNCER: Shhhh! And this style is just part of the big difference. Plymouth has the big difference in features too, such as these new option swivel seats and push-button drive and heat controllers; and Plymouth has the big difference in its torsion aire ride also. Just watch how easily Plymouth takes this road.

WHISPERING VOICE: They can't see it.

ANNOUNCER: They can't see how Plymouth does it so smoothly. Uhhh, the other lower priced cars can't see it, that is. But you will when you take a two-mile trial run at your Plymouth dealer. Do it today, won't you. . . . Let me see, where was I?

WHISPERING VOICE: You're on radio!

ANNOUNCER: Oh, yes, Plymouth has a fine radio—be sure and try it.

Creators of this organized misunderstanding: Pat Gallagher and Frank Hopkins, N.W. Ayer & Son, Detroit.

Grant to aim Dart at public for Dodge

The appointment of Grant Adv., Chicago, as agency for the new Dodge Dart line of automobiles (BROADCASTING, June 8) was confirmed last week. Though no details were available, it was reported that the Dart advertising budget would be added to the Dodge division line for a total of about $20 million.

M. C. Patterson, general manager of the Dodge car and truck division, said the Dart will be introduced as part of Dodge's 1960 passenger cars and will be sold through Dodge dealers. He added:

"Because all products will carry the Dodge name, dealers will be able to stage more unified advertising and promotion campaigns."

Estimates are that about $16 million had been earmarked to advertise the regular line of Dodge passenger cars during 1960-61 and about $4 million has been added because of the introduction of the Dodge Dart. But company spokesmen could not say at this time what proportion of the entire budget would be allocated to the Dart. The primary effort of the Dodge division is the hour-long *Lawrence Welk Show* on ABC-TV and part of the advertising thrust on the program will be on behalf of the Dodge Dart.

The Dart is a compact car with a wheel-base of 118 inches and will compete with other cars in the low-price field.

New research network

Reach, McClinton & Co., New York, has established a nationwide research network with headquarters in the agency's New York office. Six permanent branch offices in key cities will be maintained. The network will "enable us to conduct research projects in the speediest and most economical manner possible," Paul Keller, research director, says. The cities: Chicago, Boston, Los Angeles, Houston, Minneapolis and Jacksonville. Project director for the network is Barbara Marsak, according to the agency.



YOU CAN'T MAKE LOVE BY LONG DISTANCE

Proximity—that's what it takes to win a woman. And that's what it takes to win and hold an audience. This is the simple, logical reason why WJR has ended its network affiliation in favor of its own programming.

Our audience is our first concern. Serving the most people in the most acceptable way calls for programming that's tailor-made to suit the many varied tastes of our listeners. That's what we call complete-range programming . . . programming with something for everyone.

On WJR today there are an impressive number of new programs —new services—new voices. But actually, these new programs are simply an extension of our long-standing, well-accepted philosophy of something for everyone.

It adds up to this—we are providing the 17 million folks in WJR's area with a more interesting, exciting and varied program service than ever before.

In this way we not only serve our listeners but our sponsors better. With WJR's new complete-range programming, the advertiser gets an even larger, more responsive audience. See your advertising manager, agency or Henry I. Christal representative.



WJR's primary coverage area—over 17,000,000 people.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

WPIX (TV) ad plan gives sponsor 'Impact'

A whole evening's worth of product protection instead of the standard 15 minutes, plus "de-commercialization" of station breaks, is the appeal WPIX (TV) New York is offering six advertisers under its new "Night of Impact" plan. It works like this:

The 7:30-11 p.m. period of Wednesday ("mystery night" under WPIX block-night programming) is sold to a restricted list of six products, all noncompeting. Each advertiser gets two half-sponsorships of programs plus one 60-second station break each week. Both program and break times rotate over a period of weeks. Also, the station has eliminated all 10- and 20-second spots as well as station promos during the breaks. The package sells at straight card rates.

Six products of three advetrisers are now in on the "night of impact" plan for the initial 13-week run: L&M cigarettes (Liggett & Myers through Dancer-Fitzgerald-Sample), Spic and Span (Procter & Gamble through Young & Rubicam), and four Bristol-Myers products: Ipana and Vitalis (Doherty, Clifford, Steers & Shenfield), Bufferin (Young & Rubicam) and Ban (BBDO).

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week June 4-10 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., June 4	Playhouse 90 (9:30 p.m.)	CBS-TV	23.8
Fri., June 5	77 Sunset Strip (9:30 p.m.)	ABC-TV	22.3
Sat., June 6	Gunsmoke (10 p.m.)	CBS-TV	24.2
Sun., June 7	What's My Line (10:30 p.m.)	CBS-TV	26.6
Mon.. June 8	Lucille Ball-Desi Arnaz (10 p.m.)	CBS-TV	25.2
Tue., June 9	Rifleman (9 p.m.)	ABC-TV	17.8
Wed., June 10	Circle Theatre (10 p.m.)	CBS-TV	18.3

Copyright 1959 American Research Bureau

• Business briefly

Time sales

• The Philip Morris Co., N.Y., for Marlboro cigarettes, will be an alternate-week sponsor of *Troubleshooters* (NBC-TV Fri. 8-8:30 p.m.). The new adventure series, starring Keenan Wynn and former Olympic star Bob Mathias, begins next fall. Agency: Leo Burnett, Chicago.

• The General Electric Co., N.Y., through Maxon Inc., has renewed *G-E College Bowl* (CBS-TV Sun. 5:30-6 p.m.) for next season. The weekly quiz, on which college students compete for scholarship funds for their respective institutions, had its debut last fall. It concludes the current season June 28, returning Oct. 4.

• ABC Radio announces renewal of the *Old Fashioned Revival Hour* (Sun. 4-4:30 p.m.) by the Gospel Broadcasting Assn., L.A., through R.H. Alber Co. there. In addition, the U.S. Pharmacal Co., Glenside, Pa., through Gresh & Kramer, Phila., will be a participating sponsor of the *Breakfast Club* (Mon.-Fri. 9-10 a.m.) effective July 1.

• The Texas Co., N.Y., Texaco petroleum products, has signed for full sponsorship of NBC-TV's *The Huntley-Brinkley Report* (Mon.-Fri., 6:45-7 p.m.), starting June 29. The order for the program, which will be retitled *Texaco Huntley-Brinkley Report,* is the biggest order for news ever placed by a single sponsor, the network announced. The news show will continue under the supervision of William R. McAndrew, vice president, NBC News, with Reuven Frank as producer and Eliot Frankel as associate producer. Cunningham & Walsh Inc., N.Y., is Texaco's agency.

• E. I. du Pont de Nemours Co., Wilmington, Del., in addition to its purchase of *The June Allyson Show,* which starts Sept. 21 on CBS-TV (Mon. 10:30-11 p.m.), has renewed its sponsorship of the *du Pont Show of the Month* for the 1959-60 season on the same network, starting Sept. 28. Du Pont's agency: BBDO.

• American Airlines, N.Y., has renewed sponsorship of its *Music 'Til Dawn* program over WCBS New York, WBBM Chicago, KNX Los Angeles, KCBS San Francisco, WEEI Boston and WTOP Washington, effective immediately, on a six-day basis, starting at 11:30 p.m. and continuing through 5:30 a.m. or 6 a.m. weekdays and on Saturdays until 6:30 a.m. or 7 a.m. Agency: Young & Rubicam, N.Y.

• Colgate-Palmolive Co., N.Y., will sponsor a Friday night western anthology series titled *Colgate Western Theatre* starting July 3 and continuing through Sept. 4 on NBC-TV (9:30-10 p.m. EDT). Programs, previously presented on various other tv series, take the spot of *The Thin Man* which ends its current stand on June 26. Series was ordered through Ted Bates & Co., N.Y.

• ABC-TV reports group of renewals by sponsors of its daytime programming and the signing of a new advertiser, Block Drug Co., Jersey City, through Sullivan, Stauffer, Colwell & Bayles, N.Y. (CLOSED CIRCUIT, June 8). Advertisers who renewed include Johnson & Johnson, Drackett Co., Beech-Nut Life Savers and General Food Corp., all through Young & Rubicam, N.Y.; Armour & Co. and Lever Bros., both



Open for business • Henderson Adv. Inc. formally opened its $200,000 Greenville, S.C., building in June 4-5 ceremonies. Civic-state officials, business leaders and clients attended the proceedings, a half-hour of which was telecast live by WFBC-TV Greenville and later by WSPA-TV there and WLOS Asheville, N.C.

Features of the two-story building include exterior walls of veil block, a tv theatre in the Radio-Tv Dept. (that incorporates the latest video-sound equipment) and a test kitchen.

THERE'S A NEW TOP TWO IN TELEVISION!

It's not just a trend any longer.

Now the margin is clean-cut, decisive, even overwhelming. ABC-TV and the other top network, between them, own the No. 1 ratings in 36 out of 42 evening half hours (17 for ABC, 19 for the other top net). The third network is first in only 6 half hours.

The same Top Two dominate the evening share of audience averages. They're both comfortably above 30—ABC with 31.4, the other top net with 32.9. The third network's average is 26.8.

On one score, ABC stands all alone. It has the highest average share of audience four out of seven nights a week—more than the other two networks combined!

A *new* Top Two, did we say? Actually, it's been that way for some time now. It's just that now it looks so permanent.

Go right to the TOP—go...

ABC TELEVISION

Source: Nielsen 24-Market TV Report, week ending May 31, 1959, average share of audience, Sun-Sat. 7:30-10:30 P.M., all commercial programs.

NOW!



REDUCED RASTER FEATURE on CONRAC UTILITY MONITORS!

Improved versions of the Conrac "CF", "CK" and "CL" series utility monitors now being delivered include an important improvement—raster size reduction. This feature, previously available only on the most expensive monitors, permits operation at reduced picture size—showing all four corners—by simply changing two connections.

Of particular interest to present users of Conrac Monitors is the fact that this new feature can be easily incorporated in any 70° Conrac Monitor manufactured since 1951. This includes all CB, CF, CK and CL models. Modification kit with complete instructions is available at nominal cost. Write for complete information.

Conrac manufactures a complete line of monochrome monitors from 8 to 27 inches, the CH21B Color Monitor and an Audio-Video Receiver.



ELECTRONIC INDUSTRIES ASSOCIATION EIA MEMBER

CONRAC, INC.

Makers of Fine Fleetwood Home Television Systems

Dept. K
Glendora,
California

Telephone: Covina, California, EDgewood 5-0541

through Foote, Cone & Belding, N.Y.; and Toni Co., Chicago, through North Adv., Chicago.

• Hamady Bros. Food Markets and Yankee Stores, both Flint, Mich., have bought all the hourly newscasts of WTAC Flint for 52 weeks. Of the total 6,552 newscasts, Hamady sponsors 84 a week and Yankee 42 a week.

• Buick Motor Div. of General Motors Corp., Flint, Mich., will sponsor four 90-minute dramatic programs based on the writings of Ernest Hemingway on CBS-TV during the 1959-60 season, it was announced Monday (June 8) by William Hylan, CBS-TV vice president of sales administration. The only program date named is Thursday, Nov. 19 in the 9:30-11 p.m. time period. None of the Hemingway properties has been selected, the network reported. Buick's agency: McCann-Erickson Inc., New York.

Agency appointments

• General Mills (Betty Crocker dessert mix products) and International Latex Corp. figure in new agency appointments. General Mills named BBDO to handle six new dessert mixes with a billing of some $3 million a year. Other Betty Crocker products are handled by BBDO which now ups its General Mills account to the $10 million level. Tv advertising is part of the media plan. Latex has designated Reach, McClinton, N.Y., to handle a new Playtex product soon to be announced (agency already has Playtex bras, baby pants, Drypers and household gloves and Isodine products). Ted Bates now receives Playtex girdles (spot tv advertiser) from Reach starting Sept. 1.

• The New Bedford, Wodds Hole, Martha's Vineyard & Nantucket Steamship Authority names Allenger Adv., Brookline, Mass.

• Fairmont Foods Co., Omaha, names Allen & Reynolds there.

• John B. Canepa Co. (Red Cross macaroni, spaghetti products), Chicago, appoints Lilienfeld & Co., same city, to handle its account effective immediately. Company has been using radio and television.

• Reach, McClinton & Pershall, Chicago, resigns Candy-Gram Inc. (candy by wire) account, same city, because of product conflict involving another client. Over half a dozen agencies, including The Buchen Co., Chicago, are under consideration. The company, founded earlier this year, has confined advertising mostly to print.

• Also in Advertising

• Welch, Collins & Mirabile Inc. and

James B. Rogers Assoc., both Baltimore agencies, announce their association as Rogers & Collins Inc. New agency will occupy present Rogers offices at 2317 Maryland Ave., Baltimore 18.

• The first annual $1,000 Broadcasting Executives Club of New England scholarship has been awarded. The winner will major in broadcasting at Boston U.'s School of Public Relations & Communications.

• Promotion Assoc., advertising-pr firm, formerly located in dual offices at 120 N. Pitt St., Alexandria, Va., and 734 15th St., N.W., Washington, D.C., has moved to new and enlarged offices in the Headquarters Bldg., 2000 P St., Washington. Telephone: Adams 2-0100.

• Griswold-Eshleman Co., Cleveland, is moving from 1400 Terminal Tower to 55 Public Square Bldg.

• A bill to prohibit subliminal advertising by radio or television in California has been sent to an interim committee of the State Assembly, effectively killing it until the next legislative session two years hence. Same fate was met by two measures on pay television, one to bar making a charge for any tv program in one part of the state if it is shown free in another, the second measure to require pay tv companies to secure state certificates before beginning operations. These bills were opposed by the Screen Actors Guild and the Hollywood AFL Film Council, who view pay tv as an additional source of employment for performers as well as by firms interested in entering the business of subscription television.

• At least half a dozen agencies were in process of preparing presentations last week for Oscar Mayer & Co. (meat products) account, being cut adrift from Wherry, Baker & Tilden (soon to become Baker, Tilden, Bolgard & Barger). No immediate decision is expected. Account billed about $1.5 million with a substantial share in broadcast media.

• Col. Ted Deglin of Ted Deglin & Assoc. Inc., commanding officer of a newly formed Army Reserve public information unit, has announced that openings are available to reserve officers with civilian background in advertising, copywriting, newswriting, public relations, radio and television. The unit, which meets 24 nights a year, advises and executes special projects for the Dept. of the Army and the First United States Army. Resumes of civilian and Army experience should be sent to Col. John J. Kelly, chief information section, Headquarters First U.S. Army, Governors Island, N.Y.

KLZ-RADIO SHOWS *First* IN SURVEY AFTER SURVEY!

Personalities such as these make KLZ the Denver leader!



Starr Yelland #1

An estimated 10,000 ADULT listeners have participated ON THE AIR in Starr's "Party Line" beep-phone public opinion show—and it's still going strong!

PARTY LINE
8:05-9:00 P.M.



Pat Gay #1

Every woman loves to talk—and every woman likes to "eaves drop" on phone conversations—all are satisfied on Pat's show where both sides of the conversation are heard on the air.

The PAT GAY SHOW
12:10-12:45 P.M.



Art Gow #1

Housewives by the thousands have talked with Art ON THE AIR through unique beep-phone showmanship arrangement and Art has played their *live music* requests as fast as they come up—he's still doing it!

The ART GOW SHOW
10:05-11:00 A.M.

LET THESE KLZ AIR SALESMEN SELL FOR YOU!

Call your KATZ man or Lee Fondren, Denver

KLZ-Radio

560 ON THE DIAL IN DENVER

CBS FOR THE ROCKY MOUNTAIN AREA

NAB BOARDS TO TACKLE PROBLEMS

Tv Code's Preparation H hassle and tv's pr high on agenda

NAB's three-ply boards of directors, meeting in Washington this week, face the trickiest public relations tangle in years.

Three problems will confront the Tv, Radio and Joint Boards at their Mayflower Hotel sessions:

• Launching of the biggest public relations project in broadcasting history —a campaign to improve the public's appreciation of television.

• Reorganization of the public relations operation at NAB's Washington headquarters. This is entirely separate from the tv campaign but the two had a common origin—the NAB Chicago convention in March.

• Review of the whole Tv Code structure as the separate Tv Code Review Board's attempts to enforce a ban against commercials for Preparation H are being met with some resistance.

The annual June directors' schedule opens today (June 15) with a meeting of the Code board, headed by its new chairman, Donald H. McGannon, Westinghouse Broadcasting Co., who assumed office during the spring.

While the code unit operates with secrecy, it's understood a group of tv stations received formal notice they would lose the code seal unless they drop Preparation H before the top-drawer NAB Tv Board meets Wednesday (June 17). Those desiring a hearing are entitled to appear at the Wednesday meeting. This procedure was followed last April 30 when the Tv Board lifted the seal from "several stations" (reportedly eight) after more than a dozen had been given final warning.

A Dilemma • Today's Code Board meeting may assume make-or-break proportions. As many as 75 tv station subscribers to the code have been known to carry Preparation H.

The problem boils down to this dilemma—should the code board bump every station that carried Preparation H; or should it say the product isn't sufficiently objectionable to justify potential industry mutiny and therefore the crackdown should be abandoned?

If the code board votes to get tough, and the Tv Board carries out the recommendation, another problem is faced —possible withdrawals by irked stations from association membership. One station, WMTW (TV) Poland Spring, Me., announced it had quit NAB over the Code Board's Preparation H action and a midwest multiple owner (2 vhf tv's, 2 am) dropped out for the same reason (CLOSED CIRCUIT, June 8).

Information Program • The Tv Board will find less feuding when it takes up the Tv Information Campaign. A special five-man board committee, headed by Clair R. McCollough, Steinman stations, will hold a dinner meeting tomorrow (June 16). It will review a detailed report on plans for a national public relations campaign that may run close to $700,000 a year. This is roughly seven times the total budget of the NAB headquarters public relations operation, including publications, industry services and publicity material.

The five-man committee will submit its findings to the TV board Wednesday with recommendations for action. On the committee with Chairman McCollough are C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; G. Richard Shafto, WIS-TV Columbia, S.C., and Willard E. Walbridge, KTRK-TV Houston.

High feeling that something drastic had to be done to cope with misunderstanding of tv's programming and service and to promote appreciation of the medium in a period of intense competition with printed media was heard at the NAB March convention. The result was formation of a working committee headed by C. Wrede Petersmeyer, Corinthian Stations, to get a public relations program on the drafting board. At an April 30 meeting the Tv Board voted unanimously "to carry on a vastly increased industry-wide public information campaign" (BROADCASTING, May 4).

Dissatisfaction • Tied into the thinking of some directors who sponsored the public relations campaign was dissatisfaction with the way this job was being handled at NAB headquarters. This was followed in mid-April by the resignation of Donald N. Martin as public relations assistant to President Harold E. Fellows, effective June 19, when the Joint Board wind up this week's proceedings. Mr. Martin has announced formation of a public relations firm.

At the time Mr. Martin resigned, President Fellows made an oblique reference to the limited scope of the headquarters public relations functioning. He said Mr. Martin's office had "a comparatively modest appropriation" and operated "within the framework of NAB policy as established by the Board of Directors." He credited Mr. Martin with



Dedication platform • On the speakers' dais at the dedication ceremonies of WXYZ-AM-FM-TV Detroit's new $4 million facilities (BROADCASTING, June 8) (l to r): the Very Rev. Celestine J. Steiner, president of the U. of Detroit; Donald L. Swanson, mayor of Southfield, Mich.; Louis C. Miriani, mayor of Detroit; Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc.; James G. Riddell, ABC vice president-Western Div., and G. Mennen Williams, governor of Michigan.



WE'RE BUSIER THAN EVER
IN THE LAND* OF

Profitunity

* The big, rich, 26-county WFLA-TV sales area.

Everyone is selling more of everything in the Land of Profitunity! And with good reason! In the big eight years, 1950-1958, population in this 26-county market is up 61%; retail sales have rocketed 131% and food sales an amazing 146%!

Get your share of this great profit opportunity—spot your service or product on WFLA-TV—dominant *in the Land of Profitunity!*

For *all* the facts, write us today.

Figures from Sales Management 1959 Survey of Buying Power.

wfla-tv CHANNEL 8 NBC
TAMPA - ST PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

important achievements in industry promotion, including speakers guides as well as radio and tv jingles and slogans.

The Joint Boards face the public relations reorganization Friday. They are expected to discuss the matter of a successor to Mr. Martin and must decide if the entire association public relations effort is to be given the financial support needed for a major expansion.

Many other topics are on the board agendas, including such legislative proposals as amendment of Sec. 315 (equal time), the spectrum, federal regulation of broadcasting, educational tv and amendment of the labor law.

Efficiency Report • A report will be heard on a $15,000 investigation of NAB's efficiency and its utilization of a $1 million budget. The consulting firm of Stewart, Dougall & Associates has been contacting broadcasters around the country.

Plans for the NAB autumn regional meetings and the annual convention to be held April 3-7, 1960 in Chicago will be considered. The General Fund Finance Committee and Tv Finance Committee meet tomorrow. Respective chairmen are Merrill Lindsay, WSOY Decatur, Ill., and Mr. Lane.

Reports will be received from a number of NAB standing committees. A special committee studying the renewal of President Fellows' contract is expected to report. His contract expires in June 1960.

NAB unit backs bills to amend Sec. 315

NAB wants the chaotic language of Sec. 315 cleaned up before the next political campaign.

The association's Freedom of Information Committee voted Thursday (June 11) to support Congressional bills designed to amend the Communications Act so freak parties and splinter candidates can't jam the airwaves or prevent legitimate political broadcast coverage (see story page 46).

Two witnesses will represent NAB at hearings to be held by a communications subcommittee headed by Sen. John O. Pastore (D-R.I.). They are President Harold E. Fellows and Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NAB's freedom of information group. Mr. Fellows will appear June 23 but a final date has not been set for Mr. Swezey.

The NAB committee adopted a resolution citing the need for exploration of the overall problem of political broadcasting in view of legislation that would (1) revise the law and (2) abolish the political clause altogether.

In its resolution the committee said there is immediate need to solve the problems involved in news broadcasts of political campaigns.

The committee approved appointment of a subcommittee to work on drafting of an addition to the NAB manual, "Broadcasting the News." This would cover operating procedures and techniques for coverage of courts and other public proceedings. It approved addition of a member representing Radio-Tv Correspondents Assn.

Chairman Swezey reported on joint negotiations with American Bar Assn. for amendment of Canon 35, ABA's ban on court broadcasts (BROADCASTING, May 25). Howard H. Bell, NAB assistant to the president, charted work of state broadcaster associations in the information field.

Attending the meeting were Chairman Swezey; Campbell Arnoux, WTAR-AM-TV Norfolk, Va.; John Daly, ABC; Richard O. Dunning, KHQ Spokane, Wash.; John S. Hayes, WTOP-AM-TV Washington; Joseph Herold, KBTV (TV) Denver; Robert F. Hurleigh, MBS; Theodore A. Koop, CBS and Radio Television News Directors Assn.; Daniel W. Kops, WAVZ New Haven, Conn.; Julian Goodman, NBC; Robert L. Pratt, KGGF Coffeyville, Kan.; D.L. Provost, Hearst Radio, and Lawrence H. Rogers II, WSAZ-AM-TV Huntington, W.Va.

AFTRA, L.A. outlets sign 2-year contract

Staff announcers at non-network stations in the greater Los Angeles area will receive a $10-a-week raise the first year, and a $5 increase the sec-



Independents meet • Attending the Assn. of Independent Metropolitan Stations convention in Houston were kneeling (l to r): Gayle Swofford, WJXN Jackson, Miss.; Bob Earle, WIBR Baton Rouge, La.; Angus Pfaff, WMNP Evanston, Ill.; Sol Radoff, WMIL Milwaukee; Dave Morris, KNUZ Houston, convention host.

Standing: Jack Roth, KONO San Antonio; John Englebrecht, WIKY Evansville, Ind.; Dale Mahurin, KVLC Little Rock, Ark.; Roy Albertson, WBNY Buffalo; James Gatens, KJOE Shreveport, La.; Allan Waters, CHUM Toronto; Bill Simpson, KOL Seattle, Wash., AIMS chairman; Bill Wheatley, WKY Oklahoma City; Bill Hughes, CKNW New Westminster, B.C., Canada; Archie Taft, KOL Seattle; John Moler, WKY Oklahoma City; Art Smith, WKY; Frank Griffith, CKNW New Westminster; Milt Hall, KWBB Wichita, Kan.; Gene Posner, WMIL Milwaukee; Charles Denny, WBNY Buffalo, and Knox La Rue, KSTN Stockton, Calif.

NEW 5000-WATT AM TRANSMITTER



Type BTA-5R/5R1

INTRODUCES ADVANCED SILICON HIGH VOLTAGE RECTIFIERS

The compact BTA-5R/5R1 is available with a choice of tube rectifiers or new long-life silicon rectifiers. Only two tuning controls make this transmitter ideal for reliable remote control operation. Instantaneous Conelrad frequency switching is also available. Vertical chassis construction provides easy front and rear access to all components.

Silicon rectifiers, tested in a pre-production model of the BTA-5R1, were subjected to aging, estimated to be equivalent to 20 years, while the remaining portions of the transmitter also met severe tests. All of them proved the ability of these transmitters to perform over long periods under adverse conditions. The reliable silicon type of rectifier is ideal in remote control applications. The transmitter will operate within ambient temperatures from —4 to +113 degrees F. and to 7500 feet above sea level.

A unique exciter features plug-in crystal oscillators (this is the exciter proved in the BTA-500R/1R). Three switchable crystal positions are provided for: (1) an operating crystal, (2) a spare on the main channel, and (3) provisions for optional instantaneous Conelrad switching. High-fidelity performance is assured with the new 3X3000 F1 modulator tubes that *do not draw grid current* to modulate the two long-life 5762 PA tubes. Overall AF response is ±1.5 db from 30 to 10,000 cycles.

For further information about these and other transmitters, call the nearest RCA Broadcast representative. Or write to RCA, Dept. UC-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

OUTSTANDING FEATURES

- Built-in provision for remote control
- Unique exciter with plug-in oscillator
- Instantaneous Conelrad frequency switching (optional)
- Silicon rectifiers (optional)
- Only two tuning controls
- High fidelity performance

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

ond under a new two-year contract negotiated between the stations and the Los Angeles chapter of AFTRA. The pact, succeeding the one that expired April 30, also increases the severance pay for announcers, which is now set at one week for each year's employment, up to a maximum of six weeks.

The agreement has been accepted by all but three stations, KIEV Glendale and KMPC and KFWB, both Los Angeles, according to Claude L. McCue, executive secretary of the union, who said that the only serious difference is with KFWB. This is the only one of the non-network stations which employs newscasters who both write their newscasts and broadcast them. AFTRA is attempting to get for these employes a scale appreciably higher than that for regular announcers, the same as it has at network stations.

Second dozen times are hardest—KPOL

KPOL Los Angeles has banned all dramatized commercials, effective today (June 1). Bob Scott, program director, attributed the ban to complaints from listeners, reporting that KPOL, which specializes in show tunes and other familiar music that is neither symphonic nor jazzy, never got complaints about singing commercials the way it has over the dramatized spots. He expressed the opinion that this may be because most dramatized commercials wrap their sales talk in a joke which can easily become tiresome after one has heard it a dozen times or more. Agencies informed of the prohibition have been uniformly cooperative, he said, and have all agreed to prepare special copy for use on KPOL.

Also effective today, KPOL is refusing to accept transcribed announcements on its news programs, requiring that all commercials broadcast in connection with the news be delivered live by a station announcer. A third KPOL innovation which starts today is a new set of musical station promotion spots, composed by Irv Orton. These present the station's slogans, such as "The difference is the music," in appropriate musical form, "Celestial rather than frantic," according to Mr. Scott.

Cash from listeners supports fm station

"Free from the tyranny of commercials" but receptive to cash donations from listeners, a new non-commercial fm outlet is about to go on the air in Los Angeles.

Pacifica Foundation, operator of KPFA (FM) Berkeley, Calif., non-commercial station supported by contributions from listeners, is in the process of constructing a similar station, KPFK (FM) in Los Angeles. Target date for the beginning of program service is June 28. KPFK will broadcast from a transmitter on Mt. Wilson with 75 kw on 90.7 mc.

Charter subscribers are now being solicited to support KPFK. The basic "voluntary subscription" is $12 a year for which the subscribers receive the "KPFK Folio," a bi-weekly program guide. A total of 3,000 charter subscribers is needed in order to complete construction, of which more than 1,000 have already subscribed, according to Terrell T. Drinkwater, station manager, whose broadcasting background includes work on the Pomona College station and with CBS-TV during the 1956 political conventions. Since then he has been doing graduate work at the U. of California at Berkeley.

Mr. Drinkwater, who at 23 is one of the youngest station managers in California, said that, "free from the tyranny of commercials, KPFK has a real chance to put something of substance over the air. KPFK is programming for a great diversity of publics rather than the general public. Thus, KPFK will be a supplement to existing commercial radio and television stations."

KPFK is located at 5636 Melrose Ave., Los Angeles 38. Phone: Hollywood 7-7183.

E. Wilson Lyon, president of Pomona College; Eason Monroe, executive secretary of American Civil Liberties Union for Southern California; Catherine Cory, former executive secretary of Friends Committee on Legislation and V.K. Osborne, investment counselor, were elected to the board of Pacifica at a director's meeting in Berkeley.

83% see tv daily

Fewer than two people in ten over four years of age in the U.S. fail to watch tv in the course of an average day (6 a.m.-midnight). This is the finding of an audience study conducted for the Television Bureau of Advertising by A. C. Nielsen Co. and the Pulse Inc. The analysis, full results of which are to be released in mid-July, indicates that 128.6 million people (82.7%) are in the daily tv audience.

Other findings: Peak viewing period is 8-8:30 p.m. when 49.8% of the people in the U.S. over four (about 77.4 million) are watching on an average day; two-thirds (66.9%) are among the viewers sometime between 7:30-10:30 p.m.; the 6-7:30 p.m. audience is 60.7% adult, though 82.1% of children age four to eleven watch tv during that period.

RADIO TOURIST
WIP Atlantic City bit receives local boost

WIP Philadelphia's plan to originate all but two of its programs from the summer resort, Atlantic City, during the last two weeks of July received the support last week of the Atlantic City Chamber of Commerce and the Atlantic City Motel Assn.

The Philadelphia station's plan to combine a special business-getting promotion with a continuous two-week report to Philadelphians on their favorite playground city appeared to have hurdled one obstacle—opposition from WLDB Atlantic City. WIP has asked the FCC to waive its rule which requires a majority of a station's programs to be originated from its "main studio."

WIP told the FCC it wants to "send WIP to Atlantic City as a tourist and vacationer to report on the city to the many people in our Philadelphia service area." The Atlantic City remote programming would involve the move of all WIP's on-the-air operating personnel—some 35 of a total of 80 employes—to the resort city from July 18 to 31, with their families.

The station noted that although there are "commercial aspects" to its plan, WIP would not expect to solicit advertising to the detriment of Atlantic City radio outlets, since the 45,200 families in Atlantic City are only a small part of WIP's 1,507,600-family service area and this would not be feasible to reach Atlantic City consumers. On the other hand, hotels and other resort facilities in Atlantic City which do not attempt to reach local residents probably would be interested in advertising the WIP's Philadelphia area audience, the station said.

The WIP announcement had evoked objections from Leroy and Dorothy Bremmer, owner-operators of 250-w WLDB in Atlantic City. They immediately fired off a complaint to the FCC charging that the powerful (5 kw on 610 kc) Philadelphia station was invading their hometown and would cause WLDB "unwanted loss of needed revenues, embarrassment, loss of prestige" and would impair WLDB's ability to serve the community. The station's owners also contacted civic and business leaders, other radio stations and the New Jersey Broadcasters Assn.

Withdrawal • But the Bremmers sub-



YOU MAY NEVER BE KING FOR 72 YEARS*—

BUT... WKZO Radio Makes You Feel Like A Ruler In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — MARCH 1958

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

WKZO Radio rules more listeners than any other radio station in the big Kalamazoo-Battle Creek and Greater Western Michigan market. On WKZO Radio you get an audience 43% larger than that of the next station!

Pulse *proves* that WKZO Radio holds an astounding margin over other stations with leadership (6 a.m.-12 midnight, Monday through Friday) *in all 360 quarter hours.*

Add WKZO Radio to your sales staff in Kalamazoo-Grand Rapids and Greater Western Michigan. See your Avery-Knodel man for more information!

**Louis XIV became King of France in 1643 at age 5 and reigned for 72 years until 1715.*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

sequently withdrew their protest. They said: "We don't oppose WIP coming to Atlantic City in view of the fact that it is only for two weeks and all the promotion and publicity will be good for Atlantic City."

Quintessence • The gist of the WIP idea is this:

Every regular, local WIP program for the entire two-week period, with the exception of the Phillies ball games and the Monmouth Race Track broadcasts, will originate from Atlantic City on a 24-hours-a-day basis. Also to be programmed daily will be special features based on the resort's varied attractions. MBS programs will continue to be aired.

WRCV - AM - TV, NBC-owned stations in Philadelphia, last week announced that they would originate seven radio and two tv shows weekly throughout the summer from Atlantic City's famed Steel Pier. This will include more than 22 hours, the stations said.

D.j.s Joe Grady and Ed Hurst will host their weekend Bandwagon, two-hour record hop and dance party, on Saturdays and Sundays, 1-3 p.m., effective June 20, on WRCV-TV.

Record impresario Pat Landon will originate his Monday-through-Saturday *Pat Landon Show* at 10 p.m.-1 a.m. from a specially built glass "cell" on the Boardwalk at the pier entrance, effective June 29. Name stars in music and show business will appear on the two shows.

Changing hands

ANNOUNCED • *The following sale of station interest was announced last week, subject to FCC approval:*

• KXO El Centro, Calif.: Sold by Valradio Inc., group headed by Riley R. Gibson, who is also president of Cal-Val Radio, owner of KXOA-AM-FM Sacramento, Calif., for $240,000 to Feldman Enterprises, whose president, Leonard Feldman, is a Nash-Rambler dealer in Chicago. Lincoln Dellar & Co. handled the sale. KXO is on 1230 kc with 250 w and is affiliated with MBS.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 93).*

• KGMS Sacramento, Calif.: Sold to KGMS Inc. (Anthony C. Morici, president, and others have interests in KIST Santa Barbara, Calif., and KRAM Las Vegas, Nev.) by Irving James Schwartz, William Stephen George and John Matranga for $500,000. KGMS is on 1380 kc with 1 kw, directional, and is affiliated with MBS.

• KIVA (TV) Yuma, Ariz.: Sold to Electro Investors Inc. (Harry C. Butcher, chairman of board and 25% owner) by Harry C. Butcher for $241,000. KIVA (TV) is on ch. 11 and is primarily affiliated with NBC-TV.

• KDAN Eureka, Calif.: Sold to Radio KDAN Inc. (James F. Hadlock, president, and other stockholders have interests in KBUC Corona) by W.H. Hanson for $225,000. Comr. Robert Lee dissented on the over-commercialization issue. KDAN is on 790 kc with 5 kw, day.

• WDAT South Daytona, Fla.: Sold to Quality Broadcasters of Daytona Inc. (equally owned by John S. Mark, James S. Beattie and CBS newsman Walter Cronkite) by Harold E. and Helen W. King for $70,000. Mr. Mark owns 23% of WMT-AM-TV Cedar Rapids and KWMT Fort Dodge, both Iowa. Mr. Beattie owns WPTX Lexington Park, Md. WDAT is on 1590 kc with 1 kw, day.

Wis. medics, newsmen propose conduct code

A code of conduct is being drawn up by the State Medical Society of Wisconsin as a guide for improving working relationships between radio-tv newsmen and members of the medical profession.

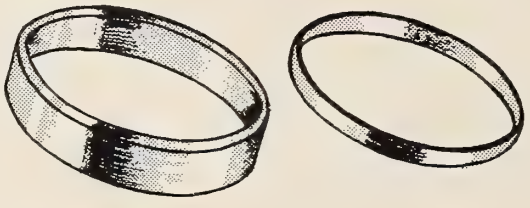
The proposed code was explained to the United Press International Broadcasters of Wisconsin at its meeting in Milwaukee June 6. The organization also re-elected its present officers (see FATES & FORTUNES) and announced its new semi-annual awards.

Al Young, WEAU Eau Claire, was cited for the best job on a story involving a tornado disaster, while WHBL Sheboygan was honored for "consistently good" area coverage, including that of the Kohler Co. strike. UPI broadcasters also commended the wire service for its state legislative coverage.

Court sees Long film

A newsreel film showing the May 26 performance of Gov. Earl Long before a Louisiana legislative committee, taken by WBRZ (TV) Baton Rouge and telecast late at night, will be used as testimony in the scheduled federal court hearing of Gov. Long's sanity. Douglas L. Manship, WBRZ president-general manager, said the film was aired with a warning it was "not fit for children."

Happy Marriage



Finding the right buyer for your property with speed and confidence is another reason why more station owners prefer to list—'exclusively with Blackburn & Company.'

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
FInancial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

CBS Television for Eastern Iowa • Channel 2 • Cedar Rapids—Waterloo • Affiliated with WMT Radio; KWMT Fort Dodge • National Reps: The Katz Agency



You can be sure if it's Desilu Playhouse
the rating's high nationally (27.1 ARB)
And higher WMT-TVally (40.7* ARB)

** In a 3-Station market (Station B: 13.9; Station C: 5.7)*

WESTERN ELECTRIC AND

UNIQUE MACHINE. This automatic assembler of transistors was once considered "practically impossible" because of fast-changing transistor designs, tininess of parts to be processed. The first of its kind, it is a bench-mark for industry.



FIELD ENGINEERS follow Western Electric military products wherever they go. Their job: to supervise the installation of electronic equipment made by W.E. for national defense and to instruct military personnel in its operation and maintenance.



TO STIMULATE creative thinking and help keep W.E. engineers abreast of latest technical developments in their highly complex world, Western Electric sponsors a full-time, off-the-job Graduate Engineering Training program at special study centers.

ENGINEERING

Producing hundreds of dependable telephone products at the lowest possible cost is a constant challenge to the ingenuity of engineers at Western Electric . . . manufacturing and supply unit of the Bell Telephone System.

At one Western Electric factory, a fully automated process turns out telephone wire. At another, high precision glass enclosed switches are assembled, adjusted and tested in one continuous operation. Both represent a better product at less cost, and contributions from several areas of W. E. engineering . . . mechanical, electrical, chemical, civil, many others.

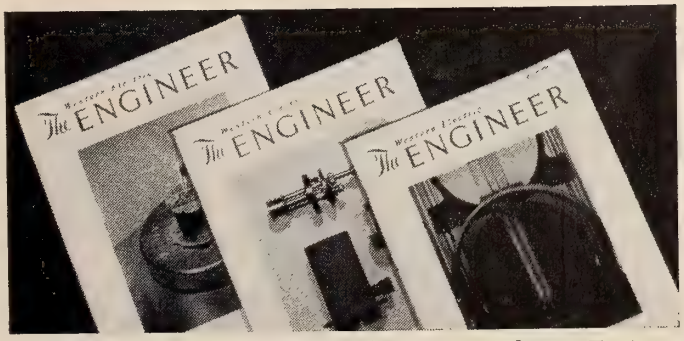
But the technical challenge goes beyond existing telephone products. When our Bell System teammate, the Bell Telephone Laboratories, creates a new product, its introduction into the telephone system depends on whether it can be manufactured by existing means. If not, the search begins to find a new method or new materials or perhaps new machinery to do the job. To intensify the search for advances in these areas Western has established a new engineering research center near Princeton, N.J.

The real hope for new developments, of course, rests with the individual engineers...with their highly personal creative attack on the unknown and the untried. It was to prepare and inspire them for such effort that Western Electric established its Graduate Engineering Training program...full-time and off-the-job at special study centers.

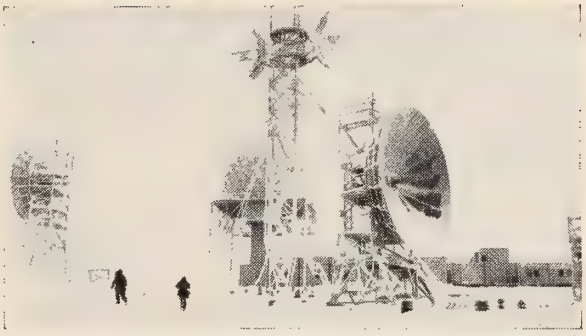
The efforts of our engineers have helped make possible good, dependable, continually improving Bell telephone service at a reasonable price.

Western Electric

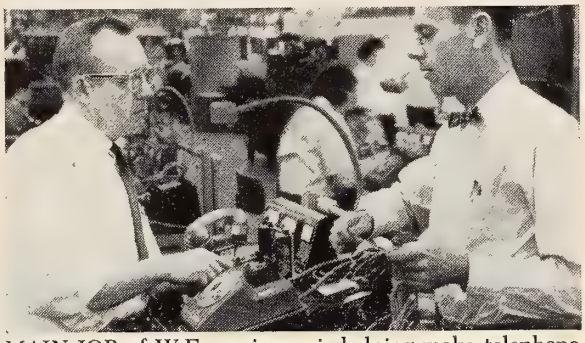
MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



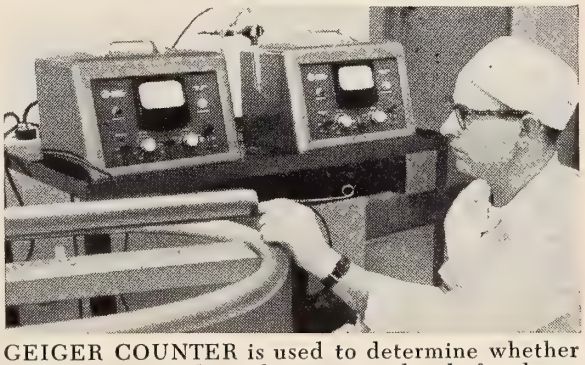
VOICE OF THE ENGINEER. The Western Electric Engineer, a quarterly publication, reflects engineering thought and achievement at W.E. Besides wide circulation within the Bell System, it is read in many non-Bell education, engineering and business circles.



ENGINEERING CHALLENGE. The DEW Line of radar stations, spanning the Arctic circle, demanded all Western's engineering know-how. As prime contractor, W.E. pushed this job to completion in just 32 months.



MAIN JOB of W.E. engineers is helping make telephone products for the Bell System, like the inter-office telephone being tested above. They also work in other areas of our telephone job—distribution, installation, purchasing.



GEIGER COUNTER is used to determine whether radioisotope test solution has penetrated seal of undersea voice amplifier under pressure. These vital amplifiers are made by W.E. for use in trans-oceanic telephone cables.



BASIC STUDIES of new manufacturing materials, processes and mechanisms are now underway at our Engineering Research Center. This intense research will help us take advantage of rapidly unfolding scientific developments.

Wide public reaction to the telecast, pro and con, was aroused.

Sen. Russell Long (D-La.) told WBRZ the matter is being referred to the FCC. He said it was "extremely unfortunate" the film showing included profane language, adding, "It was inexcusable that certain tv stations played a film of that speech without deleting the offensive language."

WJBO Baton Rouge fed the May 26 proceedings over a statewide radio network plus an apology the next day, the latter purchased by Gov. Long. The apology was similar in tone to the original diatribe.

Lee interests buy 8 Anaconda papers

A giant copper firm has sold its string of eight Montana newspapers to Lee Newspapers, a midwestern newspaper group with broadcasting interests. The purchase price, for the eight daily papers of Anaconda Copper Co., subsidiary of Fairmont Corp., was an estimated four to $10 million.

Fairmont Corp. recently sold its 27% interest in KFBB-AM-TV Great Falls, Mont., to majority owner J. P. Wilkins and E. F. Galt for $113,000. Lee Radio Inc. is the licensee of KGLO-AM-FM-TV Mason City, Iowa, and is affiliated with the ownership of WTAD Quincy, Ill. Lee P. Loomis, president, also publishes *Mason City Globe-Gazette*.

Other Lee newspapers are *Hannibal* (Mo.) *Courier-Post* (KHQA - TV); *La Crosse* (Wis.) *Tribune* (WKBT [TV]); *Davenport* (Iowa) *Tribune & Times, Ottumwa* (Iowa) *Courier, Muscatine* (Iowa) *Journal, Madison* (Wis.) *State Journal* (WIBA and WMTV [TV]), *Kewanee* (Ill.) *Star-Courier* and *Lincoln* (Neb.) *Star* (KFAB Omaha, Neb.). Fairmont Corp. papers are *Missoula Missoulian* and *Sentinel, Butte Post* and *Montana Standard, Anaconda Standard, Livingston Enterprise, Helena Independent Record, Billings Gazette.*

Fm finds a home & KHGM a contract

Despite questions about fm's status (BROADCASTING, June 8), the medium spelled fine music *and* fine sales for a home builder in Houston, Tex., after a 13-week schedule over KHGM (FM) Houston.

Builder Cantrell & McMillan bought one hour Sunday morning for 13 weeks on KHGM (a Taft Broadcasting Co. station). During the campaign, President Glen McMillan counted 35,000 visitors to the "Heritage" home, a furnished sample house. During the same period, the company sold 50 homes and collected over 900 prospects who signed the "Heritage" home register as wanting to discuss C&M-built homes in the future.

Cantrell & McMillan used only fm radio and newspapers for the campaign. Mr. McMillan estimates that 25% of the 50 sales were a result of KHGM radio advertising. As the average home runs about $30,000, the total of the 50 homes sold is about $1.5 million.

The 25% which he attributes to fm amounts to $375,000 in sales. The price of the fm schedule: $540.

In the words of KHGM President Paul E. Taft, it "sounds fantastic," but is really logical because the home builder was in "an ideal position to take advantage of the type of audience which fm offers."

Mr. Taft describes Mr. McMillan as a builder of quality homes who wanted "an audience who would appreciate quality." The station president added that Mr. McMillan advertises only on fm and in newspapers, using some direct mail.



HAPPY RENEWAL

Messrs. McMillan (l), Taft

"He believes," said Mr. Taft, "there is a 'hidden' response connected with fm that pays off over several years. His commercials are dignified and well done, almost institutional in character. He attaches as much institutional value to his fm advertising as he does to actual sales and believes firmly that fm is the only medium where you buy both prestige and sales for the price of one."

Mr. McMillan's convincing act of faith: a signed contract last month for a five-hour program every Sunday for 32 weeks over KHGM.

Mass communications contain today's key

Today's pressing problems, created by modern technology, can be solved through enlightened use of the tools of mass communications, Robert Sarnoff, NBC board chairman, stated in a commencement address at Franklin & Marshall College, Lancaser, Pa. last Monday (June 8).

Mr. Sarnoff, who received an honorary Doctor of Laws degree, said that scientific and technological advances have created new human problems and aggravated old ones faster than man has been able to cope with them. Fortunately, he added, technology has also created communications of the same expanded dimensions as the problems.

Mr. Sarnoff argued mass communications offer "the only feasible public forum" for recognizing the urgency of society's problems, thrashing them out and finding broad solutions.

"Some criticize the mass media for disseminating trivia," he continued. "A mass medium by its very nature must reflect the interests of the society it serves in all their rich diversity. If it tries to please only a high level of taste, it is no longer a mass medium. This, too, is a limitation, but not a rigid one, for the media must also take the lead in offering broadened cultural and informational opportunities, and to the extent that the public responds, the level of mass fare will rise."

RAB expands number of 2-day conferences

The Radio Advertising Bureau schedule of two-day management conferences this fall has been expanded from seven to eight and an additional section has been placed on the agenda.

The regional conferences will open in Princeton, N.J., on Sept. 2-3, with other dates as follows: White Sulphur Springs, W.Va., Sept. 10-11; Ponte Vedra Beach, Fla., Sept. 14-15; Hot Springs, Ark., Sept. 17-18; Monterey, Calif., Sept. 21-22; Boulder, Colo., Sept. 24-25; Deerfield, Ill., Sept. 28-29 and St. Clair, Mich., Oct. 5-6.

The added section of the agenda of these conferences for 1959 will cover "What Radio Station Management Can Learn From Other Businesses." The emphasis will be on the study of the sales, promotion, production and management techniques of successful businesses, particularly those selling intangible products. The four principal sections of the conferences are: "Programming for More Sales," "Promoting for More Sales," "Managing the Sales Department," and "Managing Stations for More Sales and Profit."

as basic as the alphabet



EGYPTIAN

Drawings of animals, objects, and people were used in early writing to convey messages. For example, the Egyptian word-sign for *head* probably was the ancestor of our letter R.



PHOENICIAN

Discarding the idea of "talking pictures," the Phoenicians selected a few stylized Egyptian signs to serve as models for their alphabet. Thus, the *head* sign became their letter *resh*.



GREEK

Later, the alphabet spread along trade routes to countries which had no writing, and was fitted to new languages. The Greeks made *resh* their letter *rho*.



ROMAN

Conquest and colonization carried the alphabet still farther. Greeks in Italy gave it to the Romans, whose armies spread the letters throughout the ancient world. *Rho* became the Latin R.



Historical data by
Dr. Donald J. Lloyd,
Wayne State University



Richest part of Michigan!
Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Reach deep into prosperous Southeastern Michigan with WWJ, Detroit's Basic Radio Station. Dealers and distributors favor WWJ because they know it moves merchandise. Listeners prefer WWJ because it entertains them with modern radio at its very best.

Ride with the planned music of the WWJ Melody Parade, with personalities like Hugh Roberts, Faye Elizabeth, Dick French and Bob Maxwell—with product displays at WWJ's exclusive "radio-vision" studios at Northland and Eastland Shopping Centers. It's the *basic* thing to do!

AM and FM
WWJ RADIO
Detroit's Basic Radio Station

Owned and operated by **The Detroit News**
NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.

Etv network starts

Educational WGBH-TV Boston and WENH-TV Durham, N. H., carried the first program in the New England Etv Network June 5. The network's organizers intend that it will eventually serve all New England and parts of northeast U.S. The initial simulcast was part of a conference on etv at the U. of New Hampshire. Excerpts from morning classes for schools and previews of evening adult shows also were telecast.

CATV voted down

By a 2-1 majority, voters of Salinas, Calif., defeated a proposed franchise for California Cablevision Co. to operate a CATV system in the city. The CATV firm, which proposed to bring in signals of San Francisco stations, had been granted an ordinance by city council to operate but a voter petition forced the question to be placed on ballot. Ch. 8 KSBW-TV Salinas actively opposed the franchise for CATV.

• Media reports

• CBS Radio last Monday (June 1) announced new affiliation agreements with WCAY Columbia-Cayce, S.C.; KOSY Texarkana, Tex., and KELD El Dorado, Ark. WCAY operates with 500 w, limited time on 620 kc. Effective date of the affiliation was June 1. KOSY broadcasts with 1 kw-D, 500 w-N on 790 kc; effective date July 2. KELD operates with 250 w on 1400 kc; effective date July 5.

• *KMOX* [St. Louis] *Takes a Stand*, a series of editorials, is attributed with helping passage of a bill to fluoridate the county's water. General Manager Bob Hyland kicked off the series 12 months ago with an editorial favoring fluoridation. He followed the bill's progress in his editorials until its passage last month.

• Concurrently with the all-jazz outlet KNOB-FM Long Beach, Calif., power boost (3.5 kw to 79 kw) (BROADCASTING, March 24, 1958; April 13), the station is inaugurating a nightly remote from the Brussels restaurant, Sunset Strip, Hollywood. Richard Lewellen conducts the jazz show (11 p.m.-1 a.m.) interspersed with interviews. Other jazz programs include *Java With Jazz* (7-10 a.m.) with Bob Mitchell; *Dinner Jazz* (6-7 p.m.) changes to *Fisher Hour* with Howard Lucraft, and *The Critics Ear* (Sunday 8 p.m.) with Charles Weisenberg. Hud Stephenson, formerly news editor of KHJ Los Angeles, is in charge of KNOB-FM's hourly newscasts.

• The Chicago chapter of Academy of Tv Arts & Sciences has announced following additions to its board from allied fields: (agencies) John Mosman, J. Walter Thompson Co.; William W. Ilson Jr., Young & Rubicam; Russell Tolg, BBDO and Jane Daly, formerly with Earle Ludgin & Co.; (networks) James Beach, ABC-TV central div.; (stations) Frank Atlass, WBBM-TV; James Hanlon, WGN-AM-TV, and Harry Trigg, WNBQ (TV); (packagers) Walter Schwimmer, Walter Schwimmer, Inc., and Ralph Bergsten, Don McNeill Enterprises.

Ear witness

Reference to KSFO San Francisco's log book was accepted as proof that a man had been listening to the station's coverage of a San Francisco Giants baseball game and had not committed an armed robbery.

The accused man's prime witness was a bartender who remembered the man was in his bar when the Chicago Cubs scored a home run. A check of KSFO's log showed the homer was hit at the time of the holdup.

• WRCA-TV New York had the highest May sales figures in its history, with billings up 16% over the same month last year, according to Max E. Buck, station manager. For the January through May period, the station is 18% ahead of the same months of 1958, Mr. Buck said.

• Radio Reports Inc., N.Y., formerly at 220 E. 42nd St., moved June 6 to new quarters at 16 W. 46th St. New telephone number: Columbus 5-7650.

• Al Davis, vice president of Art Franklin Inc., New York, has formed his own publicity firm, Al Davis Publicity, with offices at 17 E. 45th St., New York. Telephone: Murray Hill 2-3342.

• KHTV (TV) Portland, Ore., is slated to commence operations today (Monday) June 15. The ch. 27 outlet is an independent. It will be on-air 3 p.m.-midnight Monday-Saturday with longer hours on Sunday.

• KRON-TV San Francisco gave the local educational - noncommercial KQED (TV) a Gray Telop 11 as a gift for the etv station's fifth anniversary.

• Formation of a new firm—Cushman, Veeck & Samuel, Public Relations Inc. —to handle client financial, industrial and promotional activities has been announced in Chicago. The officers: Aaron D. Cushman, president of the public relations firm bearing his name, as president; Bill Veeck, president of the Chicago White Sox, vice president, and Marsh Samuel, head of his own Cleveland pr firm, as secretary.

• The New Jersey Broadcasters Assn. has received the annual New Jersey Mental Health Assn. award for an "outstanding contribution in creating better public awareness and understanding of mental illness."

• The Television & Radio Advertising Club of Philadelphia on June 5 was to present its first Gold Liberty Bell Award to Freeman Gosden and Charles Correll, CBS Radio's Amos 'n' Andy (Mon.-Fri., 7:05-7:30 p.m., EDT). Held in the Warwick Hotel in Philadelphia, the luncheon ceremony will be conducted annually to honor individuals for "their outstanding contributions to American broadcasting." Accepting the awards for the comedy teams, who were unable to attend, were Walter Cronkite and Larry Le Sueur, CBS News correspondents, the network reported.

• Tv Mountain, Mont., on which KMSO-TV Missoula has its transmitter, also is used by the U.S. Weather Bureau. Weather information from the bureau man on the 7,000 ft. mountain is relayed by KMSO-TV's engineer to studios in Missoula, then to the Weather Bureau office.

• Rep appointments

• WHK Cleveland appoints John Blair & Co.

• WDXB Chattanooga, Tenn., names H-R Representatives Inc. and Clarke Brown Co. as southeast representative.

• KXLA Los Angeles names Donald Cooke Inc. as national representative.

• Burn-Smith appointed for WJJL Niagara Falls, N.Y.; KLMS Lincoln, Neb.; WRIS Roanoke and WWOD Lynchburg, both Virginia, and WLBJ Bowling Green, Ky.

• WSET Glens Falls, N.Y., has appointed Donald Cooke Inc., N.Y.

• KEWB San Francisco-Oakland, formerly KLX which was recently acquired by Crowell-Collier Publishing Co., appoints The Katz Agency, N.Y.

• KGA Spokane names George P. Hollingbery, N.Y.

• KLAC Los Angeles has appointed Robert Eastman Co., N.Y., effective July 1.

• WAOK Atlanta names Daren F. McGavren Co., N.Y., effective July 1.

• KCRG-TV Cedar Rapids, Iowa, appoints the Branham Co.





RCA THESAURUS TURNS TIME INTO PROFITS FOR YOU

Here are just a few examples of the way RCA THESAURUS COMMERCIAL LIBRARY FEATURES build bigger profits for radio stations throughout the country:

"We billed $12,500 in 13 weeks with SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . 39 participating sponsors delighted . . . a great campaign." **Dale Woods, Manager, KUEN, Wenatchee, Washington**

"Sold SUPERMARKET CAMPAIGN, 9,464 spots on firm year contract to Stater Bros. markets . . . terrific sales results for sponsor. Nearly all of 100 new accounts sold in past few months were closed by using Thesaurus jingles." **Joe Klaas, Sales Manager, KITO, San Bernardino, California**

"Piggly Wiggly stores bought 52-week, 42 spots weekly schedule SUPERMARKET RADIO CAMPAIGN . . . 2,184 spots annually . . . we're charging a premium fee." **H. G. Parise, Manager, WMFG, Hibbing, Minnesota**

"1,000 SUPERMARKET CAMPAIGN JINGLES sold to Peerson Bros. Shopping Center... Superior Federal Savings bought 365 spots, DATELINES AND SELL-LINES SALES BOOSTERS." **James Fesperman, Commercial Manager, KSFA, Fort Smith, Arkansas**

"Sold DEPARTMENT STORE CAMPAIGN to Sears Roebuck, 50 announcements weekly, 52 weeks." Sponsor very satisfied! Just this one account pays for Thesaurus. The many other jingles that are sold are bringing us accounts that we never have been able to sell." **D. Pebbles, Commercial Manager, KDBS, Alexandria, La.**

"Sold England Brothers 1,000 spots, 52 weeks DEPARTMENT STORE CAMPAIGN . . . charging a premium fee! Jingles sold the sponsor, who kept humming them all the way through the tape demo—very pleased!" **Paul Edwards, Program Director, WBEC, Pittsfield, Massachusetts**

"Two SALES BOOSTER CAMPAIGNS sold on 2 calls! "What's the Meaning of This Name?" to savings and loan. "Little Known Facts" to furniture store. $3,300 new revenue in first two weeks with Thesaurus." **Robert Z. Morrison, Jr., Sales Manager, WKBH, La Crosse, Wisconsin**

"Sold 1,800 announcements to Royal Crown Cola Bottling with Thesaurus SOFT DRINK JINGLE . . . sponsor pleased . . . so are we." **Ed Morgan, Manager, WETU, Wetumpka, Alabama**

"Thesaurus LUMBER JINGLE increased account $1,700 a year." **Hank Behre, Commercial Manager, WMTR, Morristown, New Jersey**

RCA THESAURUS can do as much for you, and more! Wait till you hear about the many other sure-selling COMMERCIAL LIBRARY FEATURES we haven't even mentioned. Unsold time means lost income for you, so don't let another minute slip by. Call your nearest RCA THESAURUS representative now, and get the full low-cost high-profit story!

RCA RECORDED PROGRAM SERVICES

155 EAST 24th STREET, NEW YORK 10, N. Y., MURRAY HILL 9-7200
445 N. LAKE SHORE DRIVE, CHICAGO 11, ILL., WHITEHALL 4-3530
1121 RHODES-HAVERTY BLDG., ATLANTA, GA., JACKSON 4-7703
7901 EMPIRE FREEWAY, DALLAS 35, TEXAS, FLEETWOOD 2-3911
1016 N. SYCAMORE AVE., HOLLYWOOD 38, CAL., OLDFIELD 4-1660
800 SEVENTEENTH AVE. SO., NASHVILLE, TENN., ALPINE 5-6691

SUPER FCC CONCEPT CONSIDERED

House committee hears 13 man-panel agree it's a sorry spectrum, but break on possible formation of new Federal Spectrum Authority

The creation of a super FCC—to oversee both government and non-government radio frequencies — loomed last week as a possible result of Congress' interest in the radio spectrum.

A House subcommittee heard 13 eminent government and industry representatives discuss the state of the radio spectrum and what should be done about it.

All agreed that the spectrum was in a bad way.

But they divided on what should be done.

One group—including FCC Chairman John C. Doerfer, Electronic Industries Assn.'s D.R. Hull and H. Leslie Hoffman and Federal Aviation Agency's E.R. Quesada—emphatically urged that something like a Federal Spectrum Authority be established.

The FSA would assert jurisdiction over the entire radio spectrum. It would divide the electronic wavelengths between government and non-government users. It would be in a position to make final decisions when conflicts arose between government and civilian users.

It would, in a word, be the spectrum czar and bring to an end the amorphous dual jurisdiction exercised by the President and the FCC established in 1934 in the Communications Act.

It was implied that the FCC would be retained to handle civilian assignments and an organization established to supervise government assignments in the same way.

Some Say Premature • A majority of other panelists tabbed as premature the super-FCC recommendation. A large group, including Victor E. Cooley, chairman of last year's Presidential Advisory Committee on Telecommunications; Drs. Frank Kear and Irvin Stewart, members of that committee; Dr. William L. Everitt, U. of Illinois dean of engineering and Harold R. Huntley, AT&T chief engineer, urged the creation of a governing body or single administrator to exercise jurisdiction over the government portion of the spectrum.

This was also the position taken by FCC Comr. Robert T. Bartley, who endorsed Rep. Harris' bill which would create a Presidential board.

Two broadcasting spokesmen, Lester W. Lindow, executive director, Assn. of Maximum Service Telecasters, and Harold E. Fellows, NAB, called for a complete Congressional investigation of the spectrum before any move is made toward establishing or revising the organization of the spectrum's management.

They received no support from any other members of the panel. In fact, some panelists maintained that another study, before the management organization was established, would be a waste of time.

Both Leo A. Hoegh, director of the Office of Civil & Defense Mobilization, and Paul Goldsborough, former communications aide to the Secretary or Defense, urged the creation of a Presidential commission to study the matter further.

The hearing was highlighted by General Quesada's frank remark that it is only natural for users to "hoard" frequencies, and by Mr. Lindow's warning that the public would not stand for the loss of any tv channels.

Rep. Oren Harris (D-Ark.), chairman of the parent House Commerce Committee, presided at the subcommittee's hearings. More or less in regular attendance at the two-day hearing were five members of the communications and power subcommittee. They were:

Reps. John James Flynt Jr. (D-Ga.), John E. Moss (D-Calif.), William L. Springer (R-Ill.), J. Arthur Younger (R-Calif.) and William H. Avery (R-Kan.)

At the end of the two day-long sessions, the committee asked for additional material from members of the panel and promised that speedy consideration would be given to the problem.

Bills Pending • Pending before the subcommittee are three bills dealing with the administration of the radio spectrum. These are:

• H.J.Res. 292. This bill was introduced by Rep. William G. Bray (R-Ind.) and calls for an investigation of the government use of the spectrum by a five-man commission to be appointed by the President (two members), Vice President, Speaker of the House and the chairman of the FCC.

• H.J.Res. 331. This bill, introduced by Mr. Harris at the request of the Office of Civilian & Defense Mobilization, calls for the establishment of a five-member commission appointed by the President to investigate the management of the radio spectrum, calling for a report in one year.

• H.R. 7057. This bill introduced by Mr. Harris on request calls for the es-



REPS. SPRINGER, MOSS AND HARRIS

House spectrum probers discuss complex problems during break in hearings



Climbed Capitol Hill • The top drawer panel of government and industry spokesmen who made known their views on the radio spectrum to a House subcommittee last Monday and Tuesday: (1) Dr. Irvin Stewart, member, Presidential Advisory Committee on Telecommunications; (2) Victor E. Cooley, chairman, Presidential Advisory Committee on Telecommunications; (3) E. R. Quesada, administrator, Federal Aviation Agency; (4) John C. Doerfer, FCC chairman; (5) Robert T. Bartley, FCC commissioner; (6) Harold E. Fellows, president, NAB; (7) Lester W. Lindow, executive director, Assn. of Maximum Service Telecasters; (8) D. R. Hull, president, Electronics Industries Assn.; (9) Frank Kear, member, Presidential Advisory Committee on Telecommunications; (10) Harold R. Huntley, chief engineer, AT&T; (11) W. L. Everitt, dean, U. of Illinois School of Engineering; (12) Paul Goldsborough, former communications director, Department of Defense; (13) Leo A. Hoegh, director, Office of Civil & Defense Mobilization. The witnesses were asked to file additional material later.

tablishment of a three-member National Telecommunications Board in the Executive Office of the President to formulate telecommunications policy, oversee government use of the spectrum, study the overall use of the spectrum and the management policies of both government and non-government users. This is essentially the recommendations of the so-called Cooley committee.

Last week's hearings stem from the resolution last year by then Sen. Charles Potter (R-Mich.) for an investigation of the government use of the radio spectrum. This was passed in the Senate. When it reached the House side, it was amended under White House pressure to include non-government services as well. Civilian users of the radio spectrum, including broadcasters, opposed such an investigation and the bill was allowed to die.

Ike Named Committee • Late last year, President Eisenhower appointed a Presidential Advisory Committee on Telecommunications, asking it to report back by the end of the year its recommendations on frequency management. This committee recommended what is essentially embodied in H.S. Res. 7057 (BROADCASTING, March 9).

The committee was headed by Victor E. Cooley, a retired Bell Telephone executive and former deputy director of the Office of Defense Mobilization. Other members were Dr. Stewart, former president, West Virginia U. and former FCC commissioner; Dr. Kear, consulting engineer; William G. Thompson, retired Bell System official and Maj. Gen. W. Preston Corderman (retired), vice president of Litton Industries.

Dr. Stewart was chairman of a Presidential Communications Policy Board which in 1951 submitted a report on the spectrum resulting in the appointment of Haraden Pratt, Mackay Radio & Telegraph Co., as telecommunications adviser to President Truman.

When the Eisenhower administration came in telecommunications was relegated to the OCDM where it is handled by Fred C. Alexander, deputy assistant for telecommunications.

Democratic committee members stressed repeatedly that the radio spectrum is a natural resource and therefore under Congressional supervision. Rep. Harris recalled that the House Committee was instrumental in resolving the airspace problem through the creation of the Federal Aviation Agency.

All evinced great interest in the idea of a Federal Spectrum Authority as the super-agency to control overall the radio spectrum. They also seemingly agreed that some action was necessary to put the government's spectrum house in order.

Government frequencies are administered by the Interdepartmental Radio Advisory Committee. This is a group on which sit representatives of federal

agencies, including the military services. Assignments are made on a voting basis.

When a requirement is expressed for non-government bands, this is handled by OCDM. OCDM negotiates with the FCC for the pre-emption of that portion of the spectrum it needs. Where national defense is involved, the Commission usually complies, on the ground that it is not set up to question the basic military decision that the frequencies are needed in the national defense.

Statements and remarks by the panelists are condensed below:

FCC Chairman Doerfer • The basic problem is the dual jurisdiction exercised over the radio spectrum by the President and the FCC. This was established when the Communications Act was made law in 1934.

Actually, the President has power over the whole spectrum. This comes under his Constitutional prerogative as commander-in-chief of the armed forces.

The first step in resolving the jurisdictional problem is creation of an authority to supervise government use. Next step is creation of a "super board" to exercise responsibility over both government and non-government use.

Mr. Doerfer has a dim view of further studies of radio spectrum. A study is for the purpose of recommending some action and if there is no one with power to act, the study and the recommendations are useless.

A study to determine the type of structure to manage the spectrum is worthwhile. First consideration is organization, then it can be determined how the spectrum is being used.

Lack of decisive authority is pointed up by the tv situation. There are 70 uhf tv channels available for use by other services if a group of vhf frequencies can be secured for tv. This is under negotiation with the military. A single arbiter, with knowledge of spectrum facts and with the confidence of both sides, could make a decision in the best interests of country.

Messrs. Hull and Hoffman • Divided responsibilities over the radio spectrum means two cooks for one pie. Compromises between the FCC and IRAC means a settlement is accomplished, not a sound technical and policy decision.

They urged the creation of a Federal Spectrum Authority. This would oversee the entire radio spectrum, apportion bands to government and non-government. Also they would have some authority to handle government assignments and continue the FCC as is in making assignments to non-government users.

An FSA would also handle and bring up to date technical information on government and civilian requirements and would maintain such information. It would also conduct long-range planning studies.

Mr. Hoffman made a strong plea for improvements in transmission techniques. (Mr. Hoffman is chairman of EIA spectrum study committee.)

Mr. Hull recounted the long-history of EIA's interest in spectrum conservation, going back to 1952.

Mr. Quesada (Gen. Quesada, retired) • He urged a "detached" agency to determine the allocation of the radio spectrum between government and civilian users. Under present practices, the group which develops usable equipment in a new band is the one which asserts ownership rights. Today virtually all of this work is being done by the government.

A super agency would divide the spectrum and also plan and study overall telecommunications policies. Some type of organization should be established to supervise government assignments. The FCC could continue to exercise its jurisdiction over non-government assignments.

IRAC is doing a fine job, but is limited because it represents users. Need is for an "objective" authority to oversee government bands.

Mr. Lindow • He vigorously urged Congressional investigation of spectrum use. Charged that whereas Congress would find civilian use an open book, it would find lack of information and justifications for many government uses. Radio spectrum is a natural resource and the decision on how it is used is a Congressional responsibility. Study the spectrum first, before getting involved in a super spectrum agency.

Besides the technical aspects, use of the spectrum involves economic, social and political decisions.

Establishing an administration to manage the radio spectrum before studying how it is being used is "putting the cart before the horse."

Expressed opposition to all three bills under consideration because they do not contemplate a study of the spectrum by Congress. Objected strongly to any executive department group studying the use of the spectrum; it would be biased in favor of government users.

Mr. Fellows • The basic problem is that there are two users of the spectrum — government and non-government — "with each of them operating under different ground rules."

Government users do not have to justify their assignments; civilian users must make a public record.

Non-government users have been mindful of the need for more efficient use. There is no information whether government users are also aware of this necessity.

The solution is the proper administration of the entire spectrum but, before such a solution can be advanced, there must be a further study of the utilization of the spectrum. This must be done by the legislative branch.

In any study the needs of broadcasters must be kept uppermost.

Messrs. Cooley, Stewart, Kear, Everitt, Huntley and Bartley • These men urged the establishment of a three-man board in the executive Office of the President to formulate national policy, oversee government usage and study the overall management and usage of the entire spectrum.

They expressed the willingness to forego the last item after others had questioned the objectivity of a government administrator in studying all uses of the spectrum.

But all stressed the need for some kind of single authority to supervise government frequency administration.

Dr. Kear suggested that creation of a single, overall agency might be a "fateful mistake."

Both Dr. Kear and Dr. Stewart spoke of the possibility that a formal administrator for the government frequencies might obviate the need for a super-FCC, since negotiations would then be directly between two organizations (the FCC and the government administrator) with authority to make decisions.

Lots of room, but ...

Congressional probers opened their eyes wide when they were told that less than 1% of the entire radio spectrum was being used today.

The estimate was made by Fred C. Alexander, telecommunications executive in the Office of Civil & Defense Mobilization, who was briefing the House subcommittee on the spectrum.

The usable radio spectrum today runs up to 300,000 mc, he pointed out. Hertzian waves run the gamut up to 3 million mc, he observed.

But cold water was thrown on the possibility that an expanded spectrum might ease present problems (mainly due to overcrowding). The noted Dr. William L. Everitt, U. of Illinois engineering dean, told the committee not to expect for some time an expansion of the spectrum above 300,000 mc. In those higher frequencies, he said, there are propagation problems with infra-red, fog and water vapor.



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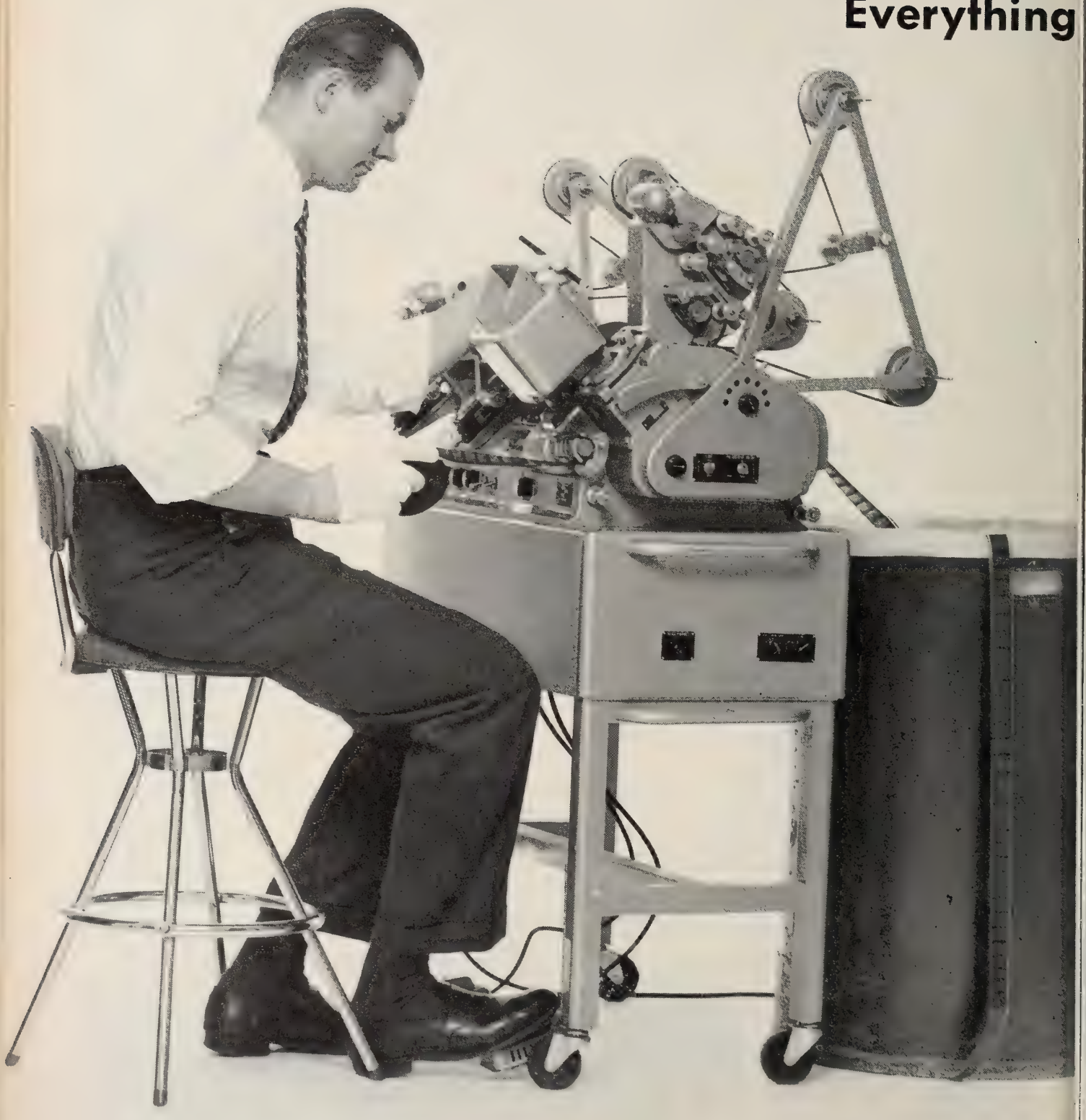
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SEC. 315 HEARINGS THIS WEEK

Four political broadcast relief bills to be discussed by 20 Senate witnesses

Over 20 witnesses will testify before the Senate Commerce Communications Subcommittee on four bills to amend Sec. 315 of the Communications Act, which guarantees in broad and controversial language that all political candidates shall receive equal time on radio and tv stations.

The hearings begin this Thursday (June 18) and continue through June 25 (BROADCASTING, June 8) with more days to be scheduled if needed. To date, a large majority of the scheduled witnesses are in favor of amending the act to give broadcasters more discretion in applying the equal time rule.

Leadoff witness Thursday will be the FCC, headed by Chairman John C. Doerfer. Its line of testimony will be determined at a special FCC meeting today (Monday). An as yet unnamed Justice Dept. spokesman will follow the Commission. Also scheduled to testify on the opening day are Frank Stanton, president of CBS; and Sens. Gordon Allott (R-Colo.) and Spessard Holland (D-Fla.) and Rep. Joseph Barr (D-Ind.). The latter three are sponsors of equal time amendments.

Lar Daly Friday • Testifying Friday (June 19) will be Robert Sarnoff, board chairman of NBC, John C. Daly, ABC vice president for news and special events, Rep. Glenn Cunningham (R-Neb.), and Lar Daly, who started the current furor when he demanded and received equal time in the Chicago mayorality campaign in February.

Harold Fellows, president of NAB, Donald McGannon, president of Westinghouse Broadcasting Co., and Robert D. Swezey, executive vice president and general manager of WDSU-AM-TV New Orleans, will give their views June 23. The American Civil Liberties Union will send a spokesman but a definite date has not been set. In addition several other prospective witnesses have indicated a desire to be heard, but have not definitely been scheduled.

Broadcasters' difficulties in trying to comply with Sec. 315 were again placed before Congress soon after the FCC last February ruled—by a 4-3 vote—that Lar Daly should get equal time after the incumbent Chicago mayor appeared in an official capacity on Chicago radio-tv newscasts (BROADCASTING, Feb. 23).

Cunningham takes lead • Rep. Cunningham was the first member of the 86th Congress to take cognizance of the situation. Although he said he favored much broader amendments, Rep. Cunningham introduced HR 5389 to exempt newscasts only (BROADCASTING, March 16). Since then, nine identical bills have been introduced (three in the Senate, six in the House) and one bill, S. 1858, which gives broadcasters much broader exemptions. The latest amendment, HR 7602, was introduced June 5 by Rep. J. Edgar Chenoweth (R-Colo.).

(Last Wednesday [June 10] Rep. Cunningham inserted in the *Congressional Record* a BROADCASTING editorial from its May 25 issue advocating complete repeal of the political broadcasting law. The editorial was headed: "Repeal Sec. 315 Now or Repent Later.")

S 1858, which has a dozen co-sponsors, was introduced by Sen. Vance Hartke (D-Ind.), a member of the Communications Subcommittee. Sen. Hartke has been the prime mover in securing hearings. In addition to exempting newscasts, the Hartke bill defines qualified candidates for equal time and exempts broadcasters from libel as a result of political statements broadcast over their facilities.

The President got into the act in March when he termed the FCC Lar Daly decision "ridiculous" and told the Justice Dept. to investigate the situation (BROADCASTING, March 23). Attorney General William Rogers, in turn, urged the FCC to reverse its Lar Daly decision and apply a "common sense application of the Communications Act's public interest standard . . ." (BROADCASTING, May 11).

FCC Meets Today • The Commission has scheduled a meeting today (Monday) to consider the Attorney General's recommendation. In fact, the Senate hearings were postponed a week so the Commission could reconsider its Lar Daly-Chicago decision (BROADCASTING, June 8).

In addition to Sen. Hartke's bill, the subcommittee will have under consideration S 1604 by Sen. Allott, S 1929 by Sen. Holland and S 1585 by Sen Strom Thurmond (D-S.C.), also a member of the Communications Subcommittee. Sen. John Pastore (D-R.I.) is chairman and other members are Sens. Mike Monroney (D-Okla.), Gale McGee (D-Wyo.), Clifford Case (R-N.J.), Norris Cotton (R-N.H.) and Hugh Scott (R-Pa.).

The hearings will begin at 10 a.m. each morning in Rm. 5110 of the New Senate office Bldg.

Taft files with SEC to sell common stock

Newly-formed Taft Broadcasting Co. (formerly Radio Cincinnati Inc.) June 5 filed a registration statement with the Securities & Exchange Commission in Washington proposing to offer 483,222 shares (par value $1) of common stock to the public.

Taft Broadcasting was organized June 3 under the laws of Delaware and immediately acquired by merger the broadcast properties of Radio Cincinnati. The stock to be sold represents 33% of the 1,449,972 outstanding shares. Harriman Ripley & Co. is the chief underwriter and the asking price of the stock has not been determined.

Taft owns 100% of WKRC-AM-FM-TV Cincinnati, WTVN-AM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky., and 30% of WBIR-AM-FM-TV Knoxville, Tenn. All of the tv stations except ch. 27 WKYT operate on vhf channels.

Approximately 87.2% of the Taft stock currently is owned by descendants and relatives of the late Charles P. Taft, founder of the *Cincinnati Times-Star*. The SEC filing lists 29 selling stockholders with all proceeds to go to the sellers individually. President Hulbert Taft Jr., is selling 56,730 of the 170,189 shares he owns.

Other Sellers • Other large blocks will be sold by Executive Vice President David G. Taft (50,471), David S. Ingalls and Robert Taft Jr., under a December 1951 trust agreement with Jane Taft Ingalls (67,226), estate of Hulbert Taft (52,990) and David S. Ingalls (22,403).

A Radio Cincinnati balance sheet, dated March 31, 1959, showed total assets of $11,776,656, current liabilities $3 million and $4 million in retained earnings. The firm's net revenues for the past three years ended March 31 were $8.97 million ($6.98 million tv, $1.99 million radio) in 1959; $7.8 million ($5.98 million tv, $1.88 million radio) in 1958; and $5.1 million ($3.99 million tv, $1.1 million radio) in 1957.

Net earnings (after taxes) in 1959 were $1.2 million, $1.5 million in 1958 and $1.2 million in 1957. Retained earnings at the end of the March 31 year totaled just over $4 million. Only 1% of the net tv revenue accrued from WKYT, which showed a loss of $112,000 for the past year.

The firm reported that 43% of its tv incomes comes from national spot, 32% local and 25% network. In radio, 54% comes from local sources, 44% national and only 2% from networks (all of Taft's radio stations are affiliated). Dividends have been declared for each year since 1953, with 45 cents per share paid the past two years. A dividend of 10 cents per share in Taft Broadcasting has been declared, payable Sept. 1.

The multiple owner employs 365 persons. President Hulbert Taft Jr. was paid $51,424 last year, Vice President Kenneth Church $52,090 (including commissions) and Executive Vice President David G. Taft $38,915.

New FTC head

Earl W. Kintner, newest member of the Federal Trade Commission, was named chairman by President Eisenhower last week. Mr. Kintner, former FTC general counsel, was sworn in as the third Republican member of the five-man commission last Tuesday. He succeeds John W. Gwynne of Iowa who retired. Mr. Kintner was nominated to the FTC by President Eisenhower last month and was unanimously confirmed by the Senate June 4.

FCC's silver anniversary: no fanfare, just a look at the record

The FCC will be 25 years old this Friday (June 19)—a quarter of a century from the day the Federal Communications Act became law in 1934.

This is about the only sentimental observation contained in FCC "Special Release G 73762," distributed last week. The rest is a fact-packed summary of the evolution of the agency into today's arbiter and regulator of commercial broadcasting and other types of electronic communications.

The FCC succeeded the Federal Radio Commission in taking over broadcast regulatory functions and took over from other government agencies and departments the supervision of telephone and telegraph operations, government telegraph rates, interstate and international communications common carriers and domestic administration of global communications treaties made by the U.S. with other countries. The FCC has expanded and re-expanded its various divisions as the need arose.

In broadcasting, the FCC notes that fm and vhf tv were added in 1941 and uhf tv in 1952; that the U.S. is the only country where tv programs are received in color; that several tv antennas are higher than the Empire State Building and that over-the-horizon tv has been inaugurated between Florida and Cuba.

Today's Total • Today there are more than 4,800 commercial broadcast stations authorized—around 3,500 am, 735 fm and 670 tv—of which about 3,300 am, 600 fm and 500 tv (435 vhf, 75 uhf) are on the air, with video service extended by 200 translators. About 125 fm stations are engaged in functional music operations.

As for the educational broadcasting picture, there are some 150 noncommercial educational fm outlets and 43 tv (33 vhf, 10 uhf) and there is a total of 257 educational tv reservations (86 vhf, 171 uhf).

There are more broadcast receivers than people in the U.S., almost two thirds (150 million radio, 50 million tv) of the world total—and almost three times as many sets as there are automobiles in the U.S. The FCC is now considering test subscription tv, studying the possibility of vhf tv boosters and is also studying and testing "stereophonic" broadcasting.

In the 25 years, the FCC's total workload has increased 23 times, the budget has gone from $2 million to over $9 million and personnel has more than doubled —from 500 to 1,200 today.

Old Timers • Two of present FCC members were on the staff of the predecessor FRC: Comr. Rosel H. Hyde transferred from the FRC as an attorney, later became FCC general counsel and served a term as chairman. Comr. Robert T. Bartley headed FRC's Telegraph Division. T.A.M. Craven, twice an FCC member, also had served on the FRC and started with the FCC in 1935 as chief engineer. Comr. Frederick W. Ford joined the FCC in 1947 and was the first chief of the Broadcast Bureau's hearing division.

The FCC said that as late as 1940 usable spectrum space was insufficient to accommodate all who wanted to use radio, but that later developments have made possible the expansion of the usable part of the spectrum from 300 to 30,000 mc. Though there still is a shortage in popular parts of the spectrum, more than 65 categories of services today use radio for many purposes, it was noted. Technical refinements are making possible a more efficient use of the spectrum, the FCC said.

The start of communication with objects in outer space is proof that radio no longer is earthbound, the FCC said.

Actor Bellamy says tv at admen's mercy

Television does not give the people what they want to see, actor Ralph Bellamy told a House subcommittee last week. Mr. Bellamy made this observation when asked by Rep. Robert Giaimo (D-Conn.) why there is not more "culture" on tv.

"Tv is at the mercy of advertising agencies, sponsors and various kinds of ratings which are of questionable and not proven value," the actor charged. He was testifying before a House Education & Labor Subcommittee on a bill to create a federal advisory committee on the arts. Mr. Bellamy is president of the Actors' Equity Assn. and spoke for that group and the National Council of the Arts & Government.

Arthur S. Flemming, Secretary of Health, Education & Welfare, also testified in favor of the bill, introduced by Rep. Frank Thompson Jr. (D-N.J.). He said arts deserve equal billing with science and math.

Immediately after the open hearing last Wednesday (June 10) the subcommittee favorably reported the bill, which would establish an art council of 21 members to serve 6-year terms. The council would be appointed by the President.

FCC again awards ch. 7 in Seattle to KIRO

KIRO-TV Seattle, Wash., was "regranted" by the FCC last week by a 5-1 vote after an oral argument prompted by an appeals court decision in another case.

The ch. 7 Seattle outlet originally was granted in the summer of 1957 (BROADCASTING, July 29, 1957) over KXA and KVI of that city, which were again denied competing bids by the Commission last week. Comr. T.A.M. Craven did not hear the original oral argument in the case, held in 1955, but participated in the FCC decision two years later anyway. Under a court decision in the Indianapolis ch. 13 case this was erroneous procedure. The FCC therefore late last year (BROADCASTING, Dec. 15, 1958) ordered a further oral argument to be held this January. At the same time the Commission permitted KIRO-TV to continue operation.

The original FCC vote on Seattle ch. 7 was 3-2 for the grant to KIRO licensee Queen City Broadcasting Co. (Saul Haas, president). In last week's decision, Comr. Rosel Hyde did not participate, Comr. Robert Lee again dissented as he had done in 1957 and the others voted for KIRO-TV.



PULSE and NIELSEN AGREE!

K-NUZ is No. 1

PULSE
(Jan.-Feb., 1959)
. . . in total rated periods 6:00 AM to 12:00 Midnight, Monday through Friday. K-NUZ is also top-rated on Saturday and Sunday, too!

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K-NUZ is No. 1 in total time periods from 6:00 AM to 12:00 Midnight Monday through Friday, plus delivering the largest per cent of adult listeners!

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A DIFFERENCE OF OPINION

FCC, FCBA part on improving Commission

The FCC and the Federal Communications Bar Assn. were at odds in testimony before the Senate Commerce Communications Subcommittee last Thursday (June 11) on how best to speed up the Commission's pre-hearing and protest actions.

Plumping for its own proposal (S 1733), the FCC, through Comr. Rosel Hyde, urged that it no longer be required to send McFarland letters to all applicants and interested parties prior to hearings. FCBA spokesman Percy Russell testified against the proposal, maintaining that there are many instances where McFarland letters speed up Commission processes.

J. Roger Wollenberg urged the committee to accept, instead of S 1733, its own proposals (S 1898) for amending Secs. 309 (protest provision) and 405 of the Communications Act. Both parties agreed that the hearing and protest procedure place undue burdens on the Commission but disagreed as to how best to solve this particular problem.

FCBA recommended that a pre-grant procedure be instituted limiting hearings to instances where material and substantial questions of fact are presented. The FCBA bill would provide "a method for reducing the possibility that the Commission will act erroneously by providing for consideration of objections before, rather than after, the Commission acts," Mr. Wollenberg said. "The effectiveness of a pre-grant procedure clearly depends upon an adequate system of notice which will permit interested parties to be apprised of the pendency of an application and give them an opportunity to invoke the procedure," he said.

Such a procedure will give the FCC ample discretion to dispose of frivolous objections, Mr. Wollenberg maintained.

Sen. John Pastore (D-R.I.), subcommittee chairman and the only senator present, said that he was "very much impressed" with the FCBA argument and asked Comr. Hyde and the FCC to negotiate an acceptable compromise. Referring to FCBA testimony on another bill two days earlier, Comr. Hyde said the lawyers were opposed to broader use of the FCC Office of Opinions & Reviews because the staff might "impinge" upon a commissioner's thinking.

Hyde Takes Exception • "The commissioners are so weak that they can't be trusted to make their own decisions . . ." according to the FCBA, Comr. Hyde said, and in that atmosphere there could be no compromise. Mr. Russell, who had given the earlier testimony referred to by Comr. Hyde, denied that he had made such an inference.

Comr. Hyde said that he was in agreement with the bar association objectives but doubted the bill, as drafted, would accomplish the desired purposes. He said the protest provision has caused great delay and harm and that any desired benefits have more than been outweighed.

"Sophisticated" lawyers and applicants use the section to cause delay and it works a hardship on the little man, Comr. Hyde maintained. Mr. Russell, in stating FCBA objections to S 1733, said that any safeguard of the public interest will in certain instances cause some delay and that, in many instances, McFarland letters actually eliminate the need for hearings.

Mr. Wollenberg, in urging acceptance of S 1898, said that it would greatly cut down petitions for rehearing of grants.

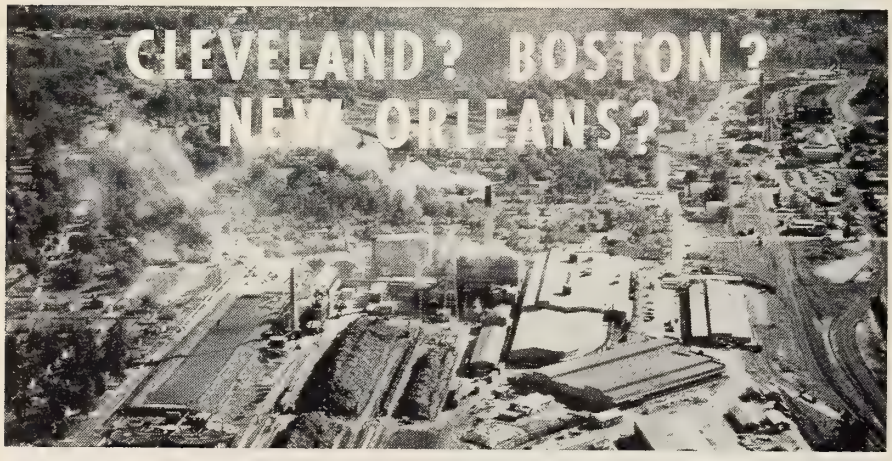
No Action This Session • Sen. Pastore said that neither proposal stood a chance for passage during the present session of Congress and strongly urged the two sides to compromise their differences. Through unanimity, he said, the bill stood a good chance of passage.

Comr. Frederick Ford, the only other commissioner present, said that he had intended to outline the objections to S 1898 but would withhold them in light of Sen. Pastore's statement the bill would not be acted upon this session. He said that he personally was opposed to the bill in its present form.

Also Thursday, Comr. Hyde urged the committee to act favorably on S 1737, which authorizes the FCC to fine licensees up to $500 for certain violations in the common carrier and special service fields.

Donald K. deNeuf, vice president of Press Wireless, rose from the audience to protest two provisions of this bill. He asked why broadcasters also would not be subject to fines under the bill and Comr. Hyde said that such a provision is not needed.

Associated With Taxicabs • Mr.



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Photo: International Paper Company installations in Bastrop, Louisiana, including two of its ten Southern Kraft Division paper mills, producing quality bleached papers and container board; the Single Service Division, producing milk cartons; and the Bag-Pak Division, producing multiwall bags.

deNeuf protested that Press Wireless is in the position of leasing its facilities and cannot control violations of the lessees and that practically all violations are unintentional and technical in nature. "I don't understand why we have to be classified with a taxicab," he said.

Comr. Hyde said the fines were proposed because the FCC did not want to use the only other sanction within its power—revocation of licenses. The legislation is needed to take care of common carrier licensees who disregard Commission orders and inquiries, he said.

The subcommittee, with Sen. Strom Thurmond (D-S.C.), held hearings Tuesday (June 9) on five other FCC-proposed amendments to the Communications Act. The bills and their provisions:

S 1734: Strengthens the law regarding ex parte contacts by prohibiting any person from making an off-the-record presentation to the FCC, individual commissioners or members of the staff.

S 1735: Prevents commissioners from accepting honorariums.

S 1736: Eliminates the requirement that applications be submitted under oath.

S 1738: Redefines the duties and functions of the Commission review staff, giving commissioners more freedom in its use.

S 1740: Gives FCC authority to regulate charges of common carriers for micro wave and point-to-point services (present authority covers only wires).

As stated earlier, Mr. Russell testified in opposition to S 1738. He said the FCBA favored S 1734, S 1735 and S 1736 but took no position on S 1740.

Unduly Restrictive • Comr. Hyde stated that Sec. 5 (c), which defines the duties of the review staff, is "unduly restrictive" upon the Commission. He said the bill would in no way "water down" the commissioners individual responsibilities.

In written statements submitted for the record, Comrs. Robert Bartley and Frederick Ford entered statements in the record recommending total repeal of the restrictions on usage of the review staff.

Mr. Russell maintained that "the present bill is unwise and does not deal with the heart of the matter. . . . It would permit the Commission to have a recommendation that nobody would know about."

Comr. Hyde retorted that "We are not asking for any opportunity to consider secret and undisclosed reasons . . ." for reaching a decision.

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NBC asks dismissal of Philco's protest

NBC last week asked the FCC to dismiss a protest filed by Philco Corp. in August 1957 against renewal of licenses for the network-owned WRCV-AM-TV Philadelphia. NBC's filing was a reply to Philco's request to the FCC the previous week to "expedite" a court-mandated hearing on the renewal (BROADCASTING, June 8).

The network last week said it doesn't oppose expedition but feels the four months since the mandate by the U.S. Appeals Court in Washington is not an "unreasonable" period of time. NBC asked dismissal of the Philco protest for its "failure to specify with particularity" facts to show the grant was improperly made and asked the FCC to find, after oral argument, that even if the facts alleged in the protest were proved there still is no ground for setting aside the license renewal action.

NBC said the present proceeding is not the proper forum for determining questions of must-buy and option time policies of the network, brought up by Philco. NBC noted Philco made no comments in the Barrow hearings on these questions.

The network added that it has discarded must-buy practices, that the FCC has found option time reasonably necessary, that the Barrow report recommends continuation of the "first-call" relationship of affiliates with networks, that public hearings have begun in the FCC's network program inquiry and that the Barrow report indicated the present compensation practices of networks do not require more specific rules.

Antitrust Scoreboard • Replying to Philco's summary of court litigation involving RCA-NBC, the network said that of 11 antitrust actions against RCA-NBC, six have been terminated and there has been no adjudication of facts. RCA-NBC never admitted violations of antitrust laws and Philco puts the "most strained and sinister interpretation" on the termination of these litigations, "exaggerating some facts, suppressing others," NBC said.

The civil and criminal suit on RCA patent licensing didn't involve NBC at all, the network said. NBC added that RCA merely signed a consent decree with Justice to alter certain practices, never admitting violations. RCA pleaded *nolo contendere* in the accompanying criminal action, paying $25,000 fines each on four counts. NBC said it's apparent that problems between Justice and RCA in patent licensing are settled since in a subsequent case RCA was named as a co-conspirator but not as a defendant.

NBC took exception with Philco's statement that litigation between RCA and Zenith had been settled "just recently." The settlement was in September 1957, NBC noted.

The network said it is appropriate for the FCC to consider RCA antitrust litigation if this has reflected on the qualifications of NBC as a station licensee, but said it feels the "facts and FCC precedent compel" the conclusion that no "adverse effect" on NBC should result; that the litigation has no relation to broadcasting or NBC conduct of its broadcasting business. NBC cited an FCC finding holding that Westinghouse Radio Stations Inc. (now Westinghouse Broadcasting Corp.) was not affected as a broadcast licensee by litigation against the parent Westinghouse Electric Corp.

Magnuson proposes new agency building

Sen. Warren Magnuson (D-Wash.) has proposed to the Senate Appropriations Committee that the FCC and seven other federal regulatory agencies in Washington be housed in a single new building. Present agency housing has long been "unsuitable, inefficient and generally unsatisfactory from the standpoint of the government, the related industries and the public," Sen. Magnuson said.

"With few exceptions, the facilities are wholly incompatible with the quasi legislative, quasi judicial functions for which the agencies are responsible." Sen. Magnuson, chairman of the Senate Commerce Committee and the Independent Offices Subcommittee of the Appropriations Committee, pointed out that one building for the eight agencies would save at least $300,000 yearly in service functions alone.

"The fact the commissions are widely scattered results in deplorable inconvenience to persons who have business with the agencies," the senator stated. The FCC currently is housed in the Post Office Bldg. at 13th St. and Pennsylvania Avenue.

In addition to the FCC, other agencies which would be placed in the proposed building are Interstate Commerce Commission, Federal Power Commission, Federal Trade Commission, Civil Aeronautics Board, Federal Maritime Board, Securities & Exchange Commission and the National Labor Relations Board. All of the agencies except two are under Sen. Magnuson's Commerce Committee.

Sen. Magnuson asked the General Services Administration to investigate his proposal and report back to the Appropriations Committee by January 31, 1960.

FCC & OVERSIGHT Panelists to weigh Commission problems

FCC Chairman John C. Doerfer heads a 13-man panel which will discuss four Commission problems before the House Legislative Oversight Subcommittee tomorrow (Tuesday). Other panelists will include FCC staffers, practicing attorneys and broadcasters.

Rep. Oren Harris (D-Ark), chairman of the subcommittee, said last week that the congressmen hope to "receive information which will be of great assistance in ascertaining the nature of important administrative problems and in determining what recommendations to Congress are necessary to protect the public interest." The four topics to be covered:

"1. What legislative or administrative measures have been or should be taken to preclude attempts to influence Commission members or employes by means which do not afford a fair opportunity to interested persons materially affected by Commission action to present their case and at the same time preserve the necessary access by the Commission to information from the public, the regulated industry and others?

"2. The role of hearing examiners. Present strengths and weaknesses. What legislative measures should be taken to increase their stature and effectiveness?

Commission Role • "3. The role of commissioners and their immediate staffs and agency staffs, and the division of responsibilities. Present strengths and weaknesses. What legislative or other measures, if any, are needed?

"4. The efficiency of the Commission. What changes, if any, in the existing statutory provisions relating to substance or procedure are needed to enable the Commission to cope with the increasingly enormous volume of business coming before it?"

The FCC will present a 15-minute paper on each of the four problems with discussions to follow. In addition to Comr. Doerfer, General Counsel John FitzGerald, Chief Engineer Edward Allen and Chief Hearing Examiner James Cunningham will participate for the Commission. Practicing attorneys on the panel, all of Washington, include Donald C. Beelar, William C. Koplovitz and Ralph L. Walker.

Industry representatives who will be members of the panel include Donald H. McGannon, president of Westinghouse Broadcasting Co.; Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago; Robert D. Swezey, executive vice president and general manager of WDSU-AM-TV New Orleans; Joseph H. Ream, CBS Washington vice president; Robert L. Werner, RCA, and E. B. Crosland, American Telephone & Telegraph Co.

The FCC is one of six agencies which will appear on separate days before the subcommittee, all discussing the same four topics. The Federal Trade Commission has been scheduled for Thursday (May 18). Next Tuesday and Wednesday (June 23-24), a general round-up discussion of the four topics will be held by the subcommittee. Participants will include representatives of bar associations, trade associations and the Federal Trial Examiners' Conference.

'Citizen' protest filed against KLX sale

A "citizen's" protest against the FCC's approval last month of the sale of KLX Oakland, Calif. (now KEWB) by the family of former Senate Minority Leader William F. Knowland (R-Calif.) to Crowell-Collier Publishing Co. for $750,000 (BROADCASTING, May 11) has been filed by Sheldon F. Sackett, who owns KOOS Coos Bay, Ore., and a string of daily and weekly newspapers in California and Oregon.

After FCC approval of the sale, Crowell-Collier consummated the KLX purchase and now is operating it with the call letters KEWB (BROADCASTING, June 8).

Mr. Sackett's *pro bono publico* (for the good of the public) petition—not an "economic injury" protest—charges the Knowland family with, among other things, obtaining control of KLX by fraud in 1933. He revealed in the petition that he intends to start a daily newspaper in Oakland which will compete with the *Oakland Tribune*, owned by the Knowlands, and with the radio station. Mr. Sackett's sale of KROW Oakland (now KABL) to the McLendon Corp. for $800,000 was approved by the FCC last month (BROADCASTING, May 4).

FCC St. Louis stand

The FCC announced on the June 5 deadline for asking Appeals Court to reconsider the court's St. Louis ch. 2 remand that it did not intend to pursue this course. There was thought the Commission would ask U.S. Court of Appeals to reconsider with a full nine-judge court, but legal aides are now convinced the Commission can handle this as another *ex parte* case. The appeals court told FCC to look into charges there were off-record representations in the rule-making proceedings which led moving ch. 2 from Springfield, Ill., to St. Louis.



NINE YEARS LATER AND NO NARBA

Hyde sees trouble unless broadcasters get behind treaties

Just suppose there were no traffic rules for the streets and highways of the nation.

Drivers would be on their own. Some would drive on the right side of the road, some on the left. They would park anywhere they liked. They would race through intersections. An erstwhile one-way street would be considered a challenge for two-way driving.

This is the gloomy picture for radio broadcasting implied by a sober-minded FCC commissioner who has worked arduously at many an international conference. He is worried at the lack of backing to get the U.S. Senate to ratify the new North American Regional Radio Agreement and its concomitant U.S.-Mexico radio agreement.

NARBA has been before the Senate for nine years; the Mexican agreement for two.

In this exclusive interview, FCC Comr. Rosel H. Hyde voices his concern.

Mr. Hyde, you have been active in representing the United States in many international conferences. Which one was the most important in your career?

NARBA, of course. That's the North American Regional Broadcasting Agreement. It regulates the use of radio broadcast frequencies in the countries of the North American region.

What are those countries?

U.S., Canada, Mexico, Cuba, Dominican Republic and the Bahamas.

Don't we have a separate treaty with Mexico?

Yes. We have two agreements with our neighbors. One is the 1950 agreement, the NARBA treaty. Mexico is not a party to that agreement. In January 1957 after many meetings we signed a separate treaty with Mexico.

What's happened to those two treaties?

They are before the U.S. Senate. As you know, ratification requires the approval of the Senate by a two-thirds majority.

You mean the NARBA treaty has been before the Senate for nine years?

Yes. After the first effort, there was no push to get the Senate to ratify the NARBA treaty because Mexico wasn't a part of it. Now that we have a separate treaty with Mexico, it's very important to the public and the broadcasting industry to take an interest in them. Unless those who are concerned take an interest, the United States could lose important benefits.

What are these benefits? Why must we have treaties with our neighbors?

The benefits are in maintaining order and stability in the spectrum. You understand, of course, that radio waves do not respect national boundaries. They flow over them as if they weren't there. In order to bring some order out of this chaotic condition—that is what would be chaos without regulation—it is necessary for us to sit down with our neighbors and agree upon methods of using frequencies, the powers to be used, and the places they are to be used. In this way we can mesh or coordinate our national radio requirements to avoid objectionable interference with each other.

It's similar to what happened in the United States in 1927. We had to enact legislation in order to maintain discipline in the use of channels.

Have there been past treaties?

Yes. The first treaties were brought about by exactly the same conditions that required the Radio Act of 1927. American broadcast stations were suffering interference from stations outside the country and when they failed to work out interference problems on an informal, private basis, they asked the government to help protect them. The first formal multilateral agreement came in 1937. It was negotiated in Havana.

How long did that run?

For five years. But it didn't become operative immediately. It was signed in Havana in 1937, but it was not ratified by all the major countries concerned until 1940.

What caused that delay?

The ratification did not take place until there were additional negotiations with Mexico. These resulted in an exchange of notes, the so-called "Gentlemen's Agreement."

Did it work? Did it do the job?

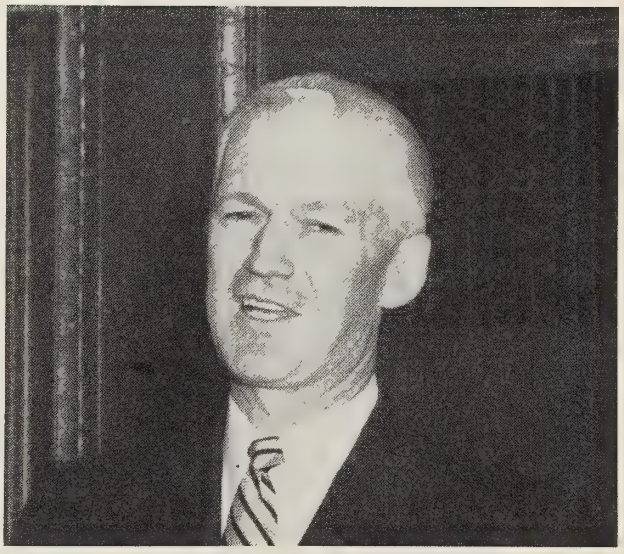
Yes. After the signing of the gentlemen's agreement, an engineering conference was held in Washington. That was January 1941. At that time conditions were worked out for the implementation of NARBA and it became operative in March 1941. The five year period ran from 1941.

All right. In 1946 the first NARBA expired. What happened then?

There was a preliminary engineering meeting and then an official formal meeting in 1946. Since the time was at hand when the prior agreement would expire and it seemed impractical to look for a new agreement in time to succeed the old NARBA, it was decided to work out an interim agreement. This was negotiated in the 1946 meeting. It was a *modus vivendi*, in effect extending the 1937 agreement as implemented by the 1941 engineering conference.

It was just a continuance of the first NARBA?

Not exactly. There were some changes. Cuba received certain new assignments. . . .



Rosel H. Hyde is the epitome of the government career official. An Idaho Republican, he entered government service in 1924 as a clerk in the Civil Service Commission. He moved over to the Federal Radio Commission in 1928, first as a clerk, then as an attorney. When the FCC was created in 1934, Mr. Hyde remained as an attorney, was appointed assistant general counsel, then general counsel. He was named a commissioner in 1946 and reappointed in 1953. His present term expires June 30 this year. On June 4 he was confirmed by the Senate for a third seven-year term. The earnest and affable Mr. Hyde was chairman of the FCC from April 18, 1953, to Oct. 4, 1954.

How long did the *modus vivendi* last?

Three years. This was an executive agreement which, by its terms, was to expire in 1949.

Then you had another NARBA conference?

We had our first conference on this in Montreal in 1949.

With all countries attending?

No. Not all. Mexico and Haiti did not attend, although the Mexican government had an observer present.

Is this the NARBA which is now before the Senate?

Yes. The Montreal conference was followed by a meeting between United States and Cuban representatives in Havana in early 1950, and finally by all North American countries, save Haiti, in Washington in November 1950. The new NARBA was signed in Washington then.

Was it signed by all countries?

No. Mexico withdrew before the conclusion of the conference.

Oh, I see. We negotiated a bilateral agreement directly with Mexico. Is that it?

Yes.

But why didn't the Senate ratify the NARBA agreement—the 1950 treaty?

There were certain objections. The clear channel group opposed the 1950 NARBA and they were supported by the national farm organizations. This was brought out in the 1953 hearings before a subcommittee of the Senate Foreign Relations Committee.

Why did the clears object?

Their objections were based on the fact that under the new agreement certain primary U.S. clear channels would be used in Cuba on a secondary basis. These constituted a limitation on full U.S. use, it was felt. Also the clear channel group felt it was not wise to enter into an agreement with other countries when Mexico was not a party to it.

Do you think they were right?

I would not quarrel with their contention that it would be better to have no Cuban stations on the American clear channels and that it would have been desirable to have an agreement with all countries of the region. However, there has to be a mutual recognition of the interests and needs of each other in order to have agreement. This is not the sort of thing that you try before some impartial arbiter. The terms of an agreement have to be what all the parties agree to. We have far more to lose in case of a breakdown than any of the other countries. Don't forget we have three times as many stations as all our neighboring countries put together.

Can we pursue that? What do you mean "we have far more to lose"? Just exactly what would happen if this NARBA treaty is not ratified?

A brief answer would be that there is the risk of a general deterioration of engineering standards. I don't think broadcasting is going to be wiped out. But if one country begins to license stations without regard to others, who can tell where it would end?

Don't forget every sovereign nation claims the right to use every channel. If we assert that right, our neighbors will assert the same right.

But wouldn't that be cutting off our nose to spite our face? I mean that would be true of each country. Can't we just agree to limit interference?

There are various ideas on what constitutes interference. In our country we adhere to a rather high degree of engineering efficiency. We have found it desirable to insist on high standards in order to get good transmission and reception quality out beyond the confines of big cities.

Mr. Hyde, you spoke of deterioration of service. Just how would this show up?

The effects would vary according to the type of service. The extended service of the clear channel stations could be largely destroyed. These signals are of very low order and a transmitter of relatively low power in a neighboring country could impair this skywave signal to such an extent as to make it almost useless.

What distances are you talking about—100 miles, 200, 300?

It could impair reception as near as 50 miles from the station to points hundreds of miles away. It would affect the service of people in little cities and towns which do not have nearby stations.

Well now, what type of agreement prevents widespread interference now? There's no general treaty in existence today. Why doesn't Mexico or Cuba put on any station they want to any place they want to?

The main reason is to protect the negotiations. You maintain the *status quo* in order to keep faith with your signature on the agreement.

You mean a sort of gentlemen's agreement to maintain order?

I believe it is quite proper and within our legal responsibility to refuse to license stations in a manner that would be inconsistent with agreements we have signed while they are before the Senate. But this is the kind of a situation which may not go on indefinitely. Eventually the point will be made either in the prosecution of an application or in an attack on some action

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. . . Canada and Cuba have ratified 1950 NARBA but are not bound because of U.S. failure to follow suit . . . present 'gentlemen's agreement' could mean trouble . . .

Interview with



Rosel Hyde

we've taken that we are violating the rights of an applicant and that we have no legal basis to refuse a frequency that is applied for.

Well, what's causing the delay in ratification?

The lag in ratification, I think, is lack of interest by the broadcasters generally, and the objections of a part of the industry.

Whom are you talking about when you say "part of the industry"?

The one objection that came up at the very brief Senate hearing on the Mexican agreement was voiced by the daytime broadcasters. They objected to ratification because the agreement does not permit U.S. operation into the evening hours on Mexican clear channels. But I want to point out that neither does it permit Mexican stations to operate into the evening hours on U.S. clears.

Do you mean to say everyone else is in favor?

I would say so. The American delegation during the conferences and even prior to the negotiations was in close touch with interested members of the industry. Every participant agreed that, in the overall interest of the United States, we would do well to sign the agreement. This included representatives of the daytime broadcasters.

Does the lack of ratification embarrass the Commission in its normal duties?

This is something that could become more difficult with the passage of time. The question is how long can you go ahead and give recognition to understandings with foreign governments if the treaties are not ratified. Also, we are foreclosed from taking advantage of direct benefits which these treaties provide. For instance, under the new agreement we could license stations to operate with 5 kw daytime on Mexican clears. There is a limit of 1 kw now under the gentlemen's agreement, which, by the way, has no expiration date. Now the new agreement would replace the gentlemen's agreement and it would constitute a codification of all understandings with Mexico.

The point you are making is that the opposition of the daytimers works against them because, if the Mexican agreement were ratified, U.S. daytime stations would be permitted to go to 5 kw.

That is right. We cannot authorize such increases now without repudiating the gentlemen's agreement of 1940. It is an obligation of the United States. But it would become possible to do so if the gentlemen's agreement were superseded by the new agreement.

Have any of the North American countries ratified the 1950 NARBA?

Yes. Canada has ratified, with certain reservations which we have acquiesced in. Cuba has ratified.

Has Mexico ratified the bilateral agreement with us?

Mexico has not ratified. We have every reason to expect, however, that it will proceed expeditiously if we do.

Since we haven't ratified either of the treaties, the other countries are not bound by their terms, are they? Have any of them jumped frequencies, or boosted power beyond . . .?

The only instance in which we have out-of-band operation, or operation contrary to the standards of the agreement, is in the case of Cuba. Cuba has stated very frankly that it does not consider itself bound by the previous agreement. When we have pressed them to eliminate some of the sources of interference to our stations they have reminded us that while they have ratified the new agreement we have not.

So, although Cuba ratified the new NARBA, it has been operating off-base as it were?

That is true, but you will understand that the agreement does not become enforceable until both countries have ratified.

Well, in other words, because we haven't ratified it has given them the opportunity to disregard our use of frequencies?

That's right. Our failure to ratify has given them some argument for the position they take. Furthermore, there are certain changes—a limited number—which we were to make to accommodate certain Cuban operations. This we have been unable to do because of the lack of ratification.

Oh, they are operating under what they consider their rights under the new NARBA. . . .

No sir. They have a number of operations underway which could not be accepted under the standards of the new NARBA. It should be mentioned that most of the operations which have been giving us trouble were authorized in Cuba after the expiration of the old NARBA and before the signing of the new agreement of 1950.

Are these operations along a certain area or direction or are they all over the map?

Interference from these operations is more noticeable in the southeast part of the United States, because of U.S. proximity to Cuba, particularly on regional and clear channels.

Does this interference affect regionals and local stations too?

Oh yes. Actually there are far more stations of these classes that are vulnerable to the unregulated use of the spectrum than clear channel stations. If there is one class that is particularly vulnerable it would be regional stations. Many regionals operate with very expensive, highly directive antennas. The benefits of these very expensive directionals would largely be destroyed by the unregulated use of channels.

Would local stations—local full time stations—suffer at night without a gentlemen's agreement or a treaty?

They could suffer. For instance, the treaty provides maximum powers for local stations. Now in the case of Mexico there are provisions which would permit an increase in power on both sides under certain conditions.

In the case of Canada, certain changes in power are contemplated, with the understanding, however, that radiation towards the United States would not exceed certain standards. Obviously, a high powered foreign station on the border operating on the same frequency where we have 250-w stations could create severe dislocations.

I am looking at an allocation map. Here is WOOK Washington on 1340 kc. This station has limited coverage at night. Would it be further limited if Mexico and Cuba permitted their 1340 kc stations to increase power?

Yes. The effects would be something like this: Each additional signal adds interference to stations in the general area. Right now the Cuban stations are

operating under power limitations. Let's say the treaty is abandoned and Cuba increases the power of those stations. We could, perhaps, compensate by increasing the power of ours down in Florida. But when this increase occurs, in order to regain service area lost because of the Cuban increase, the Florida stations will impinge on stations to the north. And when those in the north increase their power to compensate for their loss, you get a chain reaction, you see.

Because of the sizable areas of interest in our country, we find it appropriate to protect signals for considerable distances. There is less need for that in Cuba or in the Dominican Republic.

In Mexico, they have the same kind of requirements in many respects as we do. Mexico has great areas of rural population. So has Canada. So those two countries have an interest in common with us to protect rural signals from interference. But in the absence of international agreements all such rural service loses international protection.

In other words, we're opening up a Pandora's box?

Yes. It's a situation where we have a tremendous stake and very much to lose. I still think radio is an important national asset and it would be folly to destroy the channels of nationwide communication.

Maybe fm is the answer.

Fm certainly can provide service, but I do not think it's good administration to abandon one service with the thought that we'll start over again in another part of the spectrum. You must remember there are more than 100 million air receivers in the hands of the public. Also listening habits are not something you change overnight. While fm should have much further development than it has had up to now, this is no reason to abandon appropriate engineering standards in am.

Is anyone trying to prod the Senate to move on the treaties?

There certainly has not been sufficient recognition of the present danger of loss. It seems not to have attracted the attention the subject deserves. Unless members of industry recognize the situation and undertake to develop an awareness of it, I'm afraid the United States could lose a very great and valuable asset, solely by default.

Isn't it possible to get the Senate to move on this, even though there are objections—in fact only a single objection?

The problem is that treaties require a two-thirds vote for ratification. If an air of conflict is created, there is not much incentive to push the matter.

Doesn't the FCC have a rulemaking proposal to permit daytimers to extend their hours of operation, from sunrise to sunset or 6 a.m. to 6 p.m., whichever is longer?

The Commission's rulemaking is to study the proposal that we allow extended hours of operation on daytime stations. This is not confined to Mexican clear channels at all. There are six Mexican clear channels. The Commission's proceeding involves all of the frequencies of the broadcast band.

How many daytime stations are there?

Approximately 1,300.

How many on the Mexican clears?

There are between 800 and 900 daytimers on regional channels. There are about 250 on the six Mexican clear channels.

Well, sir, what can be done?

The answer is, I suppose, that the people who stand to lose the most—and that's most of the over 3,000 broadcasters in this country—have got to realize that these treaties should be ratified. They must use their influence, if you please, to bring to the attention of their senators, the vital need for some type of international agreement. Otherwise broadcasters of our country and the public stand to suffer irreparable loss. It is that serious.

Keene libel settled

The year-long legal bickering between Princess Theatre of Berlin, N.H., and WKCB, that city, was settled June 6. WKCB had been sued for libel after an editorial broadcast. Its operation was completely disrupted for a while when the writ of attachment, first step in a New Hampshire damage suit, captured the WKCB bank account and many of its accounts receivable.

Many stations and organizations raised a fund of $10,000 which was placed in escrow for release of the attachments. Among stations were WWLP Springfield, Mass.; WMCA New York, and KPOL Los Angeles. Richard P. McKee, WKCB president, said he still believed in editorializing despite the legal troubles. He voiced the hope state legislatures having writ of attachment laws would examine these laws so they may not be used to close up a newspaper or broadcast station prior to court action on libel or slander suits.

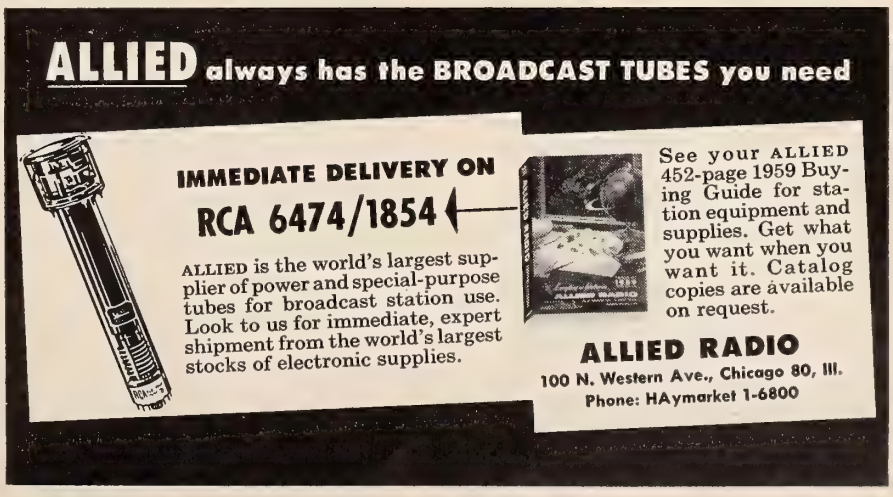
Mack defense begins; acquittal move denied

The defense in the criminal conspiracy trial of former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside was denied motions for acquittal last week and began presenting its own side of the case. The government completed its direct evidence on Tuesday (June 9).

Defense counsel in moving for acquittal held the government failed to make a case strong enough to present to the jury. The defense also moved to strike from the record the testimony of various witnesses. This, too, was denied by Federal District Judge Burnita S. Matthews in Washington where the trial is being held.

Nicholas J. Chase, attorney for Mr. Mack, told the court last week that Mr. Mack has been advised by two physicians that he faces permanent injury to his health if he appears on the witness stand in the trial. Mr. Chase made this statement in arguing for admitting various FCC documents offered by Mr. Mack, which he claims he relied on in voting in favor of Public Service Tv Inc., a National Airlines subsidiary, for the award of ch. 10 in Miami. Judge Matthews at first had held the documents could be admitted only if Mr. Mack testified he based his vote on them, but reversed herself and admitted the evidence after the health argument.

Mr. Chase earlier in the week had argued it was no more wrong for Mr.



Mack to accept financial help from Mr. Whiteside than for former Presidential Assistant Sherman Adams to take gifts from Bernard Goldfine. Mr. Adams resigned after testimony before the House Legislative Oversight Subcommittee that he accepted gifts from Mr. Goldfine, who at the same time had business before a government agency. The defense holds that money paid by Mr. Whiteside to Mr. Mack during the latter's tenure on the FCC merely represented the continuation of a relationship between the two friends that had existed before Mr. Mack joined the FCC and that the payments were not made to influence Mr. Mack's vote.

The leadoff defense witness last week was Mrs. Anne Hutterly, chief FCC minutes clerk, who testified on the documents which the defense claims Mr. Mack relied on in voting for PST in February 1957.

Sees global tv soon

An instantaneous worldwide telecast will be achieved in less than 2½ years, James C. Hagerty, news secretary to President Eisenhower, said June 8 in a commencement speech at Allegheny College, Meadville, Pa. He said he had "about a 40% chance" of helping arrange the telecast before President Eisenhower's term expires. Earth satellites would be used to relay the tv picture around the globe. The President's voice was bounced off the moon June 3 by radar from Millstone Hill, Westford, Mass., and picked up by Prince Albert Radar Lab., Saskatchewan. The Eisenhower message of 112 words was sent to Canadian Prime Minister John G. Diefenbaker and the Canadian people.

• Government notes

• Jack R. Poppele, for three decades chief engineer of WOR New York and onetime head of the Voice of America, is active in the radio management field again as president of Atom Broadcasting Corp., which has been granted assignment of WAUB Auburn, N.Y., by FCC a fortnight ago. Grant was made as the latest Commission decision in a complex case involving charges against WAUB on the assignment of its construction permit as well as the grant of an application for additional time to construct, leveled by WMBO-AM-FM Auburn. The FCC noted that "substantial construction has been expended toward the completion of the station," by seller Herbert P. Michels, who is to receive $5,400 for out-of-pocket expenses from buyer Atom Broadcasting and is to retain a 25% interest plus a vice presidency in Atom.

• Practically the remainder of this calendar year has been opened for the filing of comments on the subject of fm stereophonic multiplexing as part of the FCC's inquiry into possible wider uses for fm subsidiary communications authorizations. The Commission has granted a request by Electronic Industries Assn. and extended the time for filing of comments from June 10 to Dec. 11. Comr. Robert Bartley dissented in the Commission decision.

• Tucumcari Television Co., which has been battling for a ch. 70 tv translator station in San Jon, N.M., to translate programs of ch. 10 KFDA-TV Amarillo, Tex., (BROADCASTING, May 11), has lost the next to last round of its fight. The FCC directed preparation of a document which would deny Tucumcari's application for the translator. This action followed an oral argument which in turn had come after an initial decision of last March denying the Tucumcari bid on the issue of "unauthorized operation" among others.

• Educational ch. 9 KQED (TV) San Francisco, Calif., will be allowed to broadcast a single still shot, a record album cover, while the program *Portrait in Music* is broadcast aurally, according to an FCC rules waiver last week. The waiver will last for a year. Three Commissioners dissented in this case: Robert Bartley, T.A.M. Craven and Frederick Ford. Comr. Bartley was quoted as observing that "picture shows should move."

• CBS Radio last week filed comments supporting NAB's proposal to the FCC asking changes in rules so that the identification of the sponsor may be withheld in "teaser" commercials (BROADCASTING, May 25). CBS Radio said advertisers seem to be showing "more interest" in this form of advertising.

PROGRAMMING

A NEW $64,000 QUESTION

What's in the New York grand jury report on tv quizzes and why is it under wraps?

The long-anticipated New York grand jury report on alleged scandals in tv quiz shows went in the form of a presentment to General Sessions Judge Mitchell D. Schweitzer last week—who promptly put it under lock and key. The resulting howl at the imposed secrecy was heard on front pages across the land.

His action in sealing the report was attacked immediately both by the jury foreman and the assistant D.A. who prepared the case, each alluding to serious charges therein which they felt should be made public. After it was disclosed that parties to the case had challenged the presentment's validity even before its existence was made known, the district attorney's office said it was investigating a possible "leak" of the report's contents.

Judge Schweitzer indicated he would hear arguments on accepting or expunging the presentment before June 26.

The legal issue involved is whether a presentment (which is a statement of the jury's opinions on a given situation, as distinguished from an indictment, which charges violations of law) has standing under the laws of New York. Attorneys who opposed the presentment say it does not when a public official isn't involved.

What Precedent? • The district attorney's office, on the other hand, says it knows of no precedent for a presentment being challenged. Standard procedure, the D.A. said, would be to make the report public and later seek to have it expunged.

That was what the challengers wanted to avoid. James P. Durante of Lewis, Durante & Bartel (representing Entertainment Productions Inc., which produced the late *$64,000 Question* and *Challenge*, said: "If you're called a thief, you can defend yourself in court, and if you're acquitted you're vindicated, but with a presentment you don't have any recourse."

J. Norman Lewis, senior partner of the same firm, emphasized also that the briefs challenging any presentment which the jury might make had been filed two months prior to the report, with no knowledge that a presentment was forthcoming but as a routine "just in case" policy. He also stressed that his firm's briefs were not the only ones filed at that time, any others had not identified themselves late Thursday.

Jury foreman Louis M. Hacker, former dean of the School of General Studies at Columbia U., said the report covered matters of "large public interest," and that "charges have been

made in the course of which large sums as prizes were received by those who participated in these frauds." (Observers, noting the grand jury ended its work without handing down any indictments, assumed Mr. Hacker did not use the word "frauds" in a legal sense.) He continued to say that, "Obviously, moral questions affecting society, if not legal ones, are involved here." He said the public would benefit from publication of the report, and added that it affects the whole tv industry.

American Hoax • Assistant district attorney Joseph Stone said the presentment "uprooted a tawdry hoax which was perpetrated on the American people."

CBS-TV and NBC-TV, the two networks who carried programs principally involved in the grand jury probe, made it clear they had not joined in challenging the presentment, saying only that they had cooperated with the grand jury and would continue to do so. Most of the programs involved have long since left the air, largely because of publicity attendant to the grand jury's activities.

The only indictment to come out of the case involved Albert Freedman, a producer of *Twenty-one*, who was charged with perjury by another grand jury after denying he had furnished answers to quiz contestants.

Summer tv format

A study of summer programming on tv networks by the A.C. Nielsen Co. indicates that the continued use of the winter format with new material usually improves the share-of-audience figures for the program.

The Nielsen study covered sponsored network tv programs during July and August 1958. It aimed to determine the performance range of summer programming by measuring it against equivalent winter performance standards. The main conclusions reached by the study are:

• Summer re-run telecasts can maintain winter share-of-audience levels. Of the 47 programs using re-run episodes, 43 performed within 5%, or had better than winter share levels.

• Summer replacement programs, as a group, fell 18% below the share performance of the winter shows they replaced. Because of this, generally lower performance and fixed time costs, summer replacement programs must cost considerably less than re-runs to be as efficient, cost-wise.

Nielsen noted that in order to obtain useful performance comparisons, which would not be affected by seasonal viewing levels, share-of-audience figures were used throughout the study.

AFTRA, SAG TO STUDY MERGER

Cole named by two talent unions to report on union of radio-tv and film performers

The first step toward the long-discussed merger between the American Federation of Television & Radio Artists and the Screen Actors Guild was taken last week when David L. Cole, national consultant in labor affairs, was selected to conduct a study of the feasibility of a consolidation of the two talent unions.

The announcement of Mr. Cole's selection was made jointly by Clayton (Bud) Collyer, AFTRA president, and Howard Keel, SAG president. The merger study, they said, will begin immediately and Mr. Cole will make his report to the Merger Study Committees of the two unions. A date for submission of the Cole report was not revealed.

AFTRA holds jurisdiction over performers appearing in live tv presentations and in live and recorded radio programs. SAG is the representative of talent appearing in filmed shows. Many performers hold cards in both unions.

One area that is in dispute is videotape commercials. AFTRA has contracts with the networks and stations and SAG with film companies, who are active in tape. Last year AFTRA petitioned the National Labor Relations Board to hold a referendum among performers to select a single union to represent them in videotape commercials. NLRB heard lengthy testimony on the petition but has not reached a decision as yet.

The tape issue underscores the need for a merger, its proponents claim. They also point out that a consolidation would present a solid front by performers in negotiations with network, station and film company management. At the present time, merger supporters assert, management can "play off one union against the other."

A more ambitious merger of performer unions, encompassing the five unions belonging to the Associated Actors & Artists of America, was proposed seven years ago. A joint study was made by labor specialists at the U. of California at Los Angeles and Cornell U. over a period of more than six months but the recommendations proved unacceptable to the unions.

Mr. Cole is a former director of the Federal Mediation and Conciliation Service and currently is the permanent arbitrator under the national AFL-CIO no-raiding agreement. Mr. Cole, an attorney, has been active in industrial and labor relations work for more than 25 years. In 1955 he received the American Arbitration Assn.'s gold medal for "distinguished service in industrial relations."

17 to Community Club

Community Club Services Inc., New York, added 17 stations last month to its active franchised list bringing the total to more than 225. (CCS runs competitions for cash awards open to nonprofit charitable organizations.) The new stations:

KVMA Magnolia, Ark.; WFTL Ft. Lauderdale, Fla.; WBAT Marion and WKBV Richmond, both Indiana; WDOE Dunkirk and WTRY Troy, both New York; WAPA San Juan, P.R.; WCLE Cleveland, WKGN Knoxville, WMMT McMinnville, WMTN Morristown and WGNS Murfreesboro, all Tennessee; KDYL Salt Lake City, Utah; WHLL Wheeling, WSAZ Charleston and WCCM Parkersburg, all West Virginia, and WMVA Martinsville, Va.

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MOVIES BLEED AT TV'S HANDS

Film men have lost millions: Sindlinger

The findings of a special report by Sindlinger & Co., Ridley Park, Pa., conclude that motion picture companies will have lost a total of $71.3 million net in the three years ending in 1959 because studios sold their theatrical product to tv.

The report, ordered by Theatre Owners of America and disclosed last week, explains the $71.3 million loss in this way: it is the difference between the amount the companies will have lost by the end of 1959 in film rentals and the amount realized from the sale of film to tv. The loss in film rentals is placed at $212 million for the three years and the income from tv is fixed at $141.7 million.

A Sindlinger official told BROADCASTING that the film rental losses were computed by collating and analyzing the leisure-time activities of people throughout the country. Information is gathered regularly by the Sindlinger field staff. During interviews, people tell how often they go to the movies, watch theatre product on tv and participate in other activities. From answers to questions, Sindlinger arrived at the number of people who stayed aways from movie theatres to watch theatre product on tv. The film rental, the spokesman said, is a fixed percentage of the theatre gross.

Year-By-Year Loss • The loss in film rentals for each of the three years was placed at $73.2 million in 1957; $80.6 million in 1958 and $58.2 million (estimated) in 1959. The income for the sale of product to tv by each year was reported as follows: $67.9 million in 1957; $43.7 million in 1958 and $29.1 million (estimated) in 1959.

Beyond 1959, Sindlinger estimates that the sale of films to tv will bring the companies an income of $21.4 million in 1960 and $56.7 million in 1961-68.

The report notes that the "sale of pre-48 libraries was a costly mistake for distribution, as well as hurting theaters." It claims that the millions in rentals lost through the sale of films to tv "would not only make a tremendous difference in the profit statements of the film companies but would pay for the production of a great number of 'blockbusters.'"

"And this," it adds, "doesn't even take into account the great toll on theater receipts and the number of theatres forced to close due to the competition of movies on tv."

The report observes that the impact on the nation's theaters of free motion pictures on tv is "in a stage of diminishing degree." It warns, however, that "the sale of any post-48 pictures in volume, of course, would change everything, based on past experience."

Epic approach

WMT-TV Cedar Rapids, Iowa, presented a video-taped history of the city to baptize its new Ampex equipment.

Seven Ages of a City, as it was called, was sponsored by the state's power company. Commercials were tied in by showing how electricity has played a part in Cedar Rapids' growth.

The history was presented as seen through the eyes of a painter, a poet and a composer. The painter, Edwin J. Bruns, was commissioned by industrialist-historian Sutherland Dows. Paul Engle, the poet, read his history of the city with background of the paintings plus slides, photos and film clips collected by WMT-TV creative supervisor Bruce Anderson. Philip Bezanson, of the U. of Iowa, wrote the music.

Baptist air awards

The American Baptist Convention, N.Y., meeting in Des Moines, Iowa, last week presented radio-tv awards to the following: Roy Rogers and Dale Evans, cited "For consistently identifying themselves with the Christian way of life on radio and tv"; Eugene W. Roddenberry, writer for *Have Gun, Will Travel,* for "skillfully writing Christian truth and the application of Christian principles into commercial, dramatic tv scripts."

Also to: Rev. John DeBrine, associate pastor of the Ruggles Street Baptist Church, Boston, for "producing *Songtime,* a radio program heard on some 80 stations"; Jane Goodman, director of radio and tv, Metropolitan Church Federation of Greater St. Louis, "for presenting the Christian message through an outstanding use of local tv."

CBS-TV News specials

Programming plans for the 1959-60 series of special informational tv programs produced by CBS News Div. have been revealed by Sig Mickelson, vice president of CBS Inc. and general manager of CBS News. In a speech before a meeting of Canadian broadcasters in Toronto June 2, Mr. Mickelson said that the full resources of the division will be mobilized in support of the series of hour-long shows which will be seen in pre-empted time on the CBS-TV nighttime schedule.

Discussing the series, Mr. Mickelson said: "These . . . specials will take up the momentous political, social and economic developments of the day. The contents, in the main, will be dictated by affairs of urgent national interest at the time of the broadcast. . . ." Two specials now being developed, he said, are: "The Population Explosion" and "600,000,000 Miles Per Hour." Signed as a co-sponsor of six of the specials is Bell & Howell Co., Chicago.

Producers who will be available for participation in the series include: Fred Friendly, Les Midgley, Av Westin, Don Hewitt, Paul Leviten, Al Wasserman and Steve Fleischman.

MGM-TV opens office in New York July 1

MGM-TV will open New York City studios about July 1 for expansion of its commercial and industrial films facilities, it was to be announced today (June 15) by George T. Shupert, vice president in charge of tv for Metro-Goldwyn-Mayer.

The New York studio, at 550 Fifth Ave., will augment the company's production plant at MGM Studios, Culver City, Calif. Construction and equipment plans are under the direction of Bill Gibbs, director of the industrial and commercial film division of MGM-TV. The eastern production unit will primarily be concerned with the completion of commercial and industrial films photographed at Culver City, it was reported. Clients include American Motors, Viceroy cigarettes, Camay soap and Owens-Corning Fiberglas.

Filmways' subsidiary

Filmways Inc., New York, a producer of tv film commercials and industrial films, last week announced the creation of a subsidiary, Filmways Television Productions, Hollywood, which will produce, finance and distribute tv film program series.

Martin Ransahoff, president, announced that Al Simon, vice president in charge of production for McCadden Productions, Hollywood, will be president of Filmways Television Productions, effective Aug. 15. McCadden has produced the *Burns and Allen Show, The Bob Cummings Show* and *The People's Choice.* Mr. Ransahoff said that sales and distribution plans for the new subsidiary now are being made.

UA-TV enters tv film syndication

As expected, United Artists television has entered tv film syndication. The move was announced last week by Bruce Eells, executive vice president of UA-TV, at United Artists' headquarters in New York.

Mr. Eels said *Tales of the Viking* will go into immediate syndication with regional sponsors first on the sales target. The series has a pre-sold title (UA's motion picture release, "The Vikings") it was noted.

It was revealed also that in shooting the motion picture more than $2.5 million was spent in props, an investment retained in the tv series. Since Ryna Productions shot more footage than was needed for the motion picture, the extra film is earmarked for the tv series. UA-TV expects to release *Hudson's Bay* in about two or three months for syndication followed by *Miami Undercover* after a similar time period. UA-TV plans to release about six tv series each year and will distribute for other independent producers if the product is satisfactory.

Since early this year, UA-TV has been gathering its syndication sales staff. Executive lineup of the syndication sales force:

Kurt Blumbert, manager of syndication operations; John J. Mulvihill, general sales executive (network-national advertiser presentations); Phil Williams, eastern division manager; William R. Dothard, regional sales manager of eastern division; John R. Allen, central division manager; Howard Christenson, regional sales manager of central division; Jack Gregory, western division manager; Myron A. Elges, regional sales manager of the western division.

Jingle lawsuit

Robert L. Sande and Larry Greene, producers of commercial jingles, have filed a $100,000 damage suit against Radio Recorders in U.S. District Court in Los Angeles. The suit charges that the defendant's new audio air check service (BROADCASTING, May 11) is a threat to them and other producers of station IDs. Specifically, the complaint alleges that the audition record package advertised in BROADCASTING (May 18) includes material broadcast on KFWB Los Angeles, which was created and copyrighted by the plaintiffs and that the sale and distribution of this package constitutes copyright infringement and also enables the purchasers of the package to use Sande and Greene's material without engaging their services. In addition to exemplary damages of $100,000, complaint asks for actual damages and the impounding of all copies of the aircheck of the KFWB material. District Judge William M. Byrne set a show cause hearing for today (June 15).

Westerns syndicated

Two syndicators—CBS Films and California National Productions—last week announced wild west properties newly taken off the network are being placed into syndication. CBS Films: *Trackdown* starring Roger Culp as Texas Ranger Hoby Gilman with 71 episodes (52 making up the first package) will be available in mid-October. The "adult western" has been on CBS-tv for two years. CNP via Victory Program Sales offers this entry: *The Californians* (San Francisco of the old west). It can be slotted as a once-weekly series or as a daily strip, and has been added to other westerns distributed by CNP as a "Western Omnibus" if a package is desired. It has been on NBC-TV for two years.

AFM protests victory in election by MGA

The American Federation of Musicians on Thursday afternoon (June 11), deadline for protesting the results of the NLRB election of a fortnight ago, filed its objection to the victory awarded Musicians Guild of America. The election, instigated by AFM, proposed elimination of the union shop clause in MGA's contract with the major motion picture studios, a move that would be tantamount to destroying MGA's power to collect dues and therefore its existence. (BROADCASTING, May 25).

The list of eligible voters was set at 1,402 and a majority of those was required to approve the AFM proposal to put it into effect. A total of 803 ballots was cast; 533 favored doing away with the union shop clause; 171 opposed this move; 95 were challenged and four were declared void. Since 533 is less than a majority of 1,402, MGA was held to have retained the clause in its contracts. AFM, in its objection, alleges that the number of eligible voters was actually only 1,020, and on that basis, the 533 votes to eliminate the union shop provision constituted a majority and the clause should be ordered eliminated.

Tape transfer

Transference of the KIRO Seattle library of CBS wartime newscasts (1939-45) from discs to tapes has been completed by students of the U. of Washington School of Communications.

The project was started in 1957 by the university with a $10,000 grant from the CBS Foundation. Cataloguing and cross referencing the tapes is expected to be completed by 1961.

Statistics: 4,000 15-minute reels of tape costing $12,000, 1,000 hours of newscasts, 2.4 million ft. of tape.

Mrs. Roosevelt in pilot

Mrs. Eleanor Roosevelt, who was delivering her first tv commercials for Good Luck margarine a few months ago (BROADCASTING, Feb. 23), is to appear in a pilot film this July for a possible tv discussion series backed by Colorado film producer - distributor Alexander Film Co., it was announced last week. Mrs. Roosevelt is to discuss world affairs with a panel of college students, some of whom will be from other countries, it was understood.

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PAY TV TEST
Zenith planning on-the-air trial

Zenith Radio Corp. last week confirmed what everybody had known right along—that it plans to start field-testing its phonevision pay tv equipment and "negotiate arrangements" for an initial operation under the FCC's new test rules.

The confirmation came from Joseph S. Wright, Zenith president, in a major policy report before the Security Analysts of San Francisco last Thursday, June 11. He reiterated his belief toll tv is inevitable "and when it comes it will be on the over-the-air basis," not by coaxial cable, whose costs he described as "fantastic." Mr. Wright alluded to prospects of wiring San Francisco, Los Angeles and other cities for subscription television.

Unlike his predecessor, the late Comdr. E. F. McDonald, Mr. Wright took a more conciliatory attitude toward commercial network tv programming. He said: "One of the things which contributed to the poor showing of the tv set industry is the public apathy about current programming. Please don't misunderstand this as a criticism of the networks and broadcasters—they have done a magnificent job of programming within the economic limitations of advertising support . . . But the pressures of keeping from four to seven tv transmitters busy for 18 hours a day in the major cities are tremendous, particularly when you consider that all these stations' overheads and expenses, as well as the cost of the program product, can never exceed what an advertiser is willing to pay to sell his product."

No Details • Zenith spokesmen, playing it customarily close to the vest, declined to amplify Mr. Wright's remarks Thursday on (1) a proposed target date for launching its field tests (2) with what interests it has conducted "preliminary discussions" and hopes to complete negotiations, and (3) specifically what markets may be involved.

It's been known, however, that Zenith is eyeing the Milwaukee market and has had talks with Gene Posner, new owner of WXIX (TV), uhf ch. 18 (CLOSED CIRCUIT, May 11). Reports of similar discussions with the owners of WFOX-TV, not yet on the air (uhf ch. 31), also have been rampant but have been denied the past fortnight.

WFOX (and construction permit of WFOX-TV) is owned principally by Howard Miller, Chicago disc jockey. He said Thursday he had not been approached by Zenith representatives and had no plans to activate WFOX-TV on grounds the city could not support another tv station. He cited the lack of converters for uhf as the major stumbling block.

Reportedly, Zenith has also been investigating several cities other than Milwaukee in its search for a pay tv site.

Mr. Wright pointed out Zenith has pioneered in research and development of pay tv for 25 years and that "right now we are about to begin field testing our latest equipment for an over-the-air system which we feel can be produced and maintained in the subscriber's home for pennies a day, including the cost of servicing the equipment."

Despite the "rather restrictive conditions" attached by the Commission to trial runs of toll tv, Mr. Wright asserted, it'll "not then be a question of whether the system is to be made nation-wide, but how fast can it be done."

Limited Entertainment Experience • Zenith also is "actively exploring what needs to be done to initiate an operation under the terms and conditions of the latest FCC order on the subject," Mr. Wright acknowledged.

He added that because Zenith's experience in entertainment and broadcasting is limited, "we are very much interested in having the participation and cooperation of the individuals and companies who are experienced in these fields. We have had a number of preliminary discussions along this line, and hope to begin very shortly to negotiate arrangements which may make it possible to proceed with an initial operation."

Once this materializes, he continued, a new industry will be created, presaging "very favorable influences" on entertainment and broadcasting fields as well as the tv set business. Mr. Wright also reported a new sales record for Zenith's second quarter and predicted 1959 sales will increase substantially over its previous record year of 1958. First quarter sales and earnings jumped 40% and 63%, respectively, over the same period last year, he said.

Long poll

The WBRB Mount Clemens, Mich., *Sound Off* program turned into an all-day affair late last month when the station conducted an on-the-air poll on whether a personal or sales tax should be introduced by the state.

Sound Off (listeners telephone the station with their opinions) usually runs 10:05-11 a.m., but response to the poll was so great that the poll was continued until signoff at 7:45 p.m. The count: 290 for personal tax; 285 for sales tax.

Tape-live tv planned for 'Mrs. America'

Video tape plus live coverage means a "depth report" in the opinion of Production Alliance, New York tape-producer and packager, which plans to combine the two tv techniques for the "Mrs. America" pageant in Fort Lauderdale, Fla., to be telecast over CBS-TV on June 20 (11:15 p.m.-12:15 a.m.).

Production Alliance is delivering the telecast as a "total package" to CBS-TV. Since many of the events leading up to the selection of the winner are held for two weeks before June 20. Clay Yurdin and Phil Melillo, partners in the tape company, decided to pre-tape many of these sequences, and integrate them into a live climax.

Messrs. Yurdin and Melillo are convinced that this type of live-tape coverage will in the future give "more meaning" to such special events telecasts.

Taping of one sequence was completed last week in Washington, D.C. in which U.S. Treasurer Ivy Baker Priest congratulated the woman who will be selected as "Mrs. U.S. Savings Bonds" on June 20. Since Mrs. Priest could not be in Fort Lauderdale on that date, the congratulatory episode was taped with Mr. Melillo briefing Mrs. Priest while her children, Nancy and Ray, looked on.

Production Alliance officials estimate that 40% of the coverage will be live and 60% on tape.

The telecast will be sponsored by Whirlpool Corp., St. Joseph, Mich., through Kenyon & Eckhardt, Chicago; Culligan Inc. (water softener), Northbrook, Ill., through Alex T. Franz Inc., Chicago, and Johns-Mansville Corp., New York, through J. Walter Thompson.

CBS-TV obtains rights to Olympics in 1960

CBS-TV will present daily tape programs covering the 1960 Olympics in Rome, it was announced jointly last week by CBS-TV and the Italian Olympic National Committee.

CBS-TV was awarded exclusive North American tv rights after discussions between Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, and Gardner Adv.,

representative of the Italian Olympic National Committee. The price for the rights was not disclosed.

Louis G. Cowan, president of CBS-TV, reported that the network plans to present daily telecasts, up to one hour in length, in prime evening time, starting Aug. 25, 1960. He said a majority of the events will be carried on the same day they take place in Rome. The network will make use of Alitalia Airlines to fly tapes to New York.

• Program notes

• Columbia Pictures Corp., N.Y., has assumed ownership of the independent film library of Sherman Grinberg, which will be integrated with Columbia's library, and offered for sale and rental as stock footage to tv film and motion picture companies. Mr. Grinberg will become exclusive representatives of the library.

• Warner Bros. Pictures Inc., N.Y., reports a net profit of $4,626,000 for the first six months ended last Feb. 28, as compared with a net loss of $2,894,000 for the similar period last year. Income from film rentals, including tv, rose to $40,373,000 from $31,332,000 in the previous period.

• Negotiations have been completed between NBC International and Nippon Television (NTV) in Tokyo for next season's new Perry Como series sponsored by Kraft foods to be seen in Japan in color. The announcement was made last week by Alfred R. Stern, director of NBC International operations and chairman of NBC International Ltd., who arranged to rush color video tape recordings to Japan by jet plane. NTV is reportedly in the process of building two tv studios for exclusive use of color. Including Japan, a total of 16 countries are scheduling the Como show, Mr. Stern said.

• CBS-TV has scheduled *For Better or Worse,* a new daytime series dealing with documented case histories of marital problems, to premiere June 29 in the 2:30-3 p.m. EDT period. Program host will be Dr. James A. Peterson, marriage counselor and teacher at the U. of Southern California. Program material will be drawn from his private files, the network reported. The program is a John Guedel production in association with CBS-TV. Hal Cooper and Myron Goldman are producer and associate producer respectively.

• Bernard L. Schubert Inc., N.Y., tv film production-distribution company, has climbed to an all-time company high in available products, according to Bernard L. Schubert, president. By year's end Mr. Schubert reports it will have a total of 12 half-hour tv film series and a minimum of two feature film packages in release. Three of the series will soon go before the cameras, Mr. Schubert said. They are: *Counterspy, Alexander the Great!* and *The New Adventures of Mr. & Mrs. North,* all to be filmed in California.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 15-19 (2:30-3 p.m.) **Haggis Baggis,** participating sponsors.

June 15-19, 22-24 (4-4:30 p.m.) **Truth or Consequences,** participating sponsors.

June 15, 22 (10-10:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Pharmaceuticals through Parkson Adv.

June 16, 23 (8:30-9 p.m.) **Price Is Right,** Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

June 17, 24 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King,** Kraft through J. Walter Thompson.

June 18 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

June 18 (10:30-11 p.m.) **Masquerade Party,** P. Lorillard through Lennen & Newell.

June 19 (7:30-8 p.m.) **Northwest Passage,** sustaining.

June 19 (8-9 p.m.) **Ellery Queen,** Gulf through Young & Rubicam.

June 20 (10-10:30 a.m.) **Howdy Doody,** Continental Baking through Ted Bates.

June 20 (10:30-11 a.m.) **Ruff & Reddy Show,** Borden's through Benton & Bowles and Mars through Knox-Reeves.

June 20 (9-10 p.m.) **Perry Presents Teresa Brewer & Tony Bennett,** RCA Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

June 21 (7-7:30 p.m.) **Midwestern Hayride,** local, co-operative sponsorship.

June 21 (9-10 p.m.) **Chevy Show,** Chevrolet through Campbell-Ewald.

• National Telefilm Assoc. Inc., N.Y., has started production of 13 new episodes for both *How to Marry a Millionaire* and *Man Without a Gun* at the Hollywood studios of TCF-TV, the tv film division of 20th Century-Fox. A third show, *The Third Man,* begins filming of 19 new episodes in England the week of June 22, at the Shepperton studios of British Lion, co-producer of the series. With the filming of the 39th episode of NTA's *U.S. Marshal,* current production of that series was recently completed at the Hollywood studios of Desilu productions, NTA reported.

• The Video Tape Facilities Committee of the Film Producers Assn. of New York has appointed a subcommittee to discuss video tape technical standards with broadcasting organizations. William Van Praag, chairman of the parent committee, has named William Unger, of Elliot, Unger & Elliot Inc., and Harry Sombor, of Filmways Inc., to meet shortly with the NAB to discuss standards in station transmission, and with the Society of Motion Picture and Television Engineers regarding production standards.

• Screen Gems, N.Y., reports its Latin American business for the fiscal year ended May 31 increased more than 50% over the previous year. Current dubbing commitments call for completing Spanish sound tracks for over 800 half hours of Screen Gems programming by the end of this fall, according to William Fineshriber Jr., director of international operations. The total number of dubbed half hours currently telecast each week in nine Latin American countries is reported to be just over 200.

• Trans-Lux Television Corp., N.Y., has signed its cartoon series, *Felix the Cat,* to a long-term pact with Transcontinent Television Corp., according to Richard Carlton, vice president in charge of Trans-Lux sales. The sale calls for delivery next winter of the first 260 four-minute *Felix* episodes to Transcontinent's WGR-TV Buffalo, WROC-TV Rochester, both New York, and WNEP-TV Scranton-Wilkes-Barre, Pa.

• WSGN Birmingham, Ala., is programming a new two-hour Sunday night record show featuring a Columbia Records' top star as the artist of the week, with original voice tracks of each artist commenting directly to the WSGN audience. Entitled *Great Moments in Music* (7-9 p.m.), the program was arranged for WSGN by Ben McKinnon, general manager of the station, Don Comstock of Columbia Records in Atlanta, and Bill Levy of Columbia Records in New York. The voice tracks are recorded in New York and sent to WSGN. The show is hosted by Bill Bolen, WSGN personality.

• NBC Radio's *It's Network Time* will present 10 hours of stereo broadcasting this week over the largest multi-city hookup of stations to date, according to the network. Stations in 15 cities will carry the stereo broadcasts on am and fm channels starting today (June 15) through Friday. The two-hour daily broadcasts will use the compatible stereo system developed by Bell Telephone Labs., it was reported.

• Independent Television Corp., N.Y., reports filming of 22 half-hour *Fury* tv shows will start June 22 at Desilu-Gower Studios, Hollywood. The series will be seen for the fifth year on NBC-TV this fall (Sat. 11-11:30 a.m.) Co-sponsors of the series, also for the fifth year, are The Borden Co. and Post Cereal Div. of General Foods, both through Benton & Bowles, N.Y.

• Roy P. Steckler and Bob Smith have formed Missile Men Productions, with

headquarters at 8152 Sunset Blvd., Hollywood, to film a new tv series, *Missile Men,* created and written by Mr. Smith and to be produced by Mr. Steckler. Filming of the pilot of this non-fiction series is scheduled to start this week. MMP's telephone number is Oleander 6-3800.

• Dick Ross, president of World Wide Pictures, and Georgia Lee, film, tv, and recording artist, who formerly had her own show on NBC, have formed Lee-Ross productions to syndicate tv properties, including *The Georgia Lee Show.* Headquarters are at 4626 Van Nuys Blvd., Sherman Oaks, Calif. Telephone: Triangle 4-5515.

• ABC-TV has completed negotiations with Desilu Productions Inc., Hollywood, for production of a new, weekly one-hour series, *The Untouchables,* to start this fall on ABC-TV. Robert Stack has been named star of the series. Series will be adapted from Desilu's recent two-part presentation of the "The Untouchables" on CBS-TV's *Westinghouse Playhouse.*

• Jerrild, Bouse & Schafhausen Inc., new commercial art and graphic design studio, has opened in Beverly Hills, Calif., at 241 S. Beverly Dr. Norman C. Bouse, president, formerly operated commercial art studio in Los Angeles as Bouse & Assoc. Robert H. Schafhausen, executive vice president, was advertising manager of U.S. sales division of Max Factor & Co. Asger Jerrild, vice president and creative art director, is graduate of Ecole des Beaux Arts, Paris, and native of Copenhagen, Denmark.

• Audie Murphy's Terrania Productions has formed an alliance with Revue Productions to produce *Whispering Smith,* a half-hour tv western series. The series, bought by NBC-TV without a pilot, will be time-slotted next fall.

• International Transmissions, N.Y., a voiced radio news service, has moved to 2 W. 46th St. Telephone: Columbus 5-2400. ITI serves 14 stations.

• Guild Films, N.Y., formerly at 460 Park Ave., has moved its sales and administrative offices to 655 Madison Ave., and 32 Court St. in Brooklyn. Guild's international distributor, Inter World Tv Films, will also be directed from the new addresses.

• National Recording Studios, N.Y., last week opened new and redecorated studios at 730 Fifth Ave. New recording equipment has been installed "to serve the requirements of advertising agencies," the company reports.

• The General Federation of Women's Clubs and the NAB have named Reino M. Takala, mathematics department head, Hinsdale (Ill.) Township high school, "Teacher of the Year." The award recognizes outstanding individuals who are helping in "America's effort to meet the challenge of the space age." About 12 other awards have been presented to teachers by the GFWC.

• MCA-TV Ltd., N.Y., reports the sale of the Paramount features library to WALA-TV Mobile, Ala.; WSOC-TV Charlotte, N.C., and WSYR-TV Syracuse, N.Y., raising the total number of markets sold to 57.

• Lindsey Spight, president, Television Communications Inc. (closed-circuit tv producer), S.F., has bought the 256-ft. tower and transmitter house formerly occupied by Television Diablo Inc. (KOVR [TV] Stockton, Calif.). Mr. Spight will operate the property under the name of The Diablo Communications Center as a microwave relay station and for miscellaneous common carrier two-way mobile unit transmission. The State Lands Commission has granted Mr. Spight a 15-year lease of the 60 acres on which the property stands. Diablo addess: NBC Building, 420 Taylor St., S.F.

• Copy Service Bureau, Chicago, announces availability of series of 60- and 30-second taped featurettes: *Dottie Frye, Your Friend; Guidance Message in the Stars; Feature Day;* and *Jonathan Price.* Company reports capsule featurettes have "merchandising packages" for advertisers desiring to buy adjacencies at local stations. Firm is located at 228 N. LaSalle St., with Charles Temkin as director.

• WOR New York has set up a special news bureau in Geneva, Switzerland, to cover the foreign ministers' conference. Assigned to Geneva: George Brown, director of news and special events, and John Scott, news analyst and reporter. They plan interviews with political leaders in other European countries when the conference terminates.

• Westinghouse Broadcasting Co., New York, is planning a public service tv series, *In Praise of Learning,* to be produced and directed by Lewis Freedman. Mr. Freedman's credits include production of 125 consecutive *Camera Three* shows (1957-58) in conjunction with CBS-TV and, more recently, direction of the Garry Moore variety show for CBS-TV and the Dore Schary, NBC-TV *Kaleidescope* presentation, "Blueprint for Biography."

• Film rights to more than 16,000 cases handled in the past 47 years by the Schindler Bureau of Investigation have been obtained by E. Pierson Mapes, president of Creative Merchandising Inc., New York, who will produce a tv series. The stories will be partially based on the book, *The Complete Detective,* by Rupert Hughes, which contains many of Schindler's cases, it was announced. Mr. Mapes, former vice president and tv head of the Hutchins Agency, New York, created and produced the tv show *Philco Playhouse* and also introduced the Miss America Pageant to television.

• First residual checks to musicians for live tv performances, totaling over $4,350 in checks from the Academy of Motion Picture Arts & Sciences, are being distributed to musicians, copyists and arrangers for the telecast of the 1959 Oscars award ceremonies in Great Britain. Announcing the distribution, John Tranchitella, president of AFM local 47 in Hollywood, hailed it as "a step forward in protecting the rights of musicians in their work."

• The Motion Picture Research Council and the Television Film Assn. are cooperating in the development of a new standard leader to be marked off

YOU ARE INVITED
TO A DEMONSTRATION OF
STORE-VIDEO'S CLOSED-CIRCUIT TV SYSTEM
FOR FOOD STORES
WEDNESDAY, JUNE 17, 1959 9:30 AM TO 12:00 NOON
HOTEL COMMODORE
WEST BALLROOM
STORE-VIDEO, INC., 251 W. 57TH ST., N.Y.
CIRCLE 5-6350

Volunteers vie for 'freshest hard news'

There's a two-fold purpose behind the monthly group of awards offered by Radio Press Inc., New York, for the most significant news stories submitted by a nationwide corps of volunteer radio correspondents. According to Lloyd Garrison, news and operations manager of Radio Press, the cash and merchandise prizes not only give more recognition to the individual radio reporters, they also stimulate competitiveness among independent stations, which assures Radio Press of wider coverage for the "freshest hard news."

Initiated two months ago by George H. Combs, Radio Press president, the awards each month include the gift of a Steelman "transitape" portable tape recorder to the correspondent who gives the "top coverage," three cash prizes of $100, $75, and $50 and five special $10 cash awards. Winners are featured in Radio Press ads placed in the trade press.

At present, Radio Press has approximately 300 card-carrying member correspondents who relay local news breaks to Radio Press in New York for distribution to its some 50 subscriber stations. The news donors are sent special cards indentifying them as accredited "Radio Press News Correspondents." These newsmen are referred to as "swappers" because the working arrangement calls for mutual news exchange.

The "swappers" volunteered their services in response to letters mailed by Mr. Combs to more than 3,000 U.S. radio stations, urging their participation. Except in specialized instances, no payment is made to the news caller, Mr. Garrison said. The flexible arrangement also makes its possible for Radio Press to contact a correspondent for a specific news report, he pointed out. Credit is given to the correspondent when his taped story is used in one of the company's transmissions to subscriber stations. A special note of thanks is tagged on the end of the report.

in seconds. Present leader, marked off in 35mm feet loses its meaning when it is reduced to 16mm for tv use. A time measurement, such as is proposed, would not be affected by the reduction printing.

• KYW Cleveland, Ohio, has received the Ohio State Bar Assn.'s Journalism Award for the second consecutive year. KYW was cited for its shows about various phases of the law and, in particular, *You and the Law* (Monday 8-8:30 p.m.), in which three members of Cleveland's Bar Assn. answer telephone calls about the law from listeners.

• California National Productions (NBC subsidiary) has started filming of the *Pony Express* television series on location in the Phoenix, Ariz., area. Grant Sullivan, who starred opposite Rosalind Russell in the Broadway play, *Auntie Mame*, for two years, has the lead. Robert Stillman is executive producer and Robert Neilson is director of the pilot film. The series will be placed in syndication along with *Provost Sergeant* which also is being headed into production.

• WIIC (TV) Pittsburgh newscaster Ed Conway flew to Rio de Janeiro to film an interview with Earl Belle, the Pittsburgh businessman who has been in self-imposed exile in Brazil for 10 months since his paper business collapsed. The exclusive interview was presented on one of Mr. Conway's newscasts.

• WHAS Louisville, Ky., carried 7½ hours of the Southern Baptist convention there May 19-22. WHAS-TV telecast one hour of convention proceedings. The programming included broadcasts of most of the major speeches and nightly quarter-hour *Southern Baptist Convention News.*

• California National Productions, N.Y., announces sales of its *Flight* series to Household Finance Corp. for KAVE-TV Carlsbad, N.M., and WISC-TV Madison, Wis.; Karp Motors for WTAS-TV Savannah, Ga.; and Interstate Life & Accident Insurance for WBIR (TV) Knoxville, Tenn. Lates station sales: WCTV (TV) Tallahassee, Fla.; WTVO (TV) Rockford, Ill.; KTVO (TV) Ottumwa, Iowa and WRAL (TV) Raleigh, N.C. Over 100 markets are reported sold.

• Suit of Maxson F. Judell for $750,000 against ABC-TV on grounds that a program, *What's the Joke?*, broadcast in 1955 over WABC-TV New York, used a format based on Mr. Judell's syndicated column, "The Fun Shop," was dismissed May 27 by Judge Ben Harrison of the U.S. District Court in Los Angeles. Judge Harrison ruled that there was no substantial similarity between the program and the column and that the plaintiff had suffered no damage from the broadcasts. Attorney Robert P. Myers represented ABC-TV.

• Transfilm Inc., N.Y., has contracted for the exclusive animation and art services of Wylde Studios Inc. there. Wylde will move its animation operation to Transfilm's quarters at 35 W. 45th St.

• Latest home-grown syndicating attempt comes from Denver where local columnist-tv personailty Max Goldberg who is m.c. of *On the Spot* interview show on KLZ-TV there reportedly is preparing a series for sale to other stations. He has 26 interview shows on tape, featuring such national figures as Sens. Stuart Symington and Wayne Morse, screen star Linda Darnell and comedian Jack Benny.

• *Across the Board,* an audience participation quiz show with a crossword-puzzle format begins on ABC-TV June 1 (Mon.-Fri. 12-12:30 p.m.). Contestants are to be given verbal and cartoon clues to words for crossword boxes. The show, with Ted Brown as m.c., will originate in New York. Hal Davis is producer.

• In cooperation with the Connecticut Assn. for Mental Health and its local Westport chapter, WMMM there sponsored a seven-hour "Mental Health Panelthon" on May 24. Panelists for the series of hour-long discussions were



leaders in the arts, business, industry and psychiatry, as well as community leaders in the Westport area. Moderator was Howard Whitman, author of articles on mental health. Panelists included: Douglas Edwards, CBS News correspondent; Dana Andrews, actor; James Kelly, author; Edward Hynes, president of Trendex Research Co., and Robert Louis Shayon, drama critic of the *Saturday Review of Literature*.

• WICC Bridgeport, Conn., on Saturday (June 13) launched a weekend marine news service for boaters on Long Island Sound. WICC's two-way radio equipped, 28-foot cabin cruiser will be roaming the Sound every Saturday and Sunday this summer to report water surface conditions, fishing news, interviews with yachtsmen and complete weather reports, the station announced. The three-minute broadcasts are aired from 7:45 a.m. to 7:45 p.m. at 15 minutes before each hour.

• Columbia Pictures Corp., N.Y., reported last week a net profit of $275,000 for the 39 weeks ended last March 28, as compared with a $1,047,000 loss for the comparative period of 1958. It was pointed out that the net profit for the 1959 period included $2,622,000, representing the profit on the sale of the company's laboratory facilities on the West Coast.

• Radio/Television, U. of Texas (Austin), has produced *Science Close-Up*, a lecture-demonstration series, on tv tape. WOAI-TV San Antonio telecasts the series June 7 through August. The 13-week series, available on kinescope to stations without tape facilities, features scientists from the university.

Two ways of not being tricked by the 'hidden ball'

"Follow the ball" is advice not only for the neophyte athlete, but also for the tv crew covering a sporting event. In the case of television, distortion of distance perspective by long-range cameras and lack of proper background creates problems in following the ball. Last week in a Brooklyn bowling center and on a golf course outside Baltimore, tv men demonstrated two ways antidotes:

The Blurred Bowling Ball • A change in bowling alley color schemes, to increase visibility of the sport on television, may have a significant subsidiary effect: the creation of a new type of bowling alley and ball.

Guy LeBow, producer-commentator of *Major League Bowling* on WOR-TV New York, long had been dissatisfied with the bland appearance and the generally diffuse pictures of bowling lanes on tv. Six weeks ago, Mr. LeBow enlisted the assistance of the WOR-TV technical crew and the National Sports Center, owner of the Neptune Lanes alleys in Brooklyn.

After considerable experimentation, the technicians concluded that a white mottled ball, lamp black lanes and snow white gutters would provide the "perfect" color combination for telecasting. The idea was presented to Brunswick-Balke-Collender Co., Chicago, builder of bowling alleys and equipment, which, coincidentally, was experimenting with a white mottled ball. B-B-C technicians developed a paint formula for the alleys and gutters.

The results, according to Mr. LeBow, are "gratifying beyond our expectations." He reported that tv viewers applauded the sharper clarity and the bowlers themselves uniformly reacted in this fashion: "This is wonderful. We can follow the course of the ball much better than under the old conditions."

Brunswick-Balke-Collender officials are studying daily reports from Neptune Lanes carefully. If the enthusiastic reactions continue, the mottled white ball, the black alleys and the white gutters may well become the scheme of other bowling alleys.

How Far Off the Green? • W. B. Doner & Co., in setting up coverage of the Eastern Open Golf Tournament for its client, The National Brewing Co., utilized visual aids to spot player positions.

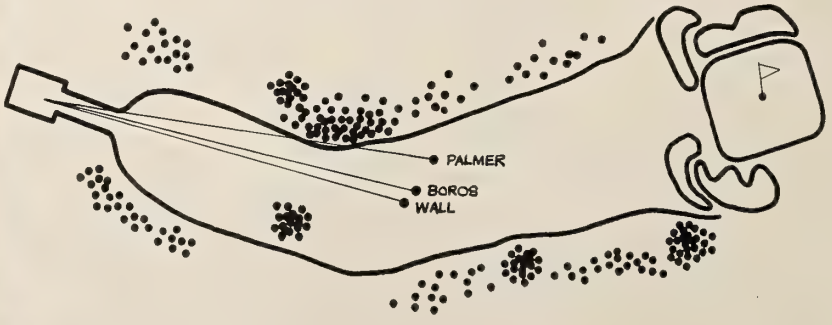
While towers were constructed to cover the 14th, 17th and 18th greens and the 18th fairway at Baltimore's Pine Ridge municipal course, it was the old story that long-distance shots fail to accurately show ball position. A plotting board of the 18th fairway was prepared and a transparent overlay with grid coordinates was used on camera to spot balls, based on information relayed by roving walkie-talkie operators.

In addition, name overlays identified golf players on camera, and a special scoreboard was maintained in the studios of WBAL-TV Baltimore.

The Eastern Open, scheduled to windup yesterday (June 7), was originated by WBAL-TV for a regional network that included four other stations in the Pennsylvania-Maryland area. Coverage details were worked out by W. B. Doner & Co. through Edward A. Trahan, director of radio-tv.



SIGHT PSYCHOLOGY IN USE
Bowler Robin Fey & Guy LeBow



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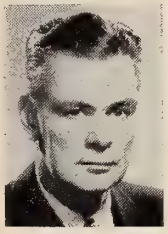
• CHARLES J. ARNOLD, formerly assistant to the president of Vick Chemical Co. N. Y., appointed vp and national sales director of Lanolin Plus, pharmaceuticals, that city.

• HENRY H. HUNTER, director of public relations, Olin Mathieson Chemical Corp., N.Y., appointed director of communications, supervising advertising, pr and stockholder relations.

• HARRIET RAYMOND, advertising manager of Plastics Div., Celanese Corp. of America, N.Y., named "Advertising Woman of the Year" by Council on Women's Advertising Clubs of Advertising Federation of America. Miss Raymond's selection was based on "her pioneering work in coordinating advertising with sales marketing." Miss Raymond has had her present position since 1941.

Agencies

• MRS. CHARLES A. WARD, working director of Brown & Bigelow, St. Paul, Minn., advertising specialty house, elected president, succeeding her husband, who died May 25.



MR. CLYNE

• C. TERENCE CLYNE, senior vp of McCann-Erickson, N.Y., elected to board of directors. Mr. Clyne joined M-E in 1954 as vp and management service director. He served as chairman of plans review board from 1955 to 1958 and in 1957 became vp, in charge of radio-tv programming department.

• THOMAS H. BATMAN, formerly creative director with Cunningham & Walsh, N.Y., to C. J. LaRoche & Co., that city, as vp and creative director.

• NORMAN WARREN, formerly vp at Lear Inc. (aeronautical manufacturers), Santa Monica, Calif., to Fletcher Richards, Calkins & Holden's Los Angeles office as vp and creative director.

• MONTE J. SANDERS, formerly vp in charge of client services, Klau-Van Pietersom-Dunlap, Milwaukee, to account management staff of Waldie & Briggs, Chicago, as account supervisor.

• LOY R. LEE, formerly with Henderson Adv., Greenville, S.C., and NBC, to Leo Burnett Co., Chicago, as account executive.

• CHARLES N. CRITTENTON, account executive and assistant vp, JAMES O'NEILL, assistant vp, and JAMES W. RAYEN, account executive, named vps, of Ted Bates & Co., N.Y. Other Bates promotions: A. JAMES BARKER, THOMAS B. GRIMSHAW, WILLIAM R. GROOME, WILLIAM J. JOST and FREMONT J. KNITTLE, elected assistant vps.

• TEVIS HUHN, formerly vp of Bryan Houston, N.Y., to Albert Frank-Guenther Law, that city, as vp.

• CHAMP C. HUMPHREY, formerly vp and account supervisor on Pet Milk, St. Louis, named vp in charge of account service of Gardner Adv., that city. WELLS A. HOBLER, vp, from account executive to account supervisor on Pet Milk.

• DOUGLAS S. CRAMER, formerly broadcast program supervisor of Procter & Gamble, Cincinnati, to Ogilvy, Benson & Mather, N.Y., in similar capacity.

• LEWIS F. OWEN, formerly associate creative director of Donahue & Coe, N.Y., to Kudner Agency, that city, in similar position.

• H. KENNETH HAYES named associate copy director in Chicago office of Young and Rubicam.

• PATRICK C. WARFIELD, formerly copy chief of Kenyon & Eckhardt's San Francisco office, joins copy department of Los Angeles office of BBDO.

• IAN CAMERON, formerly account executive of Kenyon & Eckhardt, S.F., to Johnson & Lewis, that city, as account executive on Blitz beer.

• ELLIOT W. WAGER, formerly account executive with Walter Kranz Adv., Denver, to Galen E. Broyles, that city, as copywriter and assistant account executive on Bay Petroleum, Denver.

• CHESTER R. COOPER, formerly program manager of WNHC-AM-FM-TV New Haven, Conn., to radio-tv department of Gray & Rogers, Phila.

• RUTH HARVEY, formerly publicity director of John Guedel productions, L.A., to Compton's branch there in similar capacity.

• EUGENE B. BRIEN, formerly assistant manager of marketing research at Texas Co., N.Y., appointed assistant research director of Erwin Wasey, Ruthrauff & Ryan, L.A.

• WARREN K. PERRYMAN, art director

Daytimer in midwestern city possessing genuine growth potential. Can be had for $110,000.00, with $55,000.00 down. For further details contact office nearest you.

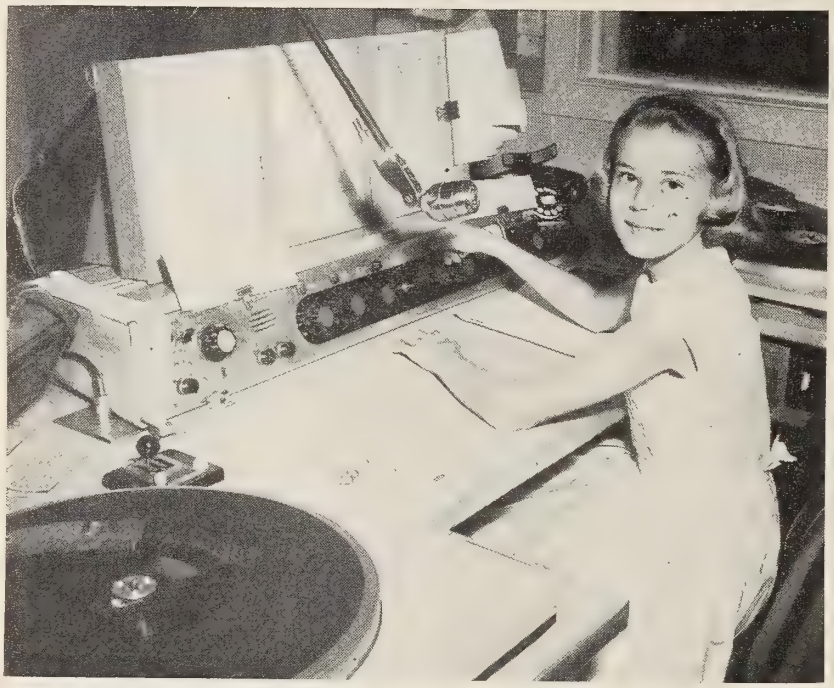
Fulltimer located in southwestern section of U.S. Total consideration $90,000.00. $35,000.00 down will handle. Terms subject to negotiation. ABC network affiliation.

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NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS



Young in the saddle • Eleven-year-old disc jockey Shirley Bass' WSYL Sylvania, Ga., show is sold out for the rest of the year, her father, Edwin H. Bass, station owner, reports. Miss Bass runs the control board, announces and ad libs commercials on *Teenage Platter Parade* (Wed. and Thurs. 6-6:30) p.m. On the other weekdays the show is handled by her 16-year-old sister, Martha.

of Kenyon & Eckhardt, N.Y., named associate art supervisor.

• OTTO JANSSEN, formerly of Carl Byoir & Assoc., New York pr firm, to public relations staff of Gray & Rogers, Phila.

• VIRGINIA GRAHAM and ALAN JOHNSON, formerly copywriters of Young & Rubicam, N.Y., and McCann-Erickson, that city, respectively, to Benton & Bowles, N.Y., in similar capacities. FLOYD VANDEWART, formerly copy chief of Al Paul Lefton Co., N.Y., also joins B & B as copywriter.

• ARLENE GILBERT, formerly fashion writer, R. H. Macy Co., N.Y., to copy staff of Marschalk & Pratt, that city.

Networks

• ALLEN LUDDEN, program director of WCBS New York, appointed director of program services, CBS-owned radio stations, effective June 29.

• ARTHUR L. HECHT, copy writer in sales presentation department, CBS Radio Network, named program promotion and merchandising manager for advertising and promotion department.

Stations

• KEN A. WEAVER, sales manager of KENT Shreveport, La., promoted to general manager.

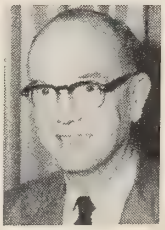
• MILBURN H. STUCKWISH, general manager of WSOY-AM-FM Decatur, and WSEI (FM) Effingham, both Illinois, appointed general manager of functional music division of parent Illinois Broadcasting Co. ROBERT B. KING, formerly program director, named station manager and H. DOWNEY HEWEY program director of stations.



MR. WAYNE

• ELMER O. WAYNE, formerly vp-sales of WJR-AM-FM Detroit, named general sales manager of KFI Los Angeles. Mr. Wayne was formerly senior salesman of *Ladies Home Journal* magazine. (CLOSED CIRCUIT, June 1.)

• EDWIN A. PANCOAST JR., formerly of The Bolling Co., New York station representative, appointed station manager of WNOW-AM-FM York, Pa.



MR. GEWINNER

• HOLT GEWINNER JR., sales promotion manager of WSB-AM-FM Atlanta, Ga., named director of promotion and publicity of WSB-AM-FM-TV. Mr. Gewinner entered radio with WMAZ Macon, Ga.

• MILLER C. ROBERTSON has resigned as manager of KIRO-TV Seattle.

• FRANK W. CRANE, vp and general manager, Imperial Broadcasting System, (KPRO Riverside-San Bernardino, KROP Brawley-El Centro, KREO Indio-Palm Beach, KYOR, Blythe, all California) elected director of Southern California Broadcasters Assn., representing district (San Bernardino, Riverside, Imperial countries). WILLIAM REA, general manager, KUDU Ventura, also elected to SCBA board to represent member stations in San Luis Obispo, Santa Barbara and Ventura counties.



MR. RUE

• JAMES J. RUE, formerly director of advertising, promotion and research with KTLA (TV) Los Angeles, named executive assistant to Kenyon Brown, president of KCOP (TV), that city.

• SCOTT BURTON, formerly program director of WISK Minneapolis-St. Paul, joins KFRC-AM-FM San Francisco as production coordinator.

• GENE BERNHART, WEMP Milwaukee, re-elected president of United Press International Broadcasters of Wisconsin. CHUCK NEINAS, WKOW Madison, re-elected vp-radio and JERRY HARPER, WMTV (TV) Madison, vp-tv.

• JAMES C. GLEASON, vp of Olean Broadcasting Corp. (WMNS Olean, WSET Glen Falls, WIPS Ticonderoga, all New York), assumes duties of manager of WMNS Olean.

• MAURICE GUILLERMAN promoted from local sales staff of WWL-TV New Orleans to national sales manager. HUGHES DRUMM, promotion manager of WWL-TV, to account executive.

• JOHN O. DOWNEY, formerly executive producer with KMOX-TV St. Louis, named program manager of KDKA-TV Pittsburgh.

• C. WESLEY QUINN, member of WFLA-TV Tampa, Fla., sales staff past three years, named local sales manager. RON PETERSON, WFLA-TV salesman, promoted to manager of St. Petersburg studios and all sales activity in that area. HARRY C. SMITH appointed account executive on local sales staff.

• KEITH GUNTHER, with KSD-TV St. Louis since 1947, named program manager.

• WILLIAM J. STEVENSON, formerly vp of Arthur Lipson agency, Phila., named advertising and promotion manager of WRCV, that city.

• DENMAN F. JACOBSON, formerly ac-

count executive in Detroit office of CBS, appointed local sales manager of WWJ-AM-FM, that city.

• SCOTT KEMPER, formerly account executive of Reitter & Orme Adv., Sacramento, to KOVR (TV) Stockton, both California, as advertising and promotion director.

• HAL MOORE, formerly program manager of WNEW, to WCBS, both New York, in similar capacity.

• GEORGE PAMENTAL rejoins WOR-TV New York in his former position of account executive, after brief absence. JOE MILLER, formerly account executive, Weed & Co., N.Y., to WOR-TV in similar capacity.

• LUTHER R. STRITTMATTER promoted from account executive to local sales manager of WARM Scranton, Pa.

• BILL CHASE, formerly air personality of KING-AM-FM Seattle, Wash., to KTIX, that city, as program director. DON COURTNAY, formerly production manager of KIRO Seattle, to KTIX as account executive.

• PARKER H. JACKSON, assistant to promotion director of KFMB-TV San Diego, named sales development and promotion director of KFMB-AM-TV.

• DONALD F. FISCHER, formerly head of own pr firm, Fischer Assoc., Miami, named director of audience promotion of WCKT (TV), that city.

• WILLIAM JAMES REINHARDT, formerly sales representative of KUDL Kansas City, appointed account executive of KCMO-FM, that city. DEAN HUMPHREY, recent U. of Kansas journalism graduate, to KCMO-AM-FM-TV news department.

• JOHN GRUBBS, formerly assistant program manager of WBZ-AM-FM Boston, to WIBG Philadelphia as director of news and special events and also assistant program manager.

• BOB BERNSTEIN, formerly review editor of *Billboard*, named trade press representative of Westinghouse Broadcasting Co., N.Y.

• NANEEN WENDLER, formerly administrative assistant to city manager of Newport, R.I., named executive assistant to general manager of WYNG Warwick-East Greenwich, R.I.

• CHARLES OLSON, formerly promotion-publicity director of WREX-TV Rockford, Ill., appointed promotion manager of WITI-TV Milwaukee.

• LEONARD C. WARAGER JR., formerly northeastern division sales manager, Interstate Television Corp., to WABC-TV New York as account executive.

• LEE HODGES, formerly manager, WCPS Tarboro, N.C., to WJQS Jackson, Miss., as sales representative.

• JAMES J. CHLADEK, formerly film editor of WITI-TV Milwaukee, to WXIX-(TV), that city, as film director.

• AUSTIN SCHNEIDER, with WFAA-TV Dallas since 1958, named news director.

• RITA L. GARNER, formerly sales development manager, WMCA New York, named to newly-created post of public relations director. MONA MILLEN, of station's sales staff, succeeds her as sales development manager.

• MRS. JULIE MARTYN, formerly director of continuity and staff writer of WLWC (TV) Columbus, Ohio, to WKRC-AM-FM Cincinnati as publicity director.

• TOM MERCEIN, staff announcer of WNBQ (TV) and WMAQ Chicago, to join WBKB (TV), that city.

• RUBY ANDERSON, who conducts women's programs as Virginia Gale on WGN Chicago, elected president of Chicago chapter of American Women in Radio and Television.

• JOEL M. WINITZ to sales department of KBLA Burbank, Calif.

• JOHN PETERSON, announcer with WFBM-AM-TV Indianapolis, named sports director of WFBM.

Representatives



MR. GROLLMAN

• JOSEPH GROLLMAN, formerly owner of WAZA Bainbridge, Ga., joins Paul H. Chapman Co., media broker, as associate in charge of newly-opened San Francisco office, located at 703 Market St., San Francisco 3. Telephone: Exbrook 7-2794.

• NEWTON E. DEITER, formerly with KRKD-AM-FM Los Angeles, appointed manager of Los Angeles office of Broadcast Time Sales.

Programming

• HOWARD MINSKY, eastern sales manager of International Telemeter Co., (division of Paramount pictures), to Paramount's New York office, as assistant to vp in charge of worldwide sales.

• STAN SMITH, formerly vp, Official Films, N.Y., to ABC Films, that city, as eastern sales manager. Other ABC Film appointments: HAROLD KLEIN, and IRVING PALEY as New York account executives and JOHN J. MCMAHON as Chicago account executive.

• EDITH ZORNOW, formerly manager, Brandon Films, N.Y., to Go Pictures, that city, as vp.

• ELLIOTT ABRAMS, eastern sales man-



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ager, Sterling Television Co., named general sales manager, headquartering in New York.

• MYRON A. ELGES, formerly sales representative for Northern California and Pacific Northwest divisions of Television Programs of America, named regional sales manager, western division of United Artists Television.

• DAVID L. COLE, permanent arbitrator under national AFL-CIO no-raiding agreement and former director of Federal Mediation & Conciliation Service, chosen by American Federation of Television & Radio Artists and Screen Actors Guild to conduct study of feasibility of merger between two talent unions. Study is to be started immediately.

• ERROL LINDERMAN, formerly manager, tv sales service department, Universal Pictures, N.Y., to Elliot, Unger & Elliot, that city, commercial-producing subsidiary of Screen Gems, as supervisor of client relations.

• JACK GREGORY, formerly division manager (eastern and western), Ziv Television, to United Artists Television, as western division manager, L.A.

• ROBERT QUIGLEY named producer of NBC-TV's *County Fair,* for which he was chief writer when it was on radio (1945-50).

• THOMAS B. ARMISTEAD, formerly head of west coast tv commercial film department, J. Walter Thompson, Hollywood, to MPO Television Films, that city, as staff producer-director.

• HERBERT EISEMAN, formerly west coast vp in charge of operations of H-E Management and Production Assoc., to Desilu Productions, Hollywood, business affairs staff.

• BILL GIBBS, director of industrial and commercial films division of MGM, transfers from Culver City, Calif., to Metro's home office in New York City.

Equipment & Engineering

• DEAN S. EDMONDS, senior partner in New York patent law firm of Pennie, Edmonds, Morton, Barrows & Taylor, elected director of Raytheon Co., Waltham, Mass.

• HOWARD HEAD elected president of Assoc. of Federal Communications Consulting Engineers. Other officers elected were: ROBERT SILLIMAN, vp.; WILLIAM BENNS, secretary; EDWARD LORENTZ, treasurer.

• LILBERN A. LAWSON, assistant chief engineer of Osborne Electric Corp., Portland, Ore., promoted to chief engineer.

• C. ROBERT LANE promoted from eastern regional manager to sales manager of Andrew Corp. (antenna systems), Chicago.

• C. P. HUGHES, west coast representative of International Brotherhood of Electrical Workers, has transferred from San Francisco to Local 45, Los Angeles, whose activities have been taken under supervision of union's international office. All officers of local continue in their respective posts and it was denied that charges of mismanagement filed against officers by member of local was basis for move.

• FRANK X. BANKO, manager, advertising and sales promotion, industrial market, RCA Electron Tube Div., Harrison, N.J., named manager, advertising and sales promotion coordination. He is succeeded by JAMES P. JANNUZZO, administrator of advertising and sales promotion, entertainment market. GERALD E. RYAN, administrator of sales promotion services at Camden, N.J. plant, joins Harrison's sales and promotion staff as administrator of shows and exhibits.

• EDWARD GRESICK named applications engineer of CGS Labs, electronics development and manufacturing firm, Ridgefield, Conn., and will locate in Florida.

• ROBERT L. CASSELBERRY, manager of product planning-marketing research of General Electric's two-way radio, named acting manager of technical products operation of GE's Communication Products Dept., Syracuse, N.Y.

• FRANK E. VACCARO, engineering leader, microwave advanced development group, RCA Electron Tube Div., at David Sarnoff Research Center, Princeton, N.J., named manager.

Allied Fields


MR. MADSEN

• ARCH L. MADSEN, formerly assistant to vp-general manager of WLS Chicago, appointed assistant executive director of Assn. of Maximum Service Telecasters, Washington.

• DR. ROBERT S. LEE, formerly senior project director, motivation department, Market Planning Corp., N.Y. (affiliate of McCann-Erickson), to professional staff, marketing and social research division of The Psychological Corp., N.Y.

• FELIX ADAMS, director of sales, Radio Recorders, elected president of Hollywood Advertising Club. Other officers chosen were: STAN SPERO, KMPC, first vp; GEORGE ALLEN, Guild, Bascom & Bonfigli, second vp; LEM BAILEY, Lem Bailey Co., treasurer; JAN VICTOR, product publicist, secretary, and DICK WESTMAN, Arkwright Adv., vp for public relations.

• RONALD L. BERN, formerly director of advanced publicity for new Snow Valley Ski Area, Fishkill, N.Y., and prior to that commercial editor, WNOK-TV Columbia, S.C., to staff of Creative PR, N.Y.

• ROBERT WILLIAMS, vp, charge of field operations, Audits & Surveys Co., N.Y., named senior vp, corporate planning and development.

Government

• LT. CMDR. RAY ROBINSON, USN, named head of radio and tv branch of Navy Dept.'s Office of Information in Washington.

International

• STUART MACKAY, vp and managing director of All-Canada Radio & Television Ltd., Calgary, Alta., with offices throughout Canada, elected president. REO THOMPSON, manager of tv division, elected general manager of station relations and program distribution firm. Both will remain at their offices in Toronto, Ont.

• WILLIAM SPEERS, manager of CKRC Winnipeg, Man., to manager of CKWX Vancouver, B.C., succeeding the late F. H. ELPHICKE, (see below). Mr. Speers started in radio as announcer at former CHWC Regina, Sask., in 1931, has been assistant manager of CKCK Regina, Sask., manager of CKOC Hamilton, Ont., and of CKRM Regina, before going to CKRC Winnipeg in 1948.

• FRANK HEMMING (TINY) ELPHICKE, 59, vp and general manager of CKWX Vancouver, B.C., and former president of Canadian Assn. of Broadcasters, died in Edmonton, Alta., on May 26. Pioneer Canadian radio personality, he was manager of CJCA Edmonton, and CKRC Winnipeg, Man., before taking over CKWX in 1944.

• LEON H. CAGAN resigns his position as director of Latin American operations, NBC International Ltd., to devote himself to own projects in fields of international radio-tv. Mr. Cagan operated from offices of NBC International de Mexico, Mexico City, where he was president and general manager.

• WILLIAM TREBILCOE to news editor and assistant program manager of CKY Winnipeg, Man.

EQUIPMENT & ENGINEERING

Emerson profit rises

Emerson Radio & Phonograph Co., Jersey City, N. J., has reported a consolidated net profit for the 26-week period ending May 2 of $2,244,417 before federal income taxes and $1,001,317 after provision for taxes, equal to 49 cents per share on 2,044,-023 shares outstanding. For the comparable period a year ago, net profit amounted to $165,090, equal to 8 cents per share on the same number outstanding.

• Technical topics

• Motorola Inc. racked up an 86% boost in sales volume for its consumer products during April over the same month last year, according to Edward R. Taylor, executive vice president. He cited five factors in this order: (1) console tv models; (2) one-piece stereophonic instruments; (3) a substantial pickup in automobile radio sales because of a resurgent market in new and used cars; (4) new transistorized portable radios, including a new shirt-pocket size model, and (5) favorable retail support of all lines. Added Mr. Taylor: Inventories will be at the lowest ebb in Motorola history when the company introduces its 1960 lines at regional conventions (July 6-28).

• The Turner Microphone Co., Cedar Rapids, Iowa, announces a new series of communication microphones known as the 250 series. The series features models 250, 251 and 256 with triple-switching action and single unit die-cast construction. Models 252, 253, 254 and 255 complete the new Turner microphone series. Models 252 and 253 have the same specifications as 250 but are without lift-switch. Prices vary from $16 to $49.50.

• RCA's Broadcast & Television Equipment Dept. has shipped to WDAS-AM-FM Philadelphia a magnetic disc recording system developed by RCA. Discs, same size as 45 rpm records, hold up to 70 seconds on each side and have been used and erased in RCA lab tests more than 10,000 times "without discernible wear or loss of sound efficiency." The magnetic disc equipment may be used with an RCA BQ 51A turntable, BA51A record reproducer - amplifier and magnetic head, tone arm and magnetic eraser.

• Grantham School of Electronics (FCC license training), Hollywood, Calif., has opened a Kansas City division at 3123 Gillham Rd.



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INTERNATIONAL

SIZE OF TAB

CBC told to list advertiser charges

Canada's Parliamentary Broadcasting Committee has voted 11 to 9 for the disclosure by the Canadian Broadcasting Corp. of the amounts charged to Canadian advertisers for live television network programs.

Members of the committee have been pressing CBC Acting President Ernest Bushnel to reveal how much advertisers were paying for program production costs, and how much CBC was paying for these programs to develop Canadian talent.

Despite opposition from Revenue Minister George Nowlan, and letters from Canadian Assn. of Broadcasters, Canadian Assn. of Advertising Agencies and MacLaren Adv. Co. Ltd., Toronto, the committee June 2 ordered CBC to produce figures for one week of telecasting. Mr. Bushnell told the committee it would take eight employees a week to get the figures for the 210 live shows which would form an average recent week.

The committee felt that it should know what proportion of the costs of a given program were paid by the advertiser and what by public funds.

The full inquiry into CBC operations by the committee started last month in Ottawa. It was said then that sponsors on some CBC national television programs pay as little as 26% of the production costs, with CBC paying the balance. CBC gets the bulk of its revenue from the Canadian taxpayer through grants from parliament and excise taxes on radio and television receivers and components.

CBC showed figures on 10 typical English-language tv network programs which showed that only two made a profit. Heaviest loss was on one weekly show which cost CBC $22,100 to produce and on which the sponsor paid only $7,974. No shows were named during the hearings because CBC management stated this would give competing sponsors confidential information.

In an accompanying statement Mr. Bushnell stated that revenue from commercial sponsors "is just about what the market will bear." He told members of parliament that if Canada's population were sufficiently dense to justify a high

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enough charge, then a commercial profit might result. He pointed out that it takes some 50 tv stations and a 4,000 mile microwave network across Canada to cover a population which could be reached by a single New York or London station.

On complaints of too many western films on Canadian tv, Mr. Bushnell agreed, but told the committee members that "sponsors find they are audience pullers and are not too expensive to show." He emphasized that the western shows were a trend and might be replaced with something else in six months or a year.

NABET agreement

Agreement was reached by Canadian Broadcasting Corp. and its 1,273 employees who are members of the National Assn. of Broadcast Employes and Technicians, at CBC's 22 radio and tv stations. NABET had voted to strike if no agreement was reached (BROADCASTING, May 25), jeopardizing the extensive coverage planned by CBC for the June 18-August 1 visit of Queen Elizabeth to Canada. Terms of the 30-month agreement provide for wage increases of 3% retroactive to August 1, 1958, a further 3% as of May 1, 1959, and a 3.775% increase on April 1, 1960. The new contract expires Jan. 31, 1961.

CBC plans awards

Canadian Broadcasting Corp. and its affiliated independent network television stations plan a system of awards of merit for both English and French language television broadcasting in Canada. At a committee meeting of CBC and affiliated network stations at Toronto late in May it was decided to submit recommendations of judging programs, financing and organizing the awards and the possibility of telecasting the awards presentation to the fall meeting of CBC and its affiliates. It is hoped to have the awards a reality next spring.

Tv monopoly in Canada to end in '60—Nowlan

Independently-owned competitive television stations will be operating in Canada's major markets some time next year, Revenue Minister George Nowlan predicted in Ottawa on June 2 during hearings of the Canadian Parliamentary Broadcasting Committee.

It has been government policy to date that only one tv station should operate in one city, with Canadian Broadcasting Corp. having the six biggest markets, Montreal, Toronto, Ottawa, Winnipeg, Vancouver and Halifax. The present Conservative government has intimated this policy was to be changed. Mr. Nowlan's prediction is the most definite word on a possible date.

Mr. Nowlan is responsible for the government-owned CBC to the Canadian Parliament. He stated that in a few months the Canadian Board of Broadcast Governors would publish regulations under which applications for independent stations in Canada's six markets would be heard.

7 new radio stations authorized in Canada

One new fm and six am stations were approved by the Canadian Board of Broadcast Governors at its meeting at Ottawa in mid-May. At the same time the BBG ruled that it would hear no more applications for radio stations at Vancouver, B.C., and surrounding area for six months, and would study the problem of foreign-language broadcasting in Canada.

BBG has been asked to recommend a new foreign-language radio broadcasting station at Montreal, Que. However, it deferred the application and announced it would not accept any applications for foreign-language stations for a year until it has completed its foreign-language study.

New radio stations were approved at Corner Brook, Nfld., on 560 kc with 1 kw, to George E. Hillyard; at La Tuque, Que., on 1240 kc with 1 kw day and 250 w night to Radio La Tuque Ltd.; at St. Hyacinthe, Que., on 1240 kc with 250 w to Jean M. Lorange; at Fort William, Ont., on 800 kc with 5 kw to R. P. MacGowan; at Regina, Sask., on 1300 kc with 1 kw to J. M. Ellis, and at Vancouver, B.C., on 1320 kc with 10 kw to W. E. Bellman.

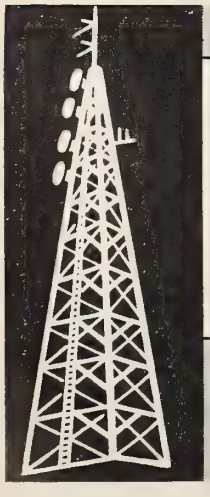
The new fm station approved is on 100.9 mc with 245 w at Lethbridge, Alta., to H. W. Brown.

Power increases were approved for CHSJ St. John, N.B., from 5 kw to 10 kw day, and 5 kw night to 1150 kc; for CHEF Granby, Que., from 250 w to 1 kw day and 250 w night on 1450 kc; for CKSO Sudbury, Ont., from 5 kw to 10 kw day, 5 kw night on 790 kc, and for CKOK Penticton, B.C., from 1 kw day and 500 kw night to 10 kw day and 500 w night on 800 kc.

More ad time per hour for Canadian stations

More advertising during evening hours is now permitted on Canadian radio stations, following hearings by the Board of Broadcast Governors. The BBG accepted, in part, representations of the Canadian Assn. of Broadcasters to allow the same advertising content in evening hours as during the rest of the day. Canadian radio stations can now use 75 seconds of advertising in a five minute program, and a maximum of seven minutes during an hour-long radio broadcast.

BBG retained regulations prohibiting beer and wine advertising, except in provinces where this is permitted by provincial legislation, and turned down permission on advertising for non-government securities (BROADCASTING, June 1). Planned restrictions on reconstructed sport programs were dropped.



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• Abroad in brief

• About 70% of West German radio sets have printed circuits, while about 35% of tv sets have this type of circuit. The figures are expected to rise to about 80% for radio and commensurately for tv by year's end.

• Canadian Broadcasting Corp. has bought rights to major eastern Canadian football games for an undisclosed sum, estimated at about $280,000. Four Canadian football clubs share in the proceeds. The CBC will broadcast 21 football games and has an option on the championship Grey Cup Games.

Bloomin' promotion

The tulip was the subject of a successful WANE-TV Fort Wayne, Ind., promotion for a local flower importer.

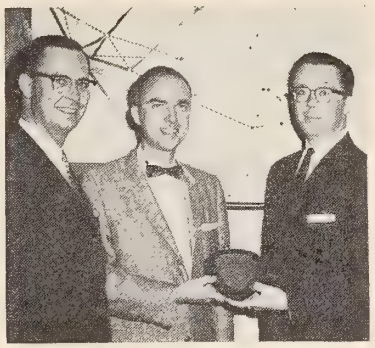
The American Coal & Supply Thrift Center consulted WANE-TV about publicizing a large quantity of tulip bulbs it had ordered from Holland. They decided to name one of the tulip varieties after the station's women's director Ann Colone, hold a "Tulip Festival Day" at the store and run a viewer contest that required viewers to identify a distorted picture of a tulip shown on her daily show.

A 20-second sound-on-film spot featuring the women's director dressed in a Dutch costume was telecast four times a day for about two weeks to announce the contest. A total 285 correct answers were received at WANE-TV. They were put in a hopper and 11 drawn for the owners to be given prizes.

The Thrift Center's owner estimates that it attracted a 40% larger crowd on the "Festival Day" than on a previous special sale day with sales up commensurately.

WQXR listeners—on the road

WQXR-AM-FM New York, radio stations of *The New York Times,* have released results of a study made by The Pulse Inc. to determine how much travel is done by the WQXR audiences. The report shows that this listener group spent more than $300 million on travel in 1958. Comparative figures since 1954 show more of the families took vacation trips in 1958, stayed away longer and that 20.5% went outside the U.S. compared to 14.1% on non-WQXR families. Listed in the report are 33 WQXR travel accounts, preceded by the question, "Did you get part of this business? These national advertisers did. . . ."



Ad prize • KBTV (TV) Denver chose Western Airlines to receive the station's May "Ad of the Month" award. Pictured with the prize (l to r): Jack Newell, media director, BBDO; Bert Lynn, advertising director, Western Airlines, and Jim Francis, Peters, Griffin, Woodward (KBTV's representative). Award is given monthly for the commercial showing greatest originality, art direction and effectiveness.

'Jockeyettes' for a day

The microphones and turntables of WIBV Belleville, Ill., were taken over for a "Fun and Funds Day" recently by the Women's Auxiliary of the local Memorial Hospital. More than 80 femmecasters played listener requests in exchange for contributions to their Hospital Fund. During a 14-hour day, the disc-jockeyettes made 500 dedications and collected approximately $525.

New sounds on the Sound

KOMO Seattle is promoting its ABC Radio affiliation yesterday (June 14) with a special four-page brochure. Issued to every major timebuyer and advertiser, the pamphlet heralds the station's "Bright new sound on Puget Sound." Highlights of KOMO's nine-man news department, air personalities, and two new programming features: *Here's a Job For You,* which broadcasts local job openings every hour, and "Community News Service," which presents news from weekly and daily newspapers throughout the station's listening area, were listed in the brochure.

Anyone for the moon?

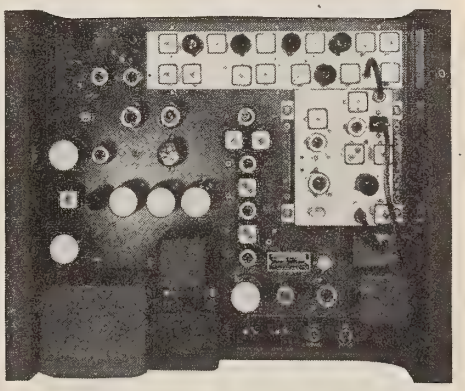
WHB Kansas City, Mo., received 2,176 reasons why listeners wanted to take a trip to the moon after the sta-

Justice?

The Baltimore Commissioner of Traffic & Transit has ordered WBAL there to stop putting coins in expired parking meters.

For a month station staffers had been dropping nickels (supplied by WBAL) into meters so that auto owners would not get tickets for overparking. Staffers then slipped a card under the car's windshield wiper that said: "We noticed your meter had run out . . . so we dropped some change in it for you. We don't like to get tickets either. (signed) WBAL Radio 1090."

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SPECIFICATIONS

VIDEO CHANNEL
Output terminal ..... 75 ohms, coaxial
Level ..... Adjustable up to approximately 1 volt, peak to peak
Polarity ..... Sync negative
Frequency response ..... To 4.2 mc

SOUND CHANNEL
System ..... Separate IF (not intercarrier)
Output level ..... Adjustable from 0 to 18 dbm
Output impedance ..... 600 ohms or 150 ohms, balanced or unbalanced
Frequency response ..... 30 to 15,000 cycles with standard 75-u sec de-emphasis
Distortion ..... Less than 1%
Noise level ..... 50 db below +0 dbm

SYNC CHANNEL
Output connection ..... 75 ohms, coaxial
Output level ..... 3 volts, peak to peak
Polarity ..... Negative

MISCELLANEOUS
Gain control ..... Manual or keyed automatic
RF input connection ..... 75 ohms, coaxial
Crystal controlled R.F. ..... Employed for maximum and unattended operation
Power supply ..... Self-contained
Power requirements ..... 117 volts, 60 cycles, 150 watts

NEMS CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

tion announced that the person who submitted the most original reason would be given an expense-paid lunar trip or $500. A student was chosen as the winner and elected to take the money to continue her education.

• Drumbeats

• WDAF-TV Kansas City, Mo., presented an especially-designed "Signal Award" pin to local fireman Leland V. Rock for saving the lives of two girls. The awards, presented during WDAF-TV's weekly *Rescue 8* series, will be made by the station when instances of bravery come to its attention.

• KEWB Oakland, Calif., disc jockeys gave away 91,000 phonograph records in a stunt to publicize its changeover June 8. (The outlet, formerly KLX, is now owned by Crowell-Collier Publishing Co.) The disc jockeys toured Bay Area streets for five hours in new convertible automobiles to distribute the records.

• A "Salute to WJAR-TV" on the 10th anniversary of ch. 10 in Providence, R.I., was arranged for Raynham Park last Tuesday night (June 9) when the first race at Raynham, Mass., Dog Track honored the Providence station. WJAR-TV personalities Nancy Byers, J. Kroll, Russ Vanausdale and Warren Walden were to arrive in a "tally-ho wagon." The WJAR-TV group was to have presented a trophy to the owner of the winning greyhound in the first race.

• KMOX St. Louis awarded a silver-plated chafing dish to the owner of the "Most Popular Sports Car" voted by more than 45,000 visitors to the "Concourse d'Elegance" sports car show in St. Louis. KMOX personalities Jim Butler and Bruce Hayward alternated as m.c.'s of the one-day event.

• WMAR-TV Baltimore received 20,000 entries in a contest for its *Bozo the Clown* cartoon program (weekdays 7-8 a.m.). Entrants were required to color a drawing of the clown placed in a local news paper. About 75 Bozo dolls and masks were awarded as prizes.

• "Radio Box Office" is a new feature offered to listeners of WMMM Westport, Conn. Choice tickets to top Broadway shows may be obtained from WMMM under the plan. The station arranged the audience service with leading Broadway producers. First to be made available in the projected series of shows is Tennessee Williams' "Sweet Bird of Youth."

• Everybody talks about the weather and WCAE Pittsburgh has proved people will also write about it. Pete Shore, WCAE d.j., invited his listeners last month to guess the hottest date in June and the temperature reading, with first prize of a transistor radio and record albums to five runners-up. Result: Mr. Shore's mail box jammed with 997 entries.

• WFBM-AM-TV Indianapolis this year began a "Checkered Flag" award for the winner of the Indianapolis 500 Mile Race, giving the first finisher the checkered flag of victory used in the race (attached to a wooden plaque) and a check for $500.

• Walt De Silva, weekend air personality of KBIG Avalon, Calif., has inaugurated a special June listener contest titled, "You Pick a Pair." The audience is invited to submit requests for two tunes whose titles form the most humorous sentence. Daily winners receive evenings for two at Hollywood's Moulin Rouge, cosmetic gift kits and record albums. The month's grand winner collects a gas range.

• A "Fireman of the Month" will be honored by KGW-TV Portland, Ore., on its program *Rescue 8* with a scroll signed by Portland's mayor, fire commissioner and the general manager of Miles California Co., program sponsor.

• A housewife was general manager for a day of KFMB San Diego on May 27 after winning a contest in which listeners told "why they would like to be general manager for a day and what it was about the station that they liked." Mrs. Margaret (Meg) Converse introduced these feminine touches: classical music on KFMB's "eye-opener" program and dedication of six Christmas carols to careless weekend drivers who wouldn't be around at Christmas to enjoy them.



Relics of the road • Parades aren't parades without old model cars. A two-part entry (top picture) in the Centennial Celebration Parade of Lake City, Fla., last month was that of WDSR there. The first half was a 1921 Model T Ford truck with old time radio gear and centennial belles attired in dresses and hats of that year. The second half was WDSR's current mobile news unit with a young lady carrying a transistor radio.

Up in Ohio, WMOH-AM-FM Hamilton entered a 1924 Packard touring car (bottom picture) in the Miami U. Sesquicentennial Parade in Oxford, Ohio. Naturally, the car was filled with girls waving to folks on the sidelines.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

June 4 through June 10. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATION

Iron Mountain, Mich.—Valley Telecasting Co. vhf ch. 8 (180-186 mc); ERP 120 kw vis., 55.6 kw aur.; ant. height above average terrain 1312 ft., above ground 1107 ft. Estimated construction cost $324,582, first year operating cost $78,000, revenue $120,000. P.O. address Mason & Roosevelt Sts. Green Bay, Wis. Studio-trans. location Commonwealth, Wis. Geographic coordinates 45° 53′ 56″ N. Lat., 88° 14′ 35″ W. Long. Trans.-ant. RCA. Legal counsel McKenna & Wilkinson, Washington, D.C. Consulting engineer George P. Adair, Washington, D.C. Valley Telecasting is owned by **Valley Communications Inc.**, Green Bay, and is licensee of WFRV Green Bay. Ann. June 4.

Existing Tv Stations

ACTIONS BY FCC

WLOS-TV Asheville, N.C.—Granted waiver of Sec. 3.653 (a) to permit WLOS-TV to identify itself as Greenville and Spartanburg, S.C., as well as Asheville. Comrs. Bartley, Lee and Ford dissented. Ann. June 10.

WISN-TV Milwaukee, Wis.—Granted renewals of licenses. By letter, is being reminded of requirements for full identification of source and/or sponsor as result of its telecasting of kinescope summaries of "Kohler hearings." Comr. Craven not participating. Ann. June 10.

WITI-TV Whitefish Bay, Wis. — Granted application to move main studio location from 6.7 miles north of Whitefish Bay to site in Milwaukee. Ann. June 10.

Translators

Wheeler County Translator System, Wheeler County, Tex.—Granted cps for two new tv translator stations—one on ch. 70 to translate programs of KGNC-TV (ch. 4) Amarillo, and other on ch. 76 to translate programs of KFDA-TV (ch. 10), also Amarillo. Ann. June 10.

New Am Stations

ACTIONS BY FCC

Mobile, Ala.—Jemcon Bcstg. Co. Granted 1360 kc, 5 kw DA-D. P.O. address 58 St. Michael St., Mobile. Estimated construction cost $43,659, first year operating cost $78,500, revenue $98,500. **Frank Conwell,** radio and tv consultant, and **Eugene Jamison,** beer distributor, are equal partners. Ann. June 10.

Venice, Fla.—Venice-Nokomis Bcstg. Co. Granted 1320 kc, 500 w, D. P.O. address Venice-Nokomis Bank Bldg., Venice. Estimated construction cost $15,190, first year operating cost $15,500, revenue $12,800. **Larry Rhodes** (50%) salesman WPIN St. Petersburg, Fla., **Robert S. Baynard** (49%), attorney, and **Florence J. Rhodes** (1%), housewife, will be owners. Ann. June 10.

APPLICATIONS

Iowa Falls, Iowa—Iowa Falls Bcstrs. 1190 kc, 250 w D. P.O. address Box 110, Atlantic, Iowa. Estimated construction cost $23,831, first year operating cost $41,000, revenue $52,000. Principals include **H. A. Preston** (60%) and five others with 8% each. Mr. Preston owns interest in KJAN Atlantic, Iowa. Ann. June 10.

Carrington, N.D.—Central Bcstg. Co. 1470 kc, 1 kw D. P.O. address 590 Fourth Ave., S.; Carrington. Estimated construction cost $28,816, first year operating cost $50,000, revenue $60,000. Equal one-third owners are **F. W. Carr,** appliance retailer; **Judson D. Tracy,** restaurateur; and **Claire Ihringer,** motel operator. Ann. June 10.

Niles, Ohio—Charles G. Preston 1200 kc, 250 w D. P.O. address 1123 S. Meridan Rd., Youngstown, Ohio. Estimated construction cost $13,101, first year operating cost $39,000, revenue $57,000. Mr. Preston is engineer WBBW Youngstown. Ann. June 5.

Wharton, Tex.—V. M. Preston 1500 kc, 0.5 kw. P.O. address 134 S. Houston, Wharton. Estimated construction cost $23,939, first year operating cost $36,600, revenue $42,000. Mr. Preston owns and operates Wharton Pub. Co. Ann. June 4.

Existing Am Stations

ACTIONS BY FCC

WATR Waterbury, Conn. — Waived Sec. 3.24 (b) (7) and granted application to change operation on 1320 kc from 1 kw, DA-1, unl. to 1 kw-N, 5 kw-LS, DA-2. Comr. Lee dissented. Ann. June 10.

WMRC Milford, Mass.—Granted increase of power from 100 w to 250 w, continuing operation on 1490 kc; remote control permitted. Ann. June 10.

APPLICATIONS

WCRL Oneonta, Ala.—Cp to increase power from 250 w to 1 kw and install new trans. (1570 kc). Ann. June 5.

WMTE Manistee, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. June 9.

WKBK Keene, N.H.—Mod. of cp to change frequency from 1220 kc to 1010 kc. Ann. June 4.

WRFD Worthington, Ohio—Mod. of license to change station location to Columbus-Worthington, Ohio. Ann. June 4.

WIFI Glenside, Pa.—Mod. of license to change station location to Philadelphia, Pa. Ann. June 4.

KPVA Camas, Wash.—Cp to change ant.-trans. location, maintain two main studios (Portland, Ore. & Vancouver, Wash.), operate trans. by remote control from main studio at Portland, Ore., change station location to Portland, Ore.-Vancouver, Wash. (1480 kc). Ann. June 5.

CALL LETTERS ASSIGNED

KCCL Paris, Ark.—Logan County Bcstg. Co.

KEWB Oakland, Calif. — KEWB Bcstg. Corp. Changed from KLX.

KSSS Colorado Springs, Colo.—Hill-Smith Bcstg. Inc. Changed from KWBY.

WOKB Winter Garden, Fla.—E. V. Price. Changed from WGOA.

WITE Brazil, Ind.—Quad Cities Bcstg. Co.

KRAD East Grand Forks, Minn.—Marlin T. Obie.

WXTN Lexington, Miss.—Holmes County Bcstg. Co.

KUTT Fargo, N.D.—Music Bcstrs.

WMPO Middleport-Pomeroy, Ohio—Radio Mid-Pom Inc.

KCHY Cheyenne, Wyo.—Robert S. Pommer.

New Fm Stations

ACTIONS BY FCC

Marietta, Ga.—Marietta Bcstg. Inc. Granted 101.5 mc, 1.35 kw. P.O. address 112½ Atlanta St., Marietta. Estimated construction cost $8,290, first year operating cost $7,500, revenue $7,500. Applicant owns WBIE Marietta. Ann. June 10.

Fort Atkinson, Wis. — Blackhawk Bcstg. Co. Granted 107.3 mc, 2.95 kw. P.O. address Box 358, Monroe, Wis. Estimated construction cost $22,200, first year operating cost $28,000, revenue $32,000. Equal partners are **Robert K. Brown,** manager KMAQ; Maquoketa, Iowa. **Nathan L. Goetz, Robert W. Goetz** and **Merlin J. Meythaler** (25% each). Last named are each one-third owners of KMAQ. Ann. June 10.

Salinas, Calif.—Salinas Valley Bcstg. Corp. Granted 102.5 mc, 18.5 kw. P.O. address 238 John St., Salinas. Estimated construction cost $23,465, first year operating cost $24,000, revenue $36,000. Principals include **John C.**

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Tom Barnes, General Manager

WDAY, INC

FARGO, NORTH DAKOTA



Julius Hetland, Chief Engineer

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Cohan (46.5%). **William M. Oates** (25.5%) and 14 others, none owning more than 4%. Messrs. Cohan and Oates own Salinas advertising agency. Ann. June 10.

Walnut Creek, Calif. — Walnut Creek Bcstrs. Granted 92.1 mc, 250 w. P. O. address 280 Euclid Ave., Oakland. Ann. June 10.

APPLICATIONS

La Mesa, Calif.—International Good Music Inc. 103.7 mc, 72.1 kw. P.O. address 1151 Ellis St., Bellingham, Wash. Estimated construction cost $33,200, first year operating cost $15,000, revenue $20,000. Ann. June 4.

Lodi, Calif.—Lloyd Burlingham 97.7 mc, 0.795 kw. P.O. address Route #1, Woodstock, Ill. Estimated construction cost $12,550, first year operating cost $7,554, revenue $7,554. Mr. Burlingham owns KCVR Lodi. Ann. June 9.

Honolulu, Hawaii—E. F. Weerts 96.1 mc, 7.73 kw. P.O. address 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $20,370, first year operating cost $32,200, revenue $46,000. Mr. Weerts owns San Diego dining room, and has cps for fm stations in San Diego and Houston. Ann. June 10.

Tulsa, Okla.—Video Independent Theatres Inc. 95.5 mc, 2.96 kw. P.O. address Box 1334, Oklahoma City, Okla. Estimated construction cost $20,072, first year operating cost $18,000, revenue $30,000. Principals are **Henry S. Griffing** (50%), **C. F. Motley** (12%), **C. O. Fulgham** (12%) and others. Video owns 12½% of KWTV (TV) Oklahoma City. Ann. June 10.

Red Lion, Pa.—John M. Norris 96.1 mc, 20 kw. P.O. address Box 88, Red Lion. Estimated construction cost $18,959, first year operating cost $6,200, revenue $7,800. Mr. Norris owns WGCB Red Lion and is Presbyterian minister. Ann. June 8.

Towanda, Pa.—Vical Bcstg. Co. 92.7 mc, 0.7215 kw. P.O. address Box 93, Towanda. Estimated construction cost $9,180, first year operating cost $18,000, revenue $18,000. Equal partners (one-third each) are **T. Justin Myers Sr.**, banker; **Victor A. Michael**, teacher and radio sales and service operator, and **M. Alan Poole**, school art supervisor. Ann. June 4.

Hillsboro, Tex.—Nelson W. Galle 98.3 mc, 0.788 kw. P.O. address Box 317, Hillsboro, Tex. Estimated construction cost $6,100, first year operating cost $2,400, revenue $3,600. Mr. Galle owns KHBR Hillsboro. Ann. June 9.

Fredericksburg, Va. — Fredericksburg Bcstg. Corp. 97.5 mc, 3.3 kw. P.O. address Box 269, Fredericksburg. Estimated construction cost $11,950, first year operating cost $2,000. Applicant owns WFVA Fredericksburg. Ann. June 9.

Existing Fm Stations

CALL LETTERS ASSIGNED

KLYD-FM Bakersfield, Calif.—Edward E. Urner. Changed from KGEE-FM.

KVOR-FM Colorado Springs, Colo.—KVOR Inc.

KFMV (FM) Shreveport, La.—Good Music Inc.

KBCL-FM Shreveport, La.—Good Music Inc. Changed from KFMV (FM).

WSHO (FM) Silver Spring, Md. — Tri-Suburban Bcstg. Corp. Changed from WAYL (FM).

WTTR-FM Westminster, Md. — Carroll County Bcstg. Corp.

WBVP (FM) Beaver Falls, Pa.—WBVP Inc.

WDAC (FM) Lancaster, Pa. — Percy B. Crawford. Changed from WLPH (FM).

*KHPC (FM) Brownwood, Tex.—Howard Payne College.

KELT (FM) Harlingen, Tex.—Harbenito Radio Corp.

KHUL (FM) Houston, Tex.—B-M-R Bcstg. Corp.

KRBM (FM) Houston, Tex.—Texas Fine Music Bcstrs. Inc.

KEFC (FM) Waco, Tex.—Music Unlimited Inc.

*WCWM (FM) Williamsburg, Va.—College of William and Mary in Virginia.

Ownership Changes

ACTIONS BY FCC

KIVA (TV) Yuma, Ariz.—Granted transfer of control from **Harry C. Butcher** to **Electro Investors Inc.** (Mr. Butcher is chairman of board with 25% interest); consideration $241,000. Ann. June 10.

KDAN Eureka, Calif.—Granted assignment of license to **Radio KDAN Inc. (James F. Hadlock**, president, and two other stockholders have interests in KBUC Corona); consideration $225,000. Chairman Doerfer absent; Comr. Lee dissented. Ann. June 10.

KGMS Sacramento, Calif. — Granted assignment of license and cp from **Irving James Schwartz, William Stephen George** and **John Matranga** to **KGMS Inc. (Anthony C. Morici**, president, and others have interest in KIST Santa Barbara, and KRAM Las Vegas, Nev.); consideration $500,000. Chairman Doerfer absent. Ann. June 10.

KHIL Brighton, Colo. — Granted (1) renewal of license and (2) assignment of license to **Arline H. Steinbach**; consideration $75,000 (BAL-3427). Chairman Doerfer absent. Ann. June 10.

WDAT South Daytona, Fla.—Granted assignment of license from **Harold E.** and **Helen W. King** to **Quality Bcstrs. of Daytona Inc.** (equally owned by **John S. Mark, James S. Beattie** and news analyst **Walter L. Cronkite**); consideration $70,000. Mr. Mark owns 23% of WMT-AM-TV Cedar Rapids, Iowa, and KWMT Fort Dodge, Iowa; Mr. Beattie owns WPTX Lexington Park, Md. Chairman Doerfer absent. Ann. June 10.

WABM Houlton, Me.—Granted assignment of license to **Northern Maine Bcstg. Corp.** (50.6% owned by **Westminister Bcstg. Co.**, licensee of WCMF Brunswick); consideration $49,000 and agreement that assignor will not engage in radio or tv business in Houlton for 10 years and Westminister Bcstg. will not so engage in Presque Isle for 10 years. Ann. June 4.

KNAL Victoria, Tex.—Granted assignment of license to **Victoria Bcstrs. Inc.** (78.95% owned by **KWTX Bcstg. Co., Waco**) and 21.05% by **Milford N. Bostick** (stockholder of KWTX Bcstg. Co. and minority interest in KBTX-TV Bryan); consideration $75,000. Chairman Doerfer absent. Ann. June 10.

KKOG Ogden, Utah—Granted transfer of control from **Kyma-Yuma Inc.** to **Robert K. Hansen** and **Roger D. Thomsen**, present 49% owners; consideration $40,279 for remaining 51% interest, plus agreement transferor stockholders will not compete in radio business in Ogden for five years. Ann. June 10.

APPLICATIONS

KICO-TV Bakersfield, Calif.—Seeks assignment of cp from **Kern County Bcstg. Co.** (partnership) to **Kern County Bcstg. Co.** (a corporation). No consideration involved. Owners are **Edward E. Urner**, 20%; **Maurice St. Clair**, 15%; **Bryan J. Coleman**, 15%; **Lincoln Dellar**, 35%, and others. Ann. June 4.

KLIR-AM-FM Denver, Colo.—Seeks assignment of license from **George Basil Anderson** to **KLIR Inc.** (wholly owned by Mr. Anderson). No consideration involved. Mr. Anderson owns KJSK Columbus, Neb., KJRG Newton, Kan. and with his wife KCLO Leavenworth, Kan. Ann. June 9.

WIOK Mt. Dora, Fla.—Seeks assignment of license from **Triangle Bcstg. Corp.** to **Frank A. Taylor** for $35,500. Mr. Taylor owns WRWB Kissimmee, Fla. Ann. June 9.

WSTN St. Augustine, Fla.—Seeks assignment of license from **Stanmark Inc.** to **Harold W. Critchlow** for $66,000. Mr. Critchlow formerly had interest in WVVW Grafton, W.Va. Ann. June 10.

WWCA Gary, Ind. — Seeks transfer of control of 7.41% interest of **Lake Bcstg. Inc.** from **F. A. Timberlake** to **Dee O. Coe** (present 38% owner); **J. Mark Coe** (present 8% owner) and **Victor H. Voss** (present 8% owner) for $12,967. After transfer, above will own 43%, 9% and 9%, respectively. Ann. June 10.

WJOB-FM Hammond, Ind.—Seeks assignment of license from **South Shore Bcstg. Corp.** to **Percy B. Crawford** for $119,000. Mr. Crawford is radio pastor *(Young People's Church of the Air)* and owns WMUZ-FM Detroit and WPLH Lancaster, Pa. Ann. June 9.

KIOA Des Moines, Iowa—Seeks assignment of license from **Public Radio Corp.** to **Radio Station KIOA Inc.** (wholly owned by Public Radio Corp.). No consideration involved. Public Radio also owns KAKC Tulsa. Ann. June 4.

KCLO Leavenworth, Kan.—Seeks assignment of license from **Leavenworth Bcstg. Co. (George B.** and **Florence L. Anderson)** to **KCLO Inc.** (wholly owned by Mr. and Mrs. Anderson). No consideration involved. Ann. June 9.

KJRG-AM-FM Newton, Kan.—Seeks assignment of license from **George B. Anderson** to **KJRG Inc.** (wholly owned by Mr. Anderson). No consideration involved. Ann. June 9.

WDMJ-TV Marquette, Mich. — Seeks assignment of license from **Lake Superior Bcstg. Co.** to **North Central Bcstg. Co.** for $30,000 assumption of debts totalling $72,992 and 100 shares of stock of North Central. Lake Superior will receive 90 shares of stock of **M & M Bcstg. Corp.** for 52 shares of North Central stock. At conclusion of transaction, Lake Superior will own 48% and M & M will own 52% of North Central. Ann. June 9.

KCSR Chadron, Neb. — Seeks assignment of license from **Community Service Radio Corp. (William H. Finch)** to **Community Service Radio Co.** for $40,000 and $20,000 not to compete for five years. Principals are **E. F. Huse Jr.** (60%) and **K. S. Huse** (40%). E. F. Huse Jr. has interest in WJAG Norfolk, Neb. Ann. June 8.

KJSK Columbus, Neb.—Seeks assignment of license from **George B. Anderson** to **KJSK Inc.** (wholly owned by Mr. Anderson). No consideration. Ann. June 9.

WOV New York, N.Y.—Seeks transfer of control of **WOV Bcstg. Corp.** from **Morris S. Novik, George L. Weil** and **Edna M. Hartley** to **Bartell Bcstrs. of New York Inc.** for $1.1 million and assumption of $58,917 in promissory notes. Bartell Bcstrs. Inc. owns WOKY Milwaukee, WYDE Birmingham, KCBQ San Diego, KYA-AM-FM San Francisco, and WAKE Atlanta. Ann. June 10.

KAKC Tulsa, Okla.—Seeks assignment of license from **Public Radio Corp.** to **Radio Station KAKC Inc.**, wholly owned by Public Radio Corp. No consideration involved. Ann. June 4.

KQIK Lakeview, Ore.—Seeks transfer of control of 50% of **Pacific Northwest Radio Inc.** from **Lynn C.** and **Nadine Thomas** to **A. E.** and **Pauline Freeman** (present 50% owners) for $500. Requested transfer was actually effected without FCC approval in 1957 in violation of FCC rules. Actual present ownership of KQIK: Mr. and Mrs. Freeman 88.4%; **Mr.** and **Mrs. Harold Pate** 4.7%; and **Mr.** and **Mrs. J. K. Ragland** 6.9%. Ann. June 8.

WTUC Union City, Tenn.—Seeks transfer of 80% interest in **Davy Crockett Bcstg. Inc.** from **David J. Capps** and **Don Hickman** to **Paul Clark, Dave Shatz** and **Louise Dahnke.** Consideration $5,000. Mr. Clark (50%) is Pepsi Cola bottler. Mr. Shatz (40%) is in retail drygoods business. Miss Dahnke (10%) is secretary. Ann. June 8.

KSFA Nacogdoches, Tex.—Seeks assignment of license from **Nacogdoches Bcstg. Inc.** to **Texan Bcstg. Inc.** for $45,000. Principals are **B. M. Raborn** (90%) and **Bob Dunn** (10%). Mr. Raborn is employe General Electric, Houston, and Mr. Dunn is employe KDUB-TV Lubbock, Tex. Ann. June 10.

WHBG Harrisonburg, Va.—Seeks transfer of control of 50% of **Radio Harrisonburg Inc.** from **Jeffrey A.** and **Leah G. Abel** to

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through June 10

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,326	41	123	685
FM	574	39	155	84
TV	461[1]	59	102	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 10

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1959

	AM	FM	TV
Licensed (all on air)	3,324	571	458[1]
CPs on air (new stations)	42	41	62[2]
CPs not on the air (new stations)	118	147	102
Total authorized stations	3,484	759	668
Applications for new stations (not in hearing)	526	53	46
Applications for new stations (in hearing)	155	21	68
Total applications for new stations	681	74	114
Applications for major changes (not in hearing)	627	33	32
Applications for major changes (in hearing)	51	0	18
Total applications for major changes	678	33	50
Licenses deleted	0	0	0
CPs deleted	2	1	0

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

William Wallace Greer Jr. for $5,000 and $17,500 for promissory notes held by transferors. Mr. Greer is in mausoleum business and is chinchilla rancher. Ann. June 10.

Hearing Cases

FINAL DECISIONS

By decision after further oral argument, Commission granted application of Queen City Bcstg. Co. for new TV station (KIRO-TV) to operate on ch. 7 in Seattle, Wash., and denied competing applications of KXA Inc., and Puget Sound Bcstg. Inc. It took following actions on pleadings: (1) affirmed Hearing Examiner's order which granted in part motion by Puget Sound to strike and expunge brief and proposed findings of fact of Queen City; (2) granted motion of Puget Sound to extent of striking extra-record materials in part "C" and appendix 1 of Queen City exceptions; and (3) granted request by KXA to file "rejoiner" but denied that pleading insofar as it requested that reply of Queen City be stricken. Comr. Lee dissented; Comr. Hyde not participating. (Dec. 10, 1958 memorandum opinion and order set aside July 25, 1957 decision favoring Queen City but permitted KIRO-TV to continue operation pending outcome of further proceeding.) Ann. June 10.

By order, Commission made effective immediately April 27 initial decision and granted application of Venice-Nokomis Bcstg. Co. for new am station to operate on 1320 kc. 500 w, D. in Venice, Fla. Ann. June 10.

OTHER ACTIONS

By memorandum opinion and order, Commission denied request of Interstate Bcstg. Inc. (WQXR), New York, N.Y., for reconsideration and rehearing directed against Nov. 5, 1958 grant without hearing of application of Patchogue Bcstg. Inc., to increase power of WPAC Patchogue, N.Y., from 5 kw, DA-D, to 5 kw-10 kw-D, Canadian restricted, continuing operation on 1580 kc. Ann. June 10.

By memorandum opinion and order, Commission denied petition by Deep South Bcstg. Co. for reconsideration of Sept. 3, 1958 decision which denied mod. of cp of its tv station WSLA (TV) (ch. 8), Selma, Ala., to move trans. site to location 50 miles from Selma and 25 miles from Montgomery, specify main studio site one-half mile from city boundary of Selma, increase ant. height from 387 ft. to 1993 ft., and increase power from 2.51 kw to 316 kw. Chairman Doerfer and Comr. Cross not participating. Ann. June 10.

By order, Commission dismissed as moot petition by Cannon System, Ltd. (KIEV), Glendale, Calif., to enlarge issues in am consolidated proceeding with respect to application of Gordon A. Rogers, Colton, Calif. (since dismissed). Ann. June 10.

Designated for consolidated hearing applications for new daytime am stations in Michigan of Central Michigan Bcstg. Co. (1370 kc, 5 kw, DA), Oil City; Flat River Bcstg. Co. (1380 kc, 500 w, DA), Greenville; Stevens-Wismer Bcstg. Co., Caro Bcstg. Co. and Tuscola Bcstg Co., each seeking 1360 kc. 500 w in Caro; and Grand Haven Bcstg. Co. to change operation of WGHN Grand Haven, on 1370 kc from 500 w, D, to 500 w-N, 1 kw-LS, DA-2. Ann. June 10.

KPAP Redding, Calif.—Designated for hearing application to change facilities from 1270 kc, 1 kw, D, to 1330 kc, 5 kw, D; made KCRA, Sacramento, party to proceeding. Ann. June 10.

John Laurino, Ashland, Va., WNAV Annapolis, Md.—Designated for consolidated hearing applications of Laurino for new am station to operate on 1430 kc, 1 kw, D and WNAV to change operation on 1430 kc from 1 kw, DA-N, Unl., to 1 kw-N. 5 kw-LS. DA-N; made WDDY Gloucester, Va., party to proceeding. Ann. June 10.

Buckley-Jaeger Bcstg Corp., Providence, R.I., WHDH-FM Boston, Mass.—Designated for consolidated hearing applications of Buckley for new class B fm station to operate on 94.1 mc, and WHDH-FM to change operation on 94.5 mc from ERP 20 kw, ant. 455 ft., to ERP 3.25 kw ant. height 979 ft. Ann. June 10.

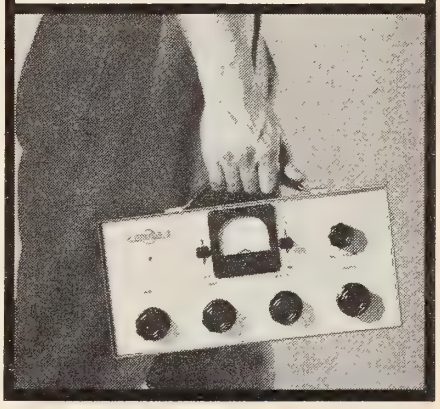
KFMC (FM) Santa Barbara, Calif.—Designated for hearing application to change trans. site and increase ERP from 29.5 kw to 41.34 kw and ant. height from minus 800 ft. to 2,911 ft.; made KANT-FM Lancaster, party to proceeding. Ann. June 10.

WTRN Tyrone, Pa., WFBG Altoona, Pa.—Designated for consolidated hearing applications of WTRN to change operation from 1290 kc, 1 kw, D, to 1340 kc, 250 w. unl., and WFBG to change from 1340 kc, 250 w, unl. to 1290 kc, 1 kw-N, 5 kw-LS, DA-2. Ann. June 10.

Routine Roundup

Granted request by Bay Area Educational Television Assn. KQED (TV) (ch. *9), San Francisco, Calif., for waiver of Sec. 3.651 (c) (2) for one year to allow broadcast of only one picture (record album cover) on its video channel while program "Portrait in Music" is broadcast on aural channel. Comrs.

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RADIO CORPORATION of AMERICA

Tmk(s) ®

Bartley, Craven and Ford dissenting. Ann. June 10.

By memorandum opinion and order, Commission denied petition by Indiana Central U. for rulemaking to reserve ch. 13 for educational use in Indianapolis, Ind., where ch. *20 is reserved for such use. Comr Lee absent. Comr. Craven not participating. (Crosley Bcstg. Corp. operates station WLWL (TV) on ch. 13 in Indianapolis under STA). Ann. June 10.

By letter Commission granted application of First Baptist Church, Pontiac, Mich., insofar as it requests authority to transmit religious programs to CKLW Windsor, Ont., Canada, for period of one year. Ann. June 10.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of June 5

WCTV (TV) Thomasville, Ga.—Granted cp to make changes in ant. system and other equipment; ERP vis. 100 kw, aur. 50 kw, ant. 1020 ft.

WIMA-TV Lima, Ohio—Granted cp to change ERP to vis. 214 kw, aur. 108 kw, and make other equipment changes.

WLEX-TV Lexington, Ky.—Granted mod. of cp to increase ERP to vis. 272 kw, aur. 146 kw; and make changes in ant. system and equipment; ant. 640 ft.

Following stations were granted extensions of completion dates as shown: WSUR-TV Ponce, P.R., to Dec. 8; WVEC-TV Hampton, Va., to Jan. 4, 1960.

Actions of June 4

WIRB Enterprise, Ala.—Granted assignment of licenses to **R. E. James**, trading under name **Wiregrass Bcstg. Co.**

KJFJ Webster City, Iowa—Granted acquisition of positive control by **D. D.** and **Mary K. Treu** through purchase of stock from **Glen** and **Opal Barnett** (BTC-3138).

KYSS Missoula, Mont.—Granted mod. of cp to change ant.-trans. location; studio location; specify remote control point same as main studio and change type trans.

WRKT Cocoa Beach, Fla.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: KJML (FM) Sacramento, Calif., to July 5; KYSS Missoula, Mont., to Aug. 15.

KDWD-FM San Diego, Calif. — Granted authority to remain silent for period of 60 days from May 25 to July 25.

Actions of June 3

WHBY Appleton, Wis. — Granted assignment of license to **Nobertine Fathers.**

WCPK College Park, Ga.—Granted license for am station; remote control permitted.

KYRO Potosi, Mo.—Granted license for am station.

WHKY-FM Hickory, N.C. — Granted license for fm station.

KBOY-FM Medford, Ore.—Granted license for fm station.

WQIK Jacksonville, Fla.—Granted license covering increase in power and installation new trans.; remote control permitted; condition.

WERE Cleveland, Ohio—Granted licenses covering installation new main trans.; and installation of old main trans. as alternate main trans.

KALI San Gabriel, Calif.—Granted license covering changes in hours of operation, directional ant. system, ground system, studio and station locations and specify studio location.

KBCH Oceanlake, Ore.—Granted license covering changes in facilities, ant. system and installation new trans.

WCHA-FM Chambersburg, Pa. — Granted license covering change in frequency, installation new trans., increase in ERP and change type trans.; ant. height 265 ft.

***WTHS-TV Miami, Fla.**—Granted cp to change ERP to vis. 43.6 DA, aur. 21.8 DA; trans. location; type trans., ant. and make changes in equipment; ant. 340 ft.

WKRC-TV Cincinnati, Ohio—Granted cp to change studio and trans. locations.

***WEDU (TV) Tampa, Fla.**—Granted cp to change ERP to vis. 56.2 kw, aur. 28.2 kw, make changes in trans., install amplifier and other equipment; ant. 490 ft.

KGMS Sacramento, Calif. — Granted license covering changes in daytime DA system.

WJHL-TV Johnson City, Tenn.—Granted cps to change type ant. and other equipment (main trans. & ant.) and install auxiliary ant. system at main trans. and ant. location.

***KPEC-TV Lakewood Center, Wash.** — Granted extension of completion date to Dec. 22.

Actions of June 2

KEED-FM Eugene, Ore.—Granted license for fm station.

WOMC (FM) Detroit, Mich.—Granted license covering installation new amplifier; increase ERP, ant. height; change station location and type ant.

KALB-FM Alexandria, La.—Granted license covering replacement of ant. and feed line, changes in ERP, ant. height, ant. system and deletion of remote control operation; ERP 8.4 kw.

WVOX - AM - FM New Rochelle, N.Y. — Granted mod. of license to change name to Radio Westchester Inc.

KBOX Dallas, Tex.—Granted mod. of license to change name to Radio Station KBOX.

KDKA Pittsburgh, Pa.—Granted cp to install new trans. and ant. for auxiliary purposes; remote control permitted.

WAAF Chicago, Ill.—Granted cp to install new trans. at main trans. location to be used as alternate main trans.

WDAF Kansas City, Mo.—Granted cp to install new trans. at main trans. location for auxiliary purposes; remote control permitted.

KEYJ Jamestown, N.D.—Granted cp to install new trans.

WLLH Lowell, Mass.—Granted cps to install new trans. at Lawrence and Lowell, Mass.

WJCD Seymour, Ind.—Granted authority to sign-off at 7 p.m., CDT, for period ending Aug. 31.

WRSA Saratoga Springs, N.Y. — Granted change of remote control authority.

Granted extensions of completion dates for following stations: KPQ Wenatchee, Wash., to July 7, and WIBC-FM Indianapolis, Ind., to Sept. 11.

Actions of June 1

KVRH Salida, Ohio—Granted assignment of license to **Regional Bcstg. Corp.**

KCOG Centerville, Iowa—Granted authority to sign-off at 7 p.m., Monday through Saturday and 5 p.m. on Sundays for period ending Aug. 29.

Granted licenses for following tv stations: *KOKH-TV Independent School District #89 of Oklahoma County, Oklahoma City, Okla.; ERP vis. 275 kw, aur. 141 kw, ant. 460 ft., change studio location and redescribe trans. location; KAYS-TV KAYS Inc., Hays, Kan.; ERP vis. 117 kw, aur. 63.1 kw; KNOP, North Platte Television Inc., North Platte, Neb.; KBLR-TV, Tri-State Television Inc., Goodland, Kan.

***WQEX (TV) Pittsburgh, Pa.**—Granted license for noncommercial educational tv station.

***KOED-TV Tulsa, Okla.**—Granted license for noncommercial educational tv station; ERP vis. 14.8 kw, aur. 7.4 kw.

***WQED (TV) Pittsburgh, Pa.**—Granted license covering changes in noncommercial educational tv station.

KHPL-TV Hayes Center, Neb. — Granted license covering changes in tv station.

***WBIQ (TV) Birmingham, Ala.**—Granted mod. of cp to change ERP to vis. 42.5 kw, aur. 25.5 kw; type ant.; correct geographic coordinates (no change in site); make changes in ant. system and equipment; ant. 1050 ft.

WBRC - TV Birmingham, Ala. — Granted mod. of cp to install new ant. system; make changes in equipment and trans. site; ant. 1110 ft.

ACTIONS ON MOTIONS

Commission on June 3 postponed oral argument in proceeding on applications of Palm Springs Translator Station Inc., Palm Springs, Calif., from June 15 to date to be subsequently announced.

By Chairman John C. Doerfer

Granted motions by Queen City Bcstg. Co. (KIRO), KXA Inc., Seattle, Wash., and Broadcast Bureau for corrections in various respects to transcript of oral argument in Seattle, Wash., tv ch. 7 proceeding. Action June 5.

By Commissioner Rosel H. Hyde

Granted petition by Chronicle Publishing Co. (KRON-TV), San Francisco, Calif., for extension of time for period of ten days from June 4 (June 15) to file opposition to pleading by American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, for clarification of mod. of issues in proceeding on their applications for cps to increase ant. height. Action June 8.

By Chief Hearing Examiner James D. Cunningham

Scheduled hearings for July 28 in following am proceedings: Madison County Bcstrs., Tri-Cities Bcstg. Co., and East Side Bcstg. Co., Granite City, Ill.; David M. Segal, Boulder, Denver Bcstg. Co., Denver, and Satellite Center Radio Co., Arvada, all Colorado. Action June 8.

Granted informal request of Benjamin C. Brown to the extent that he seeks dismissal

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of his application for am facilities in Oceanside, Calif., and denied in all other respects, and dismissed application with prejudice. Action June 3.

Scheduled hearings for July 27 in following proceedings: Pine Tree Telecasting Corp., for mod. of cp of tv translator station WPTT Augusta, Me.; applications of Audiocasting of Texas Inc., and Horace K. Jackson Sr., for am facilities in Waco and Gatesville, both Texas (Dockets 12876-7; BP-11851, 12550). Action June 3.

Granted petition by Berkshire Bcstg. Co. Inc. (WSBS), Great Barrington, Mass., for dismissal without prejudice of its am application and retained in hearing status application of Naugatuck Valley Service Inc., for am facilities in Naugatuck, Conn. Action June 3.

By Hearing Examiner Charles J. Frederick

Scheduled hearing for July 1 in proceeding on application of Kenneth G. Prather and Misha S. Prather for am facilities in Boulder, Colo. Action June 5.

Granted petition by Moline Television Corp., for leave to amend its application for new tv station to operate on ch. 8 in Moline, Ill., to substitute Glen E. Perkins, an existing stockholder, for C. H. Wildman, a director, and reflect election of Perkins to be a director. Action June 5.

By Hearing Examiner Millard F. French

Scheduled prehearing conference for 9 a.m., June 24, in proceeding on am applications of Granite City Bcstg. Co., Mt. Airy, N.C., et al. Action June 3.

By Hearing Examiner Isadore A. Honig

On own motion, continued further prehearing conference from June 11 to June 18 at 2 p.m., in proceeding on am applications of Richard L. DeHart, Mountlake Terrace, Wash., et al. Action June 8.

On own motion, continued prehearing conference from June 12 to June 19 in proceeding on application of Virgin Islands Bcstg. System for additional time to construct WDTV Christiansted, V.I. Action June 8.

Denied request by Virgin Islands for postponement of hearing for 60 days from July 6. Action June 5.

Granted petition by Radio KYNO, Voice of Fesno (KYNO), Fresno, Calif., for extension of time from May 29 to June 5 for filing proposed findings and from June 16 to June 23 for replies in proceeding on its am application. Action June 1.

On own motion scheduled prehearing conference for June 25 at which time date for hearing will be specified in proceeding on am applications of Tobacco Valley Broadcasting Company, Windsor, Conn., and Telecolor Corp. (WTXL), West Springfield, Mass. Action June 2.

By Hearing Examiner Annie Neal Huntting

Granted request by Telemusic Co., San Bernardino, Calif., for extension of time to June 15 to file opposition or other reply to petition to enlarge issues filed by American Bcstg.-Paramount Theatres Inc., in proceeding on Telemusic fm application. Action June 4.

Granted oral request of Rollins Broadcasting Inc., for continuance of hearing from June 9 to June 30, in proceeding on its application for additional time to construct changed nighttime facilities for radio station KATZ St. Louis, Mo. Action June 2.

By Hearing Examiner H. Gifford Irion

Continued hearing from June 15 to July 1 in proceeding on applications of Frank James and San Mateo Bcstg. Co., for fm facilities in Redwood City and San Mateo, both California. Action June 5.

Upon request by parties, continued prehearing conference from June 8 to June 17 in Yakima, Wash., tv ch. 23 proceeding. Action June 4.

Upon oral request of May Broadcasting Co., continued further hearing from June 2 to June 16 in proceeding in its application for renewal of license of KMA Shenandoah, Iowa. Action June 1.

Scheduled prehearing conference for June 30 in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, Interstate Bcstg. Inc. (WQXR), New York, N.Y., and Booth Bcstg. Co. (WTOD), Toledo, Ohio. Action June 2.

By Hearing Examiner Jay A. Kyle

Upon verbal request of counsel for Broadcast Bureau, and with the concurrence of counsel for other parties, continued hearing from June 8 to June 9, in proceeding on am applications of Tempe Bcstg. Co., Tempe, Ariz., et al. Action June 4.

By Hearing Examiner Forest L. McClenning

Granted petition by Russell G. Salter Inc., Dixon, Ill., for extension of time from June 5 to June 8 for filing of proposed findings of fact and conclusions, and from June 19 to June 22 for filing reply findings in proceeding on its am application, et al. Action June 2.

Granted petition by Broadcast Bureau for extension of time from June 1 to June 8 for filing of replies to motion of Los Banos Bcstg. Co. for leave to amend in proceeding on its application for am facilities in Los Banos, Calif. Action June 2.

NARBA Notifications

CANADA

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

580 kc

CKPR Fort William, Ont.—5 kw D, 1 kw N, unl., III, NIO with increased daytime power.

980 kc

CKNW New Westminster, B.C. — 5 kw, DA-1, unl., III, NIO.

1230 kc

CFPA Port Arthur, Ont.—1 kw D, 0.25 kw N, unl., IV, NIO with increased daytime power.

1240 kc

Williams Lake, B.C.—0.25 kw, unl., IV, EIO 4-15-60. New.

1250 kc

CHWO Oakville, Ont.—2.5 kw D, 1 kw N, DA-2, unl., III, EIO 4-15-60.

1290 kc

CFAM Altona, Man.—5 kw, DA-1, unl., III, EIO immediately (correction of pattern).

1300 kc

Regina, Sask.—1 kw, DA-1, unl., III, EIO 4-15-60. New.

1340 kc

CFSL Weyburn, Sask.—1 kw D, 0.25 kw N, unl., IV, EIO 4-15-60.

MEXICO

List of changes, proposed changes, and correction in assignments of Mexican broadcast stations modifying appendix containing assignments of Mexican broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting Jan. 30, 1941.

590 kc

XEE Durango, Duo.—2 kw D, 0.15 kw N, unl., III, 9-23-58. (Correction of error in Change List No. 209.)

630 kc

XETS Tapachula, Chia.—1 kw D, 0.5 kw N, unl., III, 7-23-58.

660 kc

XENB Macuspana, Tab.—1 kw, D, II, 11-11-59.

670 kc

XEKQ Tapachula, Chia.—1 kw, D, II, 5-11-59.

680 kc

XEFO Chihuahua, Chih.—1 kw, D, II, 7-23-58.

700 kc

XEDV Zapopan, Jal.—1 kw, D, II, 7-23-58.

860 kc

XENW Culiacan, Sinaloa—1 kw D, 0.25 kw N, unl., II, 11-11-59. (Correction of error in Change List No. 214.)

960 kc

XEHA Ciudad Camargo, Chih.—0.25 kw D, 0.1 kw N, unl., IV, 11-11-59.

1110 kc

XEOQ Rio Bravo, Tam.—1 kw, ND, D, II, 5-11-59.

1120 kc

XETR Ciudad Valles, S.L.P.—1 kw, D, II, 5-11-59.

1190 kc

XEWK Guadalajara, Jal.—10 kw, unl., IB, 8-14-57.

1240 kc

XELD Autlan de Navarro, Jal.—1 kw D, 0.1 kw N, unl., IV, 11-11-59.

XES Tampico, Tam.—1 kw D, 0.25 kw N, unl., IV, 8-11-59.

1320 kc

XETR Ciudad Valles, S.L.P.—1 kw D, 0.1 kw N, unl., IV, 5-11-59.

1330 kc

XEEA Ciudad Ixtepex, Oax.—1 kw D, 0.5 kw N, unl., III, 11-11-59.

1340 kc

XENV Monterrey, N.L.—1 kw D, 0.25 kw N, unl., IV, 11-11-59. New.

XEJK Ciudad Del., Chia.—0.5 kw D, 0.25 kw N, unl., IV, 11-11-59.

1360 kc

XETP Ciudad Valles, S.L.P.—5 kw, D, III, 11-11-59.

1380 kc

XEZW Ciudad Hidalgo, Chia.—1 kw D, 0.25 kw N, unl., IV, 11-11-59. New.

1400 kc

XESB Santa Barbara, Chih.—1 kw D, 0.2 kw N, unl., IV, 11-20-58.

XEDE Saltillo, Coah.—0.5 kw D, 0.25 kw N, unl., IV, 11-11-59.

1480 kc

XEZJ Zapopan, Jal.—0.25 kw D, 0.2 kw N, unl., IV, 11-11-59. New.

XENJ Cadereyta de Jimenez, N.L.—1 kw D, 0.5 kw N, unl., III-B, 5-11-59.

1490 kc

XEVZ Acayucan, Vera.—0.25 kw D, 0.2 kw N, unl., IV, 11-11-59.

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From the SEC record

The following stock transactions by officers and directors of companies in radio-tv and allied fields have been released by the Securities & Exchange Commission, Washington. Sales, re-

Continued on Page 103

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Help Wanted—Management

Manager-salesman or salesman for single station market with good potential. Salary and commission. North Carolina station. Good living conditions. Box 262M, BROADCASTING.

General manager. To purchase minority interest and become resident general manager in metropolitan radio station. Box 316M, BROADCASTING.

Program director for top 20 market am station. 5,000 swingin' watts needs an experienced p.d. who can put together a swingin'-without-rockin' big sound! Must have proven record to fit into this top opportunity. Send complete resume and all other pertinent details to Box 374M, BROADCASTING.

Station manager for small eastern market. Experienced administrator and salesman. Send info on experience, education and picture. Please send nothing that must be returned. P.O. Box 186, Washington, D.C.

$10,000 a year executive? Regional and national sales manager to spark presentation of radio Willamette-Land. This man knows aggressive radio and how to sell it! Resume and picture to Gordon Allen, KGAY. Salem, Ore. Other sales positions at KGAL, Albany Studios, chief engineer at KGAY (5,000 watt Gates xmtr.)

Excellent opportunity for station manager who is strong on sales, willing to work, and desires permanent situation. Give full details to General Manager, KSWS, Roswell, New Mexico.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Manager for new am-fm station in Aztec, N.M., 8000 population, county seat of growing 50,000 county. Send details to I.E. Shahan, 1404 Mesa Verde, Farmington, N.M.

Sales

Sales manager, excellent future and money. Multiple market organization major Indiana market. Box 369M, BROADCASTING.

Experienced radio salesman, capable of advancing to salesmanager. Base plus commission makes you $400.00 to $700.00. Send complete details, Dale Moore, KCAP Helena, Montana.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Two positions open with top California station. Local salesman-sales manager to earn $10,000 to $15,000 depending on man, with substantial increases probable. Salary plus override. Also opening for additional salesman with $450 guarantee plus generous commission base. Highest ratings, biggest coverage in market, good congenial crew. Send complete information with picture to Alan Torbet, KRAK, Stockton, California.

Connecticut—Sales representatives for 1000 watt independent. Salary and incentive. WBZY, Torrington.

Sales representative for new quality Southern FM station. Salary plus commission, plus expense account. Send resume to G. M. Allen, WFMX, Statesville, North Carolina.

Expanding radio-tv sales staffs. One experienced radio salesman, one tv salesman. Radio 5kw—full time. TV full power vhf. Send resume and sales record. Art Ingram, WICU Radio. Jim Ketcham, WICU-TV, 3514 State St., Erie, Pennsylvania.

Help Wanted—(Cont'd)

Sales

Florida vhf station needs a salesman who wants to sell television and can live on a starting income of $100 weekly: $65 salary, plus $35 draw against commissions. Accounts now on station will be given you and manager will train you; sell with you, and for your account, to quickly build your volume. WJDM-TV Panama City, Florida. Hugh Barclay, Manager.

Salesman for WLOF, Orlando, Florida. Number one Pulse rated music and news operation must expand sales staff to keep pace with growth of market. Tell all in first letter. Send photo. Howard S. Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Fla.

Salesman, experienced, WTAC, The Big Station, Flint, Michigan.

Sales manager wanted in Springfield, Massachusetts at WTYM. Chance for exceptional earnings. Write Art Tacker, General Manager, or phone Republic 3-4187.

Ohio, WWIZ, Lorain. Personal interview necessary.

Announcers

Adult programmed station in top midwest market has an immediate opening for an outstanding, experienced announcer. Excellent conditions and employee benefits. Rush picture, tape and full background to Box 252M, BROADCASTING.

Topnotch, modified Storz morning man for 5 kilowatt midwest station. Salary for ability. Good newsman needed, too. Send all first letter. Positions now vacant. Box 275M, BROADCASTING.

Announcer—1st class ticket. Rocky Mountain area. Box 341M, BROADCASTING.

$100.00 weekly for top dj for fast paced, modern radio-tv operation. Send tape, picture and resume first letter. Box 368M, BROADCASTING.

Florida metropolitan market needs top 40, bright, fast paced dj. $120 a week. Send tape, references and experience. Box 370M, BROADCASTING.

Southwest format station needs dj who can sound happy. Good working conditions. Need someone who is on the way up, no students or drifters. Better than average pay with some talent available. Send photo, tape, references, resume and salary requirements. Tapes will be returned. Box 375M, BROADCASTING.

Sexy babe wanted for after midnight cooing and cuddling with listeners. It's legitimate broadcasting, sweetie, and you can check with my wife and kids, but y'all call "Pat" Moseley (not his wife!) at NAtional 4-1225, the number for KAAB, Hot Springs, Arkansas. Call collect if you're great!

Experienced announcer-salesman. 1st phone essential. $2.50 hour (to 40 hours) board work plus 15% sales. Adding fm. Near Los Angeles. Send tape, photo. KACE, Riverside, California.

Young, aggressive, stable announcer wanted at top-rated station in Lincoln, Nebraska. Well established teen-age disc show in your shift. Good pay, opportunities in growing multi-station operation. Send tape, resume, photograph to KFOR, Lincoln, Nebraska.

First phone announcer: Needed immediately. Prefer minimum three years experience family man. Afternoon trick. Two weeks paid vacation, insurance plan. Not rock and roll. Not top forty. Salary open. Phone Mr. Jae, 3450, KHMO, Hannibal, Missouri.

Help Wanted—(Cont'd)

Announcers

Announcer, morning dj at new K-CAP, Helena, Montana. Send tape, resume, picture, salary requirements to Dale Moore.

Opportunity for conscientious and competent announcer who wants permanent job in good climate. Play-by-play experience helpful, but not mandatory. Send full details, tape, salary, etc., to Manager, KSWS, Roswell, New Mexico.

Announcer for staff work with sports background, play-by-play ability. Immediate opening. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

Announcer-engineer with first class ticket with interest in news, including some writing. Good opportunity on 250 watt ABC station with good news department. WBYS, Canton, Illinois.

Washington, D.C. area's number one station auditioning exceptionally fast, modern announcers. **Send tape. WEAM.**

Wanted: Announcer with first phone—no maintenance—$4,800 for first year—40-hour week. Paid hospitalization. Paid life insurance. Paid vacation. Call the manager of this 26 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

Immediate opening-experienced dj with bright, happy sound and good, tight sense of production. $100 start. Send tape, photo, background and references to WFDF, Flint, Michigan.

Needed immediately country and western dj for WGEE, Indianapolis, Indiana, the only station in better than one-half million market featuring country and western music. First phone desirable but not necessary. Write, wire or call General Manager, Arnold C. Johnson.

Ohio's most powerful fm, W-SOM, 100,000 watts, needs two mature voices. Send tape, resume, W-SOM, Salem, Ohio.

Announcer with first phone for evening shift. Announcing of prime importance, no maintenance, WTVB, Coldwater, Michigan, Broadway 9-9119.

Technical

Engineer-announcer. Must be experienced, capable engineer. $400 monthly. KIYI, Shelby, Montana.

First phone engineer with announcing ability. KTKR, Taft, California.

Experienced first class engineer-announcer, capable making equipment installation. Permanence for right man. Send tape, details KVOZ, Laredo, Texas.

First class radio telephone transmitter technician for summer relief at WBZ, Hull, Massachusetts. Salary $100 per week. Needed immediately. Contact W. H. Hauser, Chief Engineer, WBZ, Boston.

Chief: The man we want is probably working as combo or staff engineer. We need a permanent chief to settle here, maintain equipment and do light announcing. Progressive community, excellent fishing. Starting $100 with more later. Call 7707, WJNC, Jacksonville, N.C.

Transmitter engineer for WAMS, Wilmington, Delaware. Chance for advancement in 9-station radio-tv chain. Rush background to Tim Crow, Rollins Broadcasting-Telecasting, 414 French Street, Wilmington, Delaware.

Situations Wanted—(Cont'd)

Sales

Eleven years experience sales, advertising; radio, television production. Married, thirties, college. a producer. Good references. Resume. Dudley Rankin, 1720 S. Elk, Casper, Wyoming.

Announcers

Top announcer, on camera personality. 7 years experience. Presently freelancing Philadelphia. Desire solid position metropolitan market. Box 798K, BROADCASTING.

TV announcer-production man . . . seeks relocation due to hunger and growing pains. 3 years New England market—on-camera: commercials, cooking, teen-dance, kiddy shows. 24, BA, married. Photo—tape. Box 336M, BROADCASTING.

Technical

Chief engineer: 11 years tv experience, 9 years supervisory administration, maintenance, construction. Best references. Box 347M, BROADCASTING.

Experienced all phases of studio installation and operation. Seeking permanent position. 1st ticket. Box 353M, BROADCASTING.

TV chief looking for opportunity in good climate. Long experience in radio and television. Box 382M. BROADCASTING.

Production-Programming, Others

Director: Filming, announcing, production. 7 years experience. Top references. Family. Box 186M, BROADCASTING.

Six years experience in top ten market—director will go anywhere in U. S.—experienced in all phases of tv—$6000 per annum minimum. Box 312M, BROADCASTING.

Stage manager or production manager experienced in all phases of production desires to relocate. Box 317M, BROADCASTING.

Successful producer, over 8 years intensive experience local and network programs. Will relocate. Box 319M, BROADCASTING.

Production manager presently employed in one of the top 50 markets seeking position of program director Seven years experience. Box 332M, BROADCASTING.

Photographer: Tired of the routine news film? Try my work. 4-years experience—all phases. Now employed. Box 339M, BROADCASTING.

Creative producer-director. Three years experience in television. One year in radio. Excellent references from present employer. Box 356M, BROADCASTING.

FOR SALE

Equipment

Blaw Knox 150′ angle iron 38″ base guyed tower built to carry 500′. Like New. Box 329M, BROADCASTING.

150′ guyed tower available August, $650.00 on ground. $400.00 you take down. Box 330M, BROADCASTING.

Complete 25 kw television transmitter. Channels 2 thru 6. Low price. Send for details. Box 349M, BROADCASTING.

1 kw used transmitter. Composite from G.E. Signal Corp. transmitter. Stable. Rugged. Excellent. $1000.00. Box 377M, BROADCASTING.

Approximately 100 feet 1⅞ used transmission line. Fair condition. Any offer over $50 fob San Francisco. KSFR, 10 Claude Lane, San Francisco.

Deluxe heavy duty RCA BTA 1-L 1 kw. AM transmitter. Excellent condition, reasonably priced. Write or phone D.B. Ekberg, WLOL, Minneapolis, Minn.

7000 mc, Motorola microwave. Has audio subcarrier and color modification—$4,900. Contact Chief Engineer, WTVD, Durham, N.C.

FOR SALE

Equipment—(Cont'd)

Portable Magnecordette model PT-6A. 250-ohm mike input. Case included. Good condition. $295. You pay freight. WWKY, Winchester, Ky.

Western Electric 1 kw xmitter now in full service going to 5 kw will sacrifice for $1375 fob, Ocala, Florida. Phone Ken Brown, Marion 2-8174.

Western Electric 1 kw fm transmitter in excellent condition. $1,250.00. Wayne Marcy, 4007 Bellaire Boulevard, Houston, Texas.

TV, am, fm transmitters, cameras, studio terminal equipment. If you need anything in the BC line please contact us. Technical Systems Corp., 12-01 43rd Ave., L.I.C., N.Y.

WANTED TO BUY

Stations

Qualified, responsible group interested in buying several medium market stations. Prefer to buy low-rated station in multi-station market. Would consider right offer in single station market. Prefer southwestern. Box 171M, BROADCASTING.

Will buy—Financially responsible parties interested in am radio stations offered for sale. Qualified to make investment up to $500,000.00. Will consider stations located in large or small markets with view to growth potential. Reply in confidence to Box 199M, BROADCASTING.

Small station or cp. Single station market preferred. Will consider multiple market. Owners only, no brokers. Box 289M. BROADCASTING.

Responsible party with experience and knowhow wants to lease with option to purchase small station with reasonable potential. Box 290M, BROADCASTING.

Equipment etc.

Radio-frequency bridge 916 or similar, must be good usable condition. Box 224M, BROADCASTING.

Transmitter for stand-by to 500 watt 1290. Bob Sellmer, GM, Benson, Minn. KBMO.

Macklett 55-41 final tube for Western Electric 10 kw transmitter. Urgently needed. Call or wire 3639 8th St., Riverside, Calif. Tel: Overland 3-6200.

TV-fm-am transmitters. Cameras. audio video consoles all types terminal equipment. Technical Systems Corp. 12-01 43rd Ave.. L.I.C., N.Y.

INSTRUCTION

F.C.C. first phone, preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

F.C.C. license in six weeks. Inexpensive, practical. Resident class August 3. Pathfinder, 510 16th St., Oakland, Calif.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24. Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Where is Dan Bell? We need him. Does anyone know? Box 385M. BROADCASTING.

Call letter items—Banners, lapel pins, microphone plates, car plates, bumper strips, decals; printed forms, personnel service—Bro-Tel, Box 592, Huntsville, Ala.

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Management

MANAGER WANTED

I want a man who can take over as manager of a 250 watt station in one of the top 75 markets, southeastern U.S. He must know how to run station efficiently and have good sales ability. If you can bring a good salesman with you, so much the better. Starting salary moderate, but I'll work out a percentage deal to bring up earnings with sales and profits. You will be your own boss in this position. Other benefits to right man. Send full particulars and phone number.

Box 386M, BROADCASTING

Sales

Promotions within our organization have created openings in both radio and television sales. This is an excellent opportunity for experienced salesmen to take over established accounts and develop new ones. New building and outstanding facilities. Write to Evans Nord, General Manager.

KELO-AM-TV
Sioux Falls, South Dakota

RADIO

Situations Wanted—Announcers

SPORTS IS MY BUSINESS

Chuck Neinas is my name, play-by-play the strong suit. For the past four years I've done Wisconsin football and basketball on a state-wide network. Veteran, college grad, 27, television experience, capable of staff or news work. Presently employed, I'm looking for an opportunity to do more year-round sports programming. Top references. Call me at Alpine 7-2261 or write 2501 Fremont, Madison, Wisconsin.

PERSONNEL SERVICE

$ WANT MORE MONEY $
LET "SAM" GET IT FOR YOU
Free registration—Confidential
- **Announcers TV & Radio**
- **Radio Disk Jockeys**
- **TV & Radio Engineers**

Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 5-4841

FOR SALE

Equipment

WEATHER • RADAR

Raytheon 10 CM 275 KW Output PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and instal. diags. In new factory condition. Picks up clouds at 50 miles. $950.

Westinghouse 3 CM 40 KW Output PPI Presentation. ½, 2, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $2200.

General Electric Automatic Tracking Radar 10 CM. 275 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 25 ft. long (Its own building!). Price and details on request. Used by Air Force and weather bureau.

RADIO—RESEARCH INSTRUMENT CO.
550 5th AVENUE
NEW YORK 36, N. Y.

STATIONS

KCHS
Truth-or-Consequences
New Mexico

Last time being offered. This ad will not appear again. Price $24,000.00. Write us at Box 351, Truth or Consequences, N.M.

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.

New England—$60,000; $200,000; $250,000; $500,000; Florida—$38,000; $85,000; $200,000; Pennsylvania—$100,000; $158,000; Texas—$200,000; $400,000; North Carolina—$38,000; $70,000; $135,000; Alabama—$225,000; Colorado—$175,000; Utah—$350,000; West Viriginia—$60,000. PLEASE WRITE.

Vt.	Single	1kw-D	50M	cash
Ala.	Single	1kw-D	33M	terms
Va.	Single	1kw-D	80M	terms
Fla.	Small	5kw-D	115M	terms
Wash.	Small	1kw-D	95M	terms
Mich.	Small	250w	135M	cash
W.Va.	Small	250w-F	30M	terms
Pa.	Small	1kw-D	100M	terms
N.C.	Small	250w-D	78M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
N.Y.	Medium	5kw-D	250M	terms
Mich.	Medium	1kw-F	250M	terms
Central	Metro-suburb		158M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	375M	terms
S.E.	Small	VHF-TV	450M	terms

And Others

PAUL H. CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

MISCELLANEOUS

ATTENTION D.J.'S & P.D.'S
COMEDY MATERIAL
Timely — Topical — Bi-monthly service
Reasonable Rates—For complete information and 2 weeks free sample material—write to
SID BARD ASSOCIATES
P.O. Box 250, Planetarium Sta., New York 24, N.Y.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

FOR SALE

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORFER
PRICED TO SELL

$40,000 California	250 watts
$75,000 Arizona	1000 watts
$140,000 Arizona	5000 watts

29% Down—Terms
WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic Blvd.,
Los Angeles 35, Calif.
Licensed Brokers Consultants

To sell your Radio-TV properties, list with us. To buy properties from $42,500 to $1,500,000 write, or call Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080 Southern Regional daytimer, making money, valuable real estate. $97,500 with 29% down, 10 year payout.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from page 98

ported to SEC between April 11 and May 10, involve common stock unless indicated otherwise.

Admiral Corp.—John F. Gilbarte purchased 900 shares giving him total of 2,700.

Ampex Corp.—Richard J. Elkus acquired 250 shares for total ownership of 2,750; Murray Innes Jr. sold 1,000 shares leaving him with 5,000 owned individually and 1,667 held in trust.

Crowell-Collier—David R. Cunnison purchased 200 shares giving him 307; Lannan Bros. (J. Patrick Lannan) bought 15,000 shares for 30,000 total and Lannan family purchased 6,000 shares; Mr. Lannan individually holds 4,000 shares.

Emerson Electric—Henry C. Miller bought 1,445 shares giving him 3,378.

Filmways Inc.—Martin Ransohoff sold 12,900 shares leaving him with 115,900 individually while his children own 11,200 shares.

General Electric—Jack S. Parker purchased 640 shares giving him 1,822; John W. Belanger sold 1,440 shares leaving him with 14,048.

Loew's Inc.—Ellsworth C. Alvord purchased 1,000 shares, his first stock held individually in firm (600 shares in holding company); George Killion acquired 2,000 shares giving him 9,500.

National Telefilm Assoc.—Eric H. Haight and Oliver A. Unger exchanged 10,000 and 40,125 NTA shares, respectively, for securities of National Theatres Inc.; Mr. Unger also purchased an additional 20,000 NTA shares.

Radio Corp. of America—Elmer W. Engestrom purchased 500 shares giving him 2,093.

TelePrompTer—Walter Craig sold 1,900 shares leaving him with 13,225.

Twentieth Century-Fox—S. Charles Einfeld purchased 5,000 shares giving him 5,485; Robert Lehman sold 6,200 shares leaving him with 17,400.

Warner Bros.—Albert Warner and Jack L. Warner sold 6,500 and 7,000 shares, respectively, at $20 per share pursuant to April 1956 option; Jack Warner also purchased 1,632 shares, leaving him with 23,743, plus 1,400 held in trust. Albert Warner now holds no stock individually and 2,700 in trust.

Westinghouse—W. O. Lippman purchased 200 shares giving him 1,421; L. B. McCully sold 1,000 shares, leaving him with 1,800; Harry E. Seim sold 1,000 shares leaving him with 1,968; Fergus M. Sloan decreased his holdings to 601 shares by disposing of 400.



ELECTRONIC LIFE PRESERVERS FOR THE MISSILE AGE

They're known as countermeasures.

To you, they could represent the difference between life and death.

Their job: to make missiles miss.

Active countermeasures may jam the radar which guides a missile. Or blind its electronic eyes. Or deflect it from its course. Or help seek it out and destroy it—miles from its target.

They Cannot Wait

If an attack ever comes, there are only minutes in which to act.

ITT is one of the companies holding the stop watch.

More than 15 years ago, in fact, the Department of Defense anticipated missile warfare and assigned the ITT System to the development of countermeasures.

Since then, many have been perfected. Others are now being tested. Still others are being rushed to completion. Some are active countermeasures. Others are passive countermeasures, which record hostile electronic activities.

Hundreds of ITT scientists and technicians, specialists in fields such as physics, astronautics, electronics, chemistry and metallurgy, are devoting their energies to the job.

At their disposal are the facilities of 101 growing research and manufacturing plants.

Many Other Big Jobs

Countermeasure development is one of the many areas in which ITT is engaged for the defense of the United States.

Guiding, controlling and testing missiles—to defend, to retaliate—is another vital area of activity. Still another is the creation of a split-second global communications system for the Strategic Air Command. And the development of earth satellites is another.

The all-important job of operating and maintaining the DEW Line, our Distant Early Warning radar network in the Arctic, is also an ITT assignment.

Countermeasures Come First

The potentiality of missile warfare is a fact we must face squarely, realistically and *quickly*. Countermeasures must be on call. ITT will help to get them there in time.

ITT

. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 101 research and manufacturing units, 14 operating companies and 130,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N.Y.

ITT COMPONENTS DIVISION • ITT FEDERAL DIVISION • ITT INDUSTRIAL PRODUCTS DIVISION • ITT LABORATORIES • INTELEX SYSTEMS INCORPORATED
AIRMATIC SYSTEMS CORPORATION • KELLOGG SWITCHBOARD AND SUPPLY COMPANY • ROYAL ELECTRIC CORPORATION • FEDERAL ELECTRIC CORPORATION
AMERICAN CABLE & RADIO CORPORATION • INTERNATIONAL STANDARD ELECTRIC CORPORATION • INTERNATIONAL ELECTRIC CORPORATION
ITT COMMUNICATION SYSTEMS, INC. • LABORATORIES AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES

OUR RESPECTS TO . . .

Samuel Jordan Slate

Ever hear of a Britisher with a Southern drawl? Sam J. Slate, general manager of WCBS New York, still chuckles today as he recounts the story.

Mr. Slate, who left his native Georgia 26 years ago for New York but held on to his Southern accent, was program director for the BBC after World War II and often toured Britain. On a train journey in Scotland one day a native struck up conversation and noted Mr. Slate's distinctive accent. After talking for some time, his travelling companion finally asked if the BBC man were perhaps from India. Mr. Slate replied: "No." On several other occasions during their chat, he asked politely if Mr. Slate were from other parts of the Commonwealth with which he was unfamiliar—perhaps Australia or South Africa? Mr. Slate smiled and shook his head.

Finally the nonplussed Scotchman blurted out: "Do you happen to come from southern England?"

His associates believe the anecdote epitomizes Mr. Slate's quiet sense of humor and characteristic self-effacement. Mr. Slate is a large, easy-going man with a florid complexion, who can talk fluently and knowledgeably about a host of subjects, but he appears reticent to grab the spotlight. Some of his colleagues at CBS accordingly pay him this accolade: "Sam isn't a talker; he's a doer in a business that is full of so many people that blow their own horns. He's a real professional."

Emphasis on the Creative • Mr. Slate assumed the post of general manager of WCBS in April 1957, capping a career that has accentuated the creative end of radio. He always was interested in writing and even today calls himself "a frustrated playwright."

Samuel Jordan Slate was born in Columbus, Ga., July 27, 1909, and set his immediate sights on a career as a newspaperman. While attending the U. of Georgia, he served as a correspondent for United Press and the *Columbus Enquirer Sun*. Mr. Slate earned his B.A. in journalism in 1929 and then spent four years with UP in Atlanta, New Orleans and Montgomery, Ala.

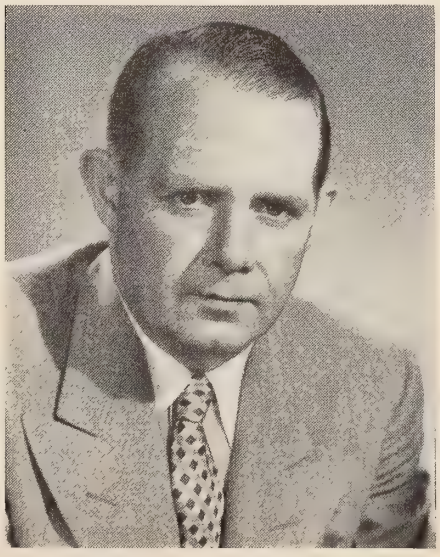
In 1933, eager to broaden his experience, Sam Slate journeyed to New York and joined the newly-organized Columbia News Service, which supplied news to the CBS network. He remained with CBS until 1935 when he began a new phase of his career: writing documentaries and serving as a publicity-merchandising director.

Industry Experience • For several years before World War II, he was writer-producer of the National Assn. of Manufacturers' *Defense for America* network radio series, which told the story of industry's conversion to war production, and *This Nation at War* series. From 1937-40, he was publicity director for Phillips H. Lord Inc., handling promotion and merchandising for *We, The People, Seth Parker, Mr. District Attorney* and *Gangbusters*.

From 1942-45, Mr. Slate served with the U.S. Maritime Service as first lieutenant (senior grade) in the Third Naval District. As a radio public relations officer, he created, wrote and directed documentary and musical shows dealing with the merchant marine. In 1945, he began what he describes as "a most rewarding period of my life" when he joined the BBC as program director. He remained with the BBC for six years, writing-producing-directing a wide variety of programs designed to explain the U.S. to Britain and vice versa.

He confesses that he left BBC reluctantly, but the move was dictated by the need to improve his financial position. He was offered—and accepted—the post of WCBS program director in 1951 and fortunately, the station's programming approach coincided with Mr. Slate's philosophy.

Personalities on Parade • WCBS for many years has stressed live musical personalities, public service programming and news. Mr. Slate is credited with having placed even heavier emphasis in these areas during his tenure as program director and was responsible for engaging such stars as Martha Wright, Jim Lowe and Lanny Ross and for expanding the station's public service programming.



WCBS Radio's Sam Slate
Puts emphasis on the creative

It was not altogether surprising that Mr. Slate was named general manager of WCBS in 1957 when Carl S. Ward shifted to CBS-TV, although creative personnel often are not selected for administrative posts at major stations. In Mr. Slate's favor was the importance of programming in WCBS' operational plans and the growing respect his superiors and colleagues had acquired for his executive ability.

Meeting the Challenge • Mr. Slate, who maintains his interest in the station's programming, was put to a stern test last fall when CBS Radio cut back the amount of programming it provides to its affiliates with the institution of the Program Consolidation Plan. WCBS met the challenge of 30 additional hours of programming per week by extending the popular morning program featuring Jack Sterling and adding such personalities as Emily Kimbrough, Louis Nye, Johnny Ray, Johnny Desmond, Westbrook Van Voorhies, Portia Nelson and Lee Jordan. As an old newspaperman, Mr. Slate exerted considerable influence in the station's recent decision to build up a corps of about 15 news staffers to supplement CBS Radio's news operation.

Mr. Slate is optimistic about WCBS business in 1959. He offers this information about station activity: "The best year in a long time was 1957. We had a good year in 1958 but it was behind '57. I think 1959 will be the best year since I've been here."

In 1939, Mr. Slate married the former Ella Phillips of Roanoke, Va. They live in Manhattan with their daughter, Sally, 16. He is first vice president of the Radio & Television Executives Society and a member of the Players Club, the Dutch Treat Club and Sigma Delta Chi in New York. Mr. Slate is active in community affairs and is on the executive board of the Manhattan Council, Boy Scouts of America and of the New York Safety Council, and is radio advisor to the Light House (New York Assn. for the Blind).

He's an enthusiastic fisherman ("I'll go anywhere to fish") and collects cookbooks ("I know how to use them, too"). His one frustration?

"I want to write that play. But I can't find time."

Wise move

IT took 55 years for Madison Ave. to recognize the importance of Pennsylvania Ave. The Advertising Federation of America will establish a full-time staff and office in the Nation's Capital not later than September, with its headquarters to be moved from New York during the following year.

Broadcasters made the move 30 years ago when the NAB was reorganized and transferred from New York. This journal, from its start more than 27 years ago, has headquartered in Washington.

Whatever the sweet talk, the real reason for the move is the realization that a lobbying job needs to be done. Rep. Bob Wilson, of California, himself an agency owner, called the shot several months ago, in citing legislative threats to advertising.

Those of us headquartered in Washington for years have been aware of bureaucratic antipathy toward advertising. During both Republican and Democratic administrations, there have always been those of the intelligentsia who regard advertising as an economic waste, and who would have industry run strictly on a grade-labelling basis.

Broadcasters can be pardoned if they nod approval of this move by their contemporaries representing advertisers, agencies and other media. It is because the AFA parallel with their own plight is so striking, and because broadcasters have been on the front line from the start with practically no allies.

We welcome AFA to the Washington scene. And we predict other trade associations identified with advertising soon will find that Washington headquarters are in their futures.

FCC's tumultuous 25

THIS Friday, June 19, will be the Silver Anniversary of the FCC. On that day 25 years ago the Communications Act became law.

There was regulation of radio prior to 1934, but it was temporary. The FCC took over on July 11, 1934, from the Federal Radio Commission, created in 1927 as an interim body. The FRC was to "bring order out of chaos" in the broadcast band, which at that stage accommodated am radio only, after which the regulatory function was to return to the Radio Divison of the Dept. of Commerce.

But that was never to be. Radio grew like Topsy. So did other modes of communication then known to the art. So Congress created the FCC as a permanent agency to administer all non-government communications. The FCC's function in broadcasting was to make orderly allocations and to curb electrical interference. References to "programming" appeared in the Act only negatively, i.e., to bar program censorship, and to make illegal lotteries or use of obscene, profane or indecent language. (The last two provisions subsequently were transferred to the Criminal Code.)

All 25 years of the FCC's existence have been no less tumultuous than they are today. It took the politicians a while to recognize the importance of radio but once they did, there was no stopping them.

One public figure who did not underestimate the potency of radio was President Franklin D. Roosevelt. In appointing the late Anning S. Prall, of New York, to the first regular chairmanship of the FCC, he told him the job was the second most important in Washington—second only to the Presidency.

That somewhat exaggerated observation demonstrated FDR's affinity for radio as a means of reaching the people and of overriding a hostile press. In those days an estimated 80% of the nation's newspaper circulation was opposed to FDR. Yet he broke precedent by being elected to four successive terms through adroit use of the radio "fireside chat."

The last quarter century has seen an almost unbroken series of crises for broadcasting. There were battles in am broadcasting as bitter as those that later were encountered in television. Fm had to fight for survival, and even after it found its haven, channels went begging because of the rapid post-war emergence of tv. Only in the past year has fm begun to recover.

There were several fights-to-the-finish for television standards before the FCC settled the compatible versus incompatible color issue in 1953. Only during the World War II years, with the tight freeze on critical equipment, was there a hiatus, and even then there were problems of keeping stations operating with second-hand parts and tubes to maintain morale on the home front.

When the FCC opened its doors in 1934, there was practically no legal precedent. Every court decision plowed new legal ground. The FCC, with bright young New Dealers calling the legal shots, was led more and more into the forbidden area of program control—censorship we called it. Then came the Supreme Court decision in the chain-monopoly case in 1941, wherein Justice Frankfurter held that the FCC was not only the traffic cop, but was charged with responsibility over the "composition" of the traffic. This was eagerly construed by the New Dealers as giving the FCC the authority to take a look at programs to ascertain whether stations were satisfying the Congressional mandate of serving the public interest, convenience and necessity.

It lead to the infamous Bluebook of 1946, wherein the FCC tried back-door censorship. It is largely the basis for the FCC's current foray into programming regulation through the refusal to renew licenses of seven stations in Atlanta on the ground of program "imbalance." It is this case that can provide the test, to settle once and for all the FCC's program jurisdiction.

We could go on and on. But an important anniversary is no time for recrimination. It is true that, despite all the travail, the United States from the start has led the world in broadcasting. It is a tribute to the American system of free, competitive enterprise.

So to the present seven members of the FCC, their 25 predecessors, living and gone, and to the staff, present and past, we extend Silver Anniversary felicitations.



Drawn for BROADCASTING by Sid Hix



REACH FOR THE TELEPHONE

and share the news

"Must tell Betty about Dinah Shore."
"Wonder how Sue likes her new antenna?"
"Aunt Mary would love Wagon Train."
"The Smiths must think we've forgotten Groucho."
"I should ask Frances about 'Price is Right.'"

There's so much to tell — so much news to share about KPRC-TV. And something new everyday.

So, reach for the telephone for those pleasant daily visits. Best way there is to keep in touch with friends and family, and quickest way there is to tell them about what you see advertised on KPRC-TV.

"COURTESY OF
BELL TELEPHONE SYSTEM"

KPRC-TV • HOUSTON, TEXAS

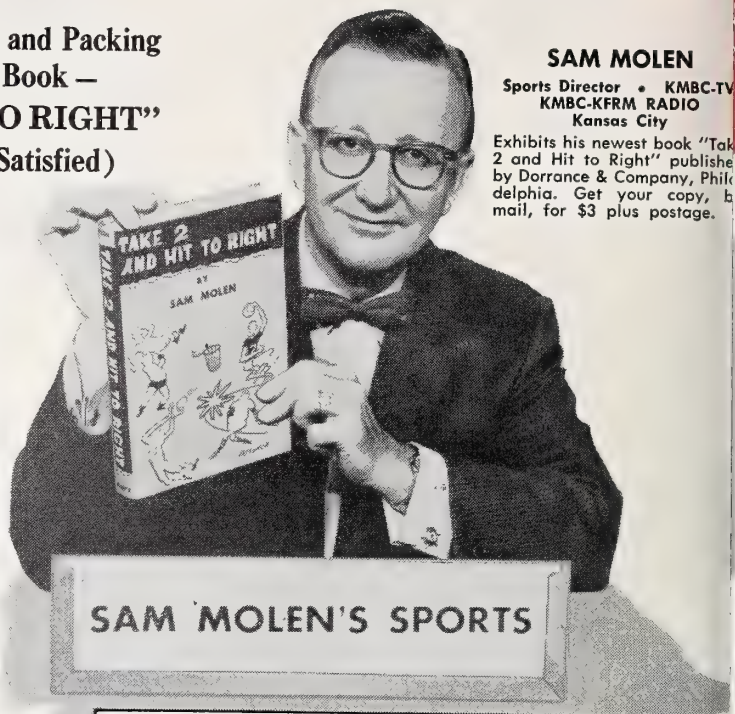
Edward Petry & Co., National Representatives

NBC

How To Make Your Speeches Sparkle! Get Locker-Room Laughs! Live It Up, Laugh It Up, and Be Suave About Sports!



Send $3 plus 25¢ Postage and Packing for Sam Molen's Newest Book — "TAKE 2 AND HIT TO RIGHT" (Money Back If Not Satisfied)



SAM MOLEN
Sports Director • KMBC-TV
KMBC-KFRM RADIO
Kansas City

Exhibits his newest book "Tak 2 and Hit to Right" publishe by Dorrance & Company, Phil delphia. Get your copy, b mail, for $3 plus postage.

SAM MOLEN, veteran sportscaster who celebrated his 15th anniversary with KMBC-KFRM and KMBC-TV of Kansas City May first, has done it again! His second book, **"Take 2 and Hit To Right"** is as big a success as was his first: **"They Make Me Laugh."**

The 208 pages of Sam's latest laugh-begetter are crammed with anecdotes which run the sports gamut from baseball to bowling. In it you'll read hundreds of humorous stories about the great and near-great of sportsdom . . . stories that will become part of our sports folklore as the years unroll . . . mirth-quaking stories you can use in after-dinner speeches . . . in newspaper columns . . . on the air in sports broadcasts . . . or just to tell the gang for laughs in the locker room!

It's all here and it's all funny, in the chuckle-chocked pages of Sam Molen's newest book! Every sports desk in the nation, in newspaper office or broadcast station, will be the richer for possession and use of this book.

The Devil, of Course!

Sample of the many offbeat stories is one about Bishop Fulton Sheen, scheduled to speak in a Syracuse, N. Y. armory used for wrestling, boxing, basketball and other indoor sports. Two ushers were discussing the coming events. "We'll have 'em jammed in here tomorrow night" said the first. "Who's gonna be here?" asked his friend. "Bishop Sheen, that's who!" "Oh," said the friend. "Who's **he** wrestling?"

If you don't think that's funny, send for the book anyway—and see how much funnier they get as you scan these 208 pages averaging three stories per page. Maybe more to your liking would be the chapter: "Quotable — and Unquotable." Here appears the remark of a coed to her gym instructor: "I'm going to learn to stand on my head or bust."

Who Is This Fellow, Molen?

He's a working capitalist: Kansas City's highest-paid Radio and Television performer. It's an arrangement KMBC likes because it keeps Sam happy; and KMBC-KFRM and KMBC-TV make money, too. Sam is a completely dependable, thoroughly tenacious man with a microphone or a sponsor. He's never been known to let go of either one. He broke into Radio as a time salesman while a senior in college, during the depression. Since then he has been a broadcaster, writer, syndicator, agency man and salesman—two or three at a time.

His itinerary: WTAX and WCVS, Springfield, Illinois, as a salesman-sportscaster. Ruthrauff & Ryan for 5½ years in merchandising and account work, meanwhile doing baseball play-by-play for Hyde Park Beer. WCHS, Charleston, as sports director for a 4-station West Virginia network. Then, in 1944, to KMBC in Kansas City—where he has been steadily sponsored by a group of happy advertisers for 15 years. "Sustaining" is the dirtiest word Sam knows.

Sam's avocation is investing. He and his wife Randy play the market like a violin. KMBC would long since have installed Sam in an investment-counselling program—except that all the viewers and listeners would profit sufficiently in three months to move to the French Riviera—and where the h..... would the stations be **then?**

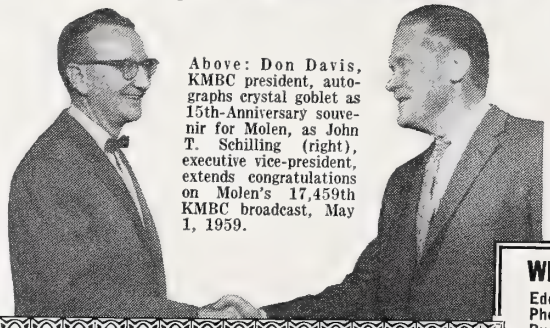


MOLEN'S AMAZING RECORD IN 15 YEARS AT KMBC

RADIO . . . 15,670 PROGRAMS		TV . . . 1,879 PROGRAMS	
Three daily 5-minute shows	14,040	Nightly 5-minute sportcasts	1,560
Play-by-play football and basketball	250	"Bowlin' With Molen" hour-long remotes from Plaza Bowl in Kansas City	260
Half-hour quiz shows	104	"Outdoorsman" programs	52
Baseball "dug-out" shows and "scoreboards"	1,120	"Big-Eight" football and basketball network originations	7
Half-hour "Memory Lane" sports shows	156		
Total, Radio Programs	15,670	Total, TV Programs	1,879

Note: Sam's nightly TV show has the highest cumulative audience rating of ALL non-network strips in Kansas City. His "Bowlin' with Molen"—oldest continual TV bowling show in the nation—rates 39% better than its opposition, and 35% ahead of the only other full-hour bowling show on Kansas City TV. (Source: ARB, 4-wk. Survey, Feb.-Mar., '59)

MOLEN'S SPONSORS:
Schlitz
Household Finance
Ford
Seven-Up
Colgate-Palmolive
M & M Candy
L & M Cigarettes
—PLUS
11 Kansas City Participating Advertisers



Above: Don Davis, KMBC president, autographs crystal goblet as 15th-Anniversary souvenir for Molen, as John T. Schilling (right), executive vice-president, extends congratulations on Molen's 17,459th KMBC broadcast, May 1, 1959.

But, Meanwhile, Back to Sam's Book—

GET IN AN "investing" mood yourself, and Clip That Coupon in the lower lefthand corner. Mail it with a check, money order or bank draft for $3.25 to the address shown. This is $3 for the book and 25c for packing and postage. Sam figures he'll lose money on the packing-postage bit; but he'd like your $3. And you'll **love** the book! Anyway, the whole thing is done on a "Satisfaction Or Your Money Back" basis . . . hence, you can't get hurt, **much!**

If you'd like to take the word of Ernest Mehl (sports editor of **The Kansas City Star**), writing in **The Sporting News**, here's one reviewer's report: "Composed to a great extent of fresh material. All those millions who profess an interest in some phase of athletics will find a great deal that is new to them. The chapter "Casey Stengel and the College of Babel" has to do with comments the one-time dental student has made during his visits to Kansas City, his home town. It is not likely these have been heard by very many . . . That's why this is a far better-than-average compilation of stories which one guy hears, tells another, and the latter embroiders and passes on."

Sam would like to pass his stories on to **you** . . . and the way you get 'em is to sign and mail the Coupon. Take $3.25 from your wallet and hit right: Send the money to Sam! Your book will be forwarded by return parcel post. Thanks!

WHAT A CAST! 179 SPORTS PERSONALITIES IN MOLEN'S NEW BOOK:

Eddie Arcaro	Bruce Drake	Stan Hack	Bus Mertes	E. C. Quigley
Phog Allen	Dan Devine	Fred Haney	Bo McMillan	Phil Rizzuto
Buddy Baer	Chuck Dressen	Harry Heilmann	Frank McGuire	Al Rosen
Hank Bauer	Joe DiMaggio	Fred Hutchinson	Pepper Martin	Dutch Stamberger
Yogi Berra	Leo Durocher	Howard Jones	Patrick Moran	Lou Skizas
Matty Bell	Joe De Maestri	Walter Johnson	Rocky Marciano	George Selkirk
Lou Boudreau	Ray Eliot	"Shoeless" Joe Jackson	Dr. Cary Middlecoff	Dusty Rhoades
Roy Campanella	Whitey Ford	Arnold Johnson	Stan Musial	Sugar Ray Robinson
Harry Caray	Frank Frisch	Mike Kreevich	John McGraw	Enos Slaughter
Wilt Chamberlain	Bob Feller	Alex Kellner	Joe McCarthy	Casey Stengel
Spud Chandler	Don Faurot	Jake Kilrain	Connie Mack	Gabby Street
Bob Cerv	Bob Fitzsimmons	Joe Kuhel	Mickey Cochrane	Sam Snead
Harry Craft	Lefty Gomez	Clyde Lovellette	Lee McPhail	George Strickland
Fritz Crisler	Charlie Grimm	Frank Leahy	Archie Moore	"Sparky" Stalcup
Jim Crowley	Hank Greenberg	Sam Langford	Minnie Minoso	John L. Sullivan
Walker Cooper	Jack Gardner	Tony Lazzeri	Byron Nelson	Earle Sande
Parke Carroll	Curt Gowdy	Joe Louis	Bobo Newsom	Tom Sharkey
Joe Cantillion	Clark Griffith	Frank Lane	Bronco Nagurski	Mike Souchak
Earl Combs	Lou Gehrig	Al Lopez	Jesse Owens	Jim Thorpe
Ty Cobb	Mike Gibbons	Gil McDougald	Satchel Paige	Gene Tunney
Frank Crosetti	Tony Galento	"Man O' War"	Vic Power	Virgil Trucks
Eddie Collins	Red Grange	Joe "Iron Man" McGinnity	Jimmy Piersall	Jim Tatum
Jim Corbett	Joe Garagiola	Marty Marion	Del Rice	Bill Vukovich
Jimmy Demaret	Ben Hogan	Mickey McDermott	Knute Rockne	Bill Veeck
Dizzy Dean	Walter Hagen	Ernest Mehl	Darrel Royal	Bill Wambsganss
Bill Dickey	Herman Hickman	Billy Martin	Adolph Rupp	Ted Williams
Jimmy Dykes	Babe Herman	Willie Mays	Ed Rommel	Hack Wilson
Gus Dorais	Miller Huggins	Chuck Mather	Charley Ruffing	Bud Wilkinson
Jack Dempsey	Billy Hunter	Mickey Mantle	Allie Reynolds	Bob Zuppke

Money Back IF NOT DELIGHTED *Mail-Order Coupon*

SAM MOLEN,
KMBC, KMBC Building, 11th and Central, Kansas City 5, Missouri. Enclosed please find ☐ check ☐ money order ☐ bank draft for $3.25. Please mail me postpaid your newest book "Take 2 and Hit to Right." I understand that if I am not completely satisfied, I may return the book within ten days of receipt, and you will refund my money.

☐ **What the heck! I'm sending $6.50. Make it two books and I'll give one to a sick friend!**

☐ **Autograph? Yes . . . I'd like one. My nickname:**_____

Name_____
Street and Number_____
City_____ **Zone**____ **State**_____

JUNE 22, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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A look at the NAB: what's right and wrong	**Page 31**
Other commercials to feel sting of tv code	**Page 34**
Prospects brighten for relief on equal time	**Page 50**

Five more big producers join AM Radio Sales

...all independent, music-news-service stations of the Westinghouse Broadcasting Company, Inc.... each a big sales producer in its market! Call AM for radio that produces in 14 vital markets—including 8 of the top 11. You get marketing know-how, complete spot package plans, fastest service in the business from AM. ***If it's AM... it's in time!***

AM RADIO SALES: New York WMCA / Chicago WIND / Los Angeles KMPC / Detroit WCAR / Boston WBZ+WBZA / San Francisco KSFO / Pittsburgh KDKA Cleveland KYW / Minneapolis WLOL / Portland, Ore. KEX / Phoenix KOOL / Tucson KOLD / Fort Wayne WOWO / (Cincinnati WCKY Midwest / West Coast only)

JULY FIRST
IS THE DAY





"PEOPLE ARE INTERESTED IN PEOPLE"

. . . and the PEOPLES' COURT OF SMALL CLAIMS has 'em. People by the dozens, from rich man to Indian Chief, in a half-hour of the most fascinating, informative courtroom drama ever presented on Television!

PRODUCED IN HOLLYWOOD this new show combines the quality, know-how and the vast talent pool available only in the nation's film capital. In compelling and powerful true-to-life style the Peoples' Court of Small Claims presents the gamut of emotions.

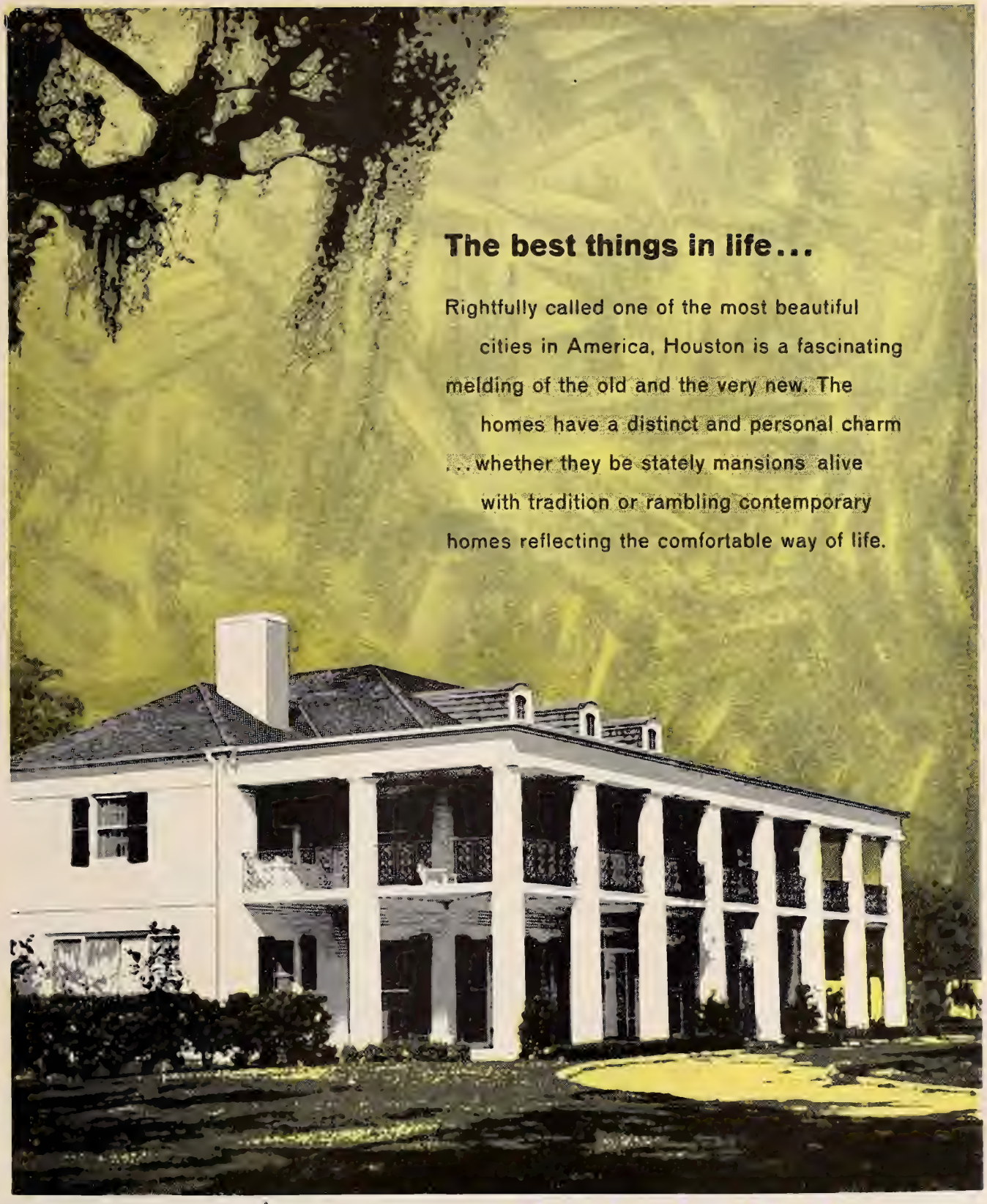
HUMAN INTEREST all the way. From a claim for the death of a parakeet to a typical case of noisy neighbors. From a fender-bender to a damaged front lawn. From the humorous to the sad . . . a typical day in Los Angeles' busiest court. People.

AVAILABLE ON VIDEOTAPE in your market too. It has been a big seller in Los Angeles (as in nine other TV markets) and it can work for you . . . to reach into more homes, to sell more of your products. Because "people are interested in people."

For information, facts and figures—call or write:

Peoples' Court Productions

HENRY FLYNN, GENERAL MANAGER, 1000 NORTH CAHUENGA BOULEVARD, HOLLYWOOD 38, CALIFORNIA, HOllywood 2-7311



The best things in life...

Rightfully called one of the most beautiful cities in America, Houston is a fascinating melding of the old and the very new. The homes have a distinct and personal charm ...whether they be stately mansions alive with tradition or rambling contemporary homes reflecting the comfortable way of life.



Serene and picturesque, the homes in River Oaks stand as the very embodiment of gracious living.

K T R K Tv -ABC BASIC

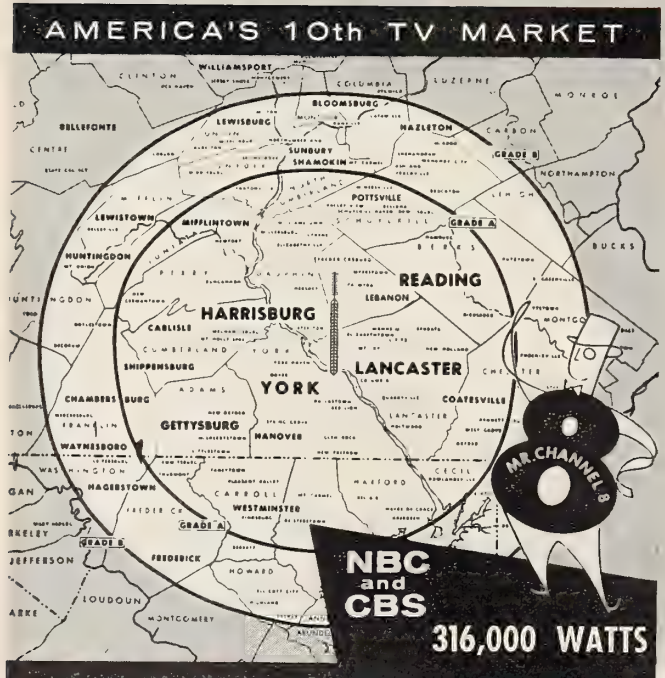
P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N.Y.

GENERAL MANAGER, WILLARD E. WALBRIDGE
COMMERCIAL MANAGER, BILL BENNETT

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reliable as a *Ruby*



The WGAL-TV AUDIENCE is GREATER THAN the combined audience for ALL OTHER STATIONS in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

LANCASTER, PA.

Channel 8 • NBC and CBS

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Friend in need • Sen. Vance Hartke (D-Ind.) feels broadcasters so far have let him down in his efforts to obtain broad revisions of Sec. 315, political broadcasting law. All three network witnesses at Senate Communications Subcommittee hearings last week acknowledged they'd settle now for nothing better than exemption of newscasts from equal time provisions (story page 50). After their appearances Sen. Hartke confided that he and other Senators who support his bill think networks have killed all chances at this session for improvements beyond newscast exemption and have all but killed hope for broader corrections in future.

Here's Sen. Hartke's reasoning: There was (may still be) good chance to get strong bill reported out of committee. But there's no chance of strengthening bill after it reaches floor, and good chance of stiff floor fight on whatever bill comes out of committee. Weak network testimony before committee lends strength now to those favoring status quo and can forever be cited in opposition to future attempts at repeal or broad amendment.

Status for radio • Not announced after NAB board's meeting last week were two actions showing how radio membership is gaining strength in association's administrative structure. (1) Board adopted new budget with separate radio fund to match tv's fund. It's figured roughly at general fund, $750,000; radio fund $240,000; tv fund $225,000; tv code $107,000—total of around $1,320,000. With formation of separate Tv Information Committee (story page 116), NAB will donate $75,000 to its operation. New NAB public relations department headed by John Couric will have $60,000 radio and $15,000 tv budget. (2) Radio Board adopted resolution specifying that association meetings should be held only in hotels with radio in every room, subject to present meeting commitments.

McDermott quits • Thomas J. McDermott, senior vice president in charge of tv and radio for Benton & Bowles, New York, who was mentioned as possible successor to Hubbell Robinson Jr. at CBS-TV, tossed bomb-shell at agency last week. Mr. McDermott resigned—not to accept CBS-TV post, but to consider several promising offers from West Coast production companies. Lengthy memo was circulated to B&B executives last Friday (June 19), friendly in tone, disclosing Mr. McDermott's resignation, which will take effect in several weeks. Oliver Barbour, B&B vice president in charge of broadcast programming, is expected to succeed Mr. McDermott.

Wait and see • Despite indication by backers of new Television Information Committee (story page 116) that networks are favorably inclined toward $700,000-or-so nationwide campaign to improve public's image of tv, there's definite sign they won't buy any pie-in-the-sky project. Network representatives have stated privately they won't commit themselves to $65,000 yearly each until they see detailed draft of operating plans, consult list of nine TIC committeemen and find out who will be operating head. Project was formally launched at NAB board meeting last week.

Swing to tape • BBDO, tv's "taping agency" (for past eight months, it's been video-taping nearly all its live commercials), now reports there's trend at agency in direction of tape replacing some film commercials. Among its clients in this category are General Electric, using film exclusively for three years but now producing nearly all commercials for *General Electric Theatre* on tape; Pittsburgh Plate Glass, once heavy film user but now deeply involved in tape commercials "almost to exclusion of film." Not only is GE using tape, BBDO says, but doing commercials like those formerly filmed but at saving of about $2,000 per commercial.

End of era • Though all parties concerned aren't talking, it's virtually certain that RKO Teleradio stations in New York, Boston, Los Angeles, San Francisco and Memphis will defect from Mutual (which Teleradio once owned) when network affiliation agreement ends in August. It is understood that Mutual will not be "caught short" and already has lined up affiliates in those markets if and when disaffiliation develops. Reported to be New York outlet: WINS.

Outlook is that Bob Hurleigh, now senior vice president of Mutual in Washington as well as vice chairman of network, will take over administrative chores now being vacated by executive vice president Blair Walliser (see page 10).

Mr. Hurleigh already spends three days weekly in New York, would continue commuting under new plan.

NBC-TV switch in Norfolk • WAVY-TV Portsmouth-Norfolk (ch. 10) will switch affiliation from ABC to NBC. WVEC-TV Hampton-Norfolk, present NBC-TV affiliate, according to President Tom Chisman, has been offered contract with ABC-TV. Mr. Chisman said NBC had assured him that it would not switch affiliation until WVEC-TV is shifted from its present ch. 15 uhf assignment to ch. 13, earmarked for its use.

Out-foxed • Busy entrepreneur Matty Fox, who is reticent about revealing his plans for exhibiting widely-heralded tapes of Russia's Bolshoi Ballet, may be dismayed by announcement to be made today (Monday). Art Theatre of the Air Inc., New York, subsidiary of Essex Universal Pictures Inc., scheduled to announce deal with Soviet government, under which many hours of cultural film produced in Russia and embracing various art forms, including ballet, will be offered immediately for distribution to tv stations.

Ironic footnote to Soviet-Essex Universal deal: Essex-Universal is headed by millionaire-industrialist Joseph Harris, who was close associate of Mr. Fox for several years in tv film distribution business in early 1950's. Mr. Fox was chief executive officer of Motion Pictures for Television, New York, at that time and Mr. Harris was reportedly chief bankroller and advisor as well as officer of company.

Angel in the wings • New bankroll is hovering just outside precincts of Mutual radio network, may decide to go in for minority interest. He's Albert Gregory McCarthy, businessman whose realty interests range from Anchorage, Alaska, to Shannon, Ireland, with stopovers in Washington, Florida and other points. Mr. McCarthy and Mutual's newest owners, Malcolm Smith group (BROADCASTING, March 30), have been huddling for several weeks.

Bannister waiver • Mandatory retirement at 65 was waived by NBC board in case of Harry Bannister, vice president in charge of station relations. He reached retirement age April 30 but board extended his tenure for another year. Celebrated as raconteur, Mr. Bannister joined NBC eight years ago after 21 years at WWJ Detroit.



THEIR TIME IS YOUR TIME IN DETROIT!

with WJBK-TV's **EARLY SHOW** movie!

Busy day behind them . . . Time to relax. Now's the highlight of their day with a *topflight movie*—WJBK-TV's "Early Show," Monday through Friday, 5:00 to 6:30 PM – begins June 29. Team up with PARAMOUNT, UNITED ARTISTS, SCREEN GEMS, NTA and RKO to tap the 9-billion-dollar sales potential in the nation's fifth market—at a strategically receptive time!

WJBK-TV puts you right in the picture in 1,900,000 television homes in Detroit and southeastern Michigan.

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

Represented by the Katz Agency

100,000 Watts CBS AFFILIATE 1057-foot tower N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-3940

Storer Broadcasting Company

Storer Television

WJBK-TV	WJW-TV	WSPD-TV	WAGA-TV	WITI-TV
Detroit	Cleveland	Toledo	Atlanta	Milwaukee

WEEK IN BRIEF


MR. COHEN

Battle of summer tv reruns • There's shallow victory for economy in the present practice of summer tv rehash of winter programs, according to Philip H. Cohen, vice president and radio-tv director, Sullivan, Stauffer, Colwell & Bayles. He suggests possible way out through cooperation of all segments of industry in a new showcase plan for summertime. It's related in this week's MONDAY MEMO. Page **21.**

What broadcasters think of NAB • It's pretty good, but! Independent research firm submits bulky report on what members and non-members think is and isn't wrong with association. Government relations and public relations are main problems that concern members. Page **31.**

Code board gets tough • NAB Tv Board approves report yanking code seal from 13 station subscribers carrying hemorrhoid account. Another 17 stations resign from code structure. Total subscribers now 270 compared to 306 before Preparation H crackdown began. Page **34.**

Relief from Sec. 315 • Broadcasters' hopes for relief from Sec. 315 rise as Senate subcommittee begins hearings; Sen. Pastore indicates amendment is coming but splashes cold water on proposals for broad legislation hoped for. Page **50.**

Commission won't budge • FCC affirms Lar Daly ruling on newscasts; declares it's all or nothing on Sec. 315 in turning down petitions for reconsideration filed by CBS, NBC, Westinghouse Broadcasting Co. and Attorney General William P. Rogers. Page **55.**

New England on the march • A 44-page economic study of modern Yankeeland—the true story of how the oldest part of America is heading the nation's entry into the sophisticated industrial future. Pages **71-114.**

NAB Television Board • Plans for Tv Information Committee, with headquarters in New York, approved. Committee will have $600,000 or more to conduct campaign designed to improve image of television in public mind. Clair R. McCollough, Steinman Stations, submitted plans which received approval of Tv Board. Page **116.**

NAB Radio Board • F.C. Sowell, WLAC Nashville, Tenn., elected chairman, and Thomas C. Bostic, KIMA Yakima, Wash., vice chairman. All-Industry Radio Music Committee commended for its work. Page **118.**

Wire film • British beat jet plane in transmitting short pieces of news film by newly-developed system using Transatlantic telephone cable. Outcome: a rash of interest renewed in international tv transmission. Page **121.**

Pay-tv in Canada by December • Paramount Pictures' controlled Famous Players Canadian Corp. will start a pay-tv system in a Toronto suburb via wire lines later this year as subsidiary International Telemeter Co. sees wire as the immediate economic answer, broadcast systems later. Possibility: 'free' programs on the system during the daytime, supported by commercials for local advertisers. Page **122.**

DEPARTMENTS

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THE LANSING* MARKET IS MOVING UP...

and your very best buys to serve it completely are

WILS

with 5000 watts . . . and 190% MORE LISTENERS than the market's No. 2 station (C. E. Hooper)

WILX-TV

NBC • CHANNEL 10 • 316,000 WATTS
WITH STUDIOS IN LANSING
JACKSON
BATTLE CREEK

* Ranked 69th nationally (last year it was 106th) Michigan's capital city market area now boasts

- 313,999 residents
- 91,960 households
- a spendable income of $588,989,000

(SRDS — MAY, 1959)

For information on a sound — and sight — market coverage contact VENARD RINTOUL & McCONNEL, INC.

98

MORE ¼ HOUR WINS THAN ALL OTHER STATIONS COMBINED



The latest Pulse 20-County study of the Greater Washington area shows WTOP leading with 242 quarter-hour wins compared to 143 for the number two station. In fact, all the other stations combined can't equal WTOP's record. The essential ingredient on any schedule: the IMPORTANT station . . .

wtop radio

WASHINGTON, D. C.

A CBS Radio Affiliate • Represented by CBS Radio Spot Sales

operated by
THE WASHINGTON POST BROADCAST DIVISION

WTOP Radio, *Washington, D. C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP-TV, *Channel 9, Washington, D.C.*

RADIO MUSIC LICENSE SIGNED

Compromise accord reached with ASCAP

Agreement between radio broadcasters and ASCAP on terms for new music licenses was reached Friday afternoon in chambers of Judge Sylvester J. Ryan of U.S. District Court for Southern District of New York. Matter had been in air since expiration of old licenses Dec. 31, 1958.

New formula calls for reduction in blanket commercial fee from 2.25% of net time sales to 2.125% of net times sales. Sustaining fee was changed as follows: for stations with annual net receipts between $50,000 and $150,000 —from one-quarter hour rate to twice station's 1-minute rate; for stations with annual net receipts above $150,000— from half-hour rate to 2½ times station's 1-minute rate.

Agreement calls for combined blanket sustaining commercial license and combined program sustaining commercial license, giving broadcaster choice of one or other. Terms of latter category were not announced. New licenses are for five years retroactive to Jan. 1, 1959.

Representing All-Industry Radio Music License Committee, negotiating for stations: Chairman Robert T. Mason, WMRN Marion, Ohio; George W. Armstrong, Storz Stations; Sherwood J. Tarlow, Tarlow Stations; Emanuel Dannett, counsel to committee, and William Golub, associate counsel.

For ASCAP: Judge Ferdinand Pecora, Herman Finkelstein, David Horowitz and Jules Collins.

Agreement would seem to represent compromise between ASCAP and industry positions. Mr. Mason had indicated stations would seek reduction in commercial fee (which they got) and elimination of sustaining fee (which they didn't). Rate issue had gone to court under provisions of 1950 ASCAP consent decree, which provides that if acceptable formula could not be reached within 60 days of expiration of old contracts, matter could be taken to court for settlement. ASCAP initiated move late in January.

NAB: repeal Sec. 315; commend Martin role

NAB Board of Directors stuck by its historic stand for repeal of Sec. 315 of Communications Act at joint board meeting Friday (June 19) but instructed NAB staff to support pending legislation which seeks to remedy some of section's defects (early stories pages 50 and 55).

Board instructed special committee to negotiate contract renewal with President Harold E. Fellows, whose term expires June 1, 1960. In accordance with Mr. Fellows' request, contract will be for 13 months (June 1, 1960-June 30, 1961 or following June 1961 board meeting). It calls for $75-000 yearly, his present salary, and expenses up to $13,000. Board resolution voiced hope Mr. Fellows will remain in presidency until his retirement in 1964 when he will be 65.

High commendation was given Donald N. Martin, who has resigned as public relations assistant to President Fellows after 2½ years service to operate his own public relations firm. G. Richard Shafto, WIS-TV Columbia S.C., Tv Board chairman, introduced resolution which was seconded by E. J. DeGray, ABC Radio vice president.

John Couric, NAB news-publications head, was promoted to manager of public relations department. He had been with UPI for a decade, joining NAB in 1957 as chief writer.

Va. group elects

Resolutions urging repeal or drastic modification of Sec. 315, equal time provision of Communications Act, and for repeal of Canon 35, barring radio-tv from court room coverage, were unanimously adopted by Virginia Assn. of Broadcasters at its business meeting Friday at Irvington, Va. Tom Chisman, WVEC-AM-TV Hampton-Norfolk, was elected president for new year with Robert C. Walker, WCHV Charlottesville, elected vice president and N. Wilbur Kidde, WAYB Waynesboro, elected secretary-treasurer. Directors for ensuing year, in addition to outgoing president Milton B. Henson, WREL Lexington, are Hamilton Shea, WSVA-AM-TV Harrisonburg; Charles Blackley, WTON Staunton; E. S. Whitlock, WRNL Richmond; C. T. Lucy, WRVA Richmond and Carl Lindberg, WPIK Alexandria (earlier story, page 60).

Sec. 315 hill hearing still drawing blood

Short but loud outburst between Lar (America First Daly and Sen. John Pastore (D-R.I.) and repeated clashes over how broad equal time amendments can get through Congress highlighted Friday (June 19) hearings by Senate Commerce Communications Subcommittee on Sec. 315 of Communications Act.

NBC Board Chairman Robert Sarnoff (see earlier story, page 50) and ABC Vice President John Daly both urged Congress to act immediately to repeal "the gag" on political news placed on broadcasters by the FCC-Lar Daly decision. Both said broader amendments to Sec. 315 were needed but industry could live with lesser relief in time for 1960 campaigns.

Sen. Pastore, chairman of subcommittee, maintained that this is all broadcasters can hope for from this session of Congress. Sen. Vance Hartke (D-Ind.), author of S 1858, also granting broadcasters relief from libel and defining qualified candidates, questioned witnessess at length on his proposals.

Mr. Sarnoff said NBC would be "most grateful" with reversal of Lar Daly decision that candidates must be given equal time on news shows but that network would not be content with just this. Sen. Pastore asked both network executives for comment on FCC proposal (see page 50), which he indicated frequently is favored plan. He said he will call FCC, Justice and networks back before Committee to definitely spell out just what types of news, panel, interview, special event and discussion shows would be exempted from equal time under amendment, proposed by Comr. Frederick Ford.

ABC's Daly said that "first of all, I want to assure that next year we can operate as a news media." ABC is concerned, he said, lest push for broader amendments of Sec. 315 delay action on limited change sought.

Lar Daly, perennial political candidate whose race for mayor of Chicago started current furor, started smaller

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

furor when his turn came to testify. Called shortly after 12:30 p.m., Lar Daly shouted from rear of room for recess until 2 p.m. because he planned to speak "four hours." Witness and chairman shouted back and forth for several minutes with Sen. Pastore saying "nobody is going to come here and threaten this committee."

Lar Daly said he resented use of words "horrible, terrible and ridiculous" in describing FCC ruling that he was qualified for equal time in mayor's race. Also, he said, "individual who used word ridiculous [President Eisenhower] knows nothing about Sec. 315. I am far more qualified to speak than he." Witness also said he objected to "attorney general of the U.S. sticking his snout in somebody else's business."

He said any move to upset FCC ruling would be declared unconstitutional because of "subjective determination," which he described as giving broadcasters right to determine "who is news and who is not." Lar Daly maintained that his filing for mayor of Chicago was of "staggering importance" yet radio-tv failed to cover event but did report filing of two major opponents.

Witness said "if the networks think they have trouble now, just wait until 1960. So long as this law is on the books, I am going to take full advantage of it."

Mr. Daly charged that CBS "deliberately and with malicious forethought" taunted FCC ruling in Chicago mayor race by taking ruling to court. FCC's affirmation that he qualified for equal time is "a victory for everyone of the little guys," he stated.

W. D. (Dub) Rogers, president of KDUB-AM-TV Lubbock, Tex., followed Mr. Daly to stand and said his station is network affiliate and he, not network, is master. He said he did not want "umbrella" protection provided by Sec. 315 but would rather have responsibility to make political decisions himself.

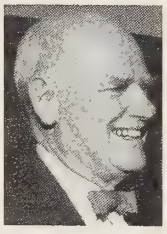
First witness Friday was Rep. Glenn Cunningham (R.-Neb.) author of HR 5839, first equal time amendment introduced in present Congress. He said Congress "should and must" act during this session on amendment of Sec. 315. If not, he said, "I fully expect that there will be at least 5,000 candidates for the Presidency" in next election.

Eugene C. Pulliam, publisher of *Indianapolis Star* and *News*, urged Congress "to put an end to usurpation of legislative functions by federal commissions." He said Communications Act was never intended to give FCC power of censorship.

Democratic National Committee Chairman Paul Butler wrote Sen. Pastore urging passage of all but one section—that exempting newscasts—of Hartke bill. "Frankly, I am very much concerned that this section [favored by Sen. Pastore and other witnesses] . . . could lead to some very serious abuses. . . . We must not open the door to any abuses in 1960 which could be unfair, unjust, undemocratic and fatal politically to even one candidate of any political party," Chairman Butler said.

Statement by John Fetzer, president of Fetzer stations, favoring amendment of Sec. 315 was entered in record. Hearings resume tomorrow (Tuesday) in Room 5110 of New Senate Office Bldg. and are scheduled to run three days.

WEEK'S HEADLINERS



MR. HINCKLEY

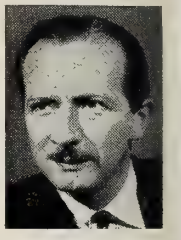
ROBERT H. HINCKLEY retires as vp of American Broadcasting Company in charge of Washington office. Mr. Hinckley remains as member of board and member of executive committee. Washington office continues under Edgar Shelton and Mrs. Roseanna Kinney, and Joseph Jacobs who recently joined that office. Mr. Hinckley has been with ABC since 1946 in charge of its Washington office and as company director.



MR. WEAVER MR. SARMENTO

SYLVESTER L. (Pat) WEAVER JR., onetime NBC top executive, elected board chairman of McCann-Erickson International. He steps into spot vacated by ROBERT E. HEALY, recently appointed vice chairman and supervisor of eastern offices of parent McCann-Erickson in U.S. ARMANDO M. SARMENTO, since 1957 senior vp of M-E International responsible for company's 19 Latin American offices, elected president of international arm. He succeeds WILBERT G. STILSON, named executive vp of parent company.

Mr. Weaver joined NBC in 1949, moved up to presidency and board chairmanship before resignation in 1957. Since then he has been advertising consultant to clients including Kaiser Industries, Coca-Cola and McCann-Erickson. Also announced by M-E International were promotions of ARTHUR L. GRIMES, senior vp, to executive vp, and of MORGAN MCDONOUGH, vp, to senior vp.



MR. WALLISER

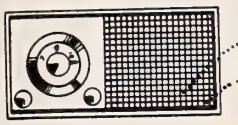
BLAIR A. WALLISER, executive vp of Mutual radio network, resigns. His actual departure date from network not yet determined. Mr. Walliser, who recently moved from New York to Newtown, Mass., anticipates going into station ownership in that state. He joined Mutual in July 1958 after serving as eastern manager of John W. Shaw Adv., Chicago, and account supervisor for Colgate-Palmolive at that agency. He was program director of WGN Chicago from 1932 to 1941.



MR. STEWART

BILL STEWART appointed to newly-created post of assistant to president of Star stations (KOIL Omaha, KICN Denver and KISN Portland, Ore.) and vp. Mr. Stewart served for past 3½ years as national director of programming for Storz stations. He was prime mover in setting up and coordinating first and second international Radio Programming Seminar & Pop Music Disc Jockey Conventions. It was immediately following conclusion of second conclave, in Miami Beach two weeks ago, (BROADCASTING, June 8) that he tendered his resignation to Storz group.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



.....LOOK FOR THE LOTION
.....WITH THE SHIP THAT SAILS THE OCEAN.....

Blair Stations SELL!

...for example, Old Spice



To keep this "ship that sails the ocean" in front-running position, Shulton relies heavily on the selling power of Spot Radio — with saturation schedules in America's major markets.

In many of these markets, Blair Stations carry a heavy share of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have intensified the elements that give radio its real selling power:

1 *Local interest programming,* which serves listeners throughout the station's own area in a personal way no distant source can equal.

2 *Local selling personalities,* who endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major radio markets are represented by John Blair & Company — by far the most important group of markets and stations served by one representative firm. So when you're thinking about radio, as most advertisers are, talk with Blair.

John Blair and Company

National Representative of Major Radio Stations

Yes! Blair Stations Sell

and these are the BLAIR STATIONS:

New York	WABC
Chicago	WLS
Los Angeles	KFWB
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Cleveland	WHK
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Houston	KILT
Seattle-Tacoma	KING
Providence	WPRO
Cincinnati	WCPO
Miami	WQAM
Kansas City	WHB
New Orleans	WDSU
Portland, Ore.	KGW
Denver	KTLN
Norfolk-Portsmouth-Newport News	WGH
Louisville	WAKY
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Tampa-St. Petersburg	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WMBR
Oklahoma City	KOMA
Syracuse	WNDR
Nashville	WSM
Knoxville	WNOX
Wheeling-Steubenville	WWVA
Tulsa	KRMG
Fresno	KFRE
Wichita	KFH
Shreveport	KEEL
Orlando	WDBO
Binghamton	WNBF
Roanoke	WSLS
Bismarck	KFYR

TV's 2 greatest audience appeals combine in 1 great show !





SHOTGUN SLADE

STARRING

SCOTT BRADY

Pre-Sold in 28 markets, 17 states, to Ballantine Beer

Set your sights for the *big* audience—with TV's "detective on horseback." SHOTGUN SLADE headlines rugged Scott Brady as a man who tames the West's wildest badmen—and women! Here's your chance to hit the "top 10" with *both* barrels... roaring adventure, thrill-a-minute mystery. This series sells on sight, so shoot us a call today!

39 ALL NEW HALF HOURS ON FILM FOR REGIONAL AND LOCAL SPONSORSHIP

produced by revue productions

mca tv

FILM SYNDICATION

How well off are Steelworkers?

Let their own union leaders answer...

in statements and official reports from the Atlantic City Convention of United Steelworkers of America last September

Highest Wages in America

"We have the highest industrial wages in America, 25 to 35 cents per hour above even those of the automobile industry.

"The average basic steelworker now earns approximately $2.95 an hour, or $5900 for a 2000-hour year."

Pay Outstrips Living Cost

"This (rise in minimum pay since 1953) represents an increase of close to 48 percent. In the same period the cost of living has risen by a little more than 8 percent.

"And we got 48!"

But What About Layoffs?

"A laid-off American steelworker under SUB (supplemental unemployment benefits) was receiving more income than a fully employed steelworker in any other country, even taking into account the differences in cost of living."

Steelworkers in Forefront of Industry

"The wage increases and improved benefits place the wages, hours, and working conditions of most steelworkers in the forefront of American industry."

* * *

Steelworkers are well off, in all of the ways their leaders claim.

Wages and benefits in steel have been rising sharply. In fact, throughout virtually all industry they have risen much faster than productivity could be increased. That's one big reason for the inflation which cuts the buying power of your dollar.

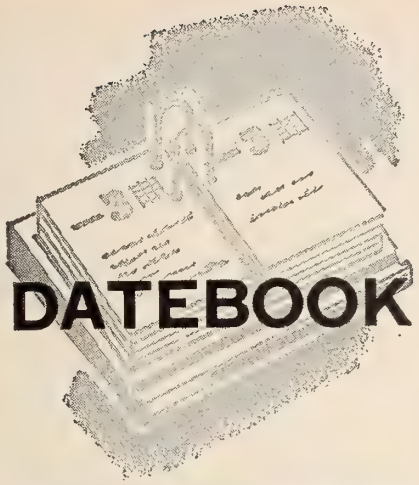
This message is being brought to you by

REPUBLIC STEEL

because

INFLATION ROBS US ALL

Republic Steel's management seeks constantly for materials and methods to help customers make their products at lower cost. Republic pioneered in the development of cold finished steel bars—a cost reducer for thousands of products. Republic also offers a wide variety of special sections, in essence partially preshaped parts. Continuing progress in techniques and metallurgy promise even further improvements in machinability—a vital ingredient in keeping finished part costs in line.



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

JUNE

June 21-22—Colorado Broadcasters & Telecasters Assn., Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

June 22-25—Iowa Tall Corn Network, annual meeting, Crescent Beach Lodge, Lake Okoboji.

June 22-23—Montana State U. School of Business, Missoula, advertising conference. Thomas D'Arcy Brophy, former board chairman of Kenyon & Eckhardt, will be chief speaker. Joseph Sample, KOOK AM-TV Billings, is chairman.

June 22-26—First Advertising Agency Group, annual conference, Belmont Hotel, Cape Cod, Mass.

June 22-Aug. 15—Summer Radio-Tv Institute, Stanford U., Calif. George A. Willey, director.

June 23-25—National Community Television Assn., Sheraton Hotel, Philadelphia.

June 23-Aug. 1—Broadcasting Symposium, **Northwestern U. Radio-Tv-Film Dept.**, Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, Saturday Review, John O'Brien, Voice of America; Eric Barnouw, Columbia U.

June 25—FCC Comr. Robert E. Lee addresses monthly luncheon meeting of **Federal Communications Bar Assn.**, Willard Hotel, Washington.

June 27-July 1—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe, Calif. Speakers include Nelson Carter, AAW president and vice-president-manager, Foote, Cone & Belding, Los Angeles; George Gribbin, president, Young & Rubicam, N.Y.; Robert B. Murray Jr., executive vice president, Pan American World Airways; James S. Fish, vice president, General Mills; Paul Willis, vice president, Carnation Co., Los Angeles; Franklin Graf, vice president, A.C. Nielsen Co., Chicago.

June 28-29—South Carolina Broadcasters Assn., William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 4—National Advertising Agency Network, management conference, Del Monte Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by **Professional Group on Military Electronics of Institute of Radio Engineers**, Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

JULY

July 5-11—Advertising Federation of America management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Emerson Foote, McCann-Erickson senior vice president, is in charge.

July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job. Dr. J. Sterling Livingston, professor of business administration, Harvard, and president of Harbridge House, is academic director. William P. Gormbly Jr., assistant dean and director of Harvard advanced management program, is administrative director. Sixty broadcasters were accepted for enrollment by university.

July 14-15—Idaho Broadcasters Assn., Shore Lodge, McCall.

July 16-17—Air Traffic Control Symposium cosponsored by Radio Technical Commission for Aeronautics and Los Angeles section of Institute of Radio Engineers. FCC Comr. Robert E. Lee and James T. Pyle, deputy administrator of Federal Aviation Agency, will speak.

July 16-19—American Federation of Television & Radio Artists, annual convention, Chase Hotel, St. Louis.

AUGUST

Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

***Aug. 16-18—Georgia Assn. of Broadcasters**, summer meeting, Jekyll Island.

Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco.

Aug. 21-23—Arkansas Broadcasters Assn., Hot Springs.

***Aug. 23-24—UPI Broadcasters of Connecticut**, Massachusetts and Rhode Island aboard aircraft carrier **Wasp**, at sea; board destroyer at Quonset, R. I., for transfer to **Wasp** 100 miles out; return to Boston.

Aug. 24-28—American Bar Assn., annual meeting, The Americana, Miami Beach, Fla.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

Aug. 29—Oklahoma Broadcasters Assn. summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.

Sept. 10 — Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 12—AP Broadcasters of Ohio, Columbus.

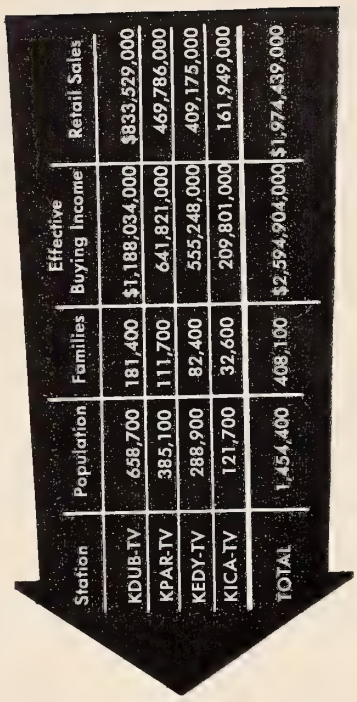
Sept. 16-18—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17-19 — Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

Sept. 21-22—Louisiana Assn. of Broadcasters, Francis Hotel, Monroe.

Sept. 21-23 — Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.





WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

KWBB
KWBB
KWBB

WICHITA'S NUMBER 1
HOOPERATED & PULSRATED STATION
24 Hours a Day!

NOW! operating daytime on
5000 watts
(nights — 1000 watts)

IN KANSAS #1 MARKET!
Kansas' — Wichita's Best Buy.
Wichita consumers have a spendable income 5% above national average . . . AND retail sales are 18.6% above national average!

WITH KANSAS #1 TALENTS!
KWBB features the top in

D. J.'s — Jim Stowe, Billy Dee, Lee Nichols, Dick Jones, John Campbell, Jim Curran.

NEWS — Jim Setters, John Wagner, George Langshaw, Tom Atkins.

FOR AN A#1 SHARE
OF KANSAS' LARGEST MARKET
BETTER BUY

KWBB IN WICHITA
DIAL 1410

First in Hi-Fi Music • News and Sports

represented by George B. Hollingbery Co.
Southern-Clark-Brown Co.

Sept. 29-Oct. 3 — Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 7-9—Institute of Radio Engineers Canadian Convention, Toronto, Canada.

Oct. 12-14 — National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—Radio-Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 18-21—Western Regional Convention, American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 26-30—National Assn. of Educational Broadcasters convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by Professional Group on Electronic Devices, Institute of Radio Engineers, Shoreham Hotel, Washington.

Oct. 29-31—New Jersey Broadcasters Assn., fall meeting, Nassau Inn, Princeton.

NOVEMBER

Nov. 2-4—Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

Nov. 9-10—Institute of Radio Engineers, radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

BOOKS

• *Why People Buy: Motivation Research and Its Successful Application, by Louis Cheskin, Liveright Pub. Corp., 386 Fourth Ave., New York; 319 pp.; $5.00.*

Written by a veteran motivational researcher, noted for both honesty and perception, this volume is a clear exposition on what for many otherwise well-trained people is still an unclear subject: human behavior in the market place. Coming to his life's work through the worlds of education and art, Mr. Cheskin has embraced synthesis as his only doctrine in what is often a "one viewpoint" field.

Why People Buy covers it all. It explains that the structure of a marketing program cannot consider pricing at the expense of packaging. It shows why present American film commercials would fail if an attempt to transfer them to the movie screen were made. It points out the sobering effect the Russian Sputniks had upon the American psyche and why national soul-searching became a common indoor sport. Mr. Cheskin discusses symbols and names and trademarks. He weaves actual case histories into his narrative with the skill of a Persian carpetmaker. He rightfully pats himself on the back with a revealing reprint of articles which predicted automobile trends more than a year before this book was published.

Why People Buy, then, is a book to buy, read and keep. But social scientist Cheskin would be the first to agree that it is also not to be digested whole; each reader will have to decide for himself wherein lies its nutrition.

• *The Technique of Film Animation, by John Halas & Roger Manvell, Hastings House Publishers Inc., 151 E. 50th. St., New York 22; 348 pp. $10.*

Comprehensive and liberally illustrated, this book declares at once that it is not a text on "how to do it" but rather an account of "how it is done." And, according to these two English authors, "it is done" in many ways in many places.

All areas of animation are herein covered: entertainment, instruction, advertising. All work involved is discussed, from color systems to sound tracks to story boards. A glossary of terms is provided for the beginner. Some interesting views on the animated film are brought home to the reader. One figure in the field calls animated children's series on tv the largest new use for the cartoon film, with the possibility of cartoon features produced as tv "spectaculars." Another feels that the greatest area of growth is in the tv spot commercial.

Those interested in animation, as well as the entire film art form, will surely wish to own this book but will no doubt note the growth in publishers' selling prices. There are a lot of pictures in *The Technique of Film Animation*, but $10 is a heavy price for a book.



— to some, just a ship. To others, a monument to our great heritage . . . diligently, almost reverently constructed. In the same way, it often takes those who fully appreciate QUALITY to recognize it in today's better radio and television stations.

WFAA
radio & television
dallas

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES ■ BROADCAST SERVICES OF THE DALLAS MORNING NEWS



DON McLEOD
Detroit's most popular D.J.
WJBK-DETROIT



TOM GEORGE
Everybody in Detroit loves Tom
WJBK-DETROIT





LEE ALAN
Most exciting all-nite show
WJBK-DETROIT

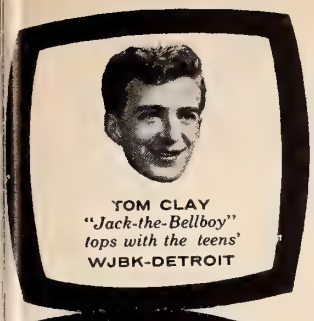


CLARK REID
"Tunes old and new just for you"
WJBK-DETROIT

"Hear, ye . . . hear, ye!" . . . Familiar words in the days when the Town Crier served the broadcasting needs of the people. Today, in great measure, this function is being performed by the Storer Broadcasting Company. It is done in the spirit of responsible (and responsive) service.

Hearken!..the town crier

This responsible service—with the loyalty it has gained—is personified in the modern-day "deejay." He is a part of the vigor of his community, sensitive to his audience. With music as his bell, he not only is heard, but listened to . . . Productive results of his salesmanship on Storer stations prove it.



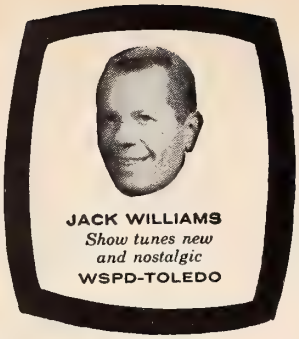
TOM CLAY
"Jack-the-Bellboy" tops with the teens'
WJBK-DETROIT



RUDY ERTIS
All-night man to "night people" all night
WSPD-TOLEDO



JIM ROWE
The "Fabulous 58" according to Toledo
WSPD-TOLEDO



JACK WILLIAMS
Show tunes new and nostalgic
WSPD-TOLEDO



BILL GORDON
Sponsors love him!
WJW-CLEVELAND



BRUCE MACDONALD
Has covered all aspects of radio in Cleveland
WJW-CLEVELAND



CHUCK PARMALEE
. . . music, service announcements and news
WSPD-TOLEDO



TOM CARSON
"Police Beat," fastest-paced show in nighttime radio
WJW-CLEVELAND



CHUCK RENWICK
Bright, popular music, special announcements, national news
WJW-CLEVELAND



JOE NIAGRA
Ruler of Philadelphia radio
WIBG-PHILADELPHIA



BILL WRIGHT
The Rebel with a cause
WIBG-PHILADELPHIA



BOB MITCHELL
WIBG's newest big music gun
WIBG-PHILADELPHIA



TOM DONAHUE
A big man with a big sound
WIBG-PHILADELPHIA



LEE SUTTON
. . . consistently pulls more commercial mail
WWVA-WHEELING



LEE MOORE
. . . one of nation's top country western deejays
WWVA-WHEELING



JOHN CORRIGAN
The Music Man 1170 Club
WWVA-WHEELING



HARDROCK GUNTER
MC of Good Morning Show
WWVA-WHEELING

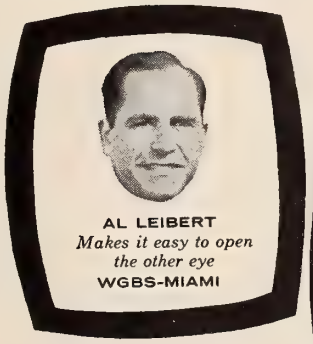


JOHNNY GRIMES
Music styled for rolling back the rugs
WGBS-MIAMI

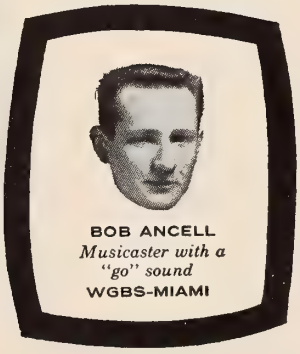


CAL MILNER
Master of picking tomorrow's hits today
WGBS-MIAMI

Storer's town criers of Radio



AL LEIBERT
Makes it easy to open the other eye
WGBS-MIAMI



BOB ANCELL
Musicaster with a "go" sound
WGBS-MIAMI

STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WITI-TV
Toledo	Cleveland	Detroit	Atlanta	Milwaukee

WSPD	WJW	WJBK	WIBG	WWVA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

The three top-rated personalities in New Orleans are on...



WWL-TV

Channel 4

MORGUS the Magnificent on House of Shock

Check the ratings, any ratings, and you'll see that Morgus and the House of Shock rate tops on Saturday night TV in New Orleans. This is the man whose fans have tied up an entire telephone exchange "just to talk with Morgus." The Senior Class at Tulane University School of Medicine has awarded Morgus an "honorary degree" in medicine—and he's being boosted as a candidate for Governor of Louisiana!



MISS GINNY with Romper Room

Miss Ginny has proven that it *is* possible to build a big morning audience. On Romper Room she presents games, films, storybook time—entertainment that makes kids 6 to 60 come back for more all week long.



UNCLE HENRY with Popeye & Pals

Weekdays at 5:15 kids all over town flock to tune in the Pied Piper of New Orleans —Uncle Henry Dupre. They love this genial entertainer, whose television and radio career in New Orleans spans 27 years.

Represented nationally by the Katz Agency

WWL-TV Channel **4**
NEW ORLEANS

MONDAY MEMO

from **PHILIP H. COHEN,** *vice president, radio-tv director, Sullivan, Stauffer, Colwell & Bayles, New York*

The battle of summer tv reruns . . .

As usual everyone is talking about repeats, but no one is doing anything about them except Mike Stokey.

Yet, just look at the line-up of repeats during one week last summer: Sunday—13 repeats between 6:30 and 10:30 p.m.; Monday—13 repeats between 6:30 and 10:00 p.m.; Tuesday—9 repeats between 6:30 and 11:00 p.m.; Wednesday—12 repeats between 6:30 and 10:30 p.m.; Thursday—13 repeats between 6:30 and 11:00 p.m.; Friday—15 repeats between 6:30 and 11:00 p.m.; Saturday—16 repeats between 6:30 and 11:00 p.m.

Repeat shows, as clients and agencies know well, are economic necessities in the tv show market as it is now priced. Shows that once cost $20,000 or $25,000 have virtually doubled due to regular escalator increases, talent increases, union increases, etc. No one *wants* repeats—not the client, not the show packager, certainly not the stars and most important of all not the public.

Total Viewing Important • The client is well aware of the fact that repeat shows by and large mean lower ratings and lower ratings mean that fewer people are receiving his message. Low cost-per-thousand is important to all clients, but it is not the full story. The total number of viewers is still of vital importance to the advertiser.

The show packager in addition to the first run of his show is interested in residuals. When 13 of his programs are rerun in the original contract, he is selling third runs of one-third of his programs the first time he goes into the syndicated market with them. This is a fact occasionally glossed over in the buying and selling of syndicated shows.

The stars have a concern in the repeat problem because their professional lives are based on continuing acceptance. Repeats, with their attendant rating decreases, to some degree hurt the stars' acceptance.

Except in rare instances such as the Fred Astaire show and "Green Pastures," the public is unhappy about repeats and relays its dissatisfaction to Nielsen, Arbitron and Trendex.

Damage Is Excessive • Shows are repeated in order to cut down the average annual cost. The damage done by repeat programs is far greater than the 13-week lull which they create. In addition to the negatives listed above, it should be noted that repeat shows mean:

1. A loss of interest and audience for specific shows.
2. A decrease in general tv tune-in which hurts television as a medium.
3. A decrease in ratings even when new product comes back on the air because people are repeat-conditioned.

It would be impossible (and unfair) to ask the network, client, or packager on his own to break the summer repeat cycle, but perhaps all working jointly could tackle the problem constructively.



Philip H. Cohen b. Honolulu Aug. 15, 1911. Received B.A., government, Harvard U., 1932. Was director of Rockefeller Research Project, Library of Congress, Washington, 1939-41; director of American broadcasting station in Europe for Office of War Information 1941-45; head of daytime radio for Ruthrauff & Ryan 1945-46. He started with SSC&B in 1946 as head of radio-tv and was elected v.p. 1948. Married Henriette Herz. They have two sons, Philip L. and William E.

One Possible Solution • For example, supposing a client would make a deal with a packager to do 39 films of his major show and 13 live or filmed shows of a new and different property with the client having the option to pick up the new show.

The network would be asked to make some concession in terms of time cost. The packager and client would make some investment in the new property, but it could be an investment that might well pay dividends in terms of developing new properties and preventing the dilution by repetition of the going property. The talent and other unions might make some concessions, too, for it is surely to their interest to have new material on the air.

This is merely one way to face up to the repeat problem.

Dollars and Sense • For a moment let's consider the numbers in the problem of abolishing or decreasing the number of repeats. A $50,000 show with 13 free repeats means a saving to the show's clients of $650,000 or $325,000 to each of the alternate clients. If the repeat costs are cut from $50,000 to $20,000 per show, the clients save around $400,000, or $200,000 per client.

In a market that is now almost at the breaking point in terms of cost-per-thousand, the clients will not and should not be asked to bear the cost of a repeat-free television schedule. Most clients would probably be happy to play a part in such an effort, but all of the people interested in new, fresh television would have to work together in such an endeavor.

The problem of repeats may well get worse before it gets better. This is indicated by the fact that several shows have been offered on a 26-new and 26-repeat basis and there is one case where there will be 13 new and 39 repeats.

At any time now we can look forward to a series called *Son of Reruns.*

. . . shallow victory for economy


I WANT YOU
ENLIST NOW

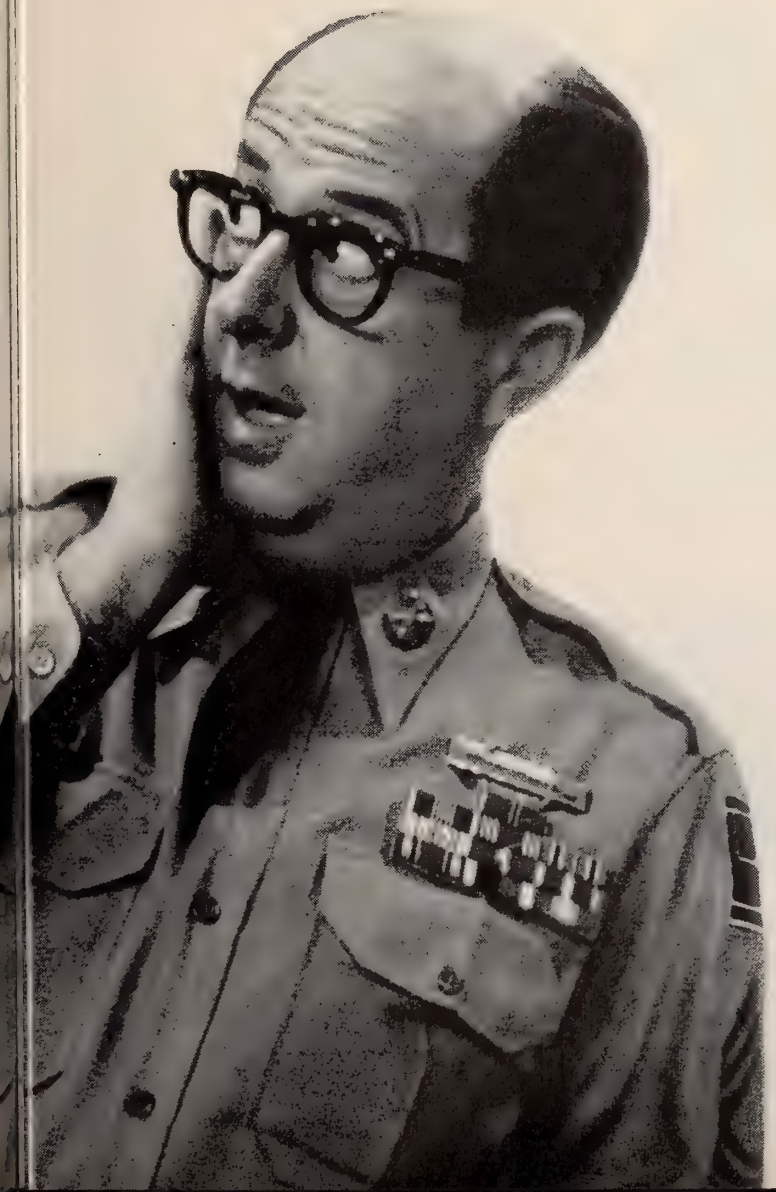
ALL AMERICA WANTS SERGEANT BILKO! And now — for the very first time — Bilko, Colonel Hall, Doberman, and all the platoon regulars plus top-brass guest stars are available for off-network duty, as THE PHIL SILVERS SHOW becomes the biggest comedy series ever to enter first-run syndication.

The most valuable goldbrick this side of Fort Knox, Bilko is completing four laugh-happy years on the CBS Television Network. During that time, television's top-rated top kick, his supporting cast, his director and his writers — one of the largest, ablest companies in all television — have won honors by the truckload... including a total of 8 Emmy awards!

Carling Brewing Co. (through its agency Benton & Bowles) has drafted Sergeant Bilko for a three-year hitch in 63 major U.S. markets. To join up, wire or call on-the-double...

CBS FILMS

"...THE BEST FILM PROGRAMS FOR ALL STATIONS"
NEW YORK, CHICAGO, LOS ANGELES,
DETROIT, BOSTON, SAN FRANCISCO, ST. LOUIS, DALLAS,
ATLANTA. IN CANADA: S. W. CALDWELL, LTD.



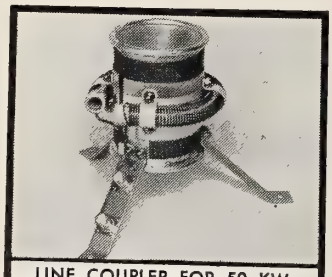


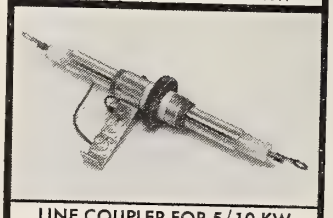
LINE PROTECTION SYSTEM

Originally developed for Continental's famous super-power transmitters, ***MAGN/PHASE*** is now available to all broadcasters!

MAGN/PHASE is an electronic device used to protect the antenna system from damage due to arcing. Whether an arc is caused by static discharge or a line fault, the ***MAGN/PHASE*** system will instantaneously squelch the transmitter output. This prevents the arc from being sustained by RF energy. Immediately self-restoring, the transmitter interruption goes unnoticed on the air.

write for detailed description!


LINE COUPLER FOR 50 KW


LINE COUPLER FOR 5/10 KW

Continental Electronics
MANUFACTURING COMPANY
4212 S. BUCKNER BOULEVARD • EVergreen 1-1135 • DALLAS 27, TEXAS

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

OPEN MIKE

Agency likes 'Yearbook'

EDITOR:

We are most appreciative of being included in the YEARBOOK and know the new edition will again be a most valuable publication to us.

Harold A. Smith
Program Promotion and Merchandising Mgr.
Needham, Louis & Brorby, Chicago

Fm is doing nicely

EDITOR:

Re your June 8 article "Fm Meeting: Circle of Confusion": We beg to take exception. Especially with the lead which reads "Fm broadcasting, mid-1959 model, is all mixed up."

We're doing nicely, thank you. Or at any rate, those of us who are fm *broadcasters* are doing nicely (and in this case I speak for myself, for Wallace Dunlap of WXHR-FM Boston and, we're sure, many others around the country).

There may be confusion, but it seems to us to originate with those in fm who are pushing other than broadcast services. Those of us who believe in fm as a broadcast medium of superior technical quality are not the least confused. We are not interested in subsidiary services, background music or storecasting. And, in the case of stereo, we know that we cannot foist off on the listening public less than the best that is technologically feasible—and certainly not on the ground that the public doesn't know any better. We know further that a meeting like the one described in your article was bound to end in confusion, but hope the broadcast and advertising industries realize this is not representative of the state of the fm art today.

We were further disturbed that the old charge of "pirating" was raised again. We had hoped this ghost had been laid to rest when the background operators won their case to continue simplexing. It is absurd to speak of pirating background music by allowing receivers into the hands of the general public, when that same background

BROADCASTING

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IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!



YOU'RE MISSING 40% OF THE MEMPHIS MARKET . . . IF YOU'RE NOT ON WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

WDIA reaches one-and-a-quarter million Negroes. They have totaled earnings of $616,294,100 per year. And 80% of their income is spent on consumer goods!

And, before the Memphis Negro buys, he listens—to WDIA! That's why, no matter what your budget for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! **Otherwise, you're literally missing 40% of the Memphis Market!**

Write today for facts and figures

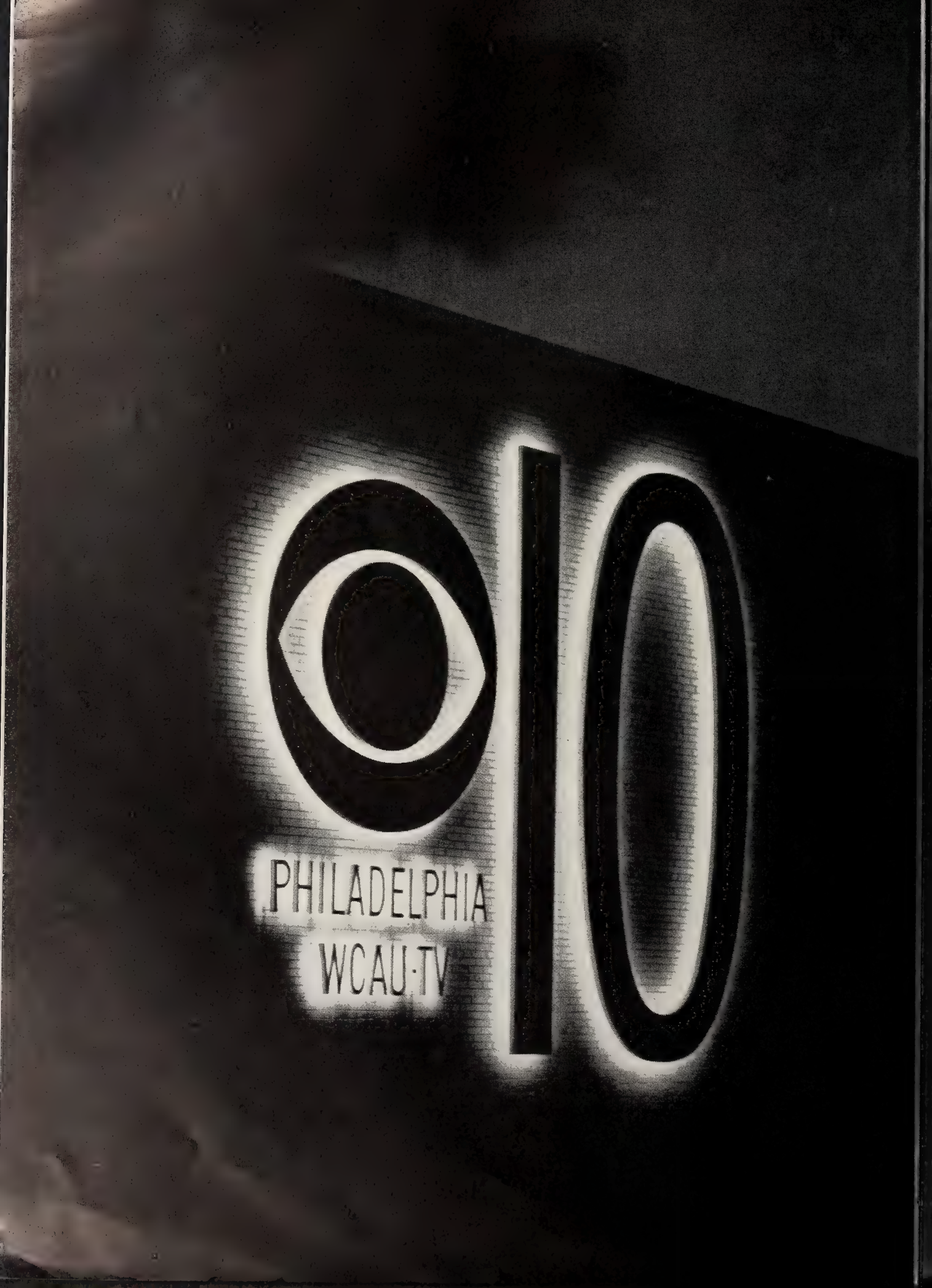
Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr., Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

WDIA

MEMPHIS' ONLY 50,000 WATT STATION • 1070 KC

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!


PHILADELPHIA
WCAU-TV

Sign of Responsibility

Philadelphia looks to WCAU-TV for far more than the finest *entertainment*. During the past 26 weeks, CBS Owned Channel 10 originated close to four hundred programs designed to *inform* and *enlighten* Philadelphia audiences on matters of vital concern to the community, the nation and the world.

Included are 15 regularly-scheduled public affairs programs every week, *plus* five "special reports"...live or on film, covering newsworthy topics from the Cuban revolt to a close-up of law enforcement agencies in operation throughout the Philadelphia area.

All produced *locally* by Channel 10's Department of Public Affairs, these programs are patterned to the same high standards which distinguish the station's *entire* broadcast schedule, of both local and network origin.

It is this sign of responsibility toward the community that creates a unique image of trust. And makes possible the very special response, far above and beyond the ordinary, on the part of Philadelphia audiences to *all* the programs and advertising they see on

CBS OWNED CHANNEL 10 *WCAU-TV*

music is heard on the operator's main fm channel. We had also hoped it would be obvious there is nothing illegal about the purchase of a background receiver, provided one does not *use* it illegally. To establish the precedent that the public may not own or purchase receivers capable of picking up music transmitted over the background operators' spectrum might in turn lead to the absurdity of ham operators having to stop listening to Press Wireless, marine communications and mobile telephone calls—which, incidentally, has gone on for a long time without piracy being raised.

The problem, to the way of thinking of those who are broadcasters, is simply that these gentry (the background and storecast operators) are trying to have their cake and eat it too. They want to capitalize on growing public interest in stereophonic broadcasting, but not sacrifice their background and multiplex commercial usages. Fine if they wish, but don't let them call it "high fidelity," and don't let them confuse those of us—or be confused with those of us—who are devoted to the highest technological capability of the fm art.

Bert Cowlan
General Manager
WBAI (FM) New York

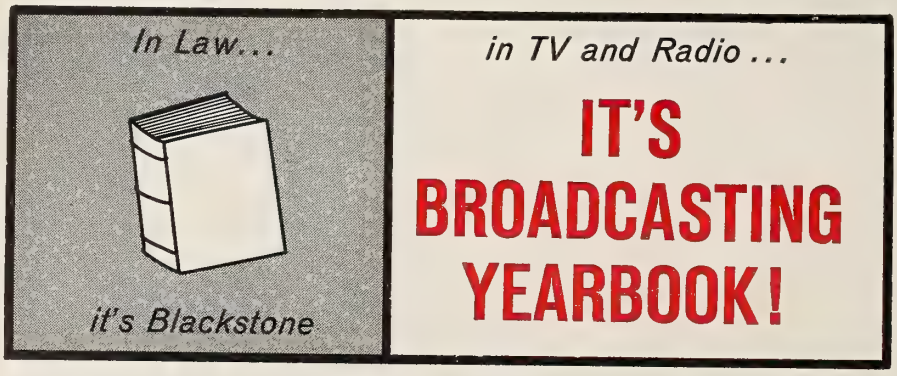
NARBA treaty drags

EDITOR:

That was a fine exclusive interview with FCC Comr. Rosel Hyde on the subject of NARBA (page 72, June 15). It covers the situation [dangers in protracted delay of Senate ratification of NARBA and Mexican treaties] more thoroughly than any I have ever seen. The point made that the industry as a whole has been reluctant to push for the ratification of NARBA is all too true.

At WQXR we have been active for years in trying to get the Senate to act . . . I wrote Senator Fulbright, Chairman of the Foreign Relations Committee of the Senate . . . April 3, 1959. Copies of this letter were also sent to all members of the Foreign Relations Committee. I had responses from most of the Senators, but for the most part they were rather indefinite and do not hold any promise of action at this session of Congress. It is interesting to note that the State Dept., in the interest of better Latin American relations, is also urging the ratification of these two treaties . . . it behooves the industry to get behind this and push.

Elliott M. Sanger
Executive Vice President
WQXR-AM-FM New York



A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sir William Blackstone's famous "Commentaries on the Laws of England" has been **the** standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence – but in their field, too, a recognized authority has emerged as the standard source of information. **BROADCASTING YEARBOOK** is read each year (and saved **all** year) by thousands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1959 **BROADCASTING YEARBOOK** – out in August – will give some 16,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If **you** have something to tell the decision-makers, **BROADCASTING YEARBOOK** is the place to testify on your own behalf. Witness the deadlines: July 1 for proofs; July 15, final. **Call or wire collect to reserve space!**

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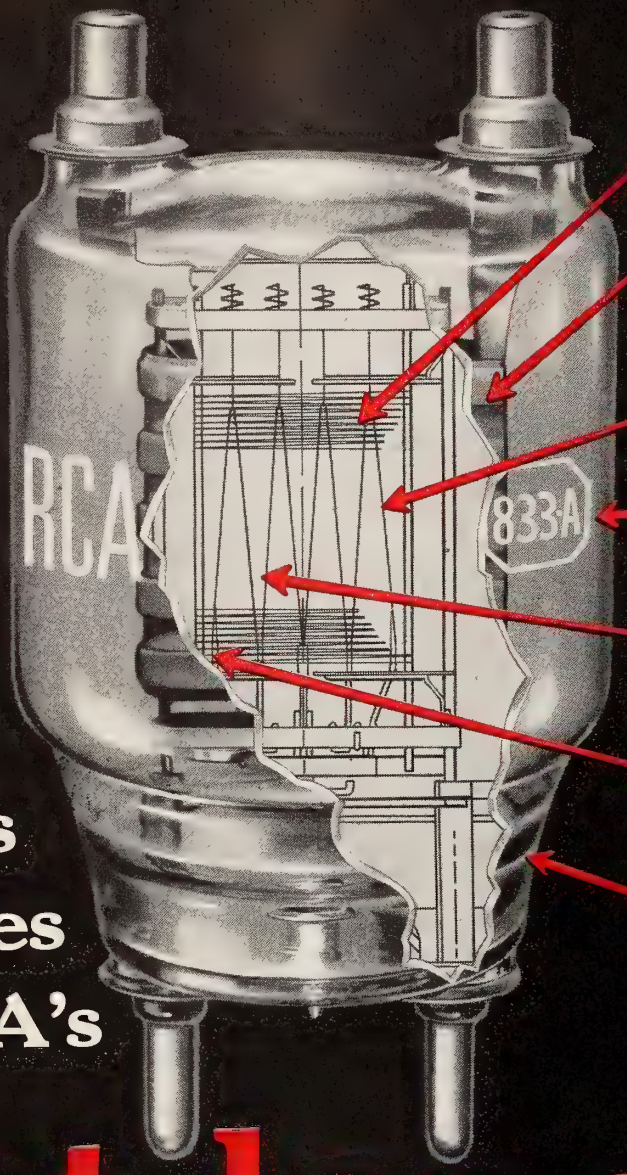
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It's constant attention to little details that makes RCA-833-A's last longer



GRID...Zirconium-sprayed to minimize grid emission.

PLATE..."electron-scrubbed" to remove minute traces of gas, from the plate, and zirconium-coated to help maintain superior vacuum and provide greater heat radiation.

FILAMENT..."double-flashed" for high emission reserve, longer life.

BULB...special hard glass featuring extra low power losses.

FILAMENT..."double-flashed" for high emission reserve, longer life.

GRID AND PLATE...vacuum-fired to reduce gas evolution during tube life.

ENTIRE TUBE...spot-knocked at tens of thousands of volts to provide high dc resistance, and thus low leakage between terminals.

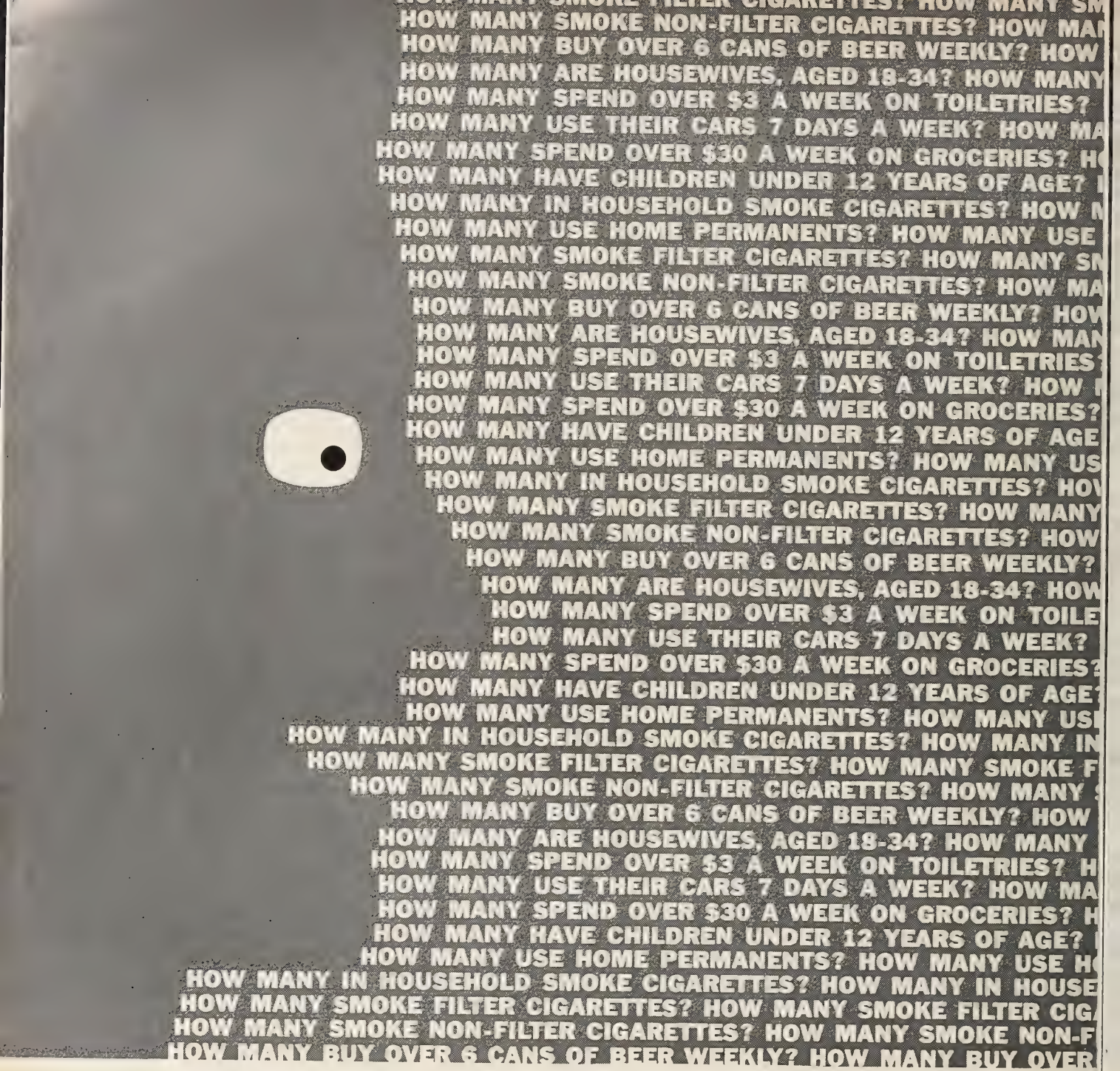


Inside the envelope of this famous power triode are incorporated many modern techniques of power tube manufacture. Some were basic to the "original" design. Many others have been adopted over the years—in line with RCA's never-ending effort to increase tube reliability and operating life.

But whether these techniques are old or new, this fact is sure:
every one pays off for you in lower tube cost per hour of transmitter operation.
A typical example, this, where constant attention to tube engineering details makes the better tube!

Your RCA Industrial Tube Distributor handles RCA Power Tubes for every broadcast and TV station application. He's standing by to serve you.

RADIO CORPORATION OF AMERICA
Electron Tube Division **Harrison, N. J.**



another great first from WRCA-TV—a local program Audience Characteristic Profile that tells you who's watching and what they buy!

Now WRCA-TV cracks the big research barrier and brings you the first qualitative measure of audiences of local TV programs like "Hi Mom" and "Dr. Joyce Brothers." Based on vital new research by Pulse, Inc., the AUDIENCE CHARACTERISTIC PROFILE takes audiences apart, shows who they are, what they buy, and how much. Examples: Both "Hi Mom" and "Dr. Joyce Brothers" reach a higher proportion of housewives in the high-purchase 18-34 age group than does the average daytime TV show. Both shows reach more homes spending over $30 a week for groceries. Both reach a higher proportion of homes where the family auto is used 6 to 7 days a week.

WRCA-TV, the leadership station in New York television, offers this information to advertisers, free and without obligation, to aid them in making the most efficient investment of their TV dollars in the nation's first market. Get the full details now.

WRCA-TV·4

NBC IN NEW YORK • SOLD BY NBC SPOT SALES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 22, 1959
Vol. 56 No. 25

WHAT'S RIGHT AND WRONG WITH NAB

- **Survey shows opinion divided on association's usefulness**
- **There's no groundswell of rebellious discontent**
- **But half of members find some reasons to be dissatisfied**

NAB is "reasonably successful" as a trade association but about half its members show "some dissatisfaction."

This nationwide image of industry reaction to NAB's operations is shown in a study conducted by an independent management research firm—Stewart, Dougall & Assoc.

Through the bulky document run critical comments by small groups of important member and non-member stations who feel that:

- NAB's internal structure isn't adequate.
- Some staff officials don't understand many primary industry problems.
- President Harold E. Fellows should have a strong operating man prepared to assume the presidency when he retires.
- A better job is being done by present leadership than was the case a decade ago.
- The association is "excessively *status quo*" and lacking a forward-looking leadership.
- The board and committees are dominated by "a perpetuating group, some of whom don't understand today's operating problems."

This board-committee criticism prompted three large stations to say this was one of the reasons they were going to resign from NAB.

The research report says that assuming NAB is adequately representing the industry, it faces a public relations problem in telling its achievements to broadcast management. The association was urged "to build a more positive image of its abilities and leadership."

Stewart, Dougall & Assoc. was commissioned after the NAB board's February meeting to conduct an impartial image study of NAB. A fund of $15,000 was provided. The interviews covered all classes of stations, including 102 member outlets.

The two basic jobs of NAB, the survey shows, are government relations and public relations. Important segments of the membership feel NAB should create a better public image of radio and tv (see story of tv information project, page 116).

What Members Get • Frequent complaint was made that NAB is sending the members large batches of printed matter they aren't interested in and don't read. On the other hand many want more and better information on the association's activities and accomplishments plus more personal contact with the headquarters organization.

Some larger stations showed they aren't interested in some of the basic NAB services such as legal, engineering, wage-hour and labor relations because they have their own counsel and consider the services mostly applicable to small stations. On the other hand, those who have used these services said they liked them.

Best-known association activities, according to the survey, are the codes, labor relations, engineering, ASCAP contracts, and freedom of information. Numerous broadcasters said they didn't know what NAB's committees are doing. The *Highlights* weekly report was referred to as uninteresting to a large part of the membership, with some respondents feeling there should be a top management section, inspirational stimulus to stir up more interest in NAB and material promoting industry pride.

NAB's station relations unit was said to lack personnel. The department, it was suggested, should conduct

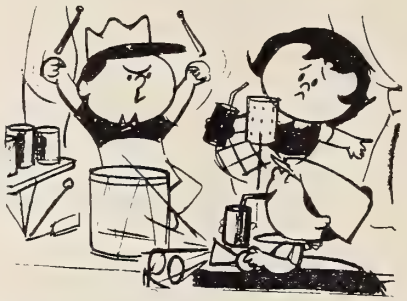
What NAB should do

The Stewart, Dougall & Assoc. survey of industry reaction to NAB includes this list of "should do's" for NAB, based on comments by 102 NAB member stations (Numbers of respondents suggesting each correction are shown at right below):

More emphasis and strength in government matters, especially in "creative relations"	18
Create stronger public image of radio	21
Create stronger public image of tv	15
Press for equitable radio ratings	12
Strengthen adherence to radio, tv codes	12
Campaign against double-billing and rate-cutting	8
More information on NAB activities, achievements	11
More personal contacts between NAB and members	23
More data such as comparable finance and wage reports	11
Less printed material	9
Directory of NAB services and publications	7
Stronger assistance for President Fellows	20
Entice more key successful broadcasters into NAB affairs	21
More concern over problems of broadcasters in secondary market areas	13
Cut size of annual convention (limit to management, operating people)	16
More specialized problem-solving convention sessions	17
Better speeches	14
Separate groups at conventions (large, small stations, etc)	10

PREVIEW







U.S. Steel's Penelope • In the summer it's soft drinks and for U.S. Steel Corp. the soft drink season is a time for consumers to think in terms of "Throw-Away Cans. . . . Made of Steel." Last Wednesday (June 17) on the *U.S. Steel Hour* two animated commercials produced by Transfilm-Wylde Animation for BBDO, U.S. Steel's agency, introduced an animated Penelope who has appeared before in print and outdoor advertisements. The campaign will run through Labor Day. While ushering in U.S. Steel's creation of an animated tv character for soft drink cans, the commercials also marked the first completed work of Transfilm-Wylde animation, a new affiliation between the film commercial house and the animation studios formed last month. Jack Zoller of BBDO was agency producer on the one-and-a-half and two-minute commercials.

In one sequence, Penelope joins with friend Elwood in a sidewalk soft drink cafe enterprise (left sketch) only to be annoyed by little Freeman who drives his auto all around the premises and constantly interrupts the entertainment and discourses on the advantages of drinks in cans. Attempt to keep Freeman under control by lashing his car to the scenery (right sketch) results in the curtain being pulled down. But it does enable Penelope to deliver the final message.

a member-relations program, keeping members informed on all events from legislative activities to meetings.

Family Bias • This appraisal of station attitudes was made in the report: Member stations are more favorable in opinions than non-members; larger stations are more critical than medium or small stations; small and medium non-member stations are more critical than members; tv managers are more critical than radio managers; station managers active in NAB tend to have more reservations about NAB achievements than non-active managers.

Those who are favorable in their attitude toward NAB give it credit for many accomplishments in cutting down government interference with radio, "mollifying FCC attitudes" toward the industry and leading successful ASCAP negotiations.

On the other hand, NAB's critics argue the association has been unsuccessful in one or more of these areas and claim it fails to take strong positions or display adequate leadership.

In general the survey showed approval of the NAB spring conventions and autumn regional conferences, feeling they are useful. Greater specialization was advocated and elimination of the "carnival atmosphere" at conventions was favored.

These figures were cited:

• 92% of members oppose discontinuance of fall conferences.

• 25% receive no benefits from the conferences.

• Over 60% of members attend conventions to see other people.

In comments on NAB's printed matter, some managers said they were mainly interested in information on financial, labor and engineering matters. Some said they keep abreast of industry activities through other sources and have no time to read NAB material which repeats what they have already seen in trade publications.

And in any case, it was observed, NAB should concentrate on industry-wide activities rather than services and publications which aren't especially necessary.

The report showed 20% of members and 31% of non-members do not identify NAB with any objectives. The non-members included large outlets that feel NAB lacks direction and smaller stations that aren't interested in an industry association.

The Leadership • A fifth of NAB members said they feel some broadcasters active in association affairs are perennial or self-perpetuating in their NAB roles, contending others should assume responsibility. A fifth feel NAB lacks enough strong staff members with industry experience and stature. They feel a strong operating executive should be in training to fill the president's position on his retirement.

About 10% want a division of NAB functions with more autonomy for radio and tv. Others assert, "The association should function as an embrella over many diverse elements in the industry, maintaining a primary interest in industry-government matters only."

A division to serve small stations and secondary markets in cooperation with Radio Advertising Bureau is favored, along with regional clinics on rate maintenance and a small-market public relations program.

In favoring a public relations program on behalf of broadcasters some of those interviewed cited the high respect accorded NAB efforts on behalf of the radio and tv codes, feeling they should receive wider publicity. Committees should include successful operators of all sizes of stations regardless of whether they conform to NAB codes, it was noted.

Dissension • Interviewees showed sympathy with NAB's member dilemma —refraining from firm stands on issues where different membership groups have conflicting interests. They advocated, however, "less neutral positions" where possible and guideposts showing station attitudes on public-interest problems. Stations not in sympathy with association stands will go along, it was said, if members understand its strength of character and dedication.

Giving their reasons for NAB membership, less than 40% (members and ex-members) list support of industry-wide efforts, and 23% of members want coordinated industry activity in government relations.

More than 25% of members and ex-members mention services and information supplied; a third of ex-members have no clear reason for joining (some were talked into it, some wanted to see what it was like); 10% of members seriously consider resigning and an additional 17% aren't enthusiastic about membership; over half trace dissatisfaction to value received rather than dues; a fourth not belonging are directly affiliated with member stations.



In the big eight years, 1950-1958, Food Sales in this big 26-county market jumped an amazing 146%! Now, more than a third of Florida's total Food Sales are made in the area delivered by WFLA-TV—*the Land of Profitunity!*

Use the blanket coverage of WFLA-TV to cash in on the sales opportunity—and profit opportunity—in America's 26th Retail Sales Market plus 26 counties packed with year 'round buying power from rocketing industrial and agricultural expansion.

Write us, or consult your BLAIR-TV man for top rated availabilities on WFLA-TV—sales powerhouse in the Land of Profitunity.

Figures from Sales Management 1959 Survey of Buying Power.

NBC

wfla-tv CHANNEL 8

TAMPA - ST PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

COMMERCIAL CLEAN-UP UNDERWAY

Tv code board settles Preparation H mess, turns to other copy

NAB's television code office is clearing the air of Preparation H, a hemorrhoid remedy—as far as 270 code subscribers are concerned.

Next problems—sexy depilatory commercials and multiple spotting.

The association's Tv Board of Directors upheld the Tv Code Review Board Thursday (June 18) at a Washington meeting by pulling the seal from 13 tv code subscribers. Another 17 stations resigned from the code structure.

To date, 19 stations have had their seals taken away during the spring months because they refused to stop carrying the Preparation H account, handled by Ted Bates Inc., New York (BROADCASTING, April 27)

The tv code box score for the March-June period reads as follows:

Code subscribers (3/4/59)	306
Code subscriptions revoked	21
Code Stations resigned	17
Total	268
New code subscribers	2
Total subscribers (6/18/59)	270

The number of operating commercial stations totals 520 in mid-June.

The Tv Code Board met June 15 in Washington under chairmanship of Don McGannon, Westinghouse Broadcasting Co. The board stuck to its two-year policy decision that Preparation H is a product of a delicate personal nature that is not suitable for broadcast advertising by code subscribers. Joining in the decision were the other four members—Gaines Kelley, WFMY-TV Greensboro, N.C.; Mrs. A. Scott Bullitt, KING-TV Seattle, Wash.; E. K. Hartenbower, KCMO-TV Kansas City, and Joseph Herold, KBTV (TV) Denver.

Their recommendations were adopted Thursday by the Tv Board, though stations cited earlier by the code's staff officials in Washington were given a chance to resign from the code or have a hearing before the top-ranking NAB Tv Board (two stations were given hearings).

In announcing that 21 code subscriptions had been revoked, Mr. McGannon said 19 had been for "unacceptable advertising." Asked if this meant Preparation H, he said it was a hemorrhoid remedy. The plain inference remained that the product was Preparation H. A single station lost its seal because of overcommercialization and the 21st outlet is involved in procedural routine. Cited stations still have 30 days to comply with the code mandate, resign from the code or have their seals revoked.

How Many Haven't • Mr. McGannon said 222 tv code stations have never carried hemorrhoid remedies. At one time, he conceded, 84 subscribers carried the product. Of these, 17 resigned from the code, 21 lost seals, one is under citation and 45 cancelled the advertising or have stated their intention to cancel.

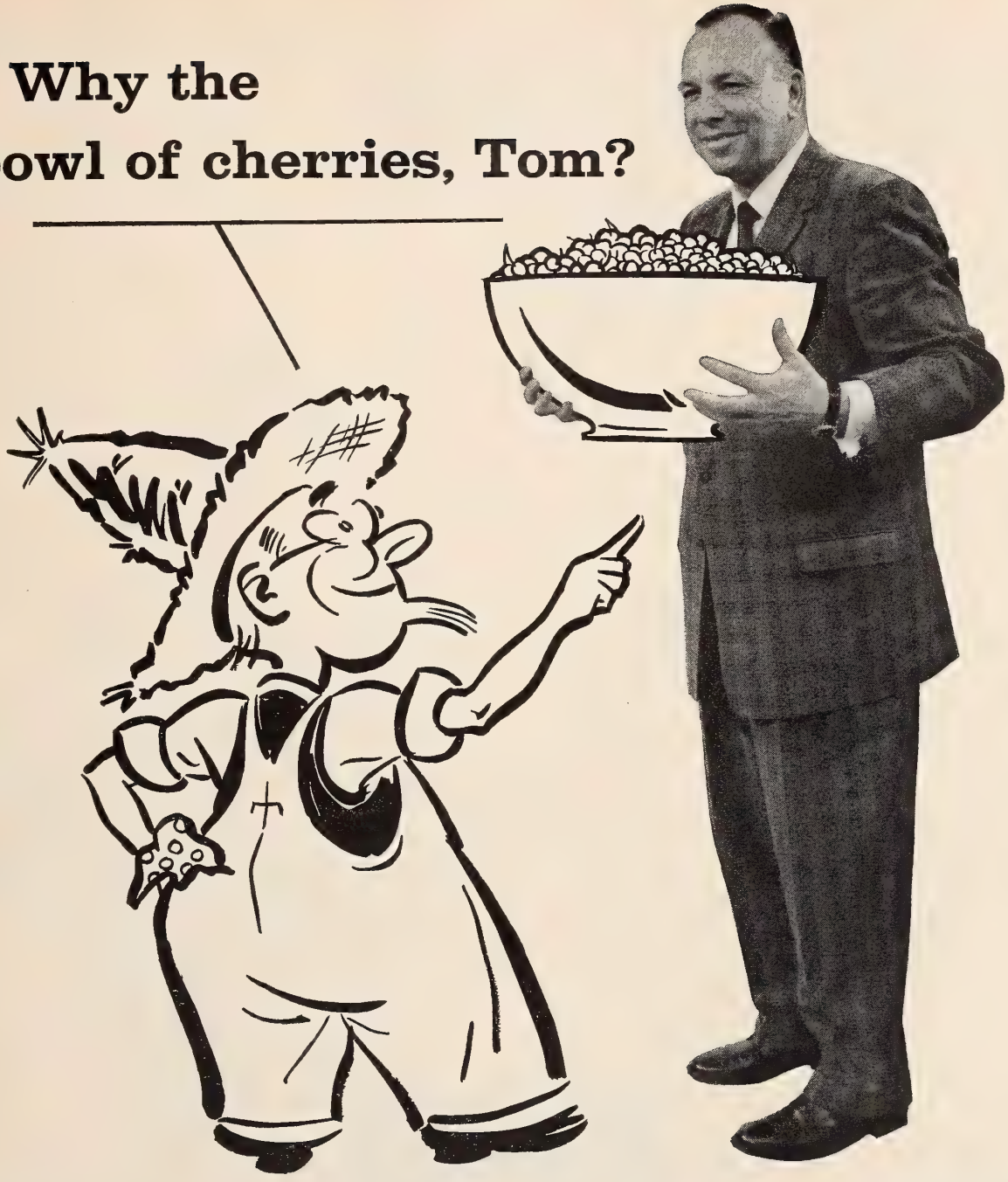
NAB and code officials said resignations from the NAB association structure because of code troubles have been negligible. Mr. McGannon said three successive code boards and three tv boards have in all instances unanimously affirmed the anti-hemorrhoid policy.

A special code subcommittee headed by Mr. Hartenbower will start contacting American Assn. of Advertising Agencies, networks, advertisers and agencies in an effort to refine code definitions of objectionable telecast material. Much of their attention has been devoted to depilatories and sexy-voiced continuities that accompany commercials on behalf of these products.



Time to decide • A historic meeting of NAB's Tv Code Review Board was held June 15 in Washington when citations were drawn up for stations that persist in carrying Preparation H, hemorrhoid remedy. Members are (seated, l): Donald H. McGannon, Westinghouse Broadcasting Co., board chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; (standing, l to r) Gaines Kelley, WFMY-TV Greensboro, N.C.; E.K. Hartenbower, KCMO-TV Kansas City, and Joseph Herold, KBTV (TV) Denver.

Why the bowl of cherries, Tom?



"Life is *really* a bowl of cherries in the Fargo area, these days, for advertisers on WDAY-TV—our new 1206′ tower is giving our advertisers 96% more coverage area . . . a 60% larger audience . . . and retail sales volume increased by 100%!

"You can imagine what this means to our dozens of top national advertisers. They were *happy*, even before we gave them this tremendous bonus. Now most of 'em say WDAY-TV is the best buy in America!

"As a matter of fact, the Market Data Section of Standard Rate & Data shows that Fargo is the No. 1 Retail-Sales-Per-Household Area in the United States . . . with an average purchasing power of $5,970, as compared with the national average of $3,944!

"Yes Sir, that's a bowl of cherries—tremendous extra *audience*, among people with tremendous extra buying power. What more could you want?"

Yours,

Tom Barnes

Tom Barnes

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Messrs. Kelley and McGannon are on the subcommittee.

Thus far no sanitary napkin advertising has been detected by monitors on tv, Mr. McGannon said, though some have been heard on radio.

Checking Job • The code board last April started monitoring at the rate of 110,000 station hours per year. This job is done by Broadcast Advertising Reports and two staffers. Previously the pace had been 40,000 hours per year. In addition, code board members do personal monitoring and there is qualitative program checking of network and local programs.

A report on depilatories has been prepared by the Hartenbower subcommittee but it was not available at the weekend.

Mr. McGannon emphasized that the code is voluntary and there is no substitute for the judgment of the individual licensee.

The NAB personal product action, he added, "does not foreclose the manufacturers from the use of television since there are stations which are not code subscribers and this advertising could be placed on these stations as well as any who believe that they couldn't comply with the code and are prepared to forego the seal."

American ad films win top prizes at Cannes

Television commercials produced in the United States won two grand prizes and 11 other top awards in the Sixth International Advertising Film Festival concluded at Cannes, France, on June 13.

The tv "Grand Prix," selected from a total of 453 entries, was won by the Calo Dog Food commercial. It was produced by Cascade Pictures of California for Foote, Cone & Belding Chicago.

The Grand Prix for cinema advertising, picked from a total of 442 films, went to the Chevrolet station wagon commercial, produced by Lawrence-Schnitzer Productions, Hollywood, for Campbell-Ewald, Detroit. A spokesman for Lawrence-Schnitzer in New York explained that the commercial was entered in the cinema advertising category because it was in color. Tv commercials, he said, are projected in black-and-white at the festival, while cinema advertising films are presented in color.

Other U. S. winners were: Ford Dealers' "Shaggy Dog" commercial, produced by Playhouse Pictures, Hollywood, for J. Walter Thompson, New York (first prize for animation up to 30 seconds); Piel Bros. "Hockey" spot, produced by CBS Terrytoons, New York, for Young & Rubicam, New York (first prize for live action or animation up to 60 seconds), Anderson Soups' "Splitting Peas" commercial, produced by Goulding-Elliot-Graham Productions, New York, for Bryan Houston, New York (second prize for animation up to 60 seconds). Eight other U.S.-produced commercials were presented with special commendations.

Package sales plan for Baltimore, D.C.

A plan for increasing advertising dollars in Baltimore and Washington was advanced Friday (June 19) by Newman F. McEvoy, senior vice president and director of media, Cunningham & Walsh Inc., New York, in an address before the Maryland-D.C. Broadcasters Convention at Ocean City, Md.

Speaking in terms of "market clusters" instead of individual markets, Mr. McEvoy said that while the two cities have "profoundly different interests . . . manufacturers are serving them as one great, big market."

Specifically, Mr. McEvoy suggested a fourfold plan for broadcasters in these two cities to benefit by "association":

Sell a twin-market concept; sell the area as an especially endowed territory —"the eastern Gold Coast"; sell the national advertiser on peculiar local interests in this area which make it necessary to supplement national advertising in each city, and sell the rank of the combined Washington-Baltimore market for any product category.



Show-stopper at Cannes • Kelly Smith pouts proudly in rear of Chevrolet station wagon in scene from two-minute commercial that won Grand Prix du Cinema at Cannes International Advertising film festival. Commercial was produced by Lawrence - Schnitzer Productions, Hollywood, for use on NBC - TV's *Dinah Shore's Chevy Show.*

CBS-TV closes up fall availabilities

As new advertiser signings for nighttime programming continued last week at the networks, CBS-TV came within 1¼ hours per week from SRO for the fall and NBC-TV picked up some missing pieces of business for its schedule.

CBS-TV neared its mark by moving Oldsmobile Div.'s *Dennis O'Keefe Show* from a contemplated Sunday, 7:30 p.m. slot to 8-8:30 p.m. on Tuesday, opening up a half hour that night as station time and entering a Kellogg sponsored series *(Dennis the Menace)* in the Sunday 7:30 period vacated by Oldsmobile.

Dennis the Menace moves from its proposed Friday, 8:30 p.m. slot. That half hour on the schedule will be replaced by a Kellogg and Liggett & Myers sponsored series, *Hotel de Paree.* The Tuesday night schedule now will open at 8 p.m. with *Dennis O'Keefe.* The SRO flag can go up for CBS-TV when the network settles *The Lineup* (Wed., 7:30-8:30) for which a pilot has not yet been delivered for advertisers to see, and a half sponsorship of *Space* for which American Tobacco has signed as an alternate sponsor. *Space* follows *Lineup* on Wednesday.

Dropped from CBS-TV's fall schedule on Tuesdays was a projected hour-long show. *The Lawbreakers,* which has been postponed "until 1960."

NBC-TV, meanwhile, signed advertisers for three of its hour-long shows. Corn Products Co. (Mazola salad and cooking oil, Skippy peanut butter, Hellman's and Best Foods mayonnaise, Karo syrups among other products) signed for full sponsorship on alternate weeks of *Riverboat* (Sun., 7-8 p.m.); Liggett & Myers, through McCann-Erickson, signed for alternate half hours of *Bonanza* and *Laramie* (7:30-8:30 p.m. on Tuesday and Saturday respectively) and RCA, via Kenyon & Eckhardt, for alternate hours of *Bonanza* (CLOSED CIRCUIT, June 15).

MLWS candy seminar

Mogul Lewin Williams Saylor Adv., New York, hosted an informal seminar June 16 at its headquarters for 25 owners and managers of European confectionery companies on the methods employed by U.S. agencies to advertise, promote and market confectionery products. MLWS detailed its advertising strategy, including heavy radio-tv investment, on behalf of its clients, Gold Medal Candy Co. and Barricini Candy Shops, and, in turn, learned about European methods. The manufacturers are on a two-week tour.





Don Juan made things happen in Spain . . . and

WPEN

RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the only station in Philadelphia broadcasting Signal 95—on-the-spot tape recordings of traffic violators by police officers who are wired for sound! The actual conversations..the excuses..the arguments! In Public Interest . . and in Sales . . WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by

GILL—PERNA

New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.

WLOS-TV *announces with pride*

THE FCC DESIGNATION OF WLOS-TV TO SERVE AS A "HOME-TOWN" STATION IN GREENVILLE, S.C. ASHEVILLE, N.C. AND SPARTANBURG, S.C.



By official action of the FCC on Wednesday, June 10, WLOS-TV became the *only* station licensed to serve the Carolina Triad cities of Greenville, S.C., Asheville, N.C., and Spartanburg, S.C.

WLOS-TV based its application to the FCC on the station's signal strength in the individual cities, the programming which the station delivers, and the degree of community integration which WLOS-TV has accomplished in these Carolina Triad cities.

WLOS-TV accepts this responsibility with pride and pledges its continued effort to be of maximum service to all of the 446,650 TV homes in the Carolina Triad.

WLOS-TV

A WOMETCO ENTERPRISE

Unduplicated ABC in
GREENVILLE • ASHEVILLE • SPARTANBURG
WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

CO-OP WEAKENS?
Weiss study says yes; sponsors reconsider

A trend study on cooperative advertising by E.B. Weiss, director of merchandising for Doyle Dane Bernbach, New York, concludes that many large manufacturers and many giant retailers are questioning seriously the value of co-op advertising and are exploring alternative approaches.

Mr. Weiss' observations are contained in a 64-page study, "Why Cooperative Advertising Is Being Reappraised," which was circulated last week. It makes various salty comments about retailers' use of co-op money in the various media, including radio-tv. But beyond this, the study asserts that most manufacturers have come to the conclusion that "never before in the approximately 50 years of co-operative advertising history has the co-op dollar brought so little in lineage or time, and so little in brand-building, sales creative advertising as it buys right now."

For years, manufacturers tended to shy away from reappraising co-op advertising because they concluded that competition gave them no area of decision, the study states. It adds that some manufacturers today believe that co-op can be eliminated or the percentage reduced by offering some other forms of trade allowance that will buy a more effective in-store producer of volume and will not be charged to the advertising budget.

The study points out that theoretically co-op offers the manufacturer lower cost advertising, but in actuality, "local newspaper lineage bought cooperatively with the giant retailer has a total cost that is higher than the national. . . . This is equally true with respect to radio and television time."

How It Works • Mr. Weiss explains this apparent paradox in this way: "Let's assume that a local station has a half-hour time slot available three times a week. Rate-card time charges are $600 per week. A packaged show is available for $400. Total costs for time and package, $1,000. But the station, anxious to get a sponsor, offers it to the dealer for $800. The dealer requests cooperation from the manufacturer. He states that the package totals $2,000 per week. The manufacturer goes along with it on a 50-50 basis, paying $1,000 per week, as his share. The dealer starts with a net profit of $200 per week.

"But that's only the beginning. Assuming that the show provides nine commercials per week, the manufacturer will have difficulty learning whether all nine spots were in reality devoted to his product. The dealer may devote fewer than nine, selling off some of the other spots to other manufacturers. . . .

"It is probable that, in 1959, co-op in the broadcast media—radio and tv—will total, at what are presumed to be card rates, in the area of $300 million. It will be split almost evenly between radio and tv."

Mr. Weiss cautions that there is "no flight from co-op," but claims that "first straws spotted in the market" indicate that the medium is being re-evaluated by manufacturers, wholesalers and other distributors and by the giant retailers. In the undetermined future, Mr. Weiss believes, manufacturers may reduce or eliminate co-op advertising and offer retailers other inducements, such as promotional programs, an increase in warehouse discounts, an increase in national advertising, special display allowances and more payment for preferred shelf space.



Going national • Executives of General Life Insurance Co., Seattle, last week participated in a closed circuit presentation on NBC Radio to tell General's agents and field personnel at meetings in 58 markets that NBC's *Monitor* will play a key role in the company's first major, national advertising campaign. Shown before microphones in Seattle are: (l. to r.) W. L. Campbell, president of General Life; Floyd Robbins, vice president in charge of business development, and C. M. Noren, advertising manager. *Monitor* communicators Don Russell and Ben Grauer joined in the talks from NBC Radio Central in New York. General will co-sponsor sports segments on *Monitor* for 13 weeks starting Aug. 29 and for 13 additional weeks beginning April 2, 1960.

Toy makers' budgets show more tv dollars

One of the most talked about developments in advertising this year has been the blossoming of toy makers in television.

Last week Television Bureau of Advertising documented the rise. The bureau found usage by toy advertisers nearly doubled last year over the year previous (1957), that is 121 firms compared to 64, an increase of 89%. As a group the toy makers spent $3,500,900 (at gross rates) of which $2,819,000 was in national spot and the remainder in network.

And the trend is going to become more pronounced. Toy manufacturers already are lining up spot schedules for the fall, much in advance of the season (BROADCASTING, June 15), TvB found Louis Marx, called the world's largest toy maker, ready to launch this season with a relatively large tv campaign (Marx formerly did little advertising and tv this year will get most of the ad dollars now appropriated).

Mattel's Tv • Other companies mentioned: Transogram Co. this fall expands its tv activities to include 90 markets. Mattel Inc., top tv toy advertiser last year, spent $492,945, and in the fall will launch a new program, *Mattel's Funday Funnies* (ABC-TV, Sunday, 5-5:30 p.m.), that will more than double the company's 1958-59 budget. The year-round trend of tv in toys was pointed up by TvB in the advertising blueprint of Remco (buys 39-week campaigns), Mattel and Colorforms.

TvB also expressed its conviction that tv ought to be the major advertising medium in future campaigns for toy and game items and noted sales dipped from $808 million in 1957 to $776 million in 1958, indicating a need for additional advertising promotion.


PETERS, GRIFFIN, WOODWARD, INC.
250 PARK AVENUE
NEW YORK 17 N Y
No 147
PAY TO THE ORDER OF
PETERS, GRIFFIN, WOODWARD, INC.
250 PARK AVENUE
NEW YORK 17, N. Y.



THE PGW COLONEL SAYS:

"We like salesmen who know how to pick up a check"

When a **PGW** sales team wins a sales contest, the members of that team are given a party where *every* winner picks up a check ... a big one.

Yes, we like a man who knows how to pick up a check ... a sales contest check, a sales incentive check or a profit share check ... and we offer *all* of them at **PGW** because we like salesmen who like to compete ... and win. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS
Tv report for 2 weeks ending May 24

TOTAL AUDIENCE†

Rank		No. homes (000)
1.	Gunsmoke	16,109
2.	Wagon Train	16,065
3.	Jack Benny Special	14,641
4.	Have Gun, Will Travel	14,418
5.	Bob Hope	14,062
6.	Perry Mason	14,018
7.	Danny Thomas	13,617
8.	Ed Sullivan	13,573
9.	I've Got a Secret	13,484
10.	Playhouse 90	13,261

Rank		% homes*
1.	Gunsmoke	36.9
2.	Wagon Train	36.8
3.	Jack Benny Special	33.6
4.	Have Gun, Will Travel	33.2
5.	Perry Mason	32.4
6.	Bob Hope	32.3
7.	Danny Thomas	31.3
8.	Ed Sullivan	31.0
9.	77 Sunset Strip	30.9
10.	I've Got a Secret	30.8

AVERAGE AUDIENCE‡

Rank		No. homes (000)
1.	Gunsmoke	15,486
2.	Have Gun, Will Travel	13,528
3.	Wagon Train	13,083
4.	I've Got a Secret	12,416
5.	Danny Thomas	12,371
6.	Rifleman	11,704
7.	Peter Gunn	11,704
8.	Zane Grey Theatre	11,348
9.	Wells Fargo	11,036
10.	Red Skelton	10,903

Rank		% homes*
1.	Gunsmoke	35.5
2.	Have Gun, Will Travel	31.1
3.	Wagon Train	29.9
4.	I've Got a Secret	28.4
5.	Danny Thomas	28.4
6.	Rifleman	27.3
7.	Peter Gunn	26.7
8.	Zane Grey Theatre	26.4
9.	77 Sunset Strip	25.7
10.	Wells Fargo	25.3

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† Homes reached by all or any part of the programs, except for homes viewing only 1 to 5 minutes.
* Percented ratings are based on tv homes within reach of station facilities used by each program.
‡ Homes reached during the average minute of the program.

TRENDEX

TOP 10 NETWORK PROGRAMS
Tv report for June 1-7

Rank		Rating
1.	Summer On Ice	33.3
2.	Gunsmoke	28.0
3.	Rifleman	26.7
4.	77 Sunset Strip	24.9
5.	Danny Thomas	23.7
6.	Ann Sothern	23.0
7.	Playhouse 90	22.0
8.	Red Skelton	22.0
9.	Zane Grey	21.6
10.	Alfred Hitchcock Presents	21.4

Copyright 1959 Trendex Inc.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

At The Movies (NBC-171): Rexall (BBDO), Sun. May 3 10-11 p.m.

Jack Benny (NBC-188) American Tobacco BBDO), Sun. 7:30-8 p.m.

Perry Como (NBC-172): various sponsors, Sat. 8-9 p.m.

Emmy Awards (NBC-183): Benrus, Procter & Gamble (both Grey), Wed. May 6 10-11:30 p.m.

Gunsmoke (CBS-146): Liggett & Myers (D-F-S), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-170): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock Presents (CBS-183): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

Bob Hope (NBC-180): Buick (M-E), May 15th 10-11 p.m.

I've Got a Secret (CBS-183): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Perry Mason (CBS-148): various sponsors, Sat. 7:30-8:30 p.m.

Maverick (ABC-136): Kaiser (Y&R), Drackett (Y&R), Sun. 7:30-8:30 p.m.

Peter Gunn (NBC-190): Bristol-Myers (D-F-S), Mon. 9-9:30 p.m.

Playhouse 90 (CBS-158): various sponsors, Thurs. 9:30-11 p.m.

Rifleman (ABC-152): Miles Labs. (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

77 Sunset Strip (ABC-132): American Chicle Whitehall and Carter Products (all Bates), Harold Ritchie (K&E), Fri. 9:30-10:30 p.m.

Red Skelton (CBS-171): Pet Milk (Gardner), S. C. Johnson (FC&B), Tues. 9:30-10 p.m.

Ann Sothern (CBS-192): General Foods (B&B), Mon. 9:30-10 p.m.

Ed Sullivan (CBS-179): Eastman Kodak (JWT), Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Summer on Ice (NBC-176): U.S. Brewers Foundation (JWT). June 1, 10-11 p.m.

Danny Thomas (CBS-194): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-180): National Biscuit Co. (M-E), R. J. Reynolds (Esty), Ford Motor Co. (JWT), Wed. 8:30-9 p.m.

Wells Fargo (NBC-194): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

Wyatt Earp (ABC-142): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Zane Grey Theatre (CBS-153): S. C. Johnson (B&B), General Mills (B&B), Thurs. 9-9:30 p.m.

Reynolds Tobacco tops Nielsen radio report

A. C. Nielsen Co., Chicago, last week released its second monthly report on network radio's leading advertisers and the R. J. Reynolds Tobacco Co. retained its top position in both homes reached and in total commercial minutes delivered categories (BROADCASTING, May 25).

Nielsen's listing, which covered the four weeks ending May 10, showed a change in second place, with Ex-Lax Inc. assuming that position and displacing Lewis Howe in total home broadcasts and Bristol-Myers in total commercial minutes.

Unlike the old Nielsen listing, the new compilation makes no attempt to show the popularity of specific programs but, on the other hand, shows what each leading network radio advertiser is getting in "homes" and "minutes" from his total radio network purchases. The second report follows:

NATIONAL NIELSEN RADIO INDEX
NETWORK RADIO'S LEADING ADVERTISERS
Based on Four Weeks Ending May 10, 1959

Ranked by Total Home Broadcasts Delivered and by Total Commercial Minutes Delivered for Individual Advertisers by All Programs and Participation on all Radio Networks Used.

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	R. J. Reynolds Tobacco	320	159,884
2	Ex-Lax	225	122,000
3	General Foods Corp.	180	115,868
4	Brown & Williamson Tobacco	169	109,799
5	Lewis Howe Co.	170	108,512
6	Pepsi-Cola	211	103,805
7	Bristol-Myers Co.	122	102,271
8	Automotive—American Motors	161	68,309
9	Hudson Vitamin Products	190	68,243
10	Midas Inc.	105	63,947
11	Stewart-Warner Corp.	84	62,308
12	California Packing Corp.	84	55,093
13	Lehn & Fink Prod. Corp.	64	50,490
14	Colgate-Palmolive Co.	60	39,901
15	Lever Bros.	46	37,930
16	General Mills	88	36,503
17	Longines-Wittnauer	67	33,929
18	Chevrolet	48	33,531
19	Bon Ami	90	32,893
20	Parker Pen Co.	40	31,600

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	R. J. Reynolds Tobacco	220	96,709
2	Ex-Lax	157	81,510
3	Bristol-Myers Co.	99	80,818
4	Brown & Williamson Tobacco	127	77,946
5	Lewis Howe Co.	128	76,583
6	Hudson Vitamin Products	203	64,576
7	Pepsi-Cola	115	56,794
8	Colgate-Palmolive Co.	78	49,714
9	United Motors—(G. M.)	68	46,101
10	Midas Inc.	80	46,039
11	General Foods Corp.	71	43,841

12	Lehn & Fink Prod. Corp.	56	42,628
13	Chevrolet	60	39,571
14	California Packing Corp.	63	39,082
15	Wm. Wrigley, Jr. Co.	60	37,827
16	Automotive—American Motors	90	37,306
17	Stewart-Warner Corp.	53	36,250
18	A. E. Staley Mfg. Co.	63	35,858
19	Standard Brands	43	32,833
20	Parker Pen Co.	40	31,453

RESEARCH LAG
Tv advertisers fail to use full facilities

Advertisers and marketers have been slow in taking advantage of television's basic research services, Leon Arons, vice president-research, Television Bureau of Advertising, told the American Marketing Assn.'s 42nd national conference in Cleveland Thursday.

Some advertisers have availed themselves of these services, he acknowledged, but on the whole, response to facilities for special analysis has been surprisingly slow.

"Television can furnish a tremendous amount of information on a very broad front," Mr. Arons reported. He cited data on frequency of reaching people—say, "optimum frequency" for carrying out marketing strategy. Toward the end of better understanding through mass media, he reminded, TvB has instituted a "program of basic research on the nature of the communication processes."

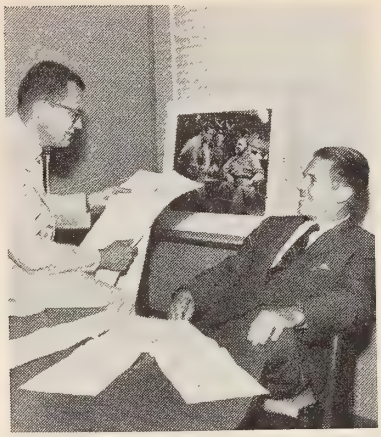
Mr. Arons spoke on "Reaching the Consumer in the 1960s—Television as a Selective Medium." Among other topics he explored were various phases of marketing, new teaching tools, ways of increasing market share, marketing management, economic forecasts and consumer behavior.

Reaching consumers in the 1960s may pose problems "somewhat beyond the use of a slide rule and the old-time numbers," Mr. Arons suggested. Television itself "has on hand now and is developing further, many tools which should prove useful," he added. Advertisers and media will better be able to meet their common goals with better understanding of mass media communication and "active participation" by everyone concerned, he concluded.

Pressures Noted • A Friday panel on "Research Mentality" included Donald L. Kanter, creative research director, Tatham-Laird Inc.; Joseph E. Ratner, creative and marketing services director, General Mills; Dick Twedt, research development manager, Leo Burnett Co.; Henry O. Whiteside, vice president and research director, J. Walter Thompson Co., and Leo Bogart, marketing research director, Revlon Inc.

Mr. Ratner claimed that "advertising agency researchers generally are as well equipped as other researchers but they tend to be distracted by the account executive function and in many cases are not allowed to use their own judgment. Agency pressures and client desires do not always produce the best kind of research, he observed, while researchers maintain a "very strong tendency to justify agency campaigns and agency marketing plans."

Dr. Kantor felt one reason the research profession is not up to its potential is "because the client won't let it—and agencies frequently don't allow it."



Final check • Galley proofs of a new college textbook, *Successful Television and Radio Advertising*, are scanned by co-authors Gene Seehafer (1), media supervisor at Needham, Louis & Brorby, and Jack Laemmar, account executive at J. Walter Thompson Co., both Chicago. The book is slated for publication by McGraw-Hill later this summer.

Rating the salesman

"The rating a local advertiser or agency gives the station salesman is often as important as the rating from an audience survey," Warren J. Boorom, vice president and director of member service for Radio Advertising Bureau, told the Florida Assn. of Broadcasters in Miami Thursday (June 18). "It's time our industry exercised the same care, concern and control over our sales efforts as we do over programming," Mr. Boorom declared.

The RAB executive said that while management will monitor its station "at every opportunity . . . it won't monitor a sales call for months."

Reporting on findings of a recent survey among key Florida local and regional advertisers on the frequency and quality of media sales calls, Mr. Boorom revealed that a fourth of those interviewed said they "were never called upon by a radio salesman" and more than two-thirds "received less than two media sales calls per month."

'Open door' attitude helps agency buying

Erwin Wasey, Ruthrauff & Ryan maintains an "open door" policy for station salesmen and representatives for selfish reasons, Robert L. Redd, vice president and radio-tv director in Los Angeles, told the monthly luncheon meeting of the Southern California Broadcasters Assn. Thursday (June 18) in Hollywood. "That's the only way we can keep abreast of the station situation and its continuing changes," he said, "and that's essential to our doing a proper job of timebuying for our clients."

His department spends several million dollars a year on radio, Mr. Redd reported, noting that "as of this morning we have commercials for our clients on 814 radio stations throughout the country." He reported that radio listening in Southern California, where much of the radio money is spent, is the largest of any part of the nation, running about 25% above the national average.

Muriel Bullis, supervisor of radio-tv timebuying for EWR&R, Los Angeles, said that when a station salesman has an idea to present for any of the agency's clients, he should telephone the agency and give a brief synopsis

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television network shows for each day of the week June 11-17 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., June 11	Playhouse 90 (9:30 p.m.)	CBS-TV	16.0
Fri., June 12	77 Sunset Strip (9:30 p.m.)	ABC-TV	24.4
Sat., June 13	Gunsmoke (10 p.m.)	CBS-TV	25.0
Sun., June 14	What's My Line (10:30 p.m.)	CBS-TV	22.9
Mon., June 15	Danny Thomas (9 p.m.)	CBS-TV	21.3
Tue., June 16	Rifleman (9 p.m.)	ABC-TV	24.6
Wed., June 17	Wagon Train (7:30 p.m.)	NBC-TV	24.1

Copyright 1959 American Research Bureau

TV COMMERCIAL PREVIEW

A new tv commercial format for Mary Ellen's Distributors, Berkeley, Calif. (jams & jellies), consists of a humorous take-off on life among the English aristocracy—the absent-minded, irascible lord who reads the *London Times* and his unruffled lady who tolerates his idiosyncrasies.

One of several commercials in the same genre, scheduled to run in about two weeks in five major west coast markets where Mary Ellen's sponsors *Treasure Hunt,* opens with Lady Safetyseal reading a letter from Reggie, their son in America, and Lord Safetyseal, with shotgun poised at the window, is shooting "pesky rabbits."

LADY S.: "I do wish you'd stop poking that gun of yours out of the window and come sit down. We've got another package from Reggie in America.

LORD S.: Can't talk to Reggie now. Got to get rid of those pesky rabbits in the garden.

LADY S.: Reggie's not here, dear. He went to American four years ago. Remember? And he's sent us a jar of Mary Ellen's peach jam. My! Looks delicious."

But his lordship answers abstractedly and irrelevantly as Lady S. keeps up a barrage of praise for Mary Ellen's products. Lady S. finally chides the lord for not paying attention.

LORD S.: "Not paying attention? Mary Ellen's peach jam! Cup to cup! Flavor of the fruit, not the sweetness of the sugar! Right at the nearest grocer. Mary Ellen! I know that!



You think I'm balmy or something! Hah! [Two shotgun blasts].

The commercials were created under the supervision of the client's agency, Guild Bascom & Bonfigli, San Francisco. The writer was Maxwell Arnold, vice president and copy director of GR&B. Production supervisor was Karl Gruener of GB&B's Hollywood Office. The producer was ARCO Productions, Hollywood.

of the idea and identify the client he has in mind. "If the idea is not usable, we can tell him so then and save a lot of time all around," she commented. "If it sounds feasible, we'll ask him to submit it in writing."

With many stations and limited budgets, not every station is going to get on every EWR&R clients' list, Miss Bullis reminded. "We'll be glad to explain the reasons to any station who lost out," she stated, but asked that they please wait until "after the campaign has been bought and we have time to sit down and talk with you."

At a board meeting the previous evening, Robert M. Light, managing director of SCBA, was elected president of the organization, whose members include 62 radio stations in Southern California.

Furniture men told best buy broadcasting

Furniture dealers received almost identical advice on advertising strategy from spokesmen for the radio and television media last week. Each espoused the use of his own medium to reach customers in the suburbs who are often missed by newspapers.

In separate talks before The ARM of Retail Merchants Inc. in Chicago last Wednesday (June 17), Howard P. Abrahams, vice president, retail sales, of the Television Bureau of Advertising and Robert H. Alter, manager of sales administration, Radio Advertising Bureau, underscored the superiority of his own medium over newspapers. They both concluded that newspapers, which receive the bulk of the retailers' budget, fail to provide dealers with adequate coverage in the suburbs.

Mr. Abrahams made the point that tv reaches both city and out-of-city homes, in contrast with newspapers which do not reach suburban readers "sufficiently." He added that tv also is effective in communicating advertising messages to "young families," which he called "the best customers for furnishings."

Mr. Alter pointed out that furniture dealers allot 80% of their budget to newspapers, which he called "a medium that misses a large part of the furniture dealer's best potential—the suburbs." Radio, he added, not only penetrates the entire market but "allows you to pinpoint specific audiences."

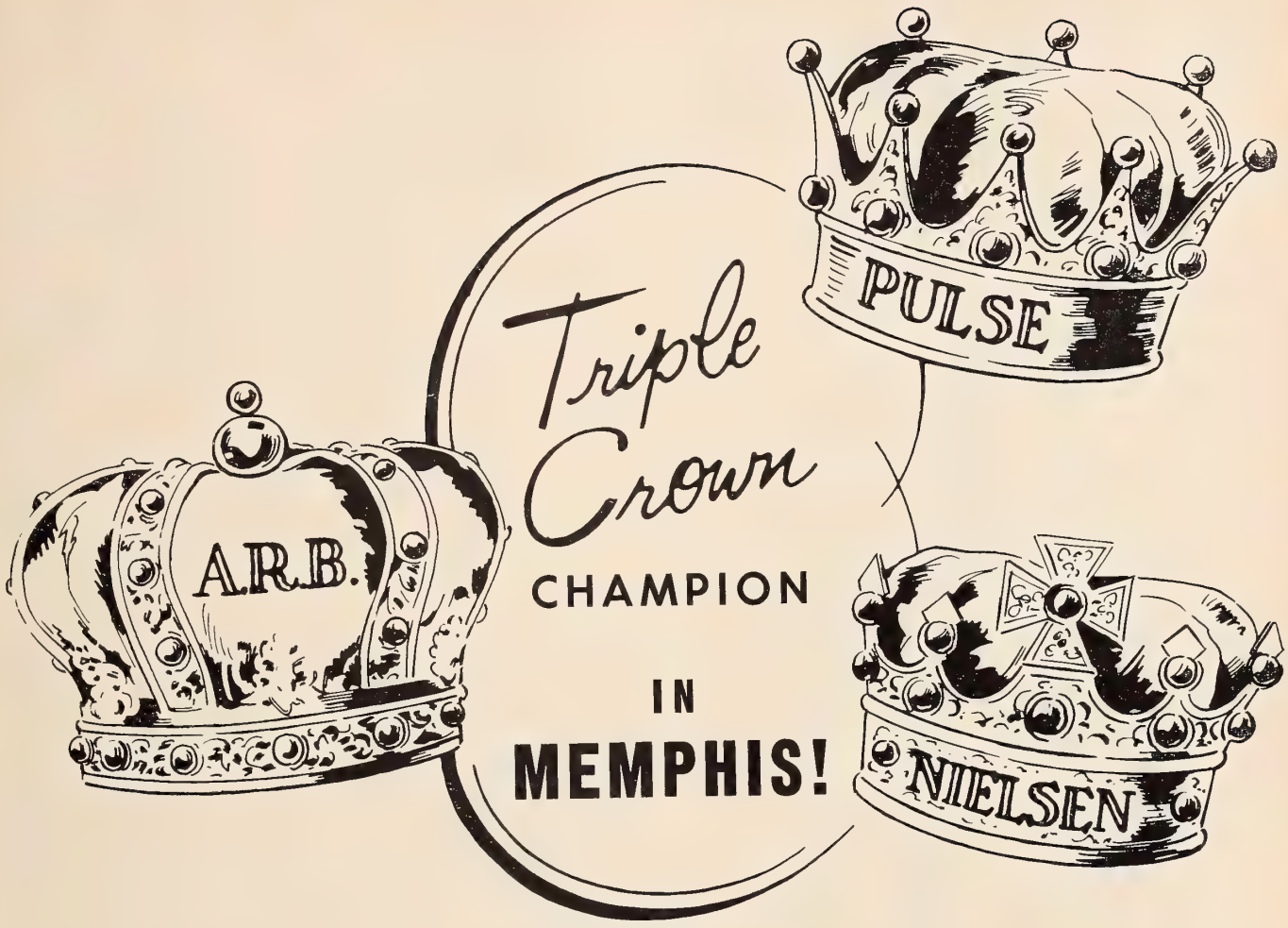
MISSIONARIES Farm chautauqua held on Madison Ave.

The National Assn. of Television & Radio Farm Directors, meeting in New York for the first time, held its annual spring - summer convention last week (June 17-20). Assembling at the Statler-Hilton Hotel, their chief objective was to tell Madison Avenue that the nation's farmers make up a large, important segment of purchasing power and farm programming is the best way to share in it.

"Agencies know relatively little about farm programs or their audience," Donald Frost of the radio sales representative Peters, Griffin & Woodward Inc., New York, told NATRFD members at the Thursday afternoon panel session on "This Business of Marketing." This lack of knowledge can be changed to a profit-making position for reps, agencies and stations, Mr. Frost said, if the stations will keep their reps informed of their programming and service activities.

"In the past year I have not had one broadcast media salesman come to my office," M.E. Carroll, vice president marketing, Minneapolis - Moline Co. (farm equipment) told the group Thursday. "M-M does not use much radio-tv advertising," he said, "and the reason is nobody has tried to sell us on broadcasting. We would like to know how many people you reach, how many potential customers we have with your listeners and what impact you have on buying decisions of customers. With a little shorter line of communication we can all make a buck," Mr. Carroll remarked.

While the Thursday session was an opportunity to hear what is demanded from the radio-tv farm directors, Friday morning was given over to the NARFD's own presentation, "Make the Big Reach Even Bigger." This session was arranged by various rep firms and stations. Agency representatives were invited to hear the full message of the farm broadcasters. They were told how they can share in the annual $37.8 billion farm market. On early morning farm programs advertisers can reach consumers at a non-competitive time, the group was told. In addition, farm broadcasting attracts many non-farm people—other early-risers and businessmen closely associated with farm market development.



Channel 3 is First By All Surveys

Here are the latest Memphis Surveys, showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Jan. 12- Feb. 8 '59 (Metro Area)	Pulse Feb. '59 (Metro Area)	Nielsen Feb. 8-Mar. 7 '59 (Station Area)
WREC-TV	**223**	**251**	**267**
Sta. B	110	109	66
Sta. C	57	19	51

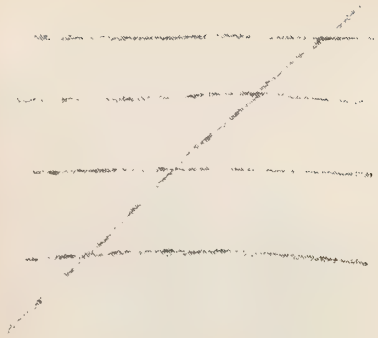
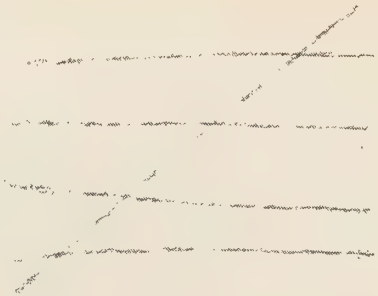
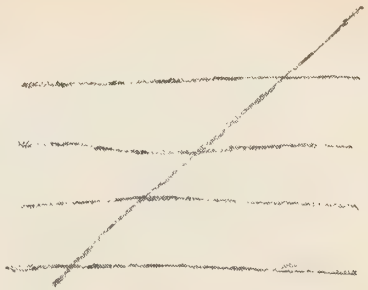
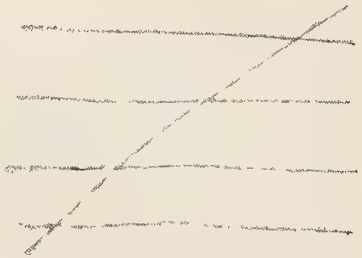
No wonder in Memphis they say "There's more to see on Channel 3." WREC-TV's combination of the finest local programming and the great shows of the CBS Television network deliver the greatest audience in the Mid-South area. See your Katz man soon.

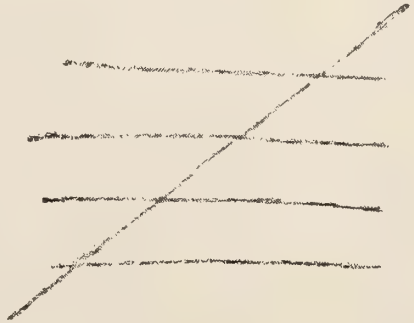
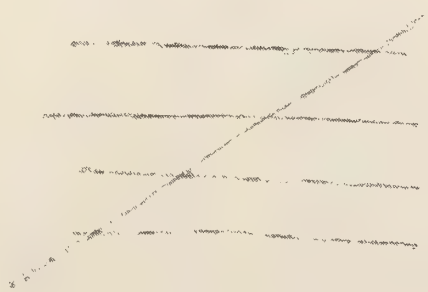
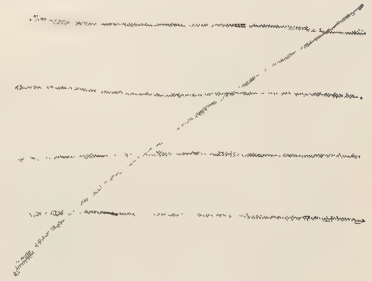
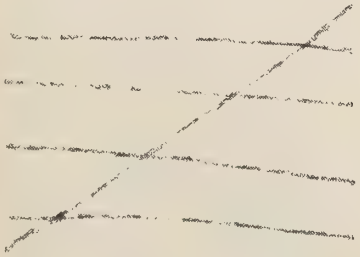
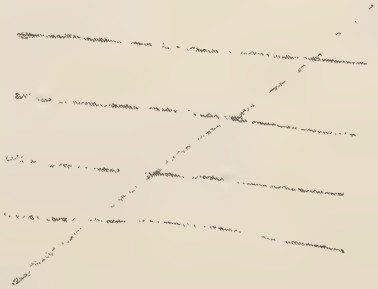
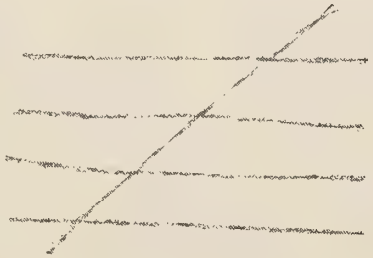
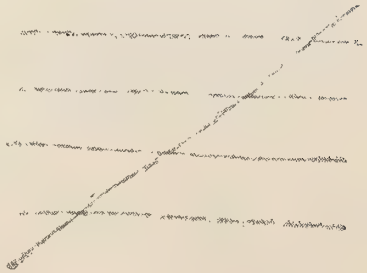
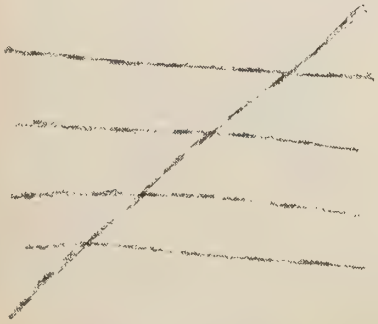
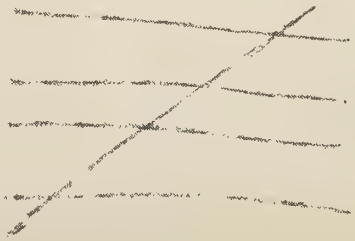
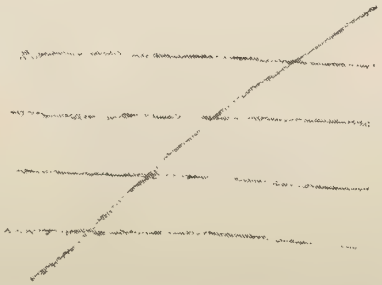
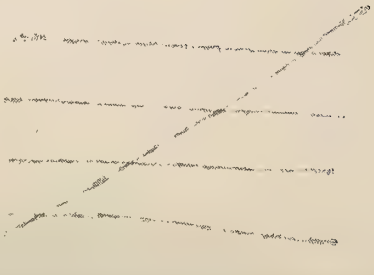
WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency



*Nielsen Television Index, 2nd May Report

**NTI, October 1958—May 1959; Average audience basis; nighttime, 6-11 pm, Sunday-Saturday; daytime, 7 am-6 pm, Monday-Friday

GRAND TOTAL...

Today, for the 94th consecutive rating period since July 1955, THE CBS TELEVISION NETWORK is attracting the biggest average nighttime audiences in television.*

Since the latest television season began last October, the Network has provided its advertisers not only with the greatest average nighttime audiences but with the largest average daytime audiences as well. It has also averaged as many of the Top 10 programs and as many of the Top 40 as the other two networks combined.*

This record provides the simplest explanation of why the CBS Television Network is today for the seventh consecutive year the world's largest single advertising medium.

CONTADINA'S 'SELFISH' REASON

Stays with radio-tv alone because of payoff

Because "the tv set and the radio set have become important members of the family" and because "people are looking more and more to broadcast media for their entertainment and information," Contadina Foods concentrates most of its advertising money in broadcasting. Martin L. Morici, vice president for sales and advertising, said this last Monday (June 15) to the Hollywood Advertising Club.

"We've been doing so [concentrating on radio and tv] for four years now, for one very selfish reason: We want to move goods," Mr. Morici stated. "Past experience and a look at our sales curve proves this decision is a wise one. We will continue to concentrate our advertising efforts in broadcast media. At least, until many millions of Americans suddenly change their habits."

Mr. Morici traced the history of Contadina's broadcast advertising, playing recordings of the company's radio commercials—"From the East to the West, every one is undressed. . . . Contadina's ripe peeled tomatoes," "Who put eight great tomatoes in that little bitty can?" —and films of the tv spots to illustrate his talk.

The off-beat commercials stand out so vividly that people talk about them, he reported, adding: "That's important. We not only want to be heard, but we want to be talked about later. This stretches our advertising dollar." Those dollars were limited in 1954, when Contadina was fighting for shelf space against tough competition, he said, and "the more we discussed the problem with our agency, the more apparent it became that there was just one correct solution: spot radio.

"The results are history. So successful was that first campaign that we were actually completely out of the product long before the new crop of tomatoes was ready for harvesting."

Expansion into Tv • Contadina continued its off-beat commercials on radio year after year and last fall went into tv for the first time, using the same comedy approach, but concluding each tv spot with a straightforward recipe and cooking demonstration to show young housewives what tomato paste is and how to use it.

"We have been using spots in eight-week flights," Mr. Morici said, "rather than on a continuing 52-week basis. During these flights, we attempt to dominate the medium with as heavy a schedule as possible. We use as many as 180 spots per week in a market. In other words, when we advertise, we attack with saturation impact. As a result, radio listeners are 'Contadina conscious' for a relatively short period of time. But, during this time, we are able to establish lasting buying habits and brand loyalty."

Nelson Carter, vice president of Foote, Cone & Belding, L.A., and president of Advertising Assn. of the West, installed the Hollywood Ad Club's new officers at the meeting, final one of the season.

• Business briefly

Time sales

• American Motors Corp., Detroit, is renewing its Friday night saturation tv campaign for the Rambler car in more than 70 markets (BROADCASTING, May 4). The Rambler schedule extends through the weeks of July 10, 17 and 24. Agency: Geyer, Morey, Madden & Ballard Inc., N.Y. and Detroit.

• Olin Mathieson Chemical Corp., N.Y., has renewed *Small World* for the 1959-60 season on CBS-TV, beginning Oct. 4 (6-6:30 EDT). The program, produced by Edward R. Murrow and Fred W. Friendly, won several awards during its first tv season. Agency: D'Arcy Adv., N.Y.

• Kitchens of Sara Lee (bakery products), Chicago, buys two weekly segments of CBS-TV *Captain Kangaroo* (Thurs., Fri., 8:45-9 a.m. EDT) starting June 25. Agency: Cunningham & Walsh, Chicago.

Agency appointment

• Northam Warren Corp., Stamford, Conn., names Doherty, Clifford, Steers & Shenfield, N.Y., for its Cutex line of lipstick, nail polish and manicure items. The account formerly was at Doyle Dane Bernbach, N.Y. Billing on the account, an active spot radio-tv user, is approximately $1 million.

• Also in advertising

• Chesebrough-Pond's Inc., International Div., N.Y., reports advertising control for the company's markets in Chile, Uruguay, Paraguay and Brazil has been switched from New York to Buenos Aires in line with a policy of decentralizing overseas operations. Advertising responsibility in these South American areas is transferred to Juan Carlos Bernsau, advertising and merchandising manager of Pond's Argentina.

• Tatham-Laird Inc., N.Y., has moved from 3 E. 54th St. to 420 Lexington Ave. New telephone: Murray Hill 9-8733.

• Fuller & Smith & Ross Inc., N.Y., located since 1938 at 230 Park Ave., is moving to 666 Fifth Ave. where it will occupy the 36th and 37th floors.

• The McCarthy Co. of New York has been established as a subsidiary of the McCarty Co. Adv. of Los Angeles, with offices at 60 E. 56th St. Robert Holley, executive vice president of the New York company, is head of the office. The new company replaces a former affiliate, the McCarty Co. Adv. Inc., which is changing its name, according to H. E. Cassidy, president of the Los Angeles parent agency.

• West Assoc. is the new name of Bill West Adv., L. A. Staff appointments: Roger Kennedy and John Graham named art director and assistant art director, respectively. Both formerly served the agency as free lance artists. Gloria Rossi, formerly publications assistant, *Kiwanis magazine*, Chicago, named traffic coordinator. Address: 1144 S. Robertson Blvd.

• Northwest Adv. Agency now is located at 1645 Hennepin Ave., Minneapolis 3. Telephone: Federal 6-9311.

• Mexico City has established Etica Comercial, A. C., patterned after the American Better Business Bureau. The BBB reports that Etica Comercial is sponsored by the Rotary Club of Mexico City under the presidency of Jose Riojas Guerra, operations head of The Rudolph Wurlitzer Co. division there. Eduardo Garcia Godoy is manager. Address: 463 Melchor Ocampo, Mexico 5.

• Commercial Adv. Assoc. Inc. (subsidiary of Commercial Recording Corp.), Dallas, Tex., has been formed to produce radio-tv advertising campaigns. Executives: Tom Merriman, president; Bob Farrar, executive vice president-creative director; Dick Morrison, vice president-account executive, and Jerry Blum, account executive. The radio-tv portion of Baker's hair tonic ad budget is assigned to CAA. Telephone: Riverside: 8-8004.

• A $100,000 damage suit by Robert L. Sande and Larry Greene against Radio Recorders for breaching copyrights in its new air check service (BROADCASTING, June 15) has been postponed to June 29 in U.S. district court in Los Angeles.

Man who "never uses" the railroads



The food he's eating . . .
The airplane he's riding in . . .
The car waiting for him
at the airport . . .
The new ranch house
he'll sleep in tonight . . .

They've come to him all or part of the way on the railroads — either as raw materials, as component parts, or as finished products.

Man who "never uses" the railroads? There's never a day when he doesn't!

Railroads carry more of the things you use than any other form of transportation. And they save you money, too — because railroads are a *low-cost* way of shipping freight.

Financially sound, progressive, and strong railroads are essential to a dynamic American economy and to our national defense. It is of vital interest to everyone that the railroads be given the equality of treatment and opportunity upon which their health depends — now and in the future.

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON 6, D. C.

ODDS IMPROVE ON SEC. 315 CURE

Senate unit receptive to changes; House hearings next week

Prospects brightened last week for at least some relief for broadcasters from the mixed-up political broadcasting law as a Senate subcommittee began hearings on four bills to amend it.

Sen. John Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee, repeatedly emphasized that Congress must do something about the situation —and that his committee would act expeditiously.

A member of the committee, Sen. Vance Hartke (D - Ind.), continually plumped for support for his bill, the broadest and most palatable to broadcasters.

In other Washington equal time developments last week:

• Rep. Oren Harris (D-Ark.) said his House Communications Subcommittee would hold equal time hearings June 29-July 1 with emphasis on the Justice Dept. intervention in the Lar Daly-Chicago case (see page 55).

• The FCC, by a 5-2 vote, reaffirmed its February decision that Lar Daly was qualified for equal time following appearances by his opponents for mayor of Chicago on local newscasts (see page 55).

Bills under consideration by Sen. Pastore's subcommittee include S 1828 by Sen. Hartke with an additional 12 senators as co-sponsors, S 1585 by Sen. Gordon Allott (R-Colo.), S 1604 by Sen. Strom Thurmond (D-S.C.) and S 1929 by Sen. Spessard Holland (D-Fla.). The last three bills are limited to reversing the FCC's Lar Daly decision by exempting bona fide newscasts from Sec. 315. In addition, Sen. Hartke's bill also would relieve broadcasters of responsibility for libel as a result of aired political statements and "qualified" candidates under Sec. 315.

Attendance by members of the subcommittee at last Thursday's session indicated the high interest of the Congress in the political broadcasting problem. Six of the eight members were present at least part of the time and, in addition, Sen. Warren Magnuson (D-Wash.), chairman of the full committee, sat in on the testimony. The hearings continued last Friday, were recessed today (June 22) and will resume tomorrow through Thursday (June 23-25).

Hartke Views • "We face a great task in these hearings," Sen. Hartke asserted in an opening statement. "First, we must protect the public's right to know. We must encourage radio and tv licensees to broadcast and telecast news about political candidates and campaigns and to encourage free debate of the issues in these campaigns.

"Second, we must protect the rights of all candidates to see that the air is used to the interests of all. Without this, our primary goal is impossible." He said the "seemingly inconsistent position of the Commission can to a great extent be explained by the lack of any definite statement of congressional policy in Sec. 315."

As currently drafted, Sen. Hartke's bill defines qualified candidates for President and Vice President. He also has drafted an amendment spelling out qualifications that must be met by lesser candidates to be eligible for equal time.

The Indiana Democrat closely questioned Thursday's witnesses on provisions of S 1858 which are not covered in the language of the other three bills under consideration. In many instances, he elicited support for his much broader measure.

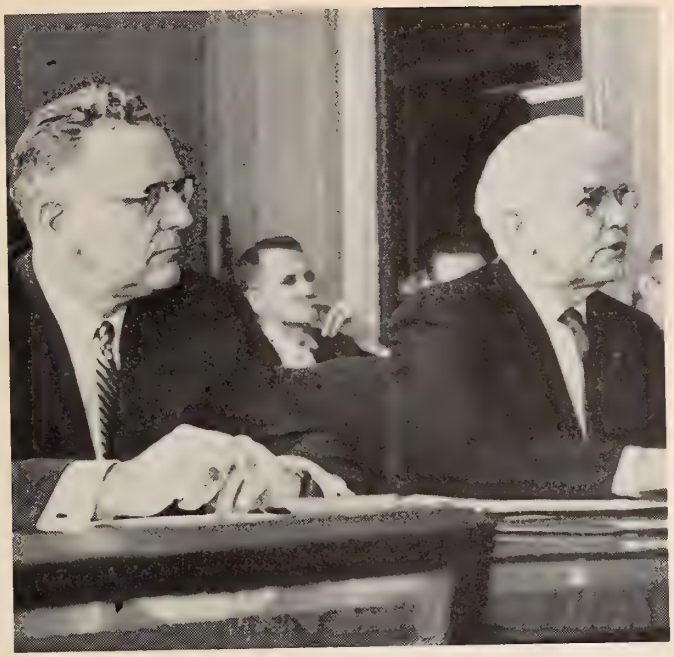
FCC Testimony • Comrs. John C. Doerfer and Frederick W. Ford represented the Commission. Mr. Ford offered a proposed addition to Sec. 315 which immediately won the approval of Sen. Pastore. Submitted and approved by a majority of the FCC Wednesday (June 17), the Ford proposal would add a new paragraph to the act stating:

"Provided, that newscasts and special events such as political conventions shall not be considered a use within the meaning of this section, but this proviso shall not exempt licensees who broadcast such news and special events from an objective presentation thereof in the public interest."

Comr. Ford, who spoke for the FCC majority voting to uphold the Lar Daly decision, said his proposal had received approval by a majority of the Commissioners. Under questioning, he said Comrs. Robert E. Lee, John Cross and



Urge major cure-all • CBS Vice President Richard Salant (l) and CBS Inc. President Frank Stanton listen closely to preceding testimony before Mr. Stanton pleads for Hartke bill.



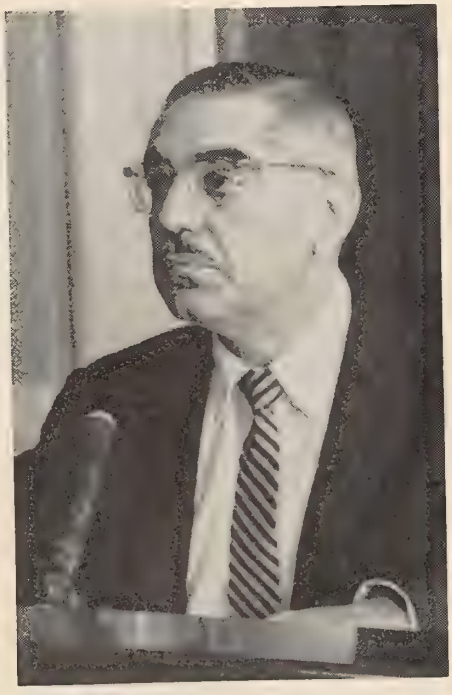
Back limited changes • Sens. Gordon Allott (R-Colo.) (l) and Spessard Holland (D-Fla.) plead for exemption of newscasts only; warn broader amendments will bog down any action in controversy.



FCC commissioner sentiments • Comr. Frederick W. Ford (l) submits proposal favored by FCC while Chairman John C. Doerfer advocates Sec. 315 repeal by step-by-step procedure, if necessary.



Warns of gag • NBC Board Chairman Robert W. Sarnoff predicts curtailment of radio-tv news coverage unless gag is lifted.



For partial change • Chairman John Pastore (D-R.I.) expresses strong sympathy for limited amendments; warns repeal is out.



Hoosier with a plan • Sen. Vance Hartke (D-Ind.) presses witnesses, with notable success, for support of his equal time solution.

Rosel Hyde gave unqualified endorsement, Comr. Doerfer picked it as his "second choice" solution, while Comrs. Robert T. Bartley and T.A.M. Craven dissented. No formal vote was taken, with only informal opinions expressed.

Doerfer for Repeal • Comr. Doerfer gave the committee his "personal" views on Sec. 315, speaking individually and not for the FCC. "In my opinion, Sec. 315 should be repealed," he said bluntly. "Programming of political candidates should be left to the judgment of the broadcast licensee. Bias or prejudice should not be subject to the same sanctions as the unfair treatment of controversial matters are handled today.

"The broadcasters were never given the opportunity to demonstrate their ability to present political candidates in a fair and impartial manner. It is inconceivable to me that a broadcaster would risk the loss of a valuable privilege—his license—by attempting to discriminate unreasonably between contending candidates and the public's

right to see and hear news programs.

"The hazards, hardships, inequities and inequalities flowing from Sec. 315 are matters of common knowledge. Applying the measure of experience, the bad outweighs the good. This provision, like prohibition, has been a 'noble experiment'. The weakness of prohibition brought on its repeal. Sec. 315 is ripe for similar treatment."

In answer to Sen. Pastore, Comr. Doerfer said that he had been trying to sell his views to commissioners for the past five years. "I would say they disagree with me," he said. To which Sen. Pastore observed: "Maybe in time Sec. 315 will be repealed," but he left no question that he doubted that time has come. By the same token, he made it plain several different times that he expected the Senate, at least, to revise the act.

The Hartke bill, Sen. Pastore said, is a good starting point but it, too, probably goes further than Congress will accept. Comr. Doerfer said that he is "heartily in favor of a step-by-step approach" to repeal of the controversial section.

The commissioner agreed with Sen. Hartke that the Lar Daly decision will open the flood gates to uncounted additional demands for equal time during the 1960 campaigns. Also, they both agreed, it will lead to a cutback in the news coverage of radio-tv stations to the detriment of the public. Further agreement was reached that Congress needs to clarify and define a qualified candidate.

Stanton Testimony • Frank Stanton, president of CBS Inc., said the problem has not been whether to change Sec. 315 but rather how to change it. He urged immediate approval of Sen. Hartke's bill, S 1858. While it is not a cure-all, "the great danger is that we will delay correcting the fundamentals because we cannot find all at once the solutions to scores of details," the CBS president said.

"This bill is not only of first importance to broadcasters. It is . . . even more important to the public and its full participation in the democratic process," Dr. Stanton said. Radio's and television's "great potential contributions to the democratic process have been frustrated by the rigidity and unrealism of Sec. 315," he added. Whatever the objectives when the bill originally became law, he said, 30 years of experience shows that the section represents a good idea gone completely wrong.

"The inescapable conclusion is that Sec. 315 does far more harm than good and that its result is neither to increase diversity of opinion nor expand free speech but rather as a matter of practical necessity is a compelled suppression and blackout," Dr. Stanton maintained. He outlined these three major areas in which the Hartke bill would aid broadcasters:

(1) It relieves broadcasters of the obligation to give equal time to insignificant and fringe candidates. "The bill recognizes the political reality that normally ours is a two-party system. Up to now, broadcasters have been forbidden to recognize this fact of political life."

(2) It exempts news documentary, panel discussion, debate, or similar programs under the exclusive control of the broadcaster from the equal time requirements.

(3) "The third important step forward, and perhaps the most urgent one, . . . is the legislative exemption from the reach of Sec. 315 of any regularly scheduled bona fide newscast." Actually this is not a step forward but a recovery of lost ground, Dr. Stanton said.

Simple Mathematics • If the Lar Daly decision is allowed to stand, one conclusion is inescapable, the CBS president stated. "Simple mathematics establishes that we will have no choice but to turn our microphones and cameras away from all candidates during campaign periods. For the first time in American history, there will be a federally enforced blackout on full electronic news coverage on grounds which have nothing to do with national security."

The witness pointed out that a presidential election year is just six months off. "There is not time to draft legislation that will answer every objection to either Sec. 315 or the remedial legislation. The urgent thing is to take care of the most prevading and besetting dangers. . . . The Hartke bill does furnish direct relief to those of the primary destructive effects of Sec. 315 which can most readily be dealt with.

"Its prompt passage can very well mean the difference between the survival of free journalism in this country and the beginning of an erosion that can be interpreted as nothing less than the negation of democratic principles as old as the republic. Equally important, it can mean the difference between brodacasting contributing importantly to the election process and

FCC dislikes Sec. 315 amendments

The FCC told Congress last week that it doesn't like the proposed legislation which would exempt newscasts from the provisions of Sec. 315. The written comments were filed with the Senate and House Commerce Committees as official statements of the full FCC, which adopted them June 17.

Following basically the approach it maintained in the Lar Daly ruling (see page 55), the Commission told Congress that enactment of these revisions would give rise to "serious and difficult administrative problems which would be almost impossible to decide."

One of the major problems, the Commission said, was that the FCC would be required to determine whether a newscast is regularly scheduled and *bona fide*.

The same objection was raised to the phrasing that the newscast "be determined in good faith in the exercise of the broadcaster's judgment to be a newsworthy event and in no way designed to advance the cause of or discriminate against any candidate."

Both of these provisions should be deleted the Commission said.

In one paragraph the Commission contended that broadcasters don't know the meaning of the word "fair."

It urged that the phrase "fair and equal" should be eliminated because "the word 'fair' as used in the broadcasting industry to describe a licensee's statutory obligation to be fair and impartial in allowing divergent viewpoints on controversial public issues to be expressed via a station's facilities, has come to mean something less than equal. . ."

The Commission also urged that candidates themselves be required to determine their eligibility as legally qualified candidates.

In discussing other bills, the Commission endorsed provisions which would grant immunity from libel suits for expressions made by a candidate appearing under Sec. 315. One clause now prohibits a broadcaster from censoring a political candidate's speech. The FCC raised the question, however, how this immunity would be carried over to candidates appearing on news or discussion programs if Congress expressly exempted them from the requirements of Sec. 315.

being merely the purveyor of time. And the difference depends upon how promptly this subcommittee and the Congress act."

Hands Are Tied • In answer to questions, Dr. Stanton said that broadcasters are operating "with one of our hands tied behind us. . . . If you confine yourselves to just reversing the Lar Daly decision, I think you are short changing all of us—that is, the people." The Hartke bill is the only measure pending which will give broadcasters freedom in panel and debate shows, he maintained.

"This committee is going to be very desirous of doing something," Sen. Pastore said but throughout the day indicated the relief probably will not go as far as that advocated in the Hartke bill.

Dr. Stanton promised that if Sec. 315 is modified, CBS will offer debates and discussion in prime evening time during the 1960 campaigns.

Robert W. Sarnoff (NBC board chairman) • In a statement prepared for delivery before the subcommittee Friday, Mr. Sarnoff charged that "an irksome, self-defeating section of the law, poorly conceived and difficult to administer, has imposed on the public too long. Most recently it has generated an administrative interpretation so absurd that it has aroused a national outcry of indignation."

Because of Sec. 315, he said, an onerous burden is being borne by the American electorate. "It takes the form of a severe restriction on the public's right to be freely informed and it weighs most heavily in the most vital area which that freedom is intended to protect—the enlightened exercise of the ballot," Mr. Sarnoff told the senators.

Sec. 315 has a history of frustrating the very ends it was designated to serve, he continued, but never has it aroused such profound frustrations as in the Lar Daly decision. "The ruling is unsound in principle, unrealistic in practice and harmful in effect. Its clear and immediate effect is to clamp a political gag . . . on the eve of a national political campaign. Unless the gag is lifted during the current session of Congress, a major curtailment of tv and radio political coverage in 1960 is inevitable."

Supports Minor Amendments • Mr. Sarnoff, in advocating all the provisions of the Hartke bill with NBC-suggested minor amendments, said the only way to remove the destructive effects of Sec. 315 is through legislation. "It has been a deterrent rather than a stimulant; it has clogged the political pump it was intended to prime," the NBC executive stated.

Participation of political candidates on panel shows and interview programs should not be considered as "use" under Sec. 315, he said, and promised that if Congress acts, NBC will make ample time available to major Presidential and Vice Presidential candidates during the 1960 race.

In stamping NBC's approval to the four bills being considered by the committee, Mr. Sarnoff incorporated in his statement suggested amendments to the bills. As Sen. Hartke has proposed, Mr. Sarnoff also advocated extending the definition for qualified candidates to state and local office seekers.

Holland Testimony • Sen. Spessard Holland (D-Fla.) argued for limited revision of Sec. 315. "Worst situation that has arisen in the field of politics in my time" is the way he described the FCC's latest equal time ruling. His bill (S 1929) "is designed for one purpose and one purpose only, which is to overcome the strained interpretation of Sec. 315 . . ."

The senator said the scope of S 1929 was limited to the newscast exemption because "time is of the essence and efforts to repeal or substantially amend Sec. 315 would lead us into very technical and controversial areas. . . ." Complete repeal at this time is not the solution, Sen. Holland said, and the industry is unrealistic in seeking repeal if it wants timely relief from the Lar Daly case.

Sens. Hartke and Pastore questioned their colleague at length about his bill and other pending amendments. Sen. Holland said that he is not opposed to the Hartke bill but would resist any effort to add controversial language to S 1929. He said that it is the duty of Congress to help the broadcasting industry by passing legislation that is clear. However, portions of the Hartke bill going beyond the newscast exemption are controversial and "will hold up and delay and will possibly defeat this vitally important legislation," Sen. Holland maintained.

Sen. Pastore agreed that the FCC interpretation has led to a "ridiculous situation and we should cure that situation."

In answering Sen. Hartke, Sen. Holland said that it would be "unreasonable" to require a candidate to receive 1% of presidential vote in the past election to be eligible for equal time because this would be a federal encroachment upon state rights.

Allott Testimony • Sen. Gordon Allott (R-Colo.) said the FCC's Lar Daly decision "abridges radically the freedom of radio and tv and consequently their usefulness to our society. It will necessitate, on the part of the broadcasting industry, a negative approach to the role that broadcast journalism plays in our present way of life."

The "crippling" decision, the senator said, deprives broadcasters of the important right to make their own decisions about programming. "The practical effect may well be to eliminate coverage of political campaigns by radio and tv," Sen. Allott stated. "Judgments as to the newsworthiness of any event concerning candidates will no longer be made on a basis of their news value; they will have to be made with an eye to the amount of time which must be given the candidate's opponents, present and potential."

Sen. Allott pointed out that his bill (S 1604) would safeguard reasonable equal time requests but would exempt straight news coverage. He said that probably the entire section should be reviewed but that would require long, complicated investigation. "The problem created by the recent decision is an urgent one, a potent one, and one which can be easily and simply corrected by the amendment I have offered," Sen. Allott said.

The senator also entered in the

Equal time for a king • Bishop Homer A. Tomlinson, general overseer of The Church of God, who also counts himself as "King of the World" plans to face the subcommittee this week with a plea for minority parties in application of equal time. Here Brother Homer, as he also describes himself, examines one of his publications which he distributed at last Thursday's hearing. In it is reported his unsuccessful quests for the presidency in 1952 and 1956, but with a forecast that he would be elected into office on Nov. 8, 1960. Brother Homer, of Queens Village, New York, will have as his vice-presidential running mate Bishop John L. Rogers of Missouri.



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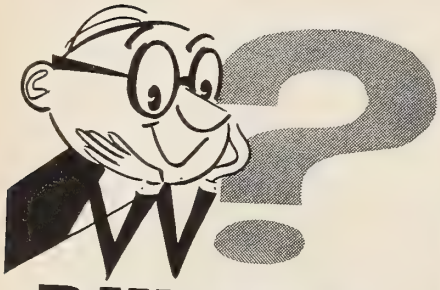
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record statements from several Colorado broadcasters urging the amendment of Sec. 315. They were by Hugh Terry, KLZ Denver, William Grant, KOA Denver, Harry Holt, president of the Colorado broadcasters' association, Russell Shaffer, KBOL Boulder, and Clif Hendrix, KCSJ Pueblo.

Voice from Past • Ex-Sen. Clarence Dill (D-Wash.) was a surprise witness. Sen. Dill told the committee what Congress meant with the word "use" in the original enactment of the Communications Act. Sen. Dill was the principal author of the radio act when it was first passed in 1927 and was chairman of the Senate Commerce Committee when the Communications Act was adopted in 1934.

Sen. Dill said that "use," as embodied in the act, was intended to mean that a candidate had to initiate his appearance on a station. "There is no doubt about it," Sen. Dill emphasized. "Nobody ever thought about it any other way."

He said it would be "extremely unfortunate" for Congress to repeal Sec. 315, but that the FCC should be given discretion and authority in applying its principles. He said it is impossible to cover all situations by statute and that the FCC should have the authority to deny time to splinter candidates.

Any amendment to the act should be made as brief and simple as possible, he urged, but the equal time provision was never meant to cover legitimate newscasts.

Mrs. Bullitt's Testimony • Mrs. A. Scott Bullitt, president of King Broadcasting Corp., said there are two respects in which the improvement of Sec. 315 is seriously needed.

One would be a proper interpretation of the word "use" as used in the act and the other would be adequate protection for the broadcaster against libel. On the whole, she said, the FCC has administered Sec. 315 "wisely and fairly" but that the Lar Daly decision produced "very undesirable results."

"I believe that a broadcaster should not be forced to the Hobson's choice of failing to carry a leading news item," Mrs. Bullitt said, "or, if it carries the item, of making available valuable time without cost to all competing candidates."

She urged that Congress act to clarify the libel and newscast provisions before the next general elections.

Under questioning by Sen. Hartke she said she supported his bill.

Hall's Testimony • Payson Hall, director of Meredith Publishing Co. stations, said Sec. 315 has the effect of unduly restricting the ability of stations to provide essential informative programs and compels them to devote time to purposes which fail to serve the public interest. He strongly advocated that provision of the Hartke bill which defines a "qualified candidate" under the meaning of 315.

"The fringe candidates will no longer be able to deprive people of the opportunity to see and hear substantial, qualified candidates," he said, and stations no longer would be obligated to set aside substantial blocks of time for fringe candidates.

Mr. Hall also called for passage of proposals to exclude news coverage from Sec. 315 and to relieve broadcasters from responsibilities for libel, all provisions of the Hartke bill. He said "exceptional cases" will arise when a station may depart from fair play but these should not be dealt with by "strait-jacketing" all programs in which a candidate might incidentally appear.

More for the Record • Additional statements were entered in the record by Sen. Eugene McCarthy (D-Minn.); Rep. Joseph Barr (D-Ind.), sponsor of a House bill identical to the Hartke measure; W.H. Lancaster, president of WJHL Johnson City, Tenn.; Harlan B. Snow, KSIS Sedalia, Mo., and Charles Crutchfield, vice president and general manager of WBTV (TV) Charlotte, N.C.

The National Assn. for Better Radio & Tv submitted a statement urging Congress to leave Sec. 315 as it is. Stating the equal time provision is the only specific requirement placed on licensees, NABRT stated: "We fear that the destruction of this one specific standard would be the first step in an erosion of the broadcaster's responsibility for fair and impartial news coverage.

"We have no doubt that if the standard were eliminated in the narrow field in which it specifically applies, the broadcasters would regard this elimination as a signal that they are permitted to relax these standards in other aspects of elections and news coverage."

Harold Fellows, NAB president, is the first scheduled witness when the hearings resume tomorrow. He will be followed by Donald McGannon, president of Westinghouse Broadcasting Co.; Palmer Hoyt, publisher of the *Denver Post;* Rex Howell, KREX-AM-TV Grand Junction, Colo.; Victor Sholis, WHAS-AM-TV Louisville, and D.B. Lewis.

Wednesday witnesses will include Ralph Renick, WTVJ (TV) Miami, and president of the Radio-Tv News Directors Assn.; James A. Byron, WBAP-AM-TV Ft. Worth, president of Sigma Delta Chi; Edward Barrett, Columbia U.; F. Van Konynenberg, WCCO-AM-TV Minneapolis; Tom Chauncey, KOOL-AM-TV Phoenix; Robert B. McConnell, WISH-AM-TV Indianapolis;

Paul Morency, WTIC-AM-TV Hartford, Conn., and "King of the World" Homer A. Tomlinson, candidate for President in the 1960 elections.

On the stand Thursday will be John E. Stemple, journalism professor at the U. of Indiana; E.G. Harris, U. of California; Walter Brown, WSPA-TV Spartanburg, S.C.; Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NAB freedom of information committee, and Lamarr Newcomb, WFAX Falls Church, Va.

This witness list is tentative with additions and deletions expected.

On the Senate floor Sen. Kenneth Keating (R-N.Y.) interrupted Senate debate on the nomination of Lewis Strauss as Secretary of Commerce to say that amendments to Sec. 315 must not hurt major third parties. He said he was in favor of legislation to clarify the statute but warned that "in their zeal . . . some sponsors seek to go too far. . . . We should not tolerate a complete blackout of substantial parties."

FCC AFFIRMS ITS DALY RULING

Sec. 315 still held to cover newscasts; stations are not 'free' as newspapers

The FCC last week said Sec. 315 was all-encompassing. This was its stand in officially affirming its four-month-old ruling that appearances of political candidates in newscasts invoked the equal opportunity provision of the Communications Act.

The Commission stood steadfast on this opinion in denying petitions for reconsideration of its Lar Daly ruling last February. These were filed by CBS, NBC, Westinghouse Broadcasting Co. and U.S. Attorney General William P. Rogers.

Two commissioners dissented last week. They were Chairman John C. Doerfer and Comr. T. A. M. Craven. Comr. Cross dissented in part and concurred in part. Comr. Rosel H. Hyde issued a concurring statement.

The latest FCC ruling was again termed "ridiculous" by President Eisenhower. The President, through News Secretary James C. Hagerty, said that he had asked Mr. Rogers to look into the matter further.

In the most significant paragraph, the Commission said the word "use" as provided in Sec. 315, meant exposure to the public or appearance, irrespective of the format in which the candidate appeared.

Sec. 315 requires that if a broadcast station permits one candidate to use its facilities it must provide equal opportunity for all other candidates for the same office to use its facilities.

It All Began in Chicago • The case stemmed from the primary campaign earlier this year in Chicago. There the Democratic primary candidate, incumbent Mayor Richard J. Daley, and Republican primary candidate, Timothy P. Sheehan, were shown via film clips in newscases over local tv stations. Two clips showed Mayor Daley in ceremonial activities. One was when he greeted Argentina President Frondizi at Chicago Airport and the other showed the Mayor opening the March of Dimes polio campaign.

Perennial splinter candidate Lar Daly demanded equal time. The Chicago television stations asked the FCC for an interpretation and on Feb. 19 the Commission ruled that Mr. Daly's demands were justified. The FCC voted unanimously that seven of the nine newscasts fell under the equal time provisions of the Communications Act, but split 4-3 on the last two items.

All except the CBS-owned WBBM-TV gave Mr. Daly equal time.

According to the FCC Mr. Daly was due the following amounts from these stations:

- WBBM-TV—6 minutes, 53 seconds.
- WNBQ (TV)—9 minutes, 51 seconds. (NBC-TV).
- WGN-TV — 1 minute. *(Chicago Tribune).*

CBS petitioned for reconsideration. It was joined by NBC and Westinghouse Broadcasting Co. Following President Eisenhower's expression that the ruling was "ridiculous," Attorney General Rogers also filed a brief asking the Commission to reverse itself.

News Judgment Involved • The basic complaint was that the decision disrupted the editorial judgment of the stations in telecasting news events. It was also charged that the unrestricted interpretation of the word "use" in Sec. 315 was a twisted and distorted definition.

It was also asserted that the Lar Daly decision conflicted with an earlier ruling that held a news showing of a candidate does not invoke the equal opportunity clause of Sec. 315.

This was a reference to the Blondy case, decided in 1957. In this, Detroit television stations showed a group of judges being sworn in at courthouse ceremonies. One of the judges, a re-



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cess appointee, was a candidate for the position in the forthcoming election.

In its 50-page "interpretative opinion" last week the Commission told CBS it was wrong in not offering Mr. Daly the equal time he demanded following the FCC's Feb. 19 decision. It refused, however, to comply with Mr. Daly's request that the CBS petition be stricken because of this.

The FCC also turned down Mr. Daly's request that Chairman Doerfer disqualify himself from sitting in the case. Mr. Daly claimed that Mr. Doerfer should be disqualified because he had made public statements that he believed Sec. 315 should be repealed entirely. Mr. Doerfer did not participate on this point.

FCC also denied Mr. Daly's motion to dismiss the Attorney General's participation in the case and to "implead" (prosecute) WGN-TV. In the latter point, the FCC said that Mr. Daley had never demanded equal time of that station.

Key Points • In its opinion last week the FCC made these points:

• The primary and dominant purpose of Sec. 315, based on the legislative history of the provision, is "to put it beyond the power of a licensee to determine which legally qualified candidates for a particular office should be heard via radio once the station had permitted one candidate for that same office to use its facilities."

• Any exposure of a candidate is bound to benefit the candidate. Therefore the appearance in a newscast falls within the purview of Sec. 315.

• The language of Sec. 315 is unconditional and unequivocal. This leaves no room for Commission discretion in any cases brought before it.

• The Blondy case was decided on one set of facts; the situation at hand on another. The appearance of the candidate in the Blondy case was decidedly *de minimis*, at the most a second or two.

Semantics at Issue • There were two salient paragraphs in the FCC's opinion.

In one the Commission discussed the word "use." In the other, the FCC stated that broadcast stations are not newspapers.

Here is the paragraph on the semantics of the word "use":

"There are many definitions of the word 'use'. Use, of course, generally means usefulness, utility, advantage or productive of benefit. In the broadcast field, 'use' has taken on a secondary meaning. To permit a candidate to use a broadcast facility appears to mean, in the light of radio and television, to permit an advantage to the candidate or inure to the benefit of the candidate. This meaning appears to be the meaning which Congress had in mind in enacting Section 315. Congress there trusted that broadcast facilities would not be used so as to inure to the benefit of one candidate and to the disadvantage of another candidate or candidates. As the Commission has employed the word, it seems clear that the word 'use' is synonymous with 'appearance' and that the word appearance is essentially the same as the word 'exposure'. These words seem to import a meaning of showing publicly or offering to the public view or ear. In the instance of television, it seems apparent that it is the 'exposure' itself which constitutes the use of the facilities without regard to the format of the use. We believe that it was the intent of Congress to balance, insofar as it could, the advantages and the equities which flow from exposure on the broadcast medium."

What the Commission thinks of "electronic journalism" is contained in the following paragraph:

"It is true that news presentation by radio and television stations is of inestimable value to the public interest, a proposition with which no one can quarrel. It can be admitted also that a licensee, in its newsgathering functions, may be classified as an 'electronic journalist.' But it simply does not follow from this classification that station licensees have in every instance the exact freedom of choice in presenting the news that a newspaper enjoys. For all practical purposes, the respective areas of editorial choice are co-equal as between newspaper and radio, subject to the vital difference, however, that station licensees must be fair in presenting all important views on controversial public issues, and most importantly, subject to the explicit condition of Section 315 that candidates for public office must not be treated on a discretionary basis. As has been noted, these vital differences rest on the limited availability of spectrum space, as well as Congress' undoubted right, in consideration of the nature of the spectrum, to condition the use of the public domain in a manner designed to prohibit the abuses which might follow licensee discretion."

Minority Opinions • Chairman Doerfer went against the majority view on the ground that Congress meant the FCC to use its discretion in applying the provisions of Sec. 315. He maintained that a *bona fide* newscast should not be counted as a political broadcast. If abuses crop out, he said, stations should be prosecuted.

Comr. Cross dissented from the majority's view that any exposure means use. He felt that the Commission has the discretion to weigh the facts in each case and although he would not absolve all newscasts of Sec. 315, he expressed the view that the two news clips involving Mayor Daley in his ceremonious activity as Mayor were not political.

Comr. Hyde emphasized that in 1956 Congress was asked by CBS to exempt newscasts from Sec. 315 and refused. Since this is so, Mr. Hyde said, no discretion is left to the FCC. If any change is to be made, it must be made by Congress, he said.

Sec. 315 backwash douses Beall offer

Sen. J. Glenn Beall's (R-Md.) request that Maryland radio stations carry a weekly 5-minute "report" by the senator came at the wrong time for M.H. Blum, president and general manager of WANN Annapolis, Md.

"The plan has merit," Mr. Blum wrote the senator in declining the offer. "Unfortunately, there exists today a restraint on broadcasters which has prevented them from attaining equal access with the press. We refer specifically to Sec. 315 of the Communications Act," Mr. Blum wrote.

The WANN president said that he was sure the senator is aware of the "idiocies" of Sec. 315 and urged him to "lend his considerable weight to outright repeal" of the equal time provision during the Senate hearings beginning last week. Until the section is repealed, Mr. Blum said, WANN cannot carry the senator's program.

Two state broadcaster associations last week officially urged Congress to act favorably on the Hartke bill. In his capacity as president of the New Jersey Broadcasters Assn., Fred Walker, WTTM Trenton, wired all members of that state's congressional delegation. He said "early action is needed if broadcasting is to maintain a journalistic standing as far as political coverage is concerned."

Sen. Andrew Schoeppel (R-Kan.) placed in the *Congressional Record* a resolution of the Kansas Assn. of Radio Broadcasters urging that state's delegation to support the Hartke bill. The resolution was signed by Thad M. Sandstrom, WIBW Topeka, chairman of the resolutions committee.

Lar keeps firing

The man who caused it all—Lar (America First) Daly, the Chicago perennial independent candidate—has

been working the hustings overtime on the Sec. 315 issue.

The FCC last week denied him fourfold—on his request to strike the CBS petition for reconsideration, to strike the Attorney General's memorandum, to "implead" WGN-TV, and that Chairman Doerfer be disqualified (see story page 55).

Last week, the irrepressible Mr. Daly was still hard at it.

• He asked Sen. Pastore to postpone the Sec. 315 hearing until June 25.

• He asked the FCC to require the three television networks and Westinghouse Broadcasting Co., Mutual Broadcasting System and RKO Teleradio pictures to grant him free 30 minutes to broadcast his side of the equal time question. For the past three months, he said, only the broadcasters' side of the question has been presented to the American public. Same request was made of 23 tv stations.

• Under date of June 13 he circulated a questionnaire to all Indiana television stations asking six questions about their policies and actions when Sen. Vance Hartke (D-Ind.) was running for the office he won in the November 1958 election. Sen. Hartke is the author of the bill (S-1858) which would exempt legitimate newscast, discussion and forum programs from the provisions of Sec. 315.

Harris calls hearing on 7 Sec. 315 bills

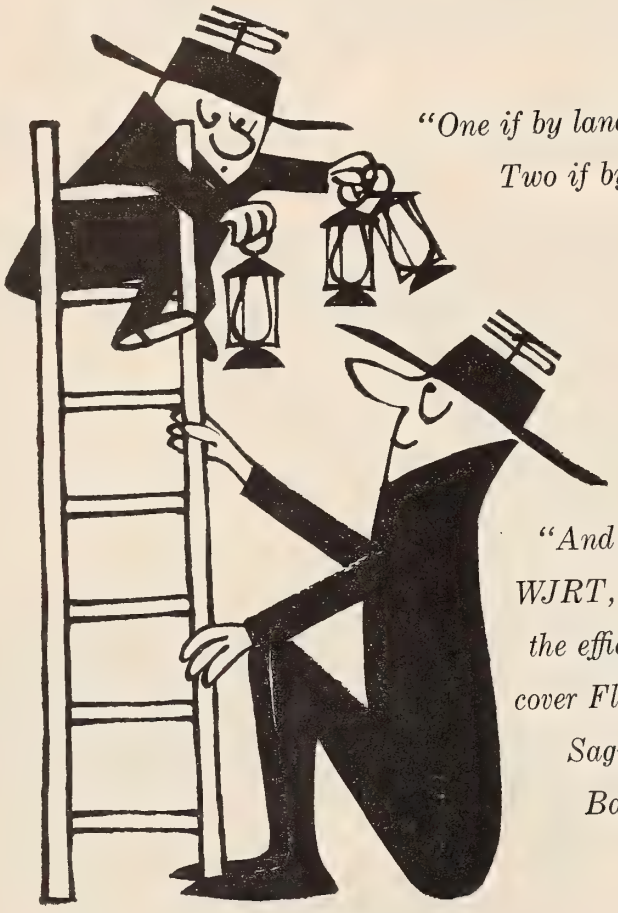
Sec. 315 of the Communications Act was assured a thorough airing on Capitol Hill during the month of June when Rep. Oren Harris (D-Ark.) announced last week that his House Commerce Communications Subcommittee would hold hearings on the political equal time law June 29, 30 and July 1.

Unlike Senate hearings currently in progress (see story, page 50), however, the House version will highlight who attempted to pressure whom in the FCC's Lar Daly decision.

During Wednesday hearings by the Legislative Oversight Subcommittee on the FCC (see story, page 66), Rep. Harris complimented the Commission for affirming its Lar Daly decision "under the circumstances." He obviously was referring to a Justice Dept. recommendation that the FCC reverse itself (BROADCASTING, May 11).

By a straight partisan vote, Rep. Harris' Oversight Subcommittee accused the Attorney General of interference and attempting to pressure the FCC and asked him what right he had to intervene in the case (BROADCASTING, May 25). In a bitter dissent, Rep. John Bennett (R-Mich.), ranking minority member of both the Oversight and House

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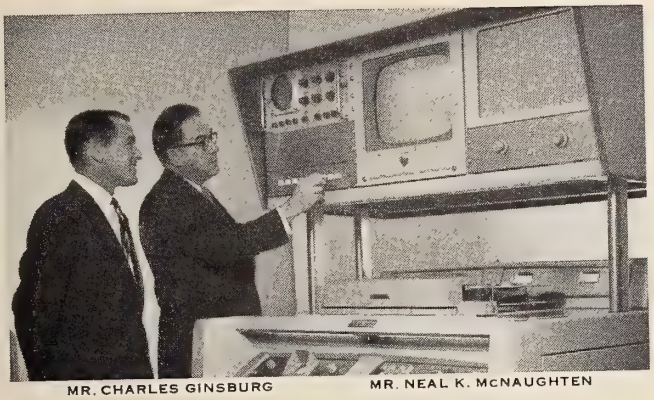
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This new model of the widely accepted Ampex Videotape* Television Recorder is now being delivered to networks and stations everywhere. With many new features and a number of refinements, it brings even greater efficiency and convenience to station operation. For all of its new features, however, the "B" retains full compatibility with the over 360 Ampex VR-1000's already in operation, and so becomes a new and important part of the world-wide system of Ampex Videotape Television Recorders.

AND A MESSAGE OF IMPORTANCE TO THE TV INDUSTRY



MR. CHARLES GINSBURG MR. NEAL K. McNAUGHTEN

We at Ampex are asked many questions by station management about both tape recording and our equipment — questions directly related to the success of a television recorder installation. Of these, eight have stood out as particularly important, and they are answered here for you by Neal McNaughten, Manager of the Professional Products Division, and Charles Ginsburg, inventor of the Videotape Television Recorder . . .

HOW WIDESPREAD ARE AMPEX VR-1000 INSTALLATIONS?

"The first prototypes of the VR-1000 were delivered to the three networks, ABC, CBS and NBC in the spring of 1956. Since that time more than 360 production models have gone into service throughout the world — with over 250 of these in the U. S."

WHY ARE YOU INTRODUCING A NEW "B" MODEL?

"During the year-and-a-half that we have been producing the VR-1000 on a production line basis, a number of developments have occurred and new features have been introduced. Most of these have been offered in the form of kits from time to time to VR-1000 owners. Finally there were enough of these innovations to justify the introduction of the 'B' model."

WHAT ARE THE FEATURES OF THE NEW VR-1000B?

"Very briefly — guaranteed signal-to-noise ratio of 36 db for even finer picture quality. RF/RF inter-connection for finest quality tape duplicates. Faster tape start (2 sec.) for quick cueing. Automatic brake release for easier tape handling. Adjustable tape playback speed control for lip synchronizing two or more recorders. Simplified set-up procedures. Improved accessibility. Complete, accurate monitoring. And operation aids that include full width erase, cue channel with tone generator and tape timer. Even stereo sound tracks may be added."

DO I HAVE TO WORRY ABOUT OBSOLESCENCE?

"No — not if you buy an Ampex! While there have been refinements in the equipment there has been no change in the basic operation of the Ampex Recorder itself — nor is any anticipated in the future. The present Ampex recording system has been accepted as the standard throughout the industry — by independent stations, networks, and production companies alike. We expect to see all VR-1000's and VR-1000B's in operation for many years to come."

IS THE VR-1000B COMPATIBLE AND INTERCHANGEABLE WITH THE VR-1000?

"Yes — the 'B' is fully compatible with the VR-1000's now in operation. Tapes will be completely interchangeable.

"Interchangeability of television tapes, as with audio tapes, is achieved when all recorder units are set up to the same standard. Since some of the factors in the 'standard' are chosen arbitrarily, the practical day-to-day reference is a standard alignment tape. With adherence to this standard, full interchangeability is assured between Ampex recorders.

"This is evidenced daily in commercial operation. Right now, 10 different companies are syndicating over 20 taped programs on a national basis — and we have a report that one, 'Divorce Court,' is now in 23 markets 'on tape'."

CAN THE VR-1000B BE EQUIPPED TO RECORD COLOR?

"Yes. Both the VR-1000B and the VR-1000 television recorders are engineered to record color by the addition of a single rack of electronics to the basic unit. The VR-1000B can be ordered from the factory ready to record color — or the color addition can be made at any time after installation. Right now (June 1959) NBC is operating 16 VR-1000's with full Ampex color — 12 factory equipped and 4 with Ampex color added after installation. And CBS is operating 4 VR-1000's to which Ampex color has been added."

SHOULD I WAIT FOR FURTHER IMPROVEMENTS?

"No — no more than one should wait for possible refinements in next year's camera chain or transmitter. Certainly future refinements will come — but the important thing is that Ampex television recording is now a completely proved and accepted television technique.

"Evidence of this is the number of Ampex recorders in regular use throughout the country. 90 within the networks; NBC, CBS and ABC — each with approximately 30 recorders. Over 100 in independent stations. And over 20 in production companies. These users, representing every phase of the industry, DICTATE that there will be no change to basic Ampex techniques.

"And, most important — these recorders are making money — which after all is the **real** determining factor of when to buy. In present installations many Recorders have already paid for themselves — and almost all stations are experiencing greater income and higher profits.

"To wait — is to pass up the money-making opportunities that exist today."

IF YOU HAVE ANY OTHER QUESTIONS —

. . . we would like the opportunity to answer them — and to describe more fully the significance and features of the VR-1000B. Our representative will be glad to do this with you personally — may he call you for an appointment? Or if you prefer, write to Dept. 304 for our two new publications — one describing the 'B' and all its features, the other a report on how stations are making and saving money with their Ampex VR-1000's.

VIDEOTAPE™

AMPEX CORPORATION

professional products division

934 CHARTER STREET / REDWOOD CITY, CALIFORNIA

Offices and representatives in principal cities throughout the world

Commerce Committees, accused the Democratic majority of exerting improper influence itself.

Justice quickly replied to Rep. Harris, spelling out its basis for intervention (BROADCASTING, June 8), but Rep. Harris termed this reply "political." Rep. Bennett, in turn, accused Rep. Harris of playing politics.

Rep. Harris said Attorney General William Rogers will be extended a special invitation to testify during the Sec. 315 hearings, speculating "I don't see that he could well afford to refuse." Industry and other government witnesses also will be invited to testify, the chairman said.

The subcommittee considered seven bill to amend Sec. 315. Rep. Harris indicated there is a strong possibility the subcommittee would introduce its own amendments after taking testimony.

Virginians hear Bartley on Sec. 315

Broadcasters do not have the affirmative responsibility to seek out opposition candidates either under Sec. 315 of the Communications Act or under the so-called editorializing rules, FCC Comr. Robert T. Bartley told the Virginia Assn. of Broadcasters last Thursday (June 18) at Tides Inn, Irvington, Va.

Answering a hypothetical question, Mr. Bartley said that in politics a picture is worth a thousand words. He explained that equal time complaints were almost unheard of before tv. In the Lar Daly ruling, he said, the FCC in substance held that "exposure is use" whatever the circumstances.

Contending that the full story of the Lar Daly decisions has never been told, he said that only nine minutes of time were involved in all of the Daly-provoked incidents. No problem has received more "sincere study" than Sec. 315, he asserted. He said the decision was the only one that could be reached under the language of Sec. 315.

Allocations Outlook • Comr. Bartley predicted action by Congress on spectrum control growing out of the panel symposium before the Harris Communications Subcommitte a fortnight ago. Civil control over allocations always must be maintained, Mr. Bartley said, except in time of hot war. There must be an organization that can say "no" and Congress should control policy.

Harry Bannister, vice president in charge of station relations of NBC, took New York's television-radio critics apart in a crackling off-the-cuff talk. He said they are writing for "the New York trade" and that they take refuge in such slogans as "mediocrity" on the theory that if a lot of people like anything it's no good.

If broadcasters heeded the critics, he said, tv soon would be performing for the thousands and then the hundreds instead of the millions. He urged broadcasters to challenge its detractors whenever they are in error by using their own medium. And he counseled support of whatever massive public relations program may emanate from the special project being coordinated through the NAB.

If the campaigns of "the critics, the eggheads and the hungry bureaucrats" go unheeded, Mr. Bannister said, it could seriously damage and ultimately destroy the American system of competitive broadcasting.

Sol Taishoff, editor and publisher of BROADCASTING, addressed the association on the editorial responsibility of broadcasters.

New solution

A new idea for tv allocations has been advanced to the FCC by Blonder-Tongue Labs., Newark, N.J. The New Jersey company, which manufactures master tv systems, industrial tv facilities, amplifiers and converters, urged the FCC to reallocate television from the present ch. 7 upward for 30 channels. Present uhf chs. 70-83 would continue to be used for translators and for educational tv, Blonder-Tongue suggested. The company said that it could produce a quality converter costing about $20 to the consumer. It also suggested that boosters or repeaters on an off-channel basis could be authorized for use in difficult reception areas. Some time ago the same company recommended a "Bi-Tran" system for pay tv. In this system, two video pictures are broadcast at the same time, with the viewer enabled to switch from one to the other at will.

Senate investigating radio treaty matter

A special *ad hoc* subcommittee of the Senate Foreign Relations Committee has been formed to look into the North American Regional Broadcasting Agreement and a separate U.S. treaty with Mexico on broadcasting. The subcommittee, headed by Sen. Wayne Morse (D-Ore.), announced that hearings will be held before the present session of Congress adjourns later this summer.

Other members of the subcommittee are Sens. Frank Lausche (D-Ohio), Frank Church (D-Idaho), George Aiken (R-Vt.) and Frank Carlson (R-Kan.). The NARBA treaty was signed by the U.S. in 1950 with Canada, Cuba, Dominican Republic and the Bahamas. The separate Mexican agreement was signed in 1957. Both still are awaiting ratification by the Senate, for which a two-thirds majority is required.

Sen. Morse was chairman of a 1957 Senate subcommittee which criticized the FCC for inaction on requests for standardized hours by daytime stations. The Senator disputed the FCC contention it could not act until the NARBA treaty had been ratified (BROADCASTING, Sept. 16, 1957).

Comr. Rosel Hyde, chief U.S. drafter of the two treaties, in a BROADCASTING interview last week warned that there would be international complications if the Senate does not ratify the agreements (BROADCASTING, June 15).

Mack trial near end after 10-week grind

The 10-week-long trial of former FCC Comr. Richard A. Mack and his friend, Thurman A. Whiteside, appears headed for the jury this week as the defense introduced three witnesses to show that Mr. Whiteside was generously free with funds to help friends in economic distress.

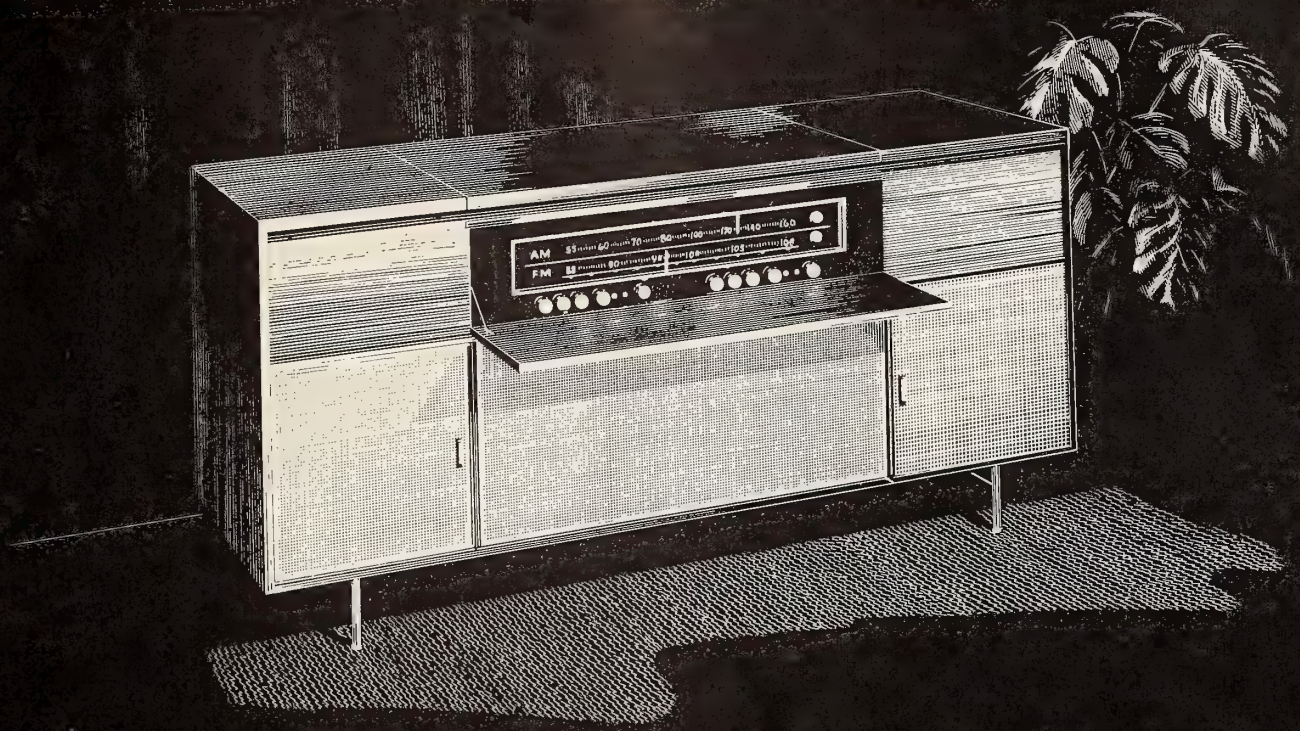
Mr. Mack and Mr. Whiteside are on trial for conspiracy to swing the grant of ch. 10 Miami to National Airlines. The government prosecution completed its case two weeks ago. U.S. District Judge Burnita S. Matthews denied a defense motion for immediate acquittal.

Part of Mr. Mack's defense is that Mr. Whiteside had been helping him financially for a long period, years before he became an FCC commissioner. The witnesses last week underscored this point of citing Mr. Whiteside's generosity to them and their families. Also on the stand was Charles Sheldon, Miami insurance agent, whose Stembler-Shelden Agency has figured in prosecution testimony as the viaduct for payments to Mr. Mack.

Mr. Shelden testified that Public Service Corp. commissions paid to the insurance agency did not go to Mr. Mack. He also stated that his company received the insurance business of the ch. 10 station because of his long-time friendship with George T. Baker, president of National Airlines. Public Service is a subsidiary of National Airlines.

Nicholas J. Chase, defense counsel for Mr. Mack, failed to gain permission to put into evidence bank records of the former FCC commissioner, following

At last in its rightful place . . .



and for the first time anywhere on KFJZ in Fort Worth

COMPATIBLE Stereo

Perfect sound on AM only . . .
Perfectly **wonderful** on AM **and** FM, and **only** on KFJZ.

A remarkable engineering triumph now makes it possible to enjoy high fidelity reproduction of stereo music on AM alone. And KFJZ FM adds the depth, direction and full impact of true stereophonic sound!

IT'S NEW AND IT'S JUST GREAT — COMPATIBLE STEREO ON

AM 1270 **KFJZ** FM 97.1

JOHN BLAIR & CO.
NATIONAL REPRESENTATIVES



WCKY

IS CINCINNATI'S No. 1 NEWS STATION

Here's proof, straight from the Jan.-Feb. '59 Nielsen, that WCKY has the largest news audience in Cincinnati:

Station	Rating
WCKY	11.15 avg for 70 newscasts per wk
Sta A — Ind	5.9 avg for 60 newscasts per wk
Sta B — Net	9.8 avg for 70 newscasts per wk
Sta C — Net	9.3 avg for 50 newscasts per wk
Sta D — Ind	5.0 avg for 80 newscasts per wk

(5 day cumulative rating Metro Area)

The reasons for WCKY's News Leadership:

1. Large news staff of veteran experienced reporters and newscasters.
2. Scoops — WCKY consistently scoops the town on most local news stories.
3. On-The-Spot-Reports — WCKY's mobile unit is on the scene reporting big local stories when they happen or moments after they happen.
4. News tapes—the people who make the news tell the news to WCKY's audience via news tapes. WCKY has them on the air first.
5. Background—WCKY's newsmen present the reasons behind the news so that WCKY listeners receive a more complete understanding of the news.

REMEMBER — WCKY News is No. 1 in Cincinnati and has earned its reputation for prestige, because Cincinnatians know they get the news first, fast and accurately on WCKY. Smart advertisers know they get the prestige of WCKY's news plus a large responsive audience when they sponsor news on WCKY.

Ask Tom Welstead to tell you about WCKY news operation — in New York at ELdorado 5-1127; ask AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

objections by government lawyers. He was given permission to submit relevant deposit slips and other documents.

CATV CONTROLS
NAB Tv Board, Moss bill ask restrictions

Community antenna operations were hit from two sides last week—virtually on the eve of the annual convention of CATV owners Tuesday-Thursday at the Sheraton Hotel in Philadelphia and one week before the start of Congressional hearings on community antenna and booster legislation.

The Television Board of NAB asked FCC to reconsider its policy on licensing microwave facilities to bring tv signals to antenna systems from distant cities.

The NAB resolution held that it was in the public interest for the FCC to regulate community antenna systems, boosters and translators. It not only asked the FCC to reconsider its microwave ruling, but also expressed support of the legislation requested by FCC involving boosters and CATV operations "and more particularly with respect to the requirement that no tv signal be used by any distribution system without the consent of the originating station."

The resolutions were taken at the Tv Board's meeting last week in Washington.

Sen. Frank E. Moss (D-Utah) will revise his community-booster bill (S-1886) to not only bring CATV systems under the control of the FCC, but also to require the Commission to deny licenses for such operations—and for boosters and microwave relays primarily intended to service CATV systems—in those situations where they may adversely affect the creation or maintenance of a regular local television station which would originate television programs.

Sen. Moss' revised bill amends proposed legislation introduced by the Utah legislator last month (BROADCASTING, May 11).

Unequal Status • In remarks to be made on the introduction of the revised bill, Sen. Moss will state that he has become convinced of the "inherent unfairness in having comprehensive and exacting Governmental regulation of television stations by the Commission while community antenna television systems are left totally free of regulation and are not required to adhere to any Federal standard of public responsibility."

Sen. Moss' original bill encompassed the recommendations suggested by the FCC in its report on this subject last April (BROADCASTING, April 20). In this report, the Commission refused to assert jurisdiction over community antenna systems, but recommended that Congress pass legislation which would require an antenna system to (1) receive permission from the station whose signals it picks up and distributes to subscribers and (2) to carry the local station on its wire lines if so requested.

Other recommendations of the FCC, also included in Sen. Moss' bill, would amend certain sections of the Communications Act to permit the operation of boosters without the need for having an operator in attendance and to allow existing booster stations to continue operating even though built before being granted an FCC permit.

High on the Agenda • Legislative problems of the community antenna business will be the major topic at the Philadelphia convention of the National Community Television Assn. this week. More than 500 registrations have already been made for this event, it was reported.

Hearings on the CATV and booster legislation will be held before Sen. John Pastore (D-R.I.), chairman of the Senate Commerce Committee's subcommittee on communications. The hearings, scheduled to begin June 30, will be on four bills—three introduced by Sen. Warren G. Magnuson (D-Wash.), chairman of the parent committee, at the request of the FCC, and the other by Sen. Moss.

The tentative schedule calls for consideration of the booster legislation June 30 and July 1, with the community antenna problem due to be considered July 7-9.

Tax protection bill for interstate trade

An Ohio congressman last week introduced a bill to prohibit states from taxing income derived exclusively from interstate commerce. The move is aimed at reversing a U.S. Supreme Court decision last February which held that a state has the right to collect taxes on that portion of a company's income made from sales in the state (BROADCASTING, March 2).

Rep. William M. McCulloch introduced the bill (HR 7757). It would amend Title 4 of the U.S. Code to exempt from taxation by a state or subdivision of a state income derived exclusively from interstate commerce when the only activity within the state is sales solicitation and where no office or warehouse or place of business is maintained.

The bill was referred to the House Judiciary Committee.

The Supreme Court's tax decision related to taxes imposed on out-of-state



Buildings... Color... and NATIONAL STEEL

It can come today or tomorrow—that time when you need a new building for your store, manufacturing plant, warehouse or farm.

You want your building to be low cost yet handsome. Quickly erected yet solidly built. Efficient. Easily maintained. Long lived. For all of these, select a fine building from the broad line that has established National Steel, through its Stran-Steel division, as a leader in the development of steel buildings.

And now, color . . . a National Steel first! Today, through its Stran-Steel division, National Steel is offering a major new building development—beautiful factory-applied color coating in lustrous Stran-Satin blue, rose, green, bronze, white, gray or any combination. Yes, lasting beauty and extra weather protection at a cost usually less than 1 per cent of building cost. (*For literature, write Stran-Steel Corporation, Detroit 29, Michigan.*)

Pre-engineered buildings in factory-applied colors are typical of the many continuing advances that National Steel brings to American industry through its six major divisions: Great Lakes Steel Corporation, Weirton Steel Company, Enamelstrip Corporation, The Hanna Furnace Corporation, National Steel Products Company and, of course, Stran-Steel Corporation.

NATIONAL STEEL CORPORATION, GRANT BUILDING, PITTSBURGH, PA.

companies by Minnesota and Georgia. In upholding these taxes, the Court in a 6-3 vote held that income derived from a state was taxable by the state—whether or not the company involved maintained an office or warehouse or other place of business there. The implications to broadcasters, whose programs cover many states, is obvious.

Rep. McCulloch, ranking Republican on the Judiciary committee, expressed fear that the decision could lead to a race by the states to impose "onerous" tax laws "which would unduly hamper interstate business activity."

Commerce ad group readies D.C. meeting

First meeting of the newly organized Advertising Committee of the Dept. of Commerce will take place in Washington next Monday (June 29).

The committee, which will devote special attention to development and problems in the field of advertising, was established as a segment in the National Distribution Council, an advisory group to the Secretary of Commerce. The Distribution Council will meet the following day, June 30.

Picked as chairman of the Advertising Committee was Frederick R. Gamble, president of the American Assn. of Advertising Agencies. Others are: William K. Beard, Associated Business Publications; Paul B. West, Assn. of National Advertisers; Robert E. Harper, National Business Publications Inc.; John C. Freeman, National Industrial Advertisers Assn. These are already members of the council.

Also Charles W. Collier, Advertising Assn. of the West; C. James Proud, Advertising Federation of America; E.C. Nash, Agricultural Publishers Assn.; Cranston Williams, American Newspaper Publishers Assn.; Robert F. Delay, Direct Mail Advertising Assn.; Robert E. Kenyon Jr., Magazine Publishers Assn.; Harold E. Fellows, NAB; Harold B. Mers, National Assn. of Transportation Advertising; Edgar S. Bayol, National Editorial Assn., and Karl L. Ghaster Jr., Outdoor Advertising Assn.

Sackett sale protest hit by KEWB reply

Terming the protest a "private vendetta," the Tribune Building Co. and KFWB Broadcasting Corp. (KEWB Oakland, Calif.) filed an opposition to the protest by Sheldon Sackett against the sale of what was formerly KLX Oakland, Calif. (BROADCASTING, June 15).

KLX was sold by the Knowland family (*Oakland Tribune*) to Crowell-Collier Pub. Co. for $750,000 last month.

Mr. Sackett, owner of KOOS Coos Bay, Ore., and a string of daily and weekly newspapers in the Northwest, charged that the Knowland family fraudulently obtained control of KLX in 1933.

In its opposition, the Tribune Building Co. and KEWB tagged Mr. Sackett's pleadings as frivolous and irrelevant; claimed that Mr. Sackett lacked standing to protest the sale and that some of the charges were "ethereal." It asked the Commission to dismiss the complaint.

Mr. Sackett sold his own KROW Oakland (now KABL) to the McLendon Corp. for $800,000 earlier this year (BROADCASTING, May 4).

TV'S BILLION DOLLAR YEAR

FCC officially confirms 1958 record, puts radio at $519.5 million last year

Television's total broadcast revenues in 1958 for the first time went over $1 billion, the FCC reported last week. The Commission released 1958 financial figures for both radio and tv, based on a first tabulation of financial reports from radio and tv networks and stations.

Only the overall total figures for both services were given. Detailed am and tv broadcast financial data will be released in the near future, it was stated.

The exact figure for tv's 1958 total revenues was $1.03 billion up 9.2% over 1957's $943.2 million. Tv's total expenses for 1958 reached $858.1 million, up 9.6% over 1957's $783.2 million leaving tv's 1958 broadcast income before federal taxes at $171.9 million, up 7.4% over 1957's $160 million.

Radio's total revenues for 1958 reached $519.5 million, an increase of 0.7% over 1957; expenses were $481.4 million, up 4.4%, resulting in income before federal taxes of $38.1 million—a decline of 30.9% from the 1957 figure.

Details of the 1958 financial year are given below:

Comparative Financial Data of Am and Tv Networks and Stations 1957-1958 ($ Millions)

	1958 Amount Am	Percent of Increase (Decrease)	1958 Amount Tv	Percent of Increase (Decrease)
NUMBER OF NETWORKS REPORTING	7[1]		3	
NUMBER OF STATIONS REPORTING	3,178[2]		514[3]	
REVENUES FROM THE SALE OF TIME:				
NETWORK TIME SALES	$46.5	(8.1)*	$424.6	7.7
NATIONAL AND REGIONAL TIME SALES	172.0	1.5	345.2	14.9*
LOCAL TIME SALES	320.2	1.1*	181.1	4.1*
TOTAL TIME SALES	$538.7	0.3	$950.9	9.5
TOTAL BROADCAST REVENUES	$519.5	0.7	$1,030.0	9.2
TOTAL BROADCAST EXPENSES	$481.4	4.4	$858.1	9.6
BROADCAST INCOME (BEFORE FEDERAL INCOME TAX)	$38.1	(30.9)	$171.9	7.4

[1] Includes 3 regional networks.
[2] 3,097 stations reported in 1957.
[3] 501 stations reported in 1957.

* Revised to reflect reporting errors for 1957 detected too late to be included in the 1957 reports. 1957 tv national and regional time sales are revised from $296.4 to $300.5 million and local time sales from $178.1 to $174.0 million. 1957 am network time sales are revised from $51.7 to $50.6 million and local time sales from $316.5 to $316.8 million.

NOTE: Excludes independently operated fm stations and data for 108 am stations and 9 tv stations whose reports were not available or in proper form for tabulation as of this date. 2 of these 108 am stations and 8 of these tv stations were in operation less than the full calendar year 1958.

NAB asks legislation on secondary boycotts

NAB last week urged Congress to amend the Taft-Hartley Act to prohibit unions from threatening or inducing a customer boycott of a sponsor's product advertised on a broadcasting station involved in a labor dispute.

Relief from secondary boycotts is "the most important aspect of labor legislation for broadcasters," NAB said in a statement filed with the House Education & Labor Committee. "The secondary sponsor boycott, or the threat of

TASO in print

The complete 731-page printed report of the Television Allocations Study Organization has been received by the FCC and is now available to the general public, according to an announcement by Dr. George Town, executive director of the study organization. The report is available at $10 per copy. It includes a 30-page summary and verbatim reports of all panels and committees. Copies may be secured from Dr. Town at 104 Marston Hall, Iowa State U., Ames, Iowa.

it, has been used in almost every station strike that has taken place in the broadcasting industry during the past 10 years," NAB said.

Two bills currently pending before Congress accomplish the desired end, the trade association said. These measures are S 76, introduced by Sen. Carl Curtis (R-Neb.), and HR 5545, introduced by Rep. John A. Lafore Jr. (R-Pa.). The NAB statement was drafted by Charles H. Tower, manager of broadcast personnel and economics.

Tv agency executives to testify on networks

The second round in the FCC's investigation of television network program practices will start July 7 in New York with top level executives of advertising agencies on the witness stand.

Among agencies asked to have men on hand are major users of prime television network time. They include J. Walter Thompson, McCann-Erickson, BBDO, Benton & Bowles, Ted Bates, Young & Rubicam. Each have been visited in recent weeks by network study staff members of the FCC.

The object of the hearings, it is understood, is to discuss the function of the advertising agencies as it relates to policies and practices in the selection and production of programs and the continuance of schedules on network television.

The program investigation—part of the Commission's investigation of tv network practices—opened last month with representatives of the three tv networks identifying a mass of exhibits (BROADCASTING, May 11). The hearings are being conducted by Chief Hearing Examiner James D. Cunningham. Broadcast Bureau attorneys Ashbrook P. Bryant and James F. Tierney represent the Commission.

The resumed programming hearings will be held in the U.S. Courthouse, Foley Square, New York.

. . . and WOC-TV



FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET

(Davenport, Iowa — Rock Island — Moline, Illinois)

The Largest Market between Chicago and Omaha . . . Minneapolis and St. Louis . . . the 47th TV market in the nation.

	1958	1959	Increase
Population	1,599,500	1,632,100	32,600
Effective Buying Income*	$2,668,806,000	$2,879,387,000	$210,551,000
TV Homes	422,800	438,480	15,680
Retail Sales*	$1,918,167,000	$2,042,037,000	$123,870,000

*Sales Management's "Survey of Buying Power — 1959"

WOC
Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!

NBC

WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

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☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name _____ title/position _____
company name _____
address _____
city _____ zone _____ state _____
Send to home address — —

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KFBK ○ SACRAMENTO
KBEE ○ MODESTO
KMJ ○ FRESNO
KERN ○ BAKERSFIELD

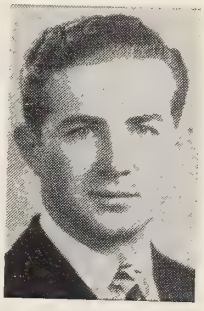
delivers more for the money in California's inland valley and Western Nevada

Check Paul H. Raymer Co. for the facts

McCLATCHY BROADCASTING COMPANY SACRAMENTO, CALIFORNIA

CCA RENEWS 100%

In a letter to Mr. Len Hornsby, Manager of Sales Development for Community Club Awards, Mr. Elliott Motschenbacher, Manager of Radio Station KWIN, Ashland, Oregon, stated that:



Mr. Motschenbacher

"The accounts that we had on our last go-round are already resold 100% on our next Community Club Awards Campaign which in itself speaks highly for the program. Our second Community Club Awards Campaign proved much more successful than our first even tho our first was way above expectations. To give you a few examples: for Coca-Cola 49,889 bottle caps were turned in; our grocer accounted for $141,401.87 in sales slips directly thru the efforts of the gals; and our dairy gave us credit for 45,926 extra quarts of milk sold."

COMMUNITY CLUB AWARDS
20 East 46 Street
New York 17, N.Y.
MUrray Hill 7-4466

CRITIQUE ON FCC'S FUNCTIONS

Panel from government, private industry sounds off to House Oversight committee

The House Legislative Oversight Subcommittee attempted to find out in a few short hours last week what is wrong—and right—with the FCC but found itself bogged down with loquacious federal officials, lawyers and broadcasters.

An all-day panel had been scheduled to discuss four specific Commission problems last Tuesday (June 16). The panel actually talked for approximately 1½ hours Tuesday and 2½ hours Wednesday, with three-fourths of the time spent on one topic—what to do about industry-FCC ex parte contacts.

FCC Chairman John C. Doerfer opened the panel with a strong defense of commissioner-industry off-the-record talks in general policy and rulemaking matters. To prohibit talks with broadcasters and lawyers on such matters "would change the very purpose for which the administrative agencies were founded," he pleaded.

Almost to a man, the 15 other members of the panel agreed essentially with Comr. Doerfer, although some of the congressmen and one panelist, Louis Jaffe of Harvard U., had some sharp questions on the activities in the St. Louis-Springfield, Ill., ch. 2 deintermixture case. The commissioner said he could not discuss the matter as it had been returned to the FCC by the courts. He expressed "distinct shock" at the court's ruling in the case, however.

Panelists in Agreement • While the panelists agreed in essence with Comr. Doerfer, there was considerable concern over the "grey area" surrounding ex parte contacts. There was far from unanimity as to just when proper talks would become improper. Washington attorney Donald Beelar said that clarifying legislation is needed as the problem is "important and urgent." He said FCC personnel have become so "chilled" that they are afraid to talk to anybody about anything.

William Koplovitz maintained that in rulemaking where someone stands to acquire a tv channel, all talks should be on the record. "I don't know of anybody in the industry who holds a contrary view," CBS Washington Vice President Joe Ream replied. He maintained rulemaking proceedings should not be encumbered with court room procedures.

A large majority of the panelists agreed that congressional legislation is needed to guide both the industry and the FCC but Robert Swezey, WDSU-AM-TV New Orleans, said bills that have been introduced do not accomplish the desired purpose. They also said the FCC should be required, at the beginning of a proceeding, to state for the record whether or not informal talks would be in order. This was especially espoused by Washington attorney Ralph L. Walker, who posed several unanswerable questions as to when ex parte talks become improper in given instances.

Rep. Oren Harris (D-Ark.), chairman of the subcommittee, complained that the Commission has not helped much in suggesting ways of eliminating backdoor pressures and attempts to influence. He noted both the FCC and the industry had been asked for help in drafting legislation without much success.

Examiner Rulings Final • Chief Hearing Examiner James Cunningham discussed the role of hearing examiners, giving their strengths and weaknesses. He maintained the "system does not provide them with the dignity and stature commensurate with the importance of their work." Also, he said, rulings of hearing examiners should be final and above review by the Commission unless findings of fact are not supported by substantial evidence. The panelists were given very little opportunity to comment on Mr. Cunningham's statement, as well as the final two delivered by FCC General Counsel John FitzGerald and Broadcast Bureau Chief Harold Cowgill. Washington attorney Frank Fletcher asked for permission to file a statement on Mr. Cunningham's comments while Mr. Beelar said examiners are one of the "brighter spots" in administrative procedures.

Mr. Cowgill gave a paper on the Commission's administrative processes, of which, he said, "I don't think this topic is too fruitful for discussion." He said one problem in the FCC's never ending fight to catch up with its work load is the strict administrative separation of the commissioners and staff on adjudicatory matters. It was pointed out that legislation has been introduced rectifying the situation and Senate hearings were held two weeks ago (BROADCASTING, June 15).

Mr. FitzGerald, in discussing the efficiency of the FCC, also hit the rigid separation of function.

On Tuesday and Wednesday of this week (June 23, 24), a general round-up discussion of all four problems as they

affect the six major regulatory agencies will be held. Among participants will be Leonard Marks, president of the Federal Communications Bar Assn., Vincent T. Wasilewski, NAB manager of government relations; FCC Hearing Examiner J. D. Bond and representatives of federal and state bar associations.

An FTC panel will appear before the subcommittee Friday (June 26) to discuss the same four topics which faced the FCC body.

Two Honolulu outlets ask third's revocation

Two Honolulu radio stations last week petitioned the FCC to revoke the license of a third Honolulu outlet. Charges were leveled against KPOI (formerly KHON) by KPOA and KULA and involved veteran broadcaster John D. Keating.

The KPOA-KULA petition alleged multiple violations of FCC rules and policy by KPOI. The petition raised the question of whether or not KPOI has "really been sold," as the official record indicated, and if so whether Commission policy has not been circumvented by possible overlapping of radio interests through Mr. Keating.

KPOI equipment and building were sold at foreclosure last summer by H.G. Wells Jr. and associates to George T. Davis, but this was not reported at once to the FCC, according to KPOA-KULU. Also, the petition noted, the Commission's request for a KPOI balance sheet was ignored. The FCC this spring approved the sale of KPOI for $125,000 to Jock Fernhead, WINS New York manager (BROADCASTING, April 13). KPOA-KULA declared that Mr. Davis had merely been acting as a "trustee" for Mr. Keating, whom, the complaining stations said, is 25% owner of WINS. According to the KPOA-KULA petition, it is Mr. Keating's further ownership of 25% of KONA (TV) Honolulu which raises the issue of the joining of "two standard broadcast stations in a common market." KONA is 50% owned by the *Honolulu Advertiser*, owner of KGU Honolulu.

KPOA is part of the Founders' Corp. Stations, principally owned by John M. Shaheen. KULA is owned by the Burnett Broadcasting Co.

• Government notes

• A San Francisco federal court last week upheld a 1956 Federal Trade Commission ruling that Carter's Little Liver Pills would have to drop the liver from its name. The FTC had said that the 70-year-old remedy had nothing to do with the liver and the U.S. Court of Appeals in San Francisco upheld this contention. Carter's had asked the court to reverse the FTC's finding. Neither the court nor the FTC banned the company from advertising the cathartic properties of what now will be known as Carter's Little Pills.

• Broadcasting witnesses, including NAB, Assn. of Maximum Service Telecasters, Fm Broadcasters and educational radio-tv groups, are expected to be called later this week to testify in the FCC's month-old 25-890 mc spectrum study (AT DEADLINE, June 8.) Among non-broadcasting witnesses appearing last week were representatives of the State of California, who called for a reservation of the vhf tv band for mobile services.

• KSOO-TV Sioux Falls, S.D. has been designated by the FCC for hearings on its applications for additional time to construct and to modify its construction permit as to power, antenna and transmitter. The Commission made KELO-AM-TV Sioux Falls, which petitioned for the modification hearing, a party to the proceeding. The FCC noted that "to date no construction has been commenced" on KSOO-TV, that issues in the ch. 13 applications involve the station's president and majority owner Morton H. Henkin and include alleged unauthorized relinquishment of control of the station, possible trafficking and financial qualifications to build.

• By a 4-3 vote, the FCC has granted a waiver of its rules to ch. 13 WLOS-TV Asheville, N.C., to enable that outlet to identify itself as a Greenville and Spartanburg (both South Carolina) station as well. Comrs. Robert Bartley, Robert Lee and Frederick Ford dissented. The Commission was unanimous in another case where it granted the application of ch. 6 WITI-TV Whitefish Bay, Wis., to move its main studio location from 6.7 miles north of Whitefish Bay to a site in Milwaukee.

• Another station has had its licenses renewed by the FCC with a warning, prompted by the "Kohler hearings" kinescope controversy, that there must be full identification of the source or sponsor in the use of donated tv film. WISN-AM-TV Milwaukee, Wis., was the outlet to have its licenses renewed with this reminder. The Kohler incident involved some two dozen tv stations which carried films of hearings before a Senate investigating committee without identifying the source of the films as the National Assn. of Manufacturers (BROADCASTING, Dec. 1, 1958).

GIANT MARKET



"The Giant of Southern Skies"

GIVES YOU ALL THREE . . .

GREENVILLE
SPARTANBURG
ASHEVILLE

. . . with total coverage area greater than that of Miami, Jacksonville, Birmingham or New Orleans

82-County Data (within the 100 UV/M contour) S. M. Survey May 10, 1959

POPULATION	2,946,600
INCOMES	$3,584,180,000
RETAIL SALES	$2,387,606,000
HOUSEHOLDS	751,900

Represented Nationally by
WEED TELEVISION CORP.

CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

RADIO AFFILIATE, "THE PIEDMONT GROUP"
WFBC - GREENVILLE WORD - SPARTANBURG

Top Sherwood prize goes to 'Playhouse 90'

The first prize of $5,000 in the fourth annual Robert E. Sherwood Television Awards competition was presented last week to "Made in Japan," a *Playhouse 90* drama presented over CBS-TV.

The awards, totaling $14,000 to seven programs, were made last week during a luncheon ceremony at the Hotel Plaza in New York by Mrs. Eleanor Roosevelt, representing the Sherwood award jurors. The awards were established in 1955 by the Fund for the Republic in honor of the late Pulitzer Prize playwright and singled out tv presentations which "deal most dramatically and effectively with the subjects of freedom and justice."



MR. BRODKIN ACCEPTS
As Mrs. Eleanor Roosevelt awards

The winning programs, which were telecast between Oct. 1, 1958 and May 31, 1959, are:

"Made in Japan" over CBS-TV ($5,000), produced by Herbert Bradkin, written by Joseph Stefano and directed by Herbert Hirschman; "Twenty Cent Tip" over NBC-TV's *Loretta Young Show* ($2,500), produced by John London, written by Pauline Stone and directed by Jeffrey Hayden; "Report from Alabama" over NBC-TV ($2,000), produced by Julian Goodman, directed by Charles Jones and written by Frank McGee; "The American Stranger" over NBC-TV ($2,000), produced by Reuven Frank, directed by George Murray and reported by Robert McCormick; *Small World* series over CBS-TV ($1,000), produced by Edward R. Murrow and Fred Friendly; *Bishop Pike* series over ABC-TV ($1,000), produced by Wiley Hance and directed by Bob Robb; "Meet Mr. Lincoln" ($500) over NBC-TV, produced and directed by Donald B. Hyatt and written by Richard Hanser.

The cash awards were shared by the producer, director and writer of the winning programs, except for the *Small World* and *Bishop Pike* series, which were given cash prizes to be divided at the discretion of Mr. Murrow and Bishop Pike. Bronze plaques also were presented to the various networks.

KFWB, AFTRA sign

Disagreement between the American Federation of Television & Radio Artists and KFWB Los Angeles has been amicably settled, Claude McCue, executive secretary of the Los Angeles chapter of AFTRA, reported last week. KFWB now has a new two-year contract with AFTRA, calling for a flat $15-a-week increase for staff announcers for the two-year period. Other exceptions to the general pattern for non-network Los Angeles area stations of a $10-a-week raise the first year and $5 the second (BROADCASTING, June 15) are KDAY Santa Monica, which is giving its staff announcers a flat $27.50 increase for the two years and KPOL Los Angeles, where the flat increase is $29.50. Staffers at KMPC Los Angeles receive increases of $13.75 the first year and an additional $2 the second. The only station which has not signed a new AFTRA contract is KIEV Glendale.

The problem of newscasters who write as well as broadcast the news is being handled on an individual basis, Mr. McCue said. Their extra compensation varies from $15 to $23 a week.

CBS Radio comedians

Next Monday (June 29) CBS Radio will inaugurate an hour of nighttime comedy shows starring Andy Griffith, George Burns and Gracie Allen, Bob and Ray, and with *Amos 'n' Andy* retaining its present time period. The comedy hour will be heard from 7 to 8 p.m., Mondays through Fridays. The schedule also permits two 5-minute periods within the hour for *Business News* (7-7:05 p.m.) and *News Analysis* (7:30-7:35 p.m.).

"This new program sequence . . . represents a significant turn in the nighttime programming concepts of recent years," said Howard G. Barns, vice president in charge of network programs, in announcing the new acquisitions for CBS.

IBM to tally '60 vote for CBS

CBS News will team up with International Business Machines Corp., New York, to facilitate the network's coverage of the 1960 Presidential election year, it was announced last week by Sig Mickelson, vice president of CBS Inc. and general manager of CBS News.

A CBS spokesman said that the network and IBM now are studying the various ways that IBM can provide "maximum speed and efficiency" for CBS News' coverage, including, if practicable, the resources of IBM in various parts of the country. CBS News, he said, will have access to the full data-processing facilities and technology of IBM. CBS News' coverage in 1960 will include the various state primaries, the Presidential nominating conventions, the election campaigns and the Presidential election.

In the past, CBS had joined forces with Remington-Univac and NBC had been allied with IBM in election coverage. There was speculation that NBC would team up with Univac in 1960 but NBC officials said they had not made any decision, saying that RCA equipment also is under consideration.

History award contest

Broadcast Music Inc. and American Assn. for State & Local History are co-sponsoring competition under which an award of $500 will be presented to the radio or tv station which produces the best program dealing with state or local history during 1959. Additional grant of $500 will be made to the state or local history agency which cooperates in production of the winning broadcast. Entries should be sent to American Assn. for State & Local History, 816 State St., Madison 6, Wis., before Jan. 15, 1960.

Liberty Bowl on NBC

NBC has signed a five-year contract for radio-tv coverage rights for the Liberty Bowl Game, a new post-season football event to be held each December in Philadelphia's Municipal Stadium. The announcement was made June 16 by Tom S. Gallery, NBC sports director, and George J. Kerrigan Jr., cofounder of the game, at a luncheon meeting of charter members of the Liberty Bowl Assn. in Philadelphia. The NCAA-sanctioned game, featuring the number one team in the East as host team, will be the first major college football bowl game to be played in the East. The first game will be Dec. 19, 1959.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 22-26, June 29-July 1 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

June 22, 29 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

June 23, 30 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

June 24, July 1 (8:30-9 p.m.) **Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

June 24, July 1 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

June 25 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

June 25 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

June 26 (7:30-8 p.m.) **Northwest Passage**, sustaining.

June 27 (10-10:30 a.m.) **Howdy Doody**, Continental Baking through Ted Bates.

June 27 (10:30-11 a.m.) **Ruff and Reddy Show**, Bordens through Benton & Bowles and Mars through Knox-Reeves.

June 27 (8-9 p.m.) **Perry Presents**, RCA Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

June 28 (7-7:30 p.m.) **Midwestern Hayride**, local, co-operative sponsorship.

June 28 (9-10 p.m.) **Chevy Show**, Chevrolet through Campbell-Ewald.

Pennsylvania AP men saluted for newscasts

The Pennsylvania AP Broadcasters Assn. has announced winners of its annual newscasting awards. The entries, submitted on tape, film or brochure, were judged by a board of Virginia AP Broadcasters.

Results in the **"Under 5,000 w division"**:

- **Outstanding News Operation:** 1st, WKAP Allentown; 2nd, WLAN Lancaster; 3rd, WHLM Bloomsburg. The judges also awarded WEJL Scranton and WEST Easton.
- **Outstanding Reporting:** 1st, WHOL Allentown; 2nd, WEJL; 3rd, WNAR Norristown.
- **Outstanding Coverage of a special event:** 1st, WACB Kittanning; 2nd, WHLM; 3rd, WAZL Hazleton. The board also awarded WAKU Latrobe, WKAP, and WEJL.
- **Outstanding Sports Reporting:** 1st, WHLM; 2nd, WEJL; 3rd, WEST.
- **Outstanding Commentary:** WLYC Williamsport and WKAP.
- **Outstanding Farm News:** WHLM and WEJL.

The board also gave awards to WEJL for a freedom of information entry and to WHLM for a women's news entry.

Judges announced an entry from WPEN Philadelphia, in the "5,000 w and over" division, was rated "excellent" and WPEN accordingly was awarded certificates for outstanding work in the fields of editorial-commentary, freedom of information and reporting.

In television, the judges announced certificates for outstanding news operation to WDAU Scranton, and WIIC Pittsburgh.

Both stations also were awarded certificates for outstanding reporting.

WIIC also was given an award for outstanding coverage of a special event and another for outstanding commentary.

The judges gave additional certificates to WDAU for outstanding sports reporting and for an entry on freedom of information.

Resist pressures— Cowan in Chicago

Several major "special interest" groups demand and expect television broadcasters to live up to their own particular expectations within the industry. But in the end, the broadcaster "must take and keep the responsibility for the final determination of the best possible programs in the best possible sequence and with the best possible range, variety and choice."

So said Louis G. Cowan, president of CBS-TV, in an address at the U. of Chicago Alumni Communications dinner June 13. He was featured speaker on a program that included talks by Alec Sutherland, head of educational broadcasting for the university and John Gunther, author-commentator, who received its "Communicator of the Year" award.

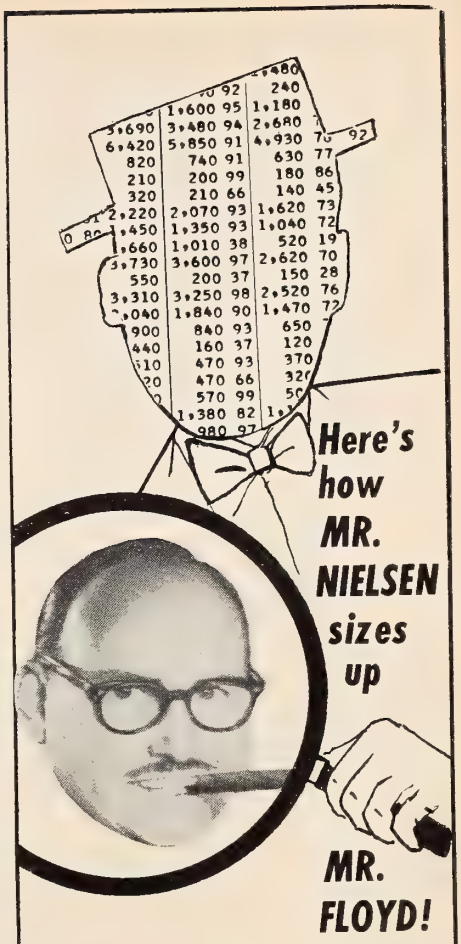
Mr. Cowan pointed out several of the problems facing broadcasters from various pressure groups and observed that "the character of opinion depends on the last person or representative of a group you spoke to." Among "parties at interest," he cited "every household in the nation and every member of each household," the government, political parties, producers of goods and services and their advertising agencies, educators, and creators and producers as well as talent in tv.

Tv critics, civic and community associations and government agencies and committees all have great expectations in terms of tv, Mr. Cowan observed. In the case of the FCC, "it goes beyond expectation and assumes the form of explicit injunctions, which, if disregarded, may deprive the broadcaster of his franchise to use the airwaves. All of these expectations add up to 'quite a conglomeration'," he said.

The network broadcaster ought not to keep his ear constantly to the ground of public and private whims, lest he display a "posture [that] leaves one terribly and transparently exposed," Mr. Cowan cautioned. And inasmuch as the broadcaster must program for 170 million people 17 hours a day, he is likely to make some mistakes in terms of content and quality.

"If it is true that in a democracy the public is king, the television broadcaster today is the court juggler," Mr. Cowan observed. ". . . Whenever he drops one [a tenpin] and he often does, he can be sure that someone out there in the audience has a tomato in his hand."

Mr. Sutherland felt that while instructional tv may have proved successful, there is room for skepticism about its actual usefulness thus far. He commended commercial broadcasters for their contributions to educational radio and tv through the years.



103 COUNTIES
221,810 TV HOMES
5-STATE REACH

NCS #3

Here's what Joe Floyd's KELO-LAND hookup means to mass-market advertisers. When your message beams on KELO-TV, Sioux Falls, it flashes simultaneously throughout 73,496 square miles of the Upper Midwest.* You get it all with one buy, one rate card!

*South Dakota, Minnesota, Iowa, Nebraska, North Dakota

THE KELO-LAND HOOKUP CBS ABC NBC

KELO tv SIOUX FALLS; and boosters
KDLO tv Aberdeen-Huron-Watertown
KPLO tv Pierre-Valentine-Chamberlain

General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr.;
Larry Bentson, Vice-Pres.
REPRESENTED BY H-R
In Minneapolis by Wayne Evans & Assoc.

rewarding
public service
ENTERTAINMENT

*. . . with the leading personalities of our times

The finest in radio and television programming for every audience is available free-of-charge to interested stations from the National Council of the Protestant Episcopal Church . . .

VIEWPOINT

the Award winning interview series moderated for radio by the Rev. Dana F. Kennedy with leading public figures (15 minutes)

MISSION AT MID-CENTURY

winner of many awards, this distinguished television film series reveals the challenging work of the modern church in remote corners of the world (30 minutes)

THE SEARCH

Robert Young, host, and popular entertainment personalities in dramatizations produced in Hollywood for radio of vital topics in our lives and times (15 minutes)

A THOUGHT FOR TODAY

for radio or television, these inspirational messages from leading clergymen are ideal for station breaks, closings (1 minute)

* *For additional information or immediate response to your order, write or call . . .*

episcopal church
**Division of Radio and TV
The National Council of the
Protestant Episcopal Church
281 Fourth Ave., N.Y., 10, N.Y.**

Warner Bros. tv films at $30 million level

Warner Bros.' tv film production, which has increased 800% in the past three years, is now expanded to a 1959 program representing an income of over $30 million and providing eight hours a week of tv entertainment, Jack L. Warner, studio president, said Thursday (June 18) at the company's international sales convention at the Hotel Ambassador in Los Angeles.

The new tv program schedule comprises 10 series, all to be broadcast on ABC-TV, Mr. Warner reported. Included are four new programs, all of one-hour length: *The Alaskans,* scheduled for Sunday 9:30-10:30 p.m.; *Hawaiian Eye,* Wednesday 9-10 p.m.; *Bourbon Street Beat* and *Bronco,* for which no broadcast times were given.

Warner Bros. programs which will continue on ABC-TV are: *Cheyenne,* Monday 7:30-8:30 p.m.; *Maverick,* Sunday 7:30-8:30 p.m.; *77 Sunset Strip,* Friday 9-10 p.m.; *Lawman,* Sunday 8:30-9 p.m.; *Sugarfoot,* Tuesday, 7:30-8:30 p.m.; *Colt .45,* time to be set.

Tracing the growth of tv activities of Warner Bros. from its start three years ago with one one-hour program on the network, Mr. Warner commented that today's schedule of "putting eight hours of film on a network each week is equivalent to producing a full-length motion picture each working day. With all of its present magnitude, however, ours remains a growth program. We are confident there is a growing market for top grade film entertainment that will expand with the growth of our national economy."

Musicians battle over Bolshoi tv job

The feud between the American Federation of Musicians and Musicians Guild of America took on an international aspect Wednesday (June 17) when the Bolshoi Ballet was named as one of 10 defendants in unfair labor practice charges filed by MGA with the NLRB office in Los Angeles.

Papers filed by Carlton Sand, executive assistant to MGA President Cecil Read, charge that 10 of the musicians who played in the orchestra for the Bolshoi Ballet performances at Los Angeles Shrine Auditorium were omitted from the orchestra which performed when the ballet was recorded on tv tape "in favor of others whose political and union activities were more satisfactory to AFM and Local 47 [AFM's Hollywood Local]."

Defendants in addition to the ballet, include Sol Hurok, impresario who brought the troupe to America; Skiatron of America Inc. and its tv tape subsidiary, Television Industries; Mills Tv Assoc. of New York and Hilliard Elkins Inc., program organizations in charge of producing the taped ballet programs; Al Lapin and George Kast, music contractors who are members of AFM Local 47; George Koukly, New York musician who served as liaison man for the ballet; AFM and Local 47.

AP's Kramp urges more stress in news

An "aristocracy" of broadcasting newsmen, who strive for factual and well-modulated newscasts, was advocated a fortnight ago at the Pennsylvania AP Broadcasters Assn. meeting in Pittsburgh by AP General Executive Louis J. Kramp.

Mr. Kramp urged radio-tv newsmen to help sponsor an awareness of the responsibilities of their position, to be more quality-conscious about their work. He asked station owners and managers to learn more about news practices and principles. A station's character depends on top quality news, he said. (For election of new officers at the meeting, see FANFARE, page 131.)

• Program notes

• California National Productions, N.Y., with two weeks to go before its 1959 half-year end, last week announced a 26.3% gain in contracted sales over January-June 1958. So far in 1959, CNP has invested $6.5 million in new product, while 1958's total investment was more than $8 million. CNP expects this year to add 12,000 more half-hours of programming across the nation to the 1958 total of 50,000 half-hours, according to Earl Rettig, CNP president.

• WPIX (TV) New York has placed in national syndication its third documentary, *The Secret Life of Adolf Hitler* (BROADCASTING, May 18). The hour-long program traces the ascendancy of Hitler from the early twenties to 1945.

• *The Narcotics Story,* the history of a drug addict, is available gratis from Lee Bartell, KCBQ San Diego, Calif.

• National Telefilm Assoc., N.Y., sold its *Tv Hour of Stars* to 20 additional stations during the past month, according to Harold Goldman, president of NTA International Inc. A total of 60 tv markets now carry the 90-episode series, he reported.

Special report

WHAT'S REALLY HAPPENING IN NEW ENGLAND

Don't believe the area's bad publicity; the area is making a game—and winning—fight



FOR the past decade or longer New England has been stereotyped as, at best, an inert island in an otherwise booming U.S. or, at worst, a region suffering slow, inexorable decay.

As with most stereotypes, this one is exaggerated. New England is neither vegetating nor decaying. While nobody outside was looking, old New England has been turning modern. It has been lifting its face and strengthening its muscles. The deserted mill is no longer the landmark of the region. A more accurate symbol is the modern factory built of aluminum and glass and set in a landscaped park just off a six-lane highway.

New England isn't what it used to be. It is better, much better; so much better that it is now one of the nation's liveliest markets for merchandise—even though a lot of people with merchandise to sell don't know it.

The rebuilding of New England has to be seen first-hand to be appreciated.

View of Recovery • A 2,500-mile tour covering over 90% of the New England population provides a dramatic picture of the way Yankeeland is recovering from its depression, tooling up for the space age and remaking its physical structure. A 65-mile drive

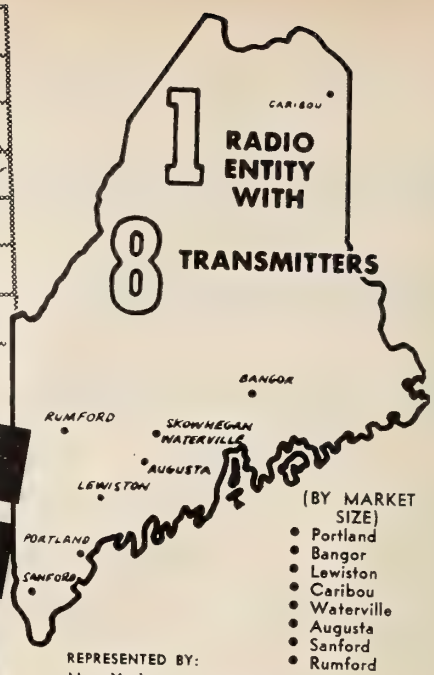
WHAT THE SURVEYS *DON'T SHOW* IN NEW ENGLAND

We know the 1959 SRDS surveys show a 5.5% increase in Maine's spendable income but we had to go to college . . . Bowdoin* . . . for a study of Federal expenditures in Maine to find this ***big PLUS . . .***

To reach this lucrative and GROWING market, buy the most unusual radio package anywhere . . . LOBSTERADIO, a single radio entity with 8 transmitters. Local programming, local personalities, local coverage . . . one basic cost.

*Bowdoin College Center for Economic Research—"Maine Business Indicators"

1958 Federal Payroll to Military personnel in Maine	$77,773,000
Federal Government contract awards in Maine, 1958	$46,262,000
Kittery, Maine Navy Yard Payroll for 1958	$31,500,000
Construction of new Government Facilities in 1958	$30,343,000



(BY MARKET SIZE)
- Portland
- Bangor
- Lewiston
- Caribou
- Waterville
- Augusta
- Sanford
- Rumford

REPRESENTED BY:
New York:
Richard O'Connell, Inc.
Boston: Harry Wheeler Company
Chicago - Detroit - West Coast:
Daren F. McGavren Co., Inc.

The Big Plus is . . .
LOBSTERADIO IN MAINE . . .
THE LOBSTER NETWORK



STEPS TO TAKE FOR GREATER SALES IN
GREATER BOSTON and GREATER WARE . . .

WHIL ★ *MUSIC-NEWS-SPORTS* ★ WARE
Sherwood J. Tarlow, President, Tarlow Associate Stations

WHIL — 1430 K.C., Boston, Mass. *National Rep.: Grant Webb & Company*
WARE — 1250 K.C., Ware, Mass. *National Rep.: Breen & Ward Company*
Regional Rep.: Harry Wheeler & Company

Other TARLOW Stations: WHYE, Roanoke, Va.: WWOK, Charlotte, N.C.: WJBW, New Orleans, La. and associated with WLOB and the Maine Lobster Network, Portland, Me.

New England has only:

2.0% **of the nation's land area**
5.8% **of its people**

But it produces:

6.6% **of the nation's personal income**
6.7% **of its wages and salaries**
6.5% **of its retail trade**
10.0% **of its total manufacturing**
37.0% **of its jewelry**
37.0% **of its footwear**
25.0% **of its cut stone**
14.0% **of its potato crop**
12.0% **of its aircraft parts and products**
85.0% **of its sterling silverware**
56.0% **of its newsprint**
16.0% **of its pulp-paper**
80.0% **of its sporting firearms, ammunition**
12.0% **of its electronics**
80.0% **of its packaged frozen seafood**
33.0% **of its fabricated plastics**

And it possesses:

6.7% **of the nation's telephones**
13.0% **of its commercial laboratories**
20.0% **of its life insurance assets**
27.0% **of its machine tools**
13.0% **of its colleges and universities**

along Boston's circumferential Route 128 unveils a panorama of a hundred big electronic, scientific and precision instrument plants. A decade ago this area was farm land and forest.

Here are a few mid-summer 1959 readings on New England's business pulse:

• High income, well above the national average.

• High savings, ditto.

• Jobs in both manufacturing and non-manufacturing on the increase.

• Above-national-average household equipment.

• High retail spending.

New England has become a center for advanced technology. Last spring it was divulged that a New England radar rig had delivered electronic energy all the way to the planet Venus and back. Nose cones for missiles, pocket-size tv transmitters, yards-long computers, gadgets that play tricks with atoms—all the intricate gear of the space age is being conceived and produced in New England. The region is now the most concentrated center of research and scientific industry in the U.S.

All this in an area that has had the highest ups and lowest downs of any major geographic segment of the country. New England has survived its downs, including the loss of 300,000 textile jobs in the past 25 years. It has learned to survive better than many other regions of the nation. The 1957-58 recession didn't hit New England as hard as it hit a good many other places in the U.S.

A Poor Image • Unluckily, New Englanders haven't been able to sell their story of progress. Their investment in the future gets scant attention outside their boundaries. Their products aren't properly promoted, even in their own backyard. Maine grows excellent potatoes, but the Somerset Hotel, Boston's social shrine, serves Idaho Russets in its dining rooms—and emphasizes their Idaho origin on its menus.

Outsiders hear the bad things about New England, but get little word about the good. They notice the loss of 57,000 New England factory jobs in the past decade, but seldom mention the 310,000 increase in total employment that took place during the same 10 years as service industries expanded. The valiant struggles of local and state development groups to replace lost employment are mostly ignored.

No other region has been so minutely scrutinized and so flagrantly misrepresented by media analysts.

"Their stories and pictures provoked a widespread pessimistic belief . . . that the region's manufacturing sun had crossed the zenith and was well on the wane," the Boston Federal Reserve Bank recently stated. "Their preoccupation with the decline of textiles obscured their view of the growth of other industries and the final supremacy of New England metal-working.

"Especially significant are the newer research-based industries which put the electron to work."

The story of modern New England can't be told by a two-day peek at Boston's scientific plants or a skimming of library stacks. New England is intricate and complex. It is split into three general sections:

• Southern Connecticut, an extension of the Manhattan dormitory in Westchester County, N.Y., in its own right a crowded blend of old and new industry.

• The Yankee factory, from New Haven north through Hartford-New Britain to Springfield and Worcester, Mass., east to Greater Boston and all the area east and south of this right-angled perimeter with a northward bulge.

• Old New England, New Hampshire, except the southern strip, Vermont, and Maine. This beautiful area combines rural and hill country economies and unlimited water supplies with some industry. It's one of the few areas left into which mechanized America can spread; the potential is enormous.

This is the country of Colonial heroism, tough conservatism, thrift and energy—once the solid backbone of old America. It now is at the northeastern top of this backbone, with mixture of old Yankee stubbornness and new blood from all over America and the world.

Pessimistic Reports • Yet the country's oldest region is also the least understood. A spring newscast on the NBC-TV network was based on "four dying towns." The four towns didn't act at all dead that morning of March 19, as NBC discovered a few minutes later at its Rockefeller Center headquarters. A few weeks later NBC-TV described an industrial miracle in four New England towns (page 76).

The June issue of *Esquire* described Boston as a place with "no future unless it gets great planning and greater luck." Just about every phase of modern Boston was misrepresented, according to those who know the city. The metropolis teems with planning and modernization (see Boston story, page 102).

Newsweek magazine recently had a textile-tragedy piece.

The New England Council and busy chambers of commerce are kept off balance by this parade of pathos. They promote diligently and do a constructive job of making New England attractive to new employers, but their voices don't reach out loud enough or far enough.

Last May 24 the *New York Times* surprised them by describing the way thousands of small industries are sprouting into big plants. The *Times* added, "If the Yankees have a shortcoming it is a reluctance to do much shouting about it. Consequently they often are sold short by outsiders. The record of the flight of textile mills has hung like an albatross around the necks of the Yankees for years."

Old and New • New England is combining old and conservative capital with a rising generation of younger management during the transition from soft goods to hard goods and scientific products. Its supply of skilled labor is

GOOD AND BAD ABOUT NEW ENGLAND

New England has its pros and cons. Unluckily its cons, or minus factors, are better known than the pros, or plus factors.

A matching of these plus and minus elements shows that much progress has been made since New Englanders set out to salvage the region from a textile-inspired collapse, but there's still trouble ahead.

Here is the plus and minus balance sheet of New England:

Rock-hard New England weathered the 1958 recession in good shape, suffering less than the U.S. as a whole.

Three good reasons for this show of resistance were cited by Robert T. Westermark, economist at New England Telephone and Telegraph Co.: Better balance of manufacturing industries, growth in one industry offsetting declines in another; volume of business in non-manufacturing fields continued to grow; New England's great research centers were working on extensive military assignments plus their growing volume of private engineering and industrial studies.

Here are economic strong points:

Plus • Factory employment steady for a decade at 1.5 million (see chart).

Plus • Retail sales have dropped only one year since 1947 (see chart).

Plus • Non-factory employment was 1.8 million in 1947; 2.2 million in 1959.

Plus • Total employment was 3.3 million in 1947; is 3.6 million in 1959.

Plus • Output per worker is increasing as textile and metal industries replace old equipment.

Plus • Local and state development groups attract new industry.

Plus • The region's schools train one of every seven scientists.

Plus • Developing industrial uses of atomic energy, especially motors.

Plus • There's lots of finance—insurance funds, Boston banking, college endowments, big family trusts and investment houses (eight of U.S. bank, insurance and investment trust assets).

Plus • New England has seven of first 100 U.S. banks.

Plus • Over 75,000 aircraft employes, led by United Aircraft.

Plus • There are more well-paid white-collar workers in new industries (textile plants had few executives and technical people).

Plus • There is one auto for every three persons (10 million population).

Plus • $30 billion life insurance is in force; 18 million policies.

Plus • Air defense facilities are all over the place, including SAGE (Semi-Automatic Ground Environment) and some not generally discussed.

Plus • There is 45% more cash in savings accounts than the U.S. average.

Plus • There is high ownership tv sets, radios, telephones and appliances.

Plus • Export-import trade means $2

Plus • There are 5,000 boats. New Englanders spend $200 million a year on boats.

Plus • Personal income up 4.5% in year.

---

aided by a growing scientific culture—the engineers, technical specialists and research people turned out by its universities.

The New England business trend is generally upward, "a pleasant contrast with the opening 1958 months," the Boston Federal Reserve Bank said in reviewing 1959 developments. It found "a tone of hopefulness and buoyancy."

Other findings by the reserve bank:

• The usual mid-winter employment decline was relatively mild.

• All six states have employment gains over a year ago.

• Jobs in ordnance industries (missiles) are up 50% in two years.

• Leather and shoes are strong; best first quarter since 1956.

• Chemical outlook favorable.

• Good pickup in electronic components, communications equipment.

• Textile machinery up, non-electrical machinery down.

• Pulp and paper well up over a year ago.

• Factory work weeks are longer.

• Drop of 17% in business failures; new incorporations up 39%.

• Opening of summer tourist season backed by record winter resort business.

• Department stores sales up 5% in first quarter.

• Even textile mills report improving business.

The bank summed it up this way:

"More people had jobs, worked more hours per week, received more income, spent more money and supported a larger volume of business."

And then it added:

"The overall gain in purchasing power has had a stimulating effect upon trade and business in general."

Building Program • New England's industrial, residential and municipal structure was old, some of it worn out, at the end of World War II. Many of its sprawling multi-storied mills were strung along rivers where water and power resources were available. Most of these mills are still there, some empty but others bustling with low-rental garment plants and scientific industries.

New housing developments are appearing outside central cities. Local communities are facing up to the commercial and traffic problems created by old, winding, narrow streets. New Haven, Worcester and many others are razing wide swaths in major rebuilding operations.

Newest symbol of progress is the super-highway. New England was among the first areas to sense the importance of fast motor traffic in economic development. The old Merrit Parkway, built before World War II, still feeds heavy flows of autos in and out of metropolitan New York.

Later came other Connecticut arteries, a Boston-Portland link, Portland to Augusta, Me., Boston's circular Route 128 and the cross-state Massachusetts Turnpike.

The most important single development in recent commercial history, many economists believe, is the 60-mph limited-access highway. Boston is now four hours drive from New York, less than nine from Washington. Short spurs reach out to a population of 20 million.

New business and residential settlements are developing at every access point. A warehouse suddenly appears at a turnoff; trucks drive in; a gas station, restaurant and small electronic components plant spring up at woods edge.

The Big Street • This is new America and new New England. Boston to New York is on the way to becoming a single metropolis of many separate governments but many common commercial interests. New York to Washington likewise.

The combined Boston-Washington stretch of 500 miles is known by economists under such names as Linear City and Big Street. Its development was predicted years ago by Dr. Christopher Tunnard, of Yale.

"When will Linear City be a single economic unit?" Dr. Tunnard was asked.

"In less than a quarter-century," he replied. "And later it will reach from Portland, Me., to Norfolk, Va."

New England's end-of-the-line locale, long one of its worst handicaps, may become one of its most precious possessions. The fast highways are bringing skiers in the winter, anglers in the spring, vacationers in the summer, land-

Plus • Shipbuilding is active.

Plus • Unemployment drop—256,000 collected benefits in 1957, 178,000 in 1958.

Plus • Construction contracts up 9% last year.

Plus • All-time record in department store sales last December (up 3%); suburban sales up 23%—both over December 1957.

Plus • There's a $1.2 billion tourist industry.

The New England survival story is a series of gutty struggles. The results are found everywhere—well, almost everywhere, but effects of the textile decline are still obvious.

Here are some of the obstacles that can effect New England's progress:

Minus • Taxes are high in several states.

Minus • There's much dependence on military business; a Pentagon decision can upset a large plant and its feeder plants.

Minus • Transportation costs are high; New England is at the end of the line.

Minus • Fossil fuels are expensive because of the long haul, but atomic power promises to be an equalizer.

Minus • Japanese textile imports are troublesome and getting more so.

Minus • Shoe imports, too, are rising.

Minus • Factory earnings are $1.79 an hour compared to $1.97 for the nation (early spring figure).

Minus • Much of the industrial plant is archaic and inefficient.

Minus • Many New England young men move away in search of executive opportunities.

Minus • New England's capital has financed some of its competition in other regions.

Minus • There's a shortage of mineral resources.

Minus • Welfare-state laws, public spending and business taxes create a business climate unfavorable to efforts to attract new industry. General Electric Co. and Raytheon Mfg. Corp., for example, constantly complain of this climate.

Minus • Massachusetts, Rhode Island and Connecticut are so heavily industrialized that some economists figure their growth potential is limited.

Minus • Massachusetts' state debt is described as the highest in the nation.

Minus • Other regions are expanding in the electronics field.

Minus • The center of population is moving westward.

Minus • The research and educational edge on the rest of the country isn't necessarily permanent. New England has no monopoly on brains.

Minus • The winters are tough.

Minus • A high percentage of the housing is old even though substantially built.

Minus • Tourist business is hurt by old, beat-up hotels at some of the beaches and by slow development of modern motel-hotel facilities. Some major cities have sad accommodations.

Minus • Vermont, New Hampshire and Maine (north of Augusta) have highway problems.

Minus • Municipal housekeeping is sloppy in some places, excellent in others. It's expensive to pretty-up old streets and buildings.

Minus • New England's advantages are under-promoted. There's still plenty of defeatism.

scape lookers and hunters during the colorful autumn.

Roads to Work • The highways are taking people closer to their work by the clock and farther from their work by the mile. With 60-mph roads, New Haven folk work in Bridgeport or the New York environs, or in New Britain or even Hartford. Hartford residents drive to Windsor Locks or Springfield, Mass. Springfield residents drive to Windsor Locks or all the way to Worcester.

Railroad Woes • As in other parts of the nation the railroads are slipping while highway networks speed up motor traffic. Rail upkeep has been cut to a minimum, and passenger car housekeeping is pathetic.

But New England needs the railroads. How else, for example, can General Electric ship its big transformers out of the Pittsfield, Mass., plant? Some require specially built flat cars, some two cars.

While old New England's man-made surface is being reshaped, there's no need to alter its geography. The hills, rivers, lakes, ponds and indented coastline combine commercial and recreational advantages.

There's little waste land in the six states. Some of the rocky acres gave colonial farmers a bad time, but modern agriculture and industry know what to do about them.

In Transition • New England is changing, swiftly and inexorably. Even staid Beacon Hill, crusty center of Boston's blue-blooded financiers, is turning modern. Its money is going into the newer industries—research, nucleonics, all the products of the late 1950s.

Legend says, though, that inside Beacon Hill's brick mansions there still remain a few descendants of stubborn Tories who peer out from behind window shades in hope they once more will see the Red Coats marching across the Common.

New England is changing—and for the better. Its people are hard-working. Their economic status is improving.

The fight back to economic affluence isn't over, but one thing is certain—New England isn't about to collapse.

Some day the canards about its purported miseries will be dispelled and the true story will be told—widely, vehemently and frequently.

That's one problem New England hasn't licked.

For marketers who want to reach New England customers with advertising, television and radio are ideal vehicles. There is exceptionally heavy tv and radio penetration in all six New England states.

In Connecticut, Massachusetts and Rhode Island a whopping 92% of all homes are equipped with television. These figures are exceeded by no other states in the U.S. and are equalled by only two (New Jersey and Ohio). The national penetration figure for television is 86% of all homes; New England, as a region, has 91%.

All six New England states have heavy radio penetration. At the latest estimate (March 1958 by A.C. Nielsen Co.), radio homes totalled 96.3% of all U.S. homes. All six New England states had higher percentages of radio penetration.

	% of Homes Having Tv	% of Homes Having Radio
Connecticut	**92%**	**96.7%**
Maine	**89**	**97.6**
Massachusetts	**92**	**96.8**
New Hampshire	**90**	**96.5**
Rhode Island	**92**	**96.7**
Vermont	**86**	**96.9**

Note: Tv homes estimates are from Nielsen as of spring, 1959; radio homes are from Nielsen as of March 1958.

FOUR OBITUARIES BY MISTAKE

These classic cases show how bad publicity dogs New England despite record of recovery

". . . And today four Massachusetts towns are dying."

Today was March 19, 1959.

The words, accompanied by film, were heard on the NBC-TV news segment of Dave Garroway's *Today*.

The towns are really cities—New Bedford, Fall River, Lowell and Lawrence. Each is a community of more than 100,000.

In New Bedford, Mayor Francis J. Lawler hung up the phone and noted as he took a breather between howling callers that spring was only hours away. Winter hadn't been trouble-free, not at all, but all around were signs of recovery and progress.

Buzzards over Buzzard's Bay? Not again, New Bedford's civic leaders prayed. Another textile tragedy would crumble the bones of old Hump Back, the whale, star attraction in the city's famed Whaling Museum.

Alfred R. Thackrey, executive secretary of the Board of Commerce, paced the floor. Charles J. Lewin, quietish editor and general manager of the *Standard-Times* (operating WNBH), was fuming. "Permanently depressed," the newscast had stated. The words rang in his ears while the phone kept ringing.

The Comeback • By lunchtime they knew in Radio City, 200 miles away, that New Bedford wouldn't let New York get away with this story. Mayor Lawler's snappy telegram included a request for equal time and a positive account of the city's comeback from decades of textile troubles.

Three other Massachusetts cities wanted it known they, too, were hurt. At Lawrence, P. J. Greely, Chamber of Commerce executive secretary, pulled a cutie. Instead of complaining openly, he sent his congratulations to Garroway: "Let's face it, we do have problems," he wrote *Today's* m.c. "We had a lot of calls. Our people were sore."

Mr. Greely thought NBC-TV might be interested in developing the New England theme by telling how Lawrence businessmen had bought the 20 Arlington Mills buildings for $325,000 (assessed at $2.8 million). He added, "Today those buildings house 7,500 employes, more than were employed before the mills were closed. Twenty-seven firms and the Internal Revenue Service (processing short tax forms) are feeding more families than their textile predecessor."

When the returns were in, NBC-TV was convinced the New England textile story had two sides.

New Lead • One month later, April 22, NBC-TV opened its *Today* newscast this way, "One of the most dramatic industrial revivals in the nation is taking place in four New England towns . . . towns hard-hit by the collapse of the New England textile business."

Breakfasts tasted better that morning in New Bedford, Fall River, Lowell and Lawrence.

But all New England wondered how this could happen, how a communications company in New York, hardly four auto hours away from these textile towns, could take so one-sided a look at a two-sided story—the story of a successful fight for economic life.

The answer was simple. These textile centers had bled freely but not until dry, and had supplied their own industrial transfusions. Unfortunately they were still tagged with the "Gone South" label.

Making a Vacuum • What happens when major industries move out?

In New Bedford, textile miseries began as far back as 1929 during a long strike. A second strike in 1934 was part of a nationwide work stoppage. But soon most of the city's 26 mills were humming again and business was getting better. Aerovox Corp., capacitors, was induced to set up in New Bedford, a plant employing several thousand. Cornell-Dubilier (electronics) came later.

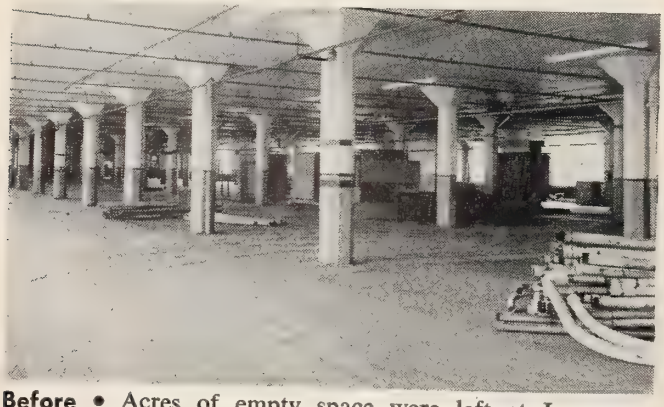
New Bedford was diversifying its industry. World War II kept the mills busy, especially those producing hard goods and all types of machinery and metal products. By 1947, however, the southern migration was resuming.

Last year New Bedford lost two big mills—Wamsutta and Hoosac, throwing 1,800 out of work. Yet unemployment has declined from 9,000 to 8,000 since spring of 1958. Rubber products led the new jobs.

Filling a Vacuum • These shocks aren't absorbed automatically. It takes planning, pushing and persuading to rebuild a city's industrial structure. New Bedford decided in 1949 to solve its own crisis by forming an Industrial Development Legion. Another group, Greater New Bedford Industrial Foundation, was set up to raise capital to improve sites and finance new factory buildings. A Cooperation Unlimited Crusade raised $1 million, and New Bedford added an 800-acre industrial park and a 64-acre marine terminal.

New Bedford is only 30 miles from Plymouth and its exalted rock. "We have no intention of making a burial ground out of the land where American industry began," Mr. Lewin said. "Look what's happening," he added, citing this list:

Berkshire-Hathaway, textiles, plant re-equipped with latest machinery, employs 2,000 and is headquarters for the



Before • Acres of empty space were left at Lawrence, Mass., as American Woolen closed its big Shawsheen plant.



After • When Raytheon moved into Shawsheen to make Hawk missiles it gave area $2-million-per-month payroll.



AMERICAN AIRLINES COMES AND GOES

There's nothing unusual about getting an account. That's one of the joys of business. Losing it is one of the hazards—that happens, too. But when it does, we like this kind of sequel: American Airlines ("Music 'Til Dawn"), after an initial three-year cycle on WEEI, left to go to a higher power Boston station. Now they're back on WEEI!

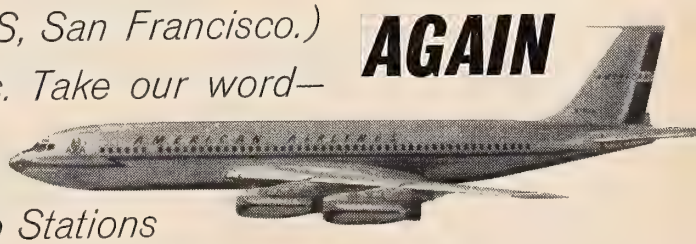
Such contracts are the greatest tribute a sponsor can pay a station. They mean he's assessed both stations' performances . . . and he's picked you.

In this case, American Airlines confirmed what we've been saying for a long time: an advertiser is simply not in Boston unless he's on WEEI. Listeners believe in WEEI, follow it, swear by it. And WEEI's entire staff is determined—through inventive promotions and aggressive merchandising—to translate that audience loyalty into sales.

This kind of performance is typical of all seven CBS-Owned Radio Stations. Each one is the bedrock of any advertising program in its market. ("Music 'Til Dawn" is now in its seventh successive year on WCBS, New York, WBBM, Chicago, KNX, Los Angeles, and KCBS, San Francisco.)

They're great stations. Take our word—and American Airlines'.

...AND COMES BACK AGAIN



The CBS-Owned Radio Stations

WEEI, Boston; WBBM, Chicago; KNX, Los Angeles; WCBS, New York
WCAU, Philadelphia; KMOX, St. Louis; KCBS, San Francisco

WTAG's 2-Layer Cake



THE FILLING:

Worcester County . . . population 582,600

THE FROSTING:

Central New England . . . another 617,400

Total Calories—**1,200,000**

40th U.S. Market—More People Than Some States—*

There's more here than meets the eye in the usual market reference sources. Maybe you've missed or misinterpreted the real potential in this important segment of the New England market. WTAG is the only station that covers *all* of it. For up-to-date information, contact our representatives, Henry I. Christal Co.

WTAG 5000W 580KC AM-FM

WORCESTER, MASSACHUSETTS

*SRDS - MAY 1959

organization; J. Curry Mendes Corp., paper machinery, new plant this summer; Quaker Oats, pilot pet-food plant at the harbor; Morse Twist Drill, $3 million in new equipment; Goodyear, $2.5 million invested in three years, with 850 working on three shifts; Firestone, new contract for shell casings.

The whaling industry is history but the current seafood catch at New Bedford is valued at $14 million annually, led only by San Pedro and San Diego on the Pacific Coast.

Omega Aircraft Corp. is making twin-engine helicopters, hopes to turn out 500 eventually.

New Bedford is distribution point for Cape Cod, Martha's Vineyard and Nantucket. Its fishing industry employs 3,000 and produces 75% of the world's scallop supply. Fishing is of such public interest that local radio stations list the daily catch of these boats. Ocean cargo ships come into the harbor. Beaches have been improved, new streets built. A heavy share of the factory buildings are of the one or two-story type favored by modern industry. Many small businesses occupy once-vacant mills.

Mr. Thackrey said 50,000 out of the total 105,000 population of the city were employed during the spring. "Does that sound like we're dying?" he asked.

The Second City • Fall River, between New Bedford and Providence, R.I., has a similar story. Alarmed in 1954, it staged a BJ (Building for Jobs) Day, raising $500,000 in a fast sidewalk campaign. Greater Fall River Development Corp. was formed and a new plant was built on speculation. Minneapolis-Honeywell leased it. A second "spec" building is to be ready by July.

May payrolls in Fall River were more than $500,000 above May 1958, said John Scanlan, of the Chamber of Commerce. Globe Mfg. Co., girdles and elastics, is expected to add 150 jobs this year. Artcraft Fixtures, planning to move out, was induced to stay when more plant space was provided. Montoup Electric (Stone & Webster unit) has a $20 million expansion program under way across the river in Somerset. Firestone and Latex are active; C.N. Beetle, plastics, is enlarging; Berkshire-Hathaway is busy; Marscot Plastics is making boats.

The gloomiest spot in Fall River a decade ago was Pleasant Street, where Union Mills had shut down. Now 1,700 employes work in garment, furniture, finishing and other industries housed in this group of sturdy buildings.

Fall River has a 35-foot-deep harbor with a $2 million state pier. Shell and other refineries get their oil via the Atlantic. A new super-highway has brought Boston within a one-hour drive. A big suspension bridge is planned



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across the river. Several downtown blocks have been razed for commercial buildings, a park and parking space. A new expressway through the city is in the works. "You can see why Mayor John M. Arruda and the chamber got after NBC-TV when they did that 'dying town' program," Mr. Scanlon said.

The Third City • Lowell was the next Massachusetts city given an advance obituary by NBC-TV, receiving favored treatment when the telecast opened. "This is Lowell, Mass., where the Appleton Mill, now unused, used to employ thousands of textile workers. And the Bigelow carpet mill in Lowell, another onetime major employer, also is out of business. As though a period is being put on the New England textile industry—the mill is now being torn down."

"We're now an ex-textile city," said Andrew McCarthy, executive director of the Lowell Chamber of Commerce. "A long bus strike has hurt us but we're holding no wakes. The last textile shutdown was the Merrimack Mfg. Co. cotton mill in 1957."

CBS-Hytron was the first to set up in an industrial park started by a local foundation. It has 650 employes and is putting in a $5 million addition. Raytheon has 3,500 employes. Wakefield Industries, making cases for Symphonic Radio & Electric Corp., has grown from 69 to 450 employes since 1954. Symphonic had 84 then, now has 1,500. Lowell has Carrier Corp., Reiss Associates and is planning two urban redevelopment projects—"a leader in New England's switch from a one-industry economy," Mr. McCarthy said of the community that Charles Dickens had once described as "the most beautiful industrial city in the world."

The Fourth City • The final city in NBC-TV's left-handed eulogy, Lawrence, suffered one of the major shocks of the textile migration when American Woolen Mills moved out of one of New England's largest mills, a shutdown that had started in 1952 and ended three years later. Shawsheen Village, it was called, an industrial showplace with "company houses" that looked more like a Westchester County community.

Lawrence and adjacent Andover lost thousands of jobs when Shawsheen shut up shop. But along came Raytheon. Shawsheen is now turning out Hawk missiles that add security to 20th century America. Raytheon has a $2 million monthly payroll at Shawsheen —at least six times the old woolen payroll. A spring evening drive around this vast plant showed a late shift at work; 6,200 are on the payroll now, and it is headed toward 7,000. American Woolen had 2,000 at peak.

The redevelopment program is bringing results in Lawrence. Western Electric has opened a multi-million dollar plant. Employment went up 600 in a recent month, even textiles showing a gain of 190 jobs.

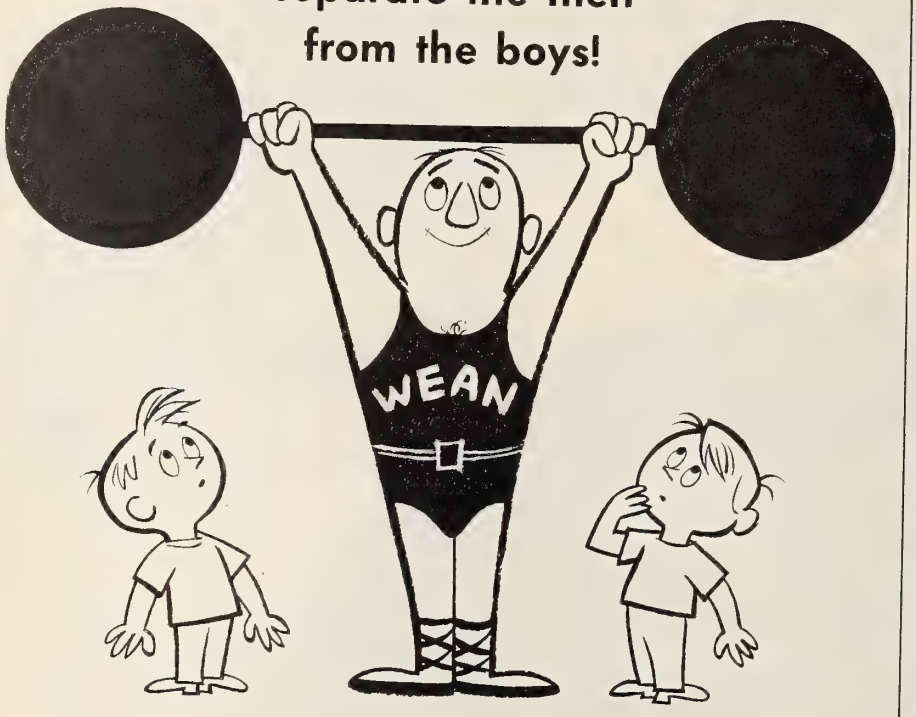
NBC-TV's followup telecast in April told a constructive story of New England's revival. New Bedford, Fall River, Lowell and Lawrence were vindicated.

A lesson was taught, a simple lesson: Don't go around calling New England a corpse.

Tallest of all

The highest structure in the United States will be the 1,619-foot tower being erected for WGAN-TV Portland, Me. The tower is located at Raymond, Me., 20 miles northwest of Portland. It will top by nine feet the antenna of KSWS-TV Roswell, N.M., now the tallest in the country. Creighton E. Gatchell, WGAN-TV vice president-general manager, said the RCA antenna wil be a traveling wave array with an 18-gain factor.

Here's where we separate the men from the boys!



MORE ADULTS*
(the mature BUYING audience)
LISTEN TO WEAN

*Nielsen—April-May, 1959 Adult listeners, average reported per hour—88.9%



79-0
WEAN

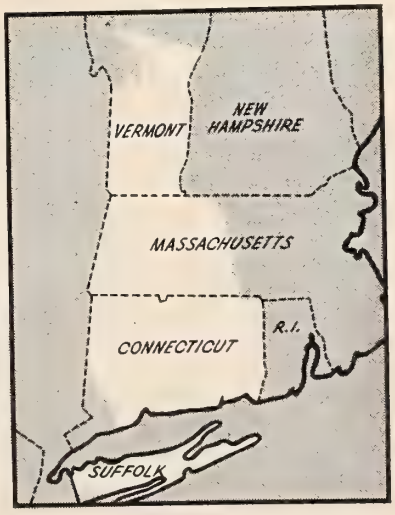
24-HOUR A DAY MARKET PLACE
IN PROVIDENCE, RHODE ISLAND—
THE HEART OF THE NATION'S TEST MARKET

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SCIENCE TAKES UP TEXTILE SLACK

A new industrial era brings jobs and payrolls to New England

Two twists of economic fate have shaped New England's destiny: the decline and migration of textiles and the growth of scientific industries.

Textiles have been slipping nationally and shifting regionally for more than three decades, aside from the abnormal demands of World War II.

Electronics, nucleonics, aeronautics, astronomics—all the industries based on modern science and engineering—were exactly what New England needed to offset the textile tragedy. Its concentration of capital, research and technical training facilities, production skills and resources served to adapt the region ideally to these latter-day phenomena. One of the results: a fifth of the nation's entire missile program is centered in New England.

New wages and new business helped the harassed region survive the textile shock. Automatic bookkeeping and mechanized mathematics have facilitated the industrial evolution, helping to consume the tubes, transistors, coils, sub-assemblies and finished units required by the billion-dollar computer manufacturing business.

The textile industry, New England's oldest, dates back to the years immediately following Plymouth Rock; the electronics industry is one of its newest.

At least a third of the stuff now coming out of the scientific plants wasn't in use at the end of the Korean War. Ten years from now the scientific industries will be turning out thousands of products not now in use.

Here are the stories of the falling textile and rising scientific industries and their place in New England's present and future.

Textile story

The best told story of contemporary New England is the collapse of its textile industry.

Told by itself, as it usually is, the story is a tragedy of vacant mills and dying cities. Take the story of "Black Christmas" in Manchester, N.H.

On Dec. 24, 1935, the huge Amoskeag plant, over two miles of mills lining the Merrimack River in Manchester, shot Santa Claus. The plant closed, and suddenly 18,000 families faced poverty.

Leave the story at that point and you have a drama of human misery. Carry it to its conclusion, however, and you have a story of another kind.

After recovering from the first great shock of the Amoskeag closing, a citizens group raised the money to buy the 10.5 million square foot plant for $5 million. Today 12,000 persons are working in 128 separate industries housed in the Amoskeag mills—electronics, bottling, tanning, other enterprises.

A Classic Story • The Amoskeag folding and the resultant comeback is a familiar event in New England. Somehow the rest of the nation still thinks of the region's troubles rather than its recovery.

New Englanders readily admit their textile plant has shrunk but they remind that it's just one of many billion-dollar-plus segments of the economy. Last May the Boston Federal Reserve Bank had a pleasant comment, "Improving business even extended to textile mills," with backlogs or orders leading to a spring speedup in cotton, woolen and worsted, dyeing and finishing, "the best tone it has had for some time." Over $400 million has been spent since the war in plant improvements.

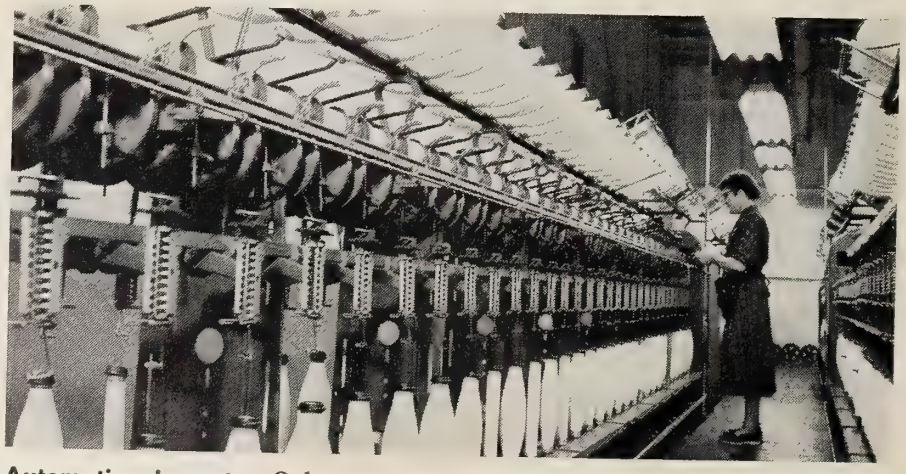
Essentially the textile situation looks this way:

- Textile jobs dropped from around 240,000 to 160,000 in roughly a decade, following a national trend in the industry.
- Shutdowns of mills and migrations southward have cut the industry to a third its 1919 level.
- The skidding trend is leveling off.
- Once New England's first industry, it's now behind electronics, transportation equipment and other hard goods.
- Textile wages are below the general factory level.
- Jobs are dropping faster than production.
- A half-million jobs are tied directly to textile production.
- Migration to the South is practically over; closings are mostly shutdowns.
- Half of the displaced textile workers, often in older age brackets, never get back into industry.
- The South's low-cost advantage is disappearing; wage scales aren't far apart but New England has more fringe benefits and holidays. Spring contract settlements brought a series of pay boosts.

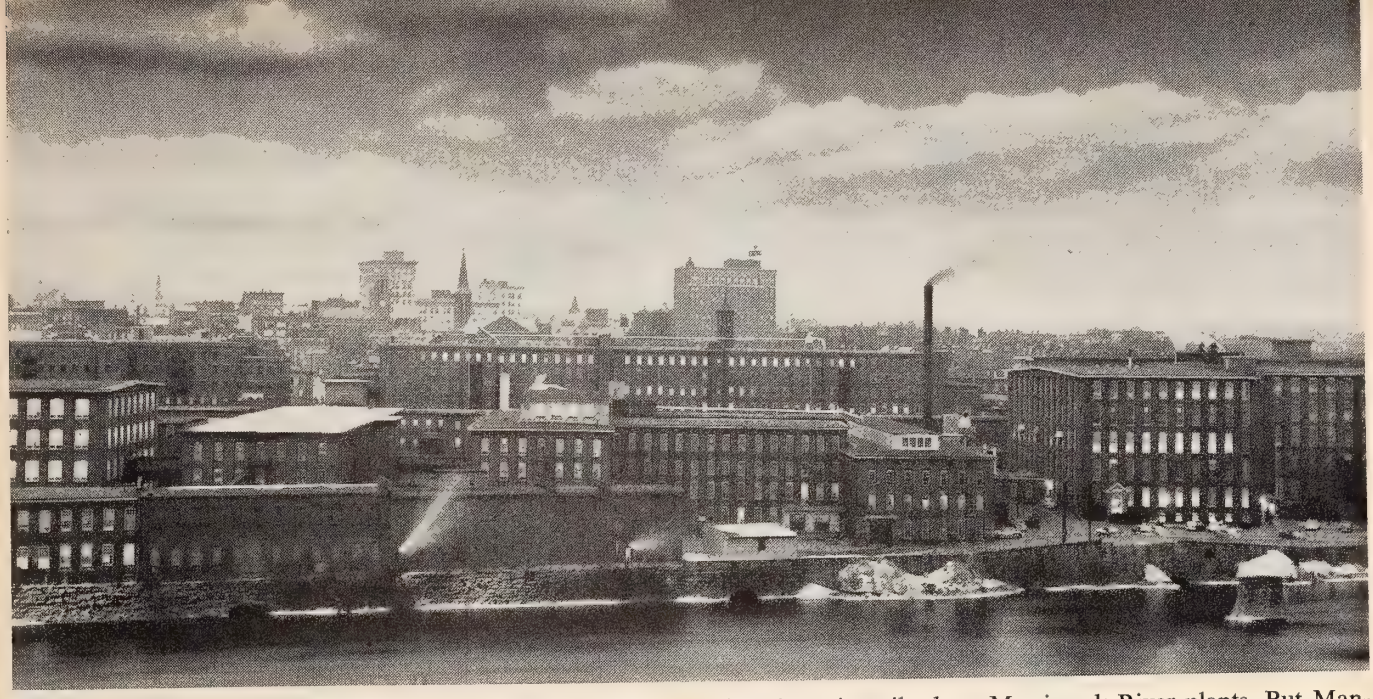
Industry Problem • Actually the entire U.S. textile industry has been sickish for many years. Two-thirds of the foreign market has been lost and imports have risen. Southern textile plants are hurting, too, but not as badly as their northeastern competitors.

A recent textile study by the U.S. Senate pointed out that the textile industry hasn't shared the growth of the U.S. economy since 1947. People are spending less for apparel as recreation opportunities increase. Some of the new fabrics are more durable; plastics and paper are used as textile substitutes in industry.

Textile profits are down and a lot



Automation impact • Only one person is needed to operate textile machine, turning out tricot cloth, lingerie and sweaters.



Textile transition • All Manchester, N. H., went in mourning during the Christmas holidays in 1935 when Amoskeag shut down its miles-long Merrimack River plants. But Manchester snapped back, the mills now house 128 industries.

of the national textile plant is obsolete, the committee found. Among solutions suggested were import quotas and a realistic approach to depreciation rates to encourage plant modernization.

Woolen mills have suffered the most, with a 50% drop in woolen-worsted fabrics jobs in two decades; 65% of worsted spindles have been liquidated.

New England's textile problem was reviewed last April by governors of Massachusetts, Rhode Island and New Hampshire. They asked President Eisenhower for a high-level study of their difficulties. The request was granted. An inter-agency committee of top federal officials will direct the study. Less successful has been New England's effort to get Congressional aid for needy cities.

The Ways Out • The solutions to New England's textile-based troubles are known to every New Englander—1, rebuilding, with financial aid and faster write-offs for new equipment; 2, development of new types of business and industry and 3, a brake on textile imports.

Modernizing can help. Take Berkshire-Hathaway's plants in New Bedford, Fall River and adjacent cities. First the New Bedford plant was transformed into what Edmund B. Rigby, treasurer, calls the most up-to-date in the country. Eight mills employ 6,000, same as a year ago, but the payroll is up due to a general textile wage boost last April.

Berkshire-Hathaway is now competitive with the South. Three full shifts are operating five days a week. Output is greater than a year ago. Said Mr. Rigby, "I feel confident a large part of the textile industry now operating in New England will stay here and continue to prosper."

The industry's decline has been a cruel blow to many communities. Manchester, Nashua, Lawrence—the cities of tragedy were legion. But they haven't rolled over to die (see recovery story, page 76). Some hard-hit cities are still losing ground one month, gaining it back the next.

But dying? That's no way to speak of the living.

Electronics story

"Electronics saved New England's life."

This statement, more than any other, was heard in a month of observation around the factory, commercial, financial and scientific facilities that crowd the landscape of the six northeastern states.

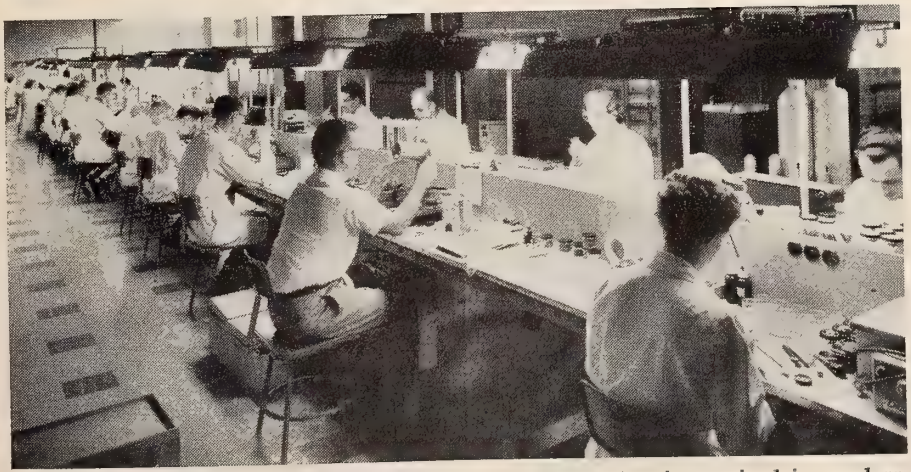
Dramatic, but not quite true.

Best obtainable data, blended with first-hand checking, indicate New England's electronic output will exceed $1¼ billion this year, over one-seventh the U.S. total factory value in electronics.

This is big business, but in itself the electronics industry hasn't replaced all the jobs lost in textile shutdowns and migration, or in feeder and textile service enterprises.

A steady and at times spectacular growth of electronic plants has been accompanied by growth in the parallel brain-backed or sophisticated industries that go along with missiles, satellites and the automated way of life.

Elusive Figures • Exact figures for electronic jobs aren't available. First, the official job classifications of federal and state agencies have just started to catch up with the $9-billion-plus electronics industry. Dr. William H. Miernyk, of Northeastern U., Boston, a leading economist, suggested it would take one person at least three years to estimate the number of workers em-



Scientific contrast • Minimum square footage per worker is required in modern plant turning out measuring instruments.

WCSH-TV 6

NBC Affiliate Portland, Maine

DOE



SIX will reach more homes for you, too.

The area A.R.B. taken April 11-17, 1959 again confirms that you get a bigger, more receptive audience on SIX.

QUARTER HOUR BREAKDOWN — HOMES REACHED

Sunday through Saturday —
8:00 a.m. - 12 midnight
Total quarter hours surveyed
in breakdown - 449

WCSH-TV share of "firsts" .... 277 - 61.7%
Station B share of "firsts" .... 109 - 24.2
Station C share of "firsts" .... 63 - 14.1

Remember, a matching spot schedule on Channel 2 in Bangor saves an extra 5%.

A MAINE BROADCASTING SYSTEM STATION

WCSH-TV—(6), Portland
WLBZ-TV—(2), Bangor
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

ployed in New England's electronics plants.

Even if such a study were conducted, the final result would face an insoluble problem—the cross-pollination of electronic, nucleonic, computer, instrument and space-penetrating industries. Literally hundreds of large plants are mixtures of engineering, scientific, research, precision, electrical, chemical and metallurgical industries.

Electronics' place in New England's economy and its future can be shown by a few figures and trends:

- Over 700 plants, many working extra shifts.
- Fastest-growing electronics area in the U.S., with greater dollar volume than Southern California.
- Enormous backlogs of orders.
- No seasonal factor.
- Prospects of meteoric expansion in military business (over half the cost of a missile is electronic).

Combined research, design, machine-tool and instrument facilities give New England leadership in the super-miniature, light-weight and shockproof items needed for space vehicles, missiles and the hardware of the future.

The Space Future • John L. Burns, RCA president, speaking at the dedication of RCA's new missile, electronics and control plant on Route 128 at Burlington, Mass., said New England "is destinated to play a leading role in the coming electronics and space age." By 1968, he predicted, electronics and space gear will be the region's largest industrial activity.

The Burlington project is RCA's first major plant in New England. Present employment is near 800 and is to be 3,000 by 1962. A semi-conductor plant had been set up in 1955 in leased space, giving RCA the feel of New England's electronics charms.

Mr. Burns described it in these words, "Few if any areas in the United States offer greater stimulus to intellectual curiosity, original research—basic materials of electronic progress." The Burlington plant is devoted to missiles, anti-missile techniques, electronic fire control and other intricacies of defense.

Raytheon's Story • The fantastic growth of Raytheon Mfg. Co. symbolizes New England's electronics industry. In 1942 it was a small tube plant with a $6 million volume. World War II led to fast production of the Magnetron power tube for radar. Raytheon broke the radar bottleneck with its mass-output techniques. Its radar assemblies provided three-fourths of the surface-search systems used by United States and Allied navies.

By 1951 Raytheon's sales had reached a pre-Korean War figure of $89 million; by 1954, $177 million. A policy change in 1956 took the com-



. . . when WBZ-TV moved into the homes of intrepid New Englanders. Just *one* out of every 20 homes in the area had a television set then. Today there are TV sets in 92% of the homes . . . and WBZ-TV is by far the No. 1 station.

We at WBZ-TV are proud of the enthusiastic response shown us by this vast and prosperous six-state community. We're proud because it justifies our faith in the area's growth.

And we're proud because the constantly increasing number of viewers (6½ million strong) means that they like us here . . . and that we are informing, entertaining and selling them.

And what else is a broadcaster for?

WBZ 4 TV Boston

Effective July 1st, represented by TvAR

Westinghouse Broadcasting Company, Inc.

pany out of consumer tv. Military business was growing, pointing to a new market in what are called "sophisticated electronic weapons." The company invested heavily in engineering leadership in key scientific frontier areas instead of consumer markets, patents and low-cost facilities. This led Harold S. Geneen, executive vice president, to say, "The self-generating ability of profitable growth within the company has been established."

It's hard to argue with Mr. Geneen after a look at the first-quarter statement for 1959. This shows: $333 million backlog of unfilled orders, a gain of $50 million for the quarter; sales of $109 million ($80 million for the same 1958 quarter). Total sales in 1958 were $375 million, a 45% increase over the $279 million in 1957; 1958 earnings after taxes were $9.4 million, or $3.08 per share, 95% above 1957.

Raytheon is the only electronics company in the nation with prime contracts for two major missiles, the Army Hawk and Navy Sparrow III. The Hawk, a ground-to-air missile, has been tested and is believed near the operational stage. It has knocked down the XQ-5 six miles aloft and traveling at twice the speed of sound. Sparrow III is an air-to-air missile. The entire unit is made in New England.

Raytheon, a sprawling giant, largest employer in Massachusetts (35,000 employes), is scattered all over the central New England landscape in old textile plants, efficient new industrial parks and even in glorified tool sheds—wherever convenient space can be leased. Floor space totaled 6.5 million square feet, a recent checkup showed.

One in 10 of Raytheon's employes is an engineer, scientist or executive. The near-4,000 crew of specialists is growing as fast as Raytheon can recruit from industry and campus sources.

The laboratories conceal secrets known to only a few, a common condition in this research reservoir. Some of the military developments have civilian uses. Radar tests in freeze-drying of food suggest a revolution in the processing and distribution of food products.

Famous Names • Other leading electronic names are found everywhere. Sylvania Electric Products occupies eight locations in Massachusetts, New Hampshire and Maine. Radar, data and missile plants are at Waltham, outside Boston, a second data plant at Needham, Mass., and transistor-diode production at Woburn, Mass., and Hillsboro, N.H. Most of the other plants concentrate on lighting products.

Sylvania isn't doing much talking about its Project Plato, an anti-missile guided missile it has been working on several years. It's active in radar, computers and other devices.

Last May 24 NBC-TV network devoted a Sunday hour to the dedication of Avco's $20 million laboratory array on Route 128. Here Avco is developing re-entry nose cones for Titan missiles under a $111 million Air Force contract. Titan's job is to deliver a hydrogen bomb to targets thousands of miles away.

Electronic Sampler • CBS-Hytron, Bomac, Sprague, Tracerlabs, Datamatic, International Business Machines—the names of electronic and partially electronic firms run into the hundreds. Datamatic is a joint Raytheon and Minneapolis-Honeywell project. Its growth is spectacular, its computers even more so. IBM's plant is at Burlington, Vt., one of the compact list of major industries in that state. Another Vermont industry is the Rock of Ages setup in Barre, which turns out a strange pair of items—multi-ton blocks of granite and tiny capacitors that a finger-nail can conceal.

Nationally the computer business runs into the billion-dollar bracket. New England's share isn't easy to compute. A good guess would give it at least a fourth of the U. S. total, maybe more when the long racks of missile-space equipment are included.

Electronics equipment fits into the

Pulse shouts about it...

The latest 27-county Pulse rates WBZ+WBZA No. 1 in 4 out of 5 quarter hours, in a primary service area of 5½ million people! •

Bostonians spout it...

Nielsen shows that WBZ delivers more adult listeners than any other radio station in Boston!





office operations of every known type of major industry, even television audience research (BROADCASTING, May 25). But related industries turn out equipment used to house and operate electronic gear.

Example of Growth • An example is D. S. Kennedy Co., at Cohasset, southeast of Boston just beyond the eastern terminus of Route 128. At the end of World War II the plant, headed by Donald S. Kennedy, employed five people building radar reflectors for Raytheon. After the Korean war the company got into antenna systems and its volume rose to $4 million in 1956 as it went into big tracking antennas.

Charles Creasor, vice president of Kennedy, said the company's 1958 business was $14 million. All but a dozen of its 700 employes are in New England. "Right now we're taking a breath to decide how big we want to be," he said.

Kennedy installations include the long-range dish at Lincoln Lab., west of Boston, MIT-operated plant that delivered the blip of radar energy to Venus and back, plus others in the Cape Canaveral-Ascension Islands chain. The company's four plants had a $11 million backlog at a recent checkup. Its reflectors and associated radar gear automatically stick to the course of a skyward satellite.

High Pay Jobs • One of the mushrooming computer outfits is Epsco Inc., Boston. An engineer who is handy with the stuff that goes into its air-traffic control systems and missile trackers can earn $15,000-$20,000 a year. Epsco figures this is a good investment in its business. It has been a pacemaker in combining digital (number) and analog (physical quantities) computers.

Starting from a basement in 1953, Epsco is now in the $10 million-a-year bracket. It has equipment that will measure in terms of a millionth of a second. The Epsco Stardac is designed to guide Polaris missiles from submerged submarines to distant targets.

A heavy industry unit, United Shoe Machinery Corp. has a contract to build reactor components for atomic power generation.

Scattered Installations • Raytheon, Epsco, Bomac and the other electronics manufacturers in New England have their components, sub-assemblies, assemblies and specialties all over the extensive defense installations that dot the six states.

The science of nucleonics, less than two decades old, has been embraced eagerly by New England where high fossil-fuel costs (oil, coal and gas, mainly) have been a competitive problem, raising production expense in comparison with areas closer to fuel sources.

As atomic power sources increase, the disappearance of shipping expense for older fuels will place New England closer to competitive equality with other regions. After all, the ingredients of an atomic power plant can be delivered in a relatively tiny package.

Nuclear Development • There's secrecy everywhere — along Boston's Charles River, around Route 128 and in research laboratories. Four big Boston-area nucleonic projects are said to involve around $200 million. A reactor at Rowe, in western Massachusetts, will supply power in a region that uses lots of it.

Two nuclear-powered naval ships, adding up to around $200 million, are under contract to Bethlehem Steel. Atomic submarines are coming out of the General Dynamics yards at Groton.

Lowell Technological Institute has plans for nuclear education and a research center. Massachusetts Institute of Technology, Harvard, Northeastern U. and Worcester Polytech are deep in atom-splitting. Medical schools, hospitals, industrial plants and research centers are utilizing new products in their economy-promoting operations.

It's a safe guess that all the newer sciences are going only one way—up. And New England intends to lead the ascension.

All New England is mad about it...

Newsmen in the field give lively local news coverage...top personalities key their shows to special New England tastes! No wonder they all tune in...all over!



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51,000 WATTS W B Z BOSTON WBZA SPRINGFIELD

Represented by PGW Effective July 1, represented by AM Radio Sales, Inc.

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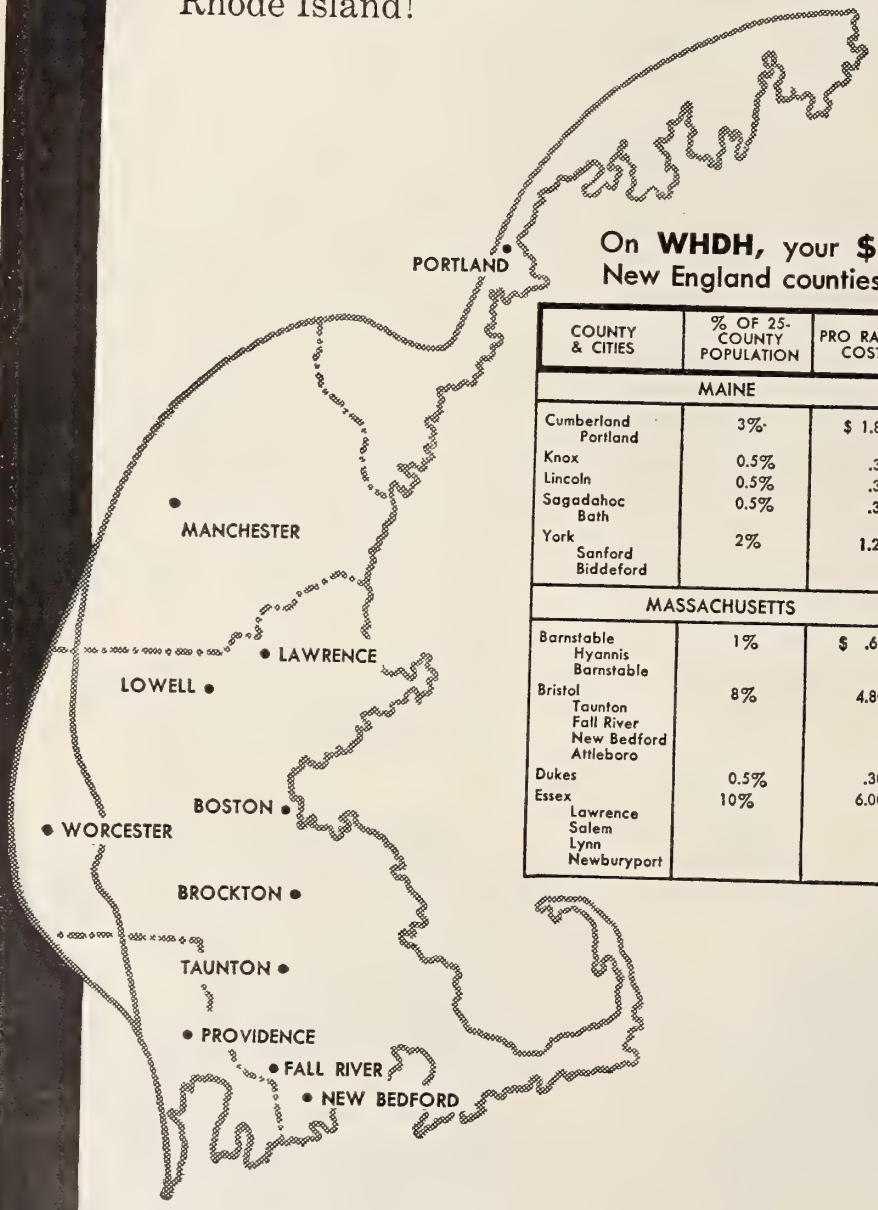
When you buy **50,000 Watt WHDH,** *you get* **BOSTON** *plus* **25 Key New England Counties!**

Weekly WHDH Penetration of 25-County New England Area*

STATION PENETRATION	MAINE 5 MAINE COUNTIES	N.H. 5 N.H. COUNTIES	R.I. 5 R.I. COUNTIES	MASS. 5 OTHER MASS. COUNTIES	BOSTON 5 BOSTON METRO COUNTIES	TOTAL 25 COUNTIES
PERCENT WHDH	61.5%	63.4%	44.6%	68.0%	76.8%	69.1%
FAMILIES	53,600	64,200	101,600	116,200	706,300	1,041,900

*Latest area Pulse

WHDH reaches **80%** of the population that accounts for **81%** of **ALL RETAIL SALES** in Maine, New Hampshire, Massachusetts and Rhode Island!



Serving 1,507,000 Radio Homes

On **WHDH,** your **$60.00** spot buys all **25** key New England counties, at these pro rated costs:

COUNTY & CITIES	% OF 25-COUNTY POPULATION	PRO RATED COST
MAINE		
Cumberland Portland	3%	$ 1.80
Knox	0.5%	.30
Lincoln	0.5%	.30
Sagadahoc Bath	0.5%	.30
York Sanford Biddeford	2%	1.20
MASSACHUSETTS		
Barnstable Hyannis Barnstable	1%	$ .60
Bristol Taunton Fall River New Bedford Attleboro	8%	4.80
Dukes	0.5%	.30
Essex Lawrence Salem Lynn Newburyport	10%	6.00

COUNTY & CITIES	% OF 25-COUNTY POPULATION	PRO RATED COST
MASSACHUSETTS (Cont.)		
Middlesex Lowell Newton Everett Malden Waltham	21%	$ 12.60
Nantucket	0.5%	.30
Norfolk Brookline Dedham Quincy	8%	4.80
Plymouth Brockton	4%	2.40
Suffolk Boston Chelsea Revere	16%	9.60
Worcester Worcester	2%	1.20
NEW HAMPSHIRE		
Belknap	0.5%	$ .30
Hillsboro Nashua Milford Manchester	3%	1.80
Merrimack Concord	1%	.60
Rockingham Exeter	2%	1.20
Strafford Dover Portsmouth	1%	.60
RHODE ISLAND		
Bristol	0.5%	$ .30
Kent Warwick	2%	1.20
Newport Newport	1%	.60
Providence Providence Woonsocket Pawtucket	11%	6.60
Washington	0.5%	.30
Total	100%	$60.00

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50,000 watts
850 on the dial

Represented Nationally by John Blair & Company



Planning the future • Research center in Cambridge, known as Trillion Dollar Triangle, provides scientific and production know-how for business, industry and the military. It's working on devices that will shape destiny.

THINKING: BIG ECONOMIC RESOURCE

Research and education are major money makers in New England

Brains are big business in New England.

A complex of universities, colleges and prep schools plus the nation's largest collection of research laboratories adds up to a multi-billion-dollar factor in the economy.

They don't even stop at billions in New England when they talk about their cerebral industry. The main group of research firms in Boston, once renowned as Research Row, has lately been dubbed Trillion Dollar Triangle.

This idea factory consists of a cluster of imposing buildings adjoining Massachusetts Institute of Technology on the banks of the Charles River. When the center ran out of river front it backed into the city of Cambridge. Now it has annexes scattered a few miles out along Route 128.

The trillion-dollar aspect is based on the influence exerted by consulting engineering and scientific firms serving private industry, government and the military. Its discoveries are destiny shapers. Massachusetts alone has 180 independently-operated research laboratories, either commercial or endowed by educational institutions or foundations, plus 142 private industrial laboratories, a total of 322.

Business of Education • Educational institutions, too, are important to the New England market. Every autumn an influx of around 200,000 students arrives from every state and most foreign countries. These students spend one to six or more years on a hundred campuses. They spend an estimated $150 million in the course of a school year for basic campus and personal costs. On top of this the institutions themselves spend $350 million annually in paying faculties and staffs, buying supplies and operating their instruction facilities. Some, such as MIT, have huge grants from government.

Endowments at New England campuses are well over the $800 million mark, according to the U. S. Office of Education. The income, of course, goes to students and campus projects. The value of college real estate and equipment isn't easy to calculate but it will pass $2 billion and is rising rapidly.

Such campus activities as sports are important economic contributors. More students are married than in the past and naturally spend more on housing, food and services than the average single student. Popularity of graduate study is growing.

Where It Began • Higher education got its American start in New England when Harvard was founded in 1636. The region is proud of its campuses; 84% of its young people stay in New England to go to school.

An economic portent from the New England Board of Higher Education: "We can expect college enrollments in New England to double in the next 15 years."

Trillion Dollar Triangle's explosive growth is based on the obvious benefits derived from the concentration of universities in the Boston area—MIT, Harvard, the newer, fast-growing Northeastern U., Boston U. (another fast grower with a $60 million expansion program), Boston College ($30 million campus) and many others.

Scientists, educators and students like one another's company and tend to live in clusters for sociological as well as professional reasons.

First Think Factory • The original Research Row had its beginnings in 1886 when Arthur D. Little Inc. was founded "to improve processes and perfect products." The firm of technical consultants prospered. When MIT moved across the Charles River to Cambridge in 1916, Arthur D. Little Inc. moved next door. Soon it had neighbors who figured this was a smart idea. The biggest boost came in World War II, the most exciting project being an

WJOY

Liveliest Station In BURLINGTON

PULSE rated Number One in Burlington, Vermont's largest city in Vermont's most populated county.

Ideal Test Market

Burlington is large enough to be representative, but small enough to be easily checked. Burlington offers such advantages as low penetration of outside advertising media, isolation from competing markets, diversified industry, sales and income per family representative, and a balanced industrial - trade - agricultural economy.

WJOY

1230 KC — ABC

National Rep.—Everett-McKinney
In Boston, Kettell-Carter
General Manager, Frank A. Balch

(*Feb. '59 Greater Burlington PULSE)

order to provide melted uranium for the U. of Chicago's stockpile—a modest role in nuclear history but it pushed Research Row into a national role.

Arthur D. Little Inc. comprises 1,000 scientists, engineers and laboratory-office people, according to its board chairman, Dr. Earl P. Stephenson, coiner of the Research Row label. Its scientists and engineers team up with industrial management to solve problems, all sorts of problems—weather forecasting, what's in outer space, how to break up the traffic jam on Main St., cancer cures, broadcast test gear, super-miniature gadgets for rockets, tiny tv transmitters.

The explanation of the phenomenal growth of research is simple. Out of MIT, Harvard and other laboratories come countless thousands of technical papers, mostly pure science. At this point, research consultants span the gap between science and people. They translate scientific findings into useful military and industrial applications.

Industrial Birth • New England, after all, sparked the growth of American industry. Eli Whitney invented mass production by use of interchangeable parts. Samuel Slater, a contemporary, devised factory techniques by which work of skilled craftsman was broken down into simple steps that could be handled by the semi-skilled or unskilled.

Basic research people often haven't the slightest idea what their laboratory findings mean. They improve theoretical understanding of a process or phenomenon.

Dr. Robert Van de Graaff once developed a high-voltage static generator. This was interesting. But its application came about when the late Dr. Karl T. Compton, then MIT president, brought Dr. Van de Graaff to MIT where he joined Dr. John Trump in more research. High Voltage Engineering Corp., backing the development, brought Dr. Denis Robinson from England as its president.

The medical profession showed little interest until the research team had demonstrated that high-voltage static generators offered a forward step in cancer therapy. Now the generator is an accepted device in cancer treatment, nuclear research, sterilization and industrial radiography. Boston is often called the world's top research center.

Similarly the high-vacuum work of National Research Corp. led to the frozen orange juice industry. American Research & Development Corp. and New Enterprises Inc. encouraged development of Tracerlab Inc., an active electronic firm with many facets. Arthur D. Little Inc. set up General Motors' first centralized research department. Automation devices and efficient processes emerge constantly from Trillion Dollar Triangle as its cerebral savants cut the lapse of time between a laboratory advance and its application.

The University Role • MIT plays a multiple part in this scientific environment. Besides training young scientists and engineers, it is active in defense roles. The MIT Radiation Laboratory, as well as the Harvard Countermeasures Laboratory, are critical units in the evolution of the space age.

The Lincoln Laboratory of MIT, operated under contract for the military, is directed mainly towards communications and electronics in the North American defense. MIT designed and developed SAGE (Semi-Automatic Ground Environment) air defense and DEW (Distant Early Warning). In February 1958 radar signals were bounced off Venus, and it recently sent President Eisenhower's voice to the moon and back.

A widely accepted estimate places the cost of operating New England's research facilities at over a half-billion dollars a year. Two-thirds of this comes from private industry, most of the rest from the government. Spread out in the Boston perimeter are dozens of major private laboratories. AVCO is in a new $15 million research center because it wanted to be "in the most highly developed research climate in the United States" and close to Boston's cultural advantages as well as transportation and commerce. RCA, Quartermaster Corps, Raytheon — the names are many.

Harvard research into research showed 42% of the funds go into new products and processes; 50% into improving existing products and processes, and 8% into uncommitted studies.

Into Space • Rockets are going higher and faster, missiles are hitting their targets, monkeys are getting free rides to heaven and back because of the plodding, ingenuity and calculations of New England's scientists and engineers. New defenses against ballistic missiles are being developed. At MIT's electronic laboratory they figure they're five years ahead of the rest of the world, and 70 other laboratories staffed by the school's 6,000 students (half in graduate work) and faculty are making similar contributions to the future.

This cranial concentration is impressive, but New England has no monopoly on scientific skills, according to Georges F. Doriot, president of American Research & Development Co. and marketing professor at Harvard Graduate School of Business Administration. "Boston should dispose of the idea it is the brain center of the world," he said. "California Tech, Rice, Houston, Chicago and many other universities are far advanced in their scientific progress."

"Ten years

of hard labor!" Hard labor to corner the top studios' best feature films. Hard labor to create provocative, headline-making local programming. Hard labor to present more news more dynamically. Yes, ten years of hard labor have made WJAR-TV far-and-away the number one station in the PROVIDENCE MARKET. Now, on its tenth anniversary, WJAR-TV looks forward happily to serving another sentence.

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people around here practically starving for years. esthetically. radio. you think they were satisfied? from hard rock-n-rolls? no sir ree bob. are now, though. WELI. swell music. all the time. real good listening. big, enthusiastic audience. buy lots of stuff. you hungry? for sales? buy WELI! Serves New Haven, South Central Connecticut, and Eastern Long Island, too. WELI, New Haven, Conn.

CONNECTICUT—GROWING FAST

Bridges gap from New York to land of Yankee

The small, factory-dotted state of Connecticut has a multi-faced economy. Southwestern Fairfield County is, to a considerable extent, a dormitory for Metropolitan New York and a spillover from Westchester County, N.Y.

Stamford, Greenwich, Norwalk, Westport and other communities have expressways to Manhattan, and the trip to Madison Avenue will be even faster when some metropolitan bottlenecks are cleaned up. Some 15,000 Connecticut residents commute daily to New York by rail.

At Bridgeport the state begins to take on more of a Yankee aspect. Its metal-working and other industrial plants employ 54,000, but many residents make the daily trip to New York. The commuter belt peters out below New Haven.

The state's economic lifeline bends northward at New Haven, taking in Naugatuck, Waterbury, Meriden, Middletown, Bristol and New Britain before reaching Hartford, 37 miles away. Springfield, Mass., is only 26 miles north of Hartford. The cities have much in common, particularly Windsor Locks and its aeronautical industry.

While the Long Island Sound from Greenwich to New Haven is spotted with industry, the shoreline loses its factory saturation east of New Haven. The Connecticut Turnpike promises to open the shore area to New London and on to Providence, R.I., within a decade. It promises also to speed development eastward to Westerly, R.I.

Insurance Capital • Hartford, state capital and largest city, is also capital of the casualty insurance industry. United Aircraft, which has put nearly $200 million into expanded plants, had 57,400 employes mostly in the Hartford and Bridgeport areas, a late spring report showed. Nationally the aircraft industry is down somewhat, but United hasn't felt the trend as much as most companies, its maximum drop being 4,500 jobs in a year. United's Pratt & Whitney plant powers nine out of ten Boeing and Douglas jets and most military jets.

Hamilton-Standard Propeller at Windsor Locks, another subsidiary, took the transition to jet-powered planes in stride by shifting to jet equipment, fuel controls and other aeronautical items. Two Sikorsky whirlybird subsidiary plants are in the Bridgeport area.

With Travelers and other gigantic insurance empires plus state, federal and city governments, Hartford's daytime population is estimated at 400,000, roughly double the population of the metropolitan area (including East and West Hartford). Business has been good the first half of 1959 and unemployment is down in the trading area, which is estimated to have a population of 500,000.

A $50 million Front-Market development project promises to solve some of the mid-city crowding. The new Statler Hilton Hotel is busy. A discordant note is the hideous, unpainted backside of the New Haven railroad station, luckily hidden from the park area toward the Capitol.

New Britain, 88,000, is 10 miles to the southwest and Bristol (47,000) is 16 miles. New Britain is called the world's hardware center. Windsor Locks is 10 miles north of Hartford.

Face Lifting • Old New Haven is deep in a major redevelopment campaign that has attracted national interest. The Oak St. Redevelopment Project is tied to nearby toll highways by the Oak St. Connector, an expressway right through the central area. The College Plaza office building, $13.5 million, was ready for summer occupancy. Southern New England Telephone Co. will move 2,500 employes into its $12 million building in the autumn. Alderman Development will also be opened in the autumn.

The New Haven civic leaders are looking as far ahead as 1990. A 16-story apartment in the Oak St. project is due for winter occupancy. Store and office buildings are projected. While this area is moving ahead, Mayor Richard C. Lee and the Citizens Action Committee have several other development schemes in the works.

Church St. redevelopment is to have a badly needed hotel, operated by Sheraton. Banks, parking, and apartments bring the planned total to $86 million. Then there is Long Wharf Industrial Park, which will house many major industries. Work is due to start in 1960. Wooster Square will include housing, a commercial park, community and civic facilities, industry and a shopping area. It has a 1963 target date. A key factor in the whole development program was strong broadcaster support.

New Haven's 170,000 population figure doesn't reflect the extent of its trading area or its economic impact. Its fortunate location among a nest of expressways and by a deepwater harbor tie the city into New York, the rest of New England and international commerce. Its importance as a wholesaling center is expected to increase. Yale brings culture and economic enrichment to the city.

Metal Working • Bridgeport is heavily industrial, turning out machinery, transportation equipment and fabricated metals of many types. The city is 57 miles from New York. The economy draws support and employes from the maze of nearby communities. Metropolitan population is 170,000. Its State St. redevelopment plans have been approved. While much of the industry is located in old plants, newer structures are appearing every month or so. United Illuminating is getting a $20 million addition to its generating plant. Norwalk and Stamford, on the southwestern side, are industrial cen-

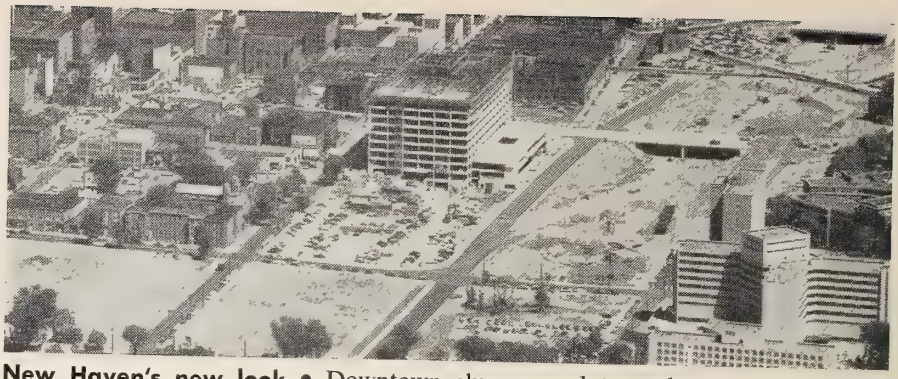
Connecticut at a glance

- Population 2.4 million; fastest-growing New England state; one-third increase since 1940 (U.S. average is 27%).
- Leads all states in U.S. in per capita production of manufactured goods; double the national average.
- The top state in per capita income, $2,825 per year (1959 estimate). This is 38% above national average.
- State has 8% of New England area, 23% of population, 29% of manufacturing employes.
- Tops the U.S. in output of aircraft engines, ball and roller bearings, copper rolling and drawing.
- Employment has risen every year since World War II; factory employment rose 50,000 jobs from 1950 to 1957.
- Dependent on hard goods and metal working; never deeply involved in textiles; no shoe industry.
- Doorway to 14 million population in New York City and Northern New Jersey.
- Second U.S. state in production of machine tools.
- Highest ratio of telephones per person in U.S.

ters and benefit from the trek out of New York City.

New London (40,000), an old fishing center, is getting a business lift out of a modern military weapon, the atomic submarine. Last April 16 the *Skipjack,* 2,830 tons, was commissioned. It's the fastest American submarine ever built, coming out of the Groton yards of General Dynamic's Electric Boat Div. The new *Triton* will be nearly twice the size of the *Skipjack,* and dwarf the yard's earlier atomic subs, *Seawolf, Skate* and *Nautilus.*

Connecticut has seen good days. It's counting on better ones.



New Haven's new look • Downtown slums razed to make way for modern buildings and trough scooped for new expressway. Southern New England Telephone this fall will move 2,500 employes into new plant (center). Several redevelopment projects are in works.

MAINE TAKES FORWARD STEPS

Trees are main industry in largest state

Maine was one of the first areas of the United States settled by the white man—1607 at Popham on the Kennebec River—but it still has more undeveloped territory than any eastern state. Despite its 3½-century history, the state has a vast, untouched wilderness in the northern section. This land, rich in forest and water resources, joins the rest of Maine in offering one of the important industrial potentials of a spreading nation.

Water and trees first attracted civilization to the area. Trees have always formed the basis of the largest employment segment in the state, led by the pulp and paper box industries ($400 million a year). Water and the offshore continental shelf offer unlimited food resources and are the principal tourist lures.

Maine could be the sleeper in the East's industrial expansion. In the southern tip, the coastal city of Portland is becoming an outlying part of the Boston industrial and commercial empire. Eventually this city of 150,000 (population within 12-mile drive) will be the northern terminus of the Linear City metropolitan area extending south to Richmond and Norfolk, Va.

Aroostook Economy • In the northern tip, Aroostook County lies between the coastal province of New Brunswick and an extensive new economy developing down the St. Lawrence where iron ore and commerce are getting a big boost from the newly opened seaway. Larger than Connecticut in area, Aroostook County is adding food-processing industries to take advantage of its enormous potato crop, close to one-seventh of the U.S. total. If a road is cut 125 miles through the primeval woods to the St. Lawrence, Aroostook County believes it can speed up its potatoes to the entire Midwest via the new seaway at a price competitive with other potatoes.

Across the St. Lawrence a million people will have settled within a decade if the Quebec ore development comes up to predictions. An arterial ribbon from Presque Isle to Rivere de Loup, Que., would give northern Maine the east-west outlet it wants and spur the potato industry.

Potatoes actually are an industry in Aroostook County. The incredible soil, a light brown loam of high yield, combined with ample rainfall and the long daylight hours that offset the short growing season, provide an ideal combination for potato growing.

A fifth of the crop is processed for potato flakes (instant mashed), frozen french fries and other cooked items, and starch. Eventually four-fifths of the crop will be processed, some of the growers believe. Such names as Birdseye, A&P and Salada are developing the processing industry. Peas are the only other crop that can be grown in the short Aroostook summers. In nursery fields are super-spuds of the future that will help the potato business. The Aroostook farmers are now chipping in a percentage of receipts to an advertising kitty.

Potato growing is a gambling business. The Aroostook farmers store their crop if the autumn price isn't right and take a chance on later quotations, even if it means driving without a new Cadillac or two for a few months. The Maine broiler industry is called the fastest growing in the U.S.

Mineral Movement • Maine's mineral potential is interesting if not well documented. Low-grade manganese abounds, awaiting processing progress. A sudden interest has developed in other ores—copper, nickel, lead, zinc, lithium and diatomite—and mineral claim activity has been increasing.

In its industrial development, Maine has had its share of textile troubles but boasts proudly that no Maine textile mill has ever moved south. The textile output runs $150 million a year. Shoe and leather plants are busy. In the pulp-paper field, Great Northern Paper Co., at Millinocket, has the largest newsprint unit in the nation—2,000 tons a day requiring 2,000 cords of wood. Research work is under way in develop-

Maine at a glance

- Lowest population density in New England; half of people live outside cities; total population, 910,000, rising slowly.
- Income rising; $1 billion retail sales.
- As large in area as the other five New England states put together.
- Its coastline, 228 miles airline, runs 2,400 miles in actual length, half the total U.S. Atlantic coastline; 5,000 scenic streams and rivers; over 2,400 gorgeous lakes and ponds; Mt. Katahdin is the highest mountain, 5,267 feet.
- Main industries—trees and processing of wood products, over half-billion dollars not including furniture; shoes and leather; cotton, synthetic and other textiles; metal products and machinery; food; transportation equipment (including Portsmouth Naval shipyard); tourism; fishing (90% of U.S. lobster catch); air and coastal defenses.
- Potato crop was 1.9 million tons (nearly $60 million) in 1958, second only to Idaho. Total 1958 farm income was 37.6% over 1957.



You can reap the harvest . . . .
. . Of one of New England's

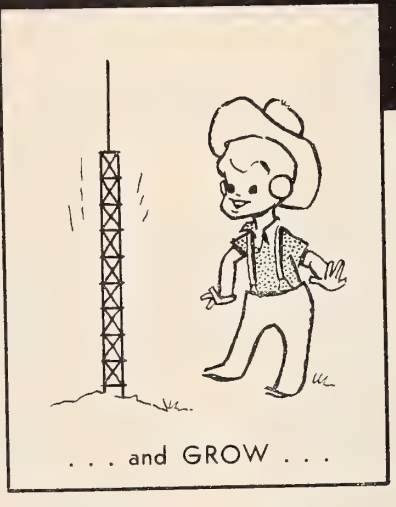
Biggest Crops!!

'cause we've just "planted the seed" for the WORLD'S TALLEST TV TOWER, *smack in the*

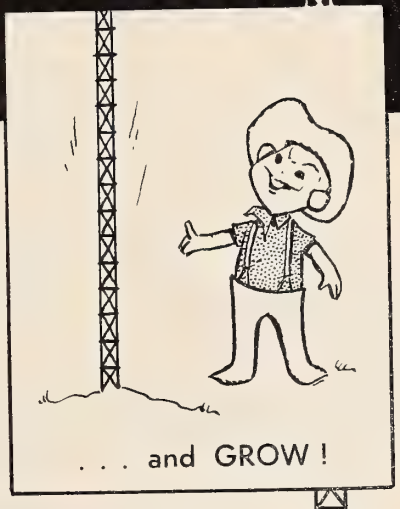
Portland, Maine Market!!



and this summer it will GROW



. . . and GROW . . .



. . . and GROW !

Now, WGAN TV puts Portland and Southern Maine among the ranks of your most important Television markets.

On May 18th the ground was broken for what soon will be the world's tallest man-made structure . . . the 1619' WGAN TV tower. This is our way of demonstrating implicit faith in the largest market area in northern New England.

NOW is the time to "reap the fall harvest" of Portland's No. 1 Station (ARB Metropolitan Survey, April, 1959) and take full advantage of the accelerated promotional effort which will emphasize the October 1st, tower completion, target date.

WGAN·TV

channel 13 portland

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ment of new paper products from hard woods.

Maine pioneered the industrial development commission idea, now common practice all over the country. Nine new industries opened in the first quarter of 1959, 31 in 1958, 22 in 1957. New products include plastic heels, boats, prefab houses, stone products, machinery, toys and radar gear. A $20 million revolving fund is maintained.

The state's industry consists of 3,000 manufacturing establishments, four-fifths of them small. Automation is increasing, which Maine feels will create new openings for skilled workers as well as increase production and cut costs.

Shellfish produced an estimated $18 million crop last year, with half of it coming from a 20-million lobster haul. Frozen and frozen cooked seafood dinners are helping build the industry.

Tourist Promotion • Maine led the nation in official state promotion of its recreation attractions, and no state has more luscious lakes or inspiring rivers. New ski areas are being added to meet the demands of skiing devotees. Spring salmon fishing, fall hunting (35,000 annual deer kill), fine beaches, cool summer days give Maine more than its share of attractions.

The state's recovery from the 1957-58 recession has been slow but steady. Greater Portland, with over a third of the Maine's population, is feeling the benefits of opened pocketbooks after the dip. Its economy is supported by such paper plants as S. D. Warren Co. at suburban Westbrook (3,500 employes); ocean-borne tanker oil for the pipeline to Montreal (harbor is ice-free all the year); Bancroft & Martin steel mill; medical center; famed Burnham & Morrill Co. baked beans and other food (450 employes); Portland Copper & Tank Works; three shoe factories; Maine turnpike. Portland has some of the old Yankee conservatism but the community is becoming more aggressive as the younger element takes over.

The business section is compact, a common trait in New England cities. Casco Bay has 200 sizable islands.

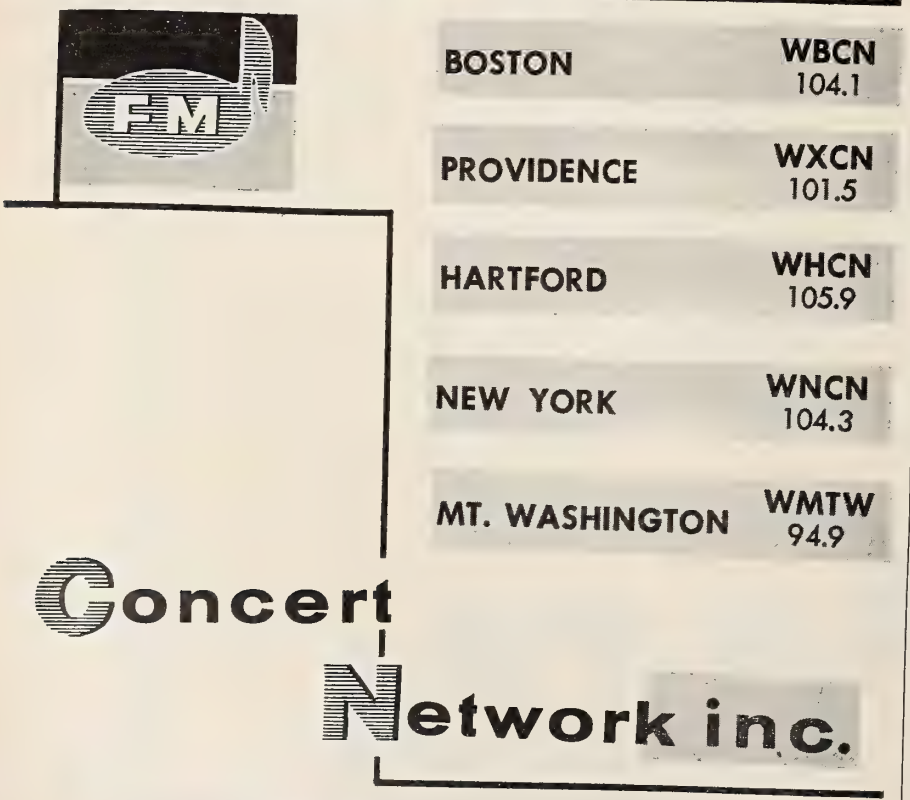
Other Cities • The Lewiston (45,000)-Auburn (26,000) area is the second largest in Maine, with a total of about 150 manufacturing plants. Industrial development started well before the Civil War as plants took advantage of the Androscoggin River and its series of falls. Bates College is in Lewiston. Products include textiles, wood items, leather and metal. Auburn has 15 shoe plants turning out up to 70,000 pairs a day plus leather and wood processors.

Bangor (they make it sound like Bang-gore) is a distribution point for the northern part of Maine. Its 60,000 population (immediate trading area) includes 6,000 at Dow Air Base, with a $20 million military payroll. The base has fighter interceptors coming from Presque Isle this year, adding 3,000 personnel, and later a Bomarc missile project is due. Retail business started slowly this year but should reach close to $90 million in the city proper, well above last year. Bangor total business runs $160 million a year. The lumber industry has always been a central activity. Pulp, paper, wood products, lumber, building material, machinery and textiles are produced in the city's industries. It hopes to be tied into the Maine Turnpike one of these days. A 125th anniversary is being celebrated.

Waterville (45,000) has large woolen mills, C. F. Hathaway Co. (expensive shirts), lumber products, Colby College, paper mills, pulp and plastics industries. Augusta (32,000) is the state capital and northern end of the Turnpike. It is located at the head of navigation on the Kennebec River. Industries include textiles, paper, pulp, shoes and poultry processing. Brunswick, home of Bowdoin College and a scenic business center, is one of many coastal and inlet cities. Others include Rockland, Bath, Eastport on the north, Biddeford and Kennebunk on the south. Bath has contracts for $80 million to build missile-firing frigates.

North Country • Northern Maine has a triangular cluster—Presque Isle (13,000), Caribou (12,000) and Ft. Fairfield (5,500)—supported by the military, potatoes, peas and lumber. Loring airbase now includes 13,000 military personnel and dependents, according to Col. Norval C. Bonawitz, base comander. It is being revamped into a center of two bomber, one tanker and two fighter squadrons, plus a Snark unit. At present it has an $18 million annual payroll, including contract personnel. The base itself spends $3.4 million a year in the area and contractors spend $2 million. The food bill alone is $2 million a year; clothing $615,000; rent $800,000. Caswell Air Force Base is eight miles away, with 400 people. Presque Isle base has 6,000. Construction projects under way at Loring this year run $7 million, nearly all handled by Maine contractors. Presque Isle and Caribou are celebrating centennials this year. Houlton, to the south, has a new shoe factory and valve plant. Presque Isle has a new industrial park.

Northern Maine gets cold in winter. All the nation hears the sub-zero reports from the Caribou weather station. Like Minnesota and other northern areas, Maine handles this problem in stride. And the summers are wonderful.



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MAINE in Top 50 Markets!

(Cast . . . quizzical Quent, agency timebuyer, and Paul Bunyan, Maine-born "Mr. Big")

Quent: Maine in the top 50 markets! Says who?

Bunyan: Me, Paul Bunyan.*

Quent: How come? I've never seen Maine listed in the top 50 markets.

Bunyan: That's because you see Maine as several small markets. The Hildreth Stations deliver Maine as one big market.

Quent: Well, shoot me some figures.

Bunyan: Sure, here's how Maine stands in the National Markets.

Population	**Maine ranks 23rd**
Effective Buying Income	**Maine ranks 28th**
Retail Sales	**Maine ranks 25th**
Food Sales	**Maine ranks 21st**

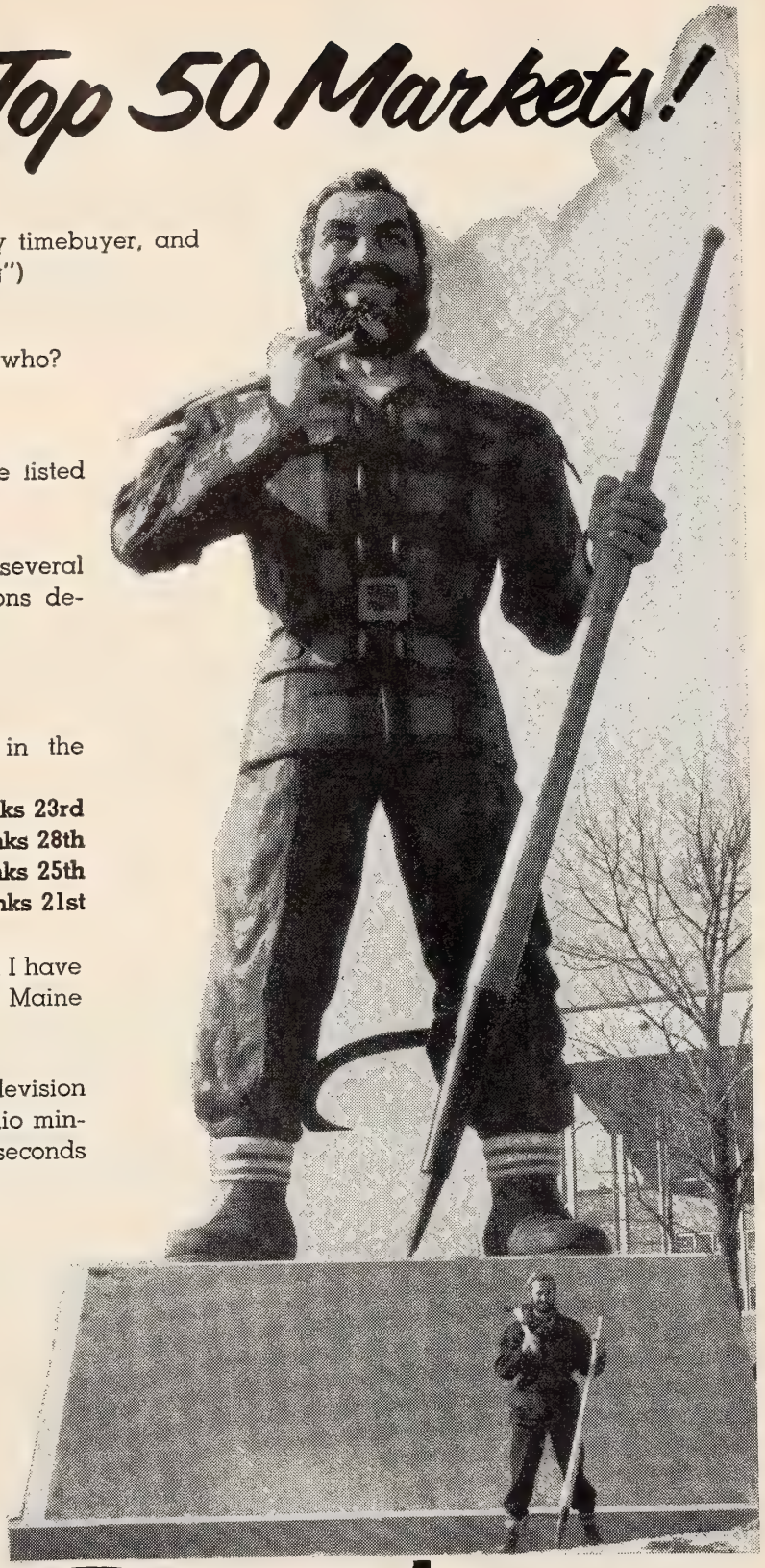
Quent: Hmmm, interesting . . . but wouldn't I have to buy a lot of stations to cover the Maine market?

Bunyan: Not at all. Hildreth Radio and Television Stations cover Maine. Hildreth Radio minutes cost $16.15. Hildreth TV 20-seconds (AA time) cost $80.

Quent: Where do I get more information?

Bunyan: George P. Hollingbery Co., Nationally, Kettell - Carter, Inc., in New England.

*Backed by figures from SALES MANAGEMENT May 10, 1959 Survey of Buying Power



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Hildreth Stations

HORACE A. HILDRETH, PRES.
WALTER L. DICKSON, V. P.

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MASSACHUSETTS RANKS AT TOP

Heavy concentration of factories, people

The historic, factory-laden state of Massachusetts is about half of any New England statistic. Roger Johnson, research director of Associated Industries of Massachusetts, says the state's share of many major economic factors in New England will run between 40% and 60%. In electronics and some types of machined products the ratio will run even higher.

Textiles and shoes and leather products once dominated the state's production. Now they're down to third and fourth place, respectively, as contributors to factory output—textiles 10%, shoes-leather 9.5% of manufacturing jobs and roughly the same share of value added. Their places have been taken by electrical machinery and electronics along with scientific items used by industry and the military—more than a fourth of the total production and the ratio keeps increasing.

Manufacturing was split 50-50 between soft and hard goods a few years after the war and in 1950 the state made the transition permanent. The gap continues to widen as scientific industries grow in importance and soft items recede.

Tightly Packed • Massachusetts' industrial and population center is in the eastern end of the state. Nearly half the population of New England is within a 1½-hour drive from mid-Boston. This area also encloses about half the Northeast's industry, including the famed collections of suburban-type scientific plants along Route 128 (see story page 102).

Seventeen Massachusetts cities are in the 50,000-upward class, led, of course, by Boston. Most of them are old, centuries old. And most of them are modernizing their streets, their worn-out blocks and their residential areas to cope with traffic jams and enable many of their residents to work in cities 10 to 50 miles away.

Growth trends conform to the New England pattern, the population and industry showing gradual rather than spectacular overall expansion—the usual trend in mature industrial regions.

Eighty-five percent of the people live in urban areas.

Communities in the 50,000-upward class include Arlington (49,500); Brockton (63,000); Brookline (65,000); Cambridge, near the heart of Boston (125,000); Chicopee (57,000);

Massachusetts at a glance

- Population has passed the 5 million mark.
- Civilian labor force of 2.1 million.
- Manufacturing is over half the $4 billion total payroll.
- Main industries — electronics, electrical and scientific machinery and assemblies; textiles (quarter-billion dollars a year), shoes (100 million pairs a year), textile machinery (50,000 workers, $40 million annual production), transportation equipment, plastics, rubber goods, paper-pulp.
- Top U.S. producer of chocolate candies ($25 million payroll).
- Birthplace of America; hundreds of historic shrines.
- Tourism brings in $350 million a year to Berkshires, Nantucket and Martha's Vineyard, Cape Cod, Cape Ann, North and South Shores.
- Biggest brain factory in nation (see research-education story page 89).
- State Business Development Corp. has added $70 million in payrolls in five years; 140 local and private development units in operation.
- Highly diversified industry and balanced economy.
- Agriculture output runs $200 million yearly—hay, poultry, eggs, dairy products, truck crops. Cranberry crop is $10 million, over half of U.S. total.
- Fishing is the oldest of all industries, $30 million a year. Three people work in processing for each fishery employe.
- High state debt—$109 per capita compared to $22 in Connecticut.
- Over 225,000 employed federal, state and local governments.

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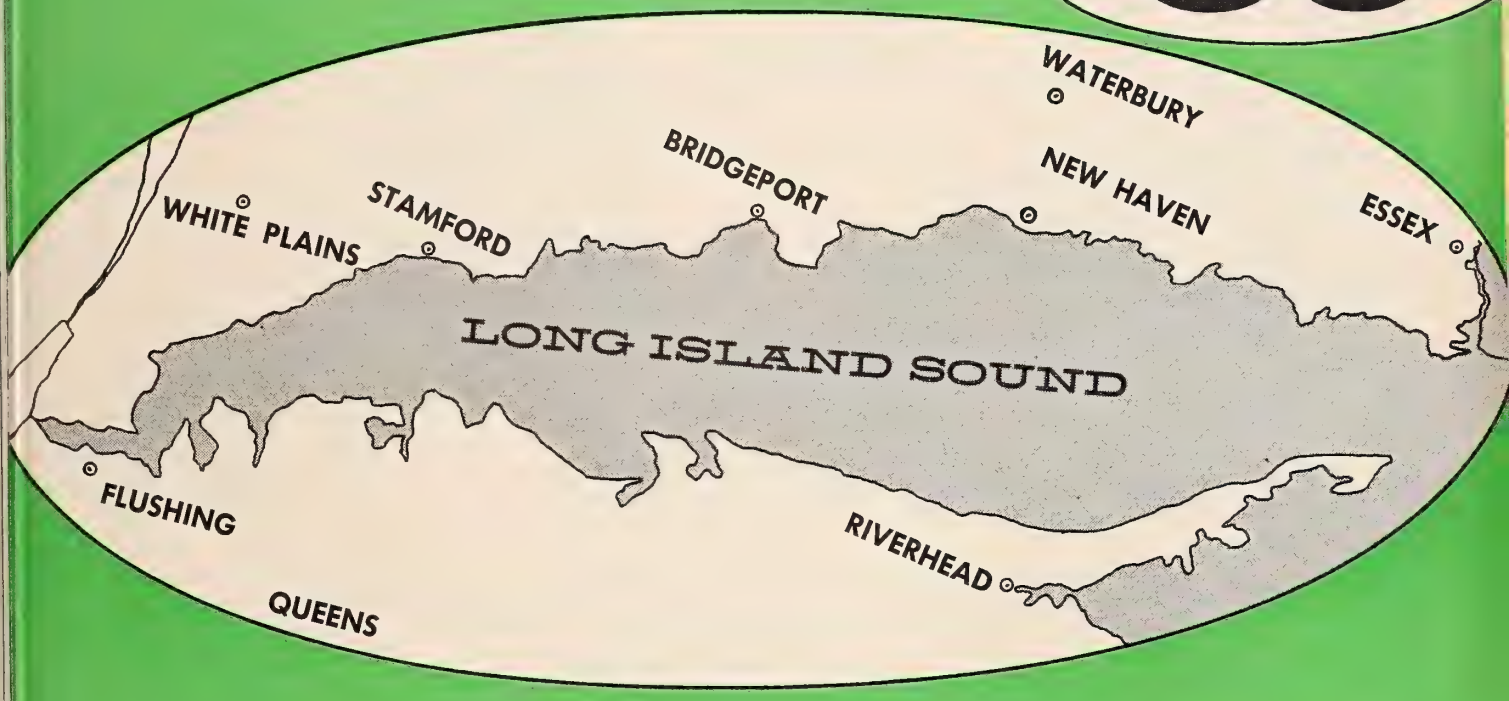
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Everett (45,000); Fall River (105,000); Haverhill (47,000); Holyoke (56,000); Lawrence (75,000); Lowell (98,000); Lynn (98,000); New Bedford (108,000); the Newtons, a series of interlocked towns (91,000); Pittsfield (58,000); Somerville (96,000); Springfield (170,000), and Worcester, second largest city in the state (212,000). Most of these cities have contiguous or other nearby communities.

Taxes are high in Massachusetts, bringing constant moans from General Electric Co., Raytheon and other major employers (GE has 30,000, Raytheon, the leader, 35,000 employes in the state). Occasionally they throw out hints about moving to states where social welfare levies such as high unemployment benefits are less of a burden on industry. State officials reply that so-called tax incentives of other states tend to attract marginal industries. They remind employers that the state has a skilled and stable labor supply with a low work-stoppage rate.

Story of Worcster • Worcester has some of the heaviest industry in New England, or anywhere else. One of the big closed-die forge presses at the Wyman-Gordon plant in outlying North Grafton exerts a 50,000-ton squeeze that makes huge airplane spars. There's no equal to this squeeze in the world, and there's hardly a big jet operating in civilian or military service without Worcester ribs, wheels and other forgings. It takes an hour to walk around this modern plant and it's so clean you could eat lunch off the floor.

Downtown Worcester is all chopped up pending completion of elevated highways, commercial parks and other projects that will promote its transportation and distribution efficiency. None of this rebuilding will be allowed to soil the old public square and its stately trees. The city has a subnormal complement of office buildings simply because the 625 manufacturing plants have millside offices.

The city of Worcester lost six plants from 1956 to 1958—633 to 627—but suburban plants gained from 132 to 179. Annual payroll is around $350 million, 85% from manufacturing. Four insurance companies have home offices and there are seven colleges and universities.

Norton Co., with 5,000 jobs, is the largest Worcester employer. It makes wheels and abrasives. Graton & Knight is the world's largest producer of industrial leather products. Crompton & Knowles makes textile looms used all over the world. Wyman-Gordon's older plant, inside the city, began to boom as a principal source of crankshafts for the auto industry. Actually, Worcester makes few end products. Naturally it was late feeling the 1957-58 recession, and was late getting over it.

The city has raised about $70,000 for an efficiency study by Arthur D. Little Inc. It is a food distribution center as well as a focal point for trucking and freight car exchange. Many residents work in the Boston area. There's an architectural curiosity—hundreds of three-story, frame box-shaped apartment buildings of old vintage.

Story of Springfield • Springfield, like Worcester, is enjoying the efficient Massachusetts Turnpike. The Linear City concept of an approaching solid metropolis from Washington to Boston moves northward from New Haven and Hartford to Springfield, then moves through Worcester to Boston.

A rail and highway intersection point, Springfield has a new six-lane express route running from Hartford through Windsor Locks. This will speed access to the enormous aviation plants at the two Connecticut cities. Actually, Connecticut bleeds into Springfield's economy. The city has six access points to the Massachusetts turnpike, providing new industrial sites.

Business and industry are increasing though a shift of a Westinghouse appliance unit to Ohio gave Springfield a 1,500-job jolt.

The Springfield armory was laid out by George Washington as an ammunition dump, instigating the city's famed firearms industry. Westover Field is a Strategic Air Command base with 6,000 military and civilian employes. The city's civic leaders are working on redevelopment projects. Impact from the recent recession wasn't serious. Late spring business was described as much better than 1958. American Bosch Arms Corp. is adding a $1½ million plant.

Worcester and Springfield, 38 and 89 miles respectively from Boston, get red-necked at Bostonians who think Massachusetts is bounded on the west by Route 128. Eventually they figure to be the western finger of a built-up metropolitan area reaching westward from the Atlantic.

Other Cities • Within shopping distance of Springfield is the paper city, Holyoke, where the Connecticut River drops 60 feet in 1½ miles. Bank paper, writing paper, skinny paper, thick paper, wrapping paper—name it and Holyoke makes it and has been making it for 1½ centuries, aided by availability of water, water power, textiles and the other ingredients of paper. Chemical, wire, Church toilet seats, pumps, belting and other plants help support the community.

Off by itself in the far western end of Massachusetts, Pittsfield is headquarters for the glamorous Berkshires. One of Pittsfield's papers is fancier than Holyoke's best—the tough, speckled sheets turned out by Crane & Co. at Dalton, a suburb. The annual Crane crop from its Dalton plant is worth $2.5 million f.o.b.; when the U.S. Bureau of Engraving puts pictures on this paper, it's worth $8 billion in currency. Crane uses a 50-50 mix of new linen and cotton at its 157-year-old plant to provide the makings for paper money. A few miles south at Lenox they make wrappings for cigarette makings, another fancy grade of paper.

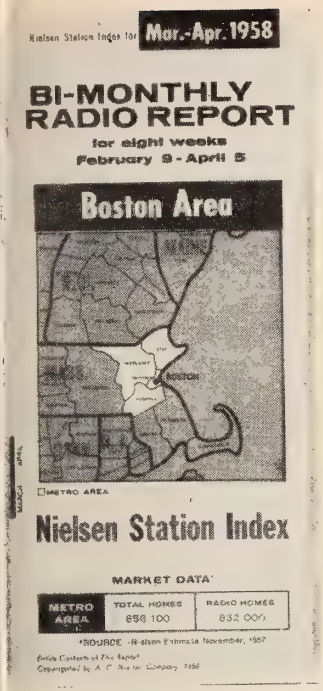
Pittsfield has a tremendous GE plant (transformers), Berkshire woolens, Wyandotte worsteds, Eaton, and other important industries.

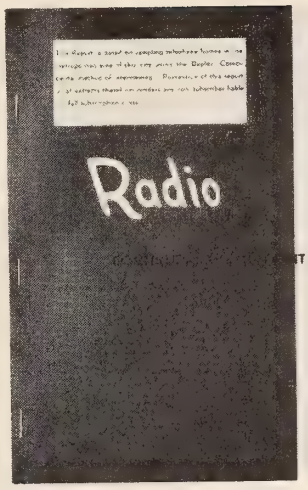
These are some of Massachusetts' cities outside the Boston area. Four textile cities—Lowell, Lawrence, New Bedford and Fall River—are moving ahead despite the textile decline (see story page 82). Brockton, Brookline, Chicopee, Everett, Haverhill, Lynn, the Newtons (Newton Center, East Newton, North Newton and countless other Newtons), Quincy (pronounced Quinzy) and its Bethlehem shipyard, Somerville —these and many others take important roles in the state's economy.

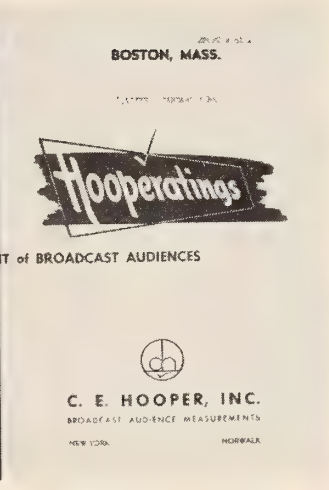
Massachusetts is cashing in on its colonial history, recovering from its textile history, and making scientific history. The Adams, Lowells, Cabots and others built solidly and well.

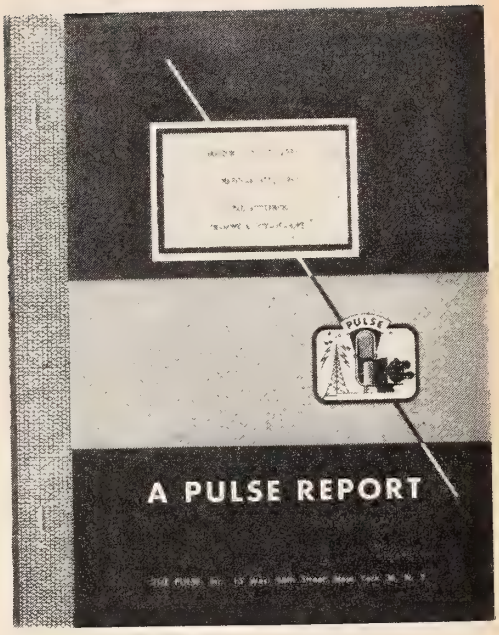


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Boston
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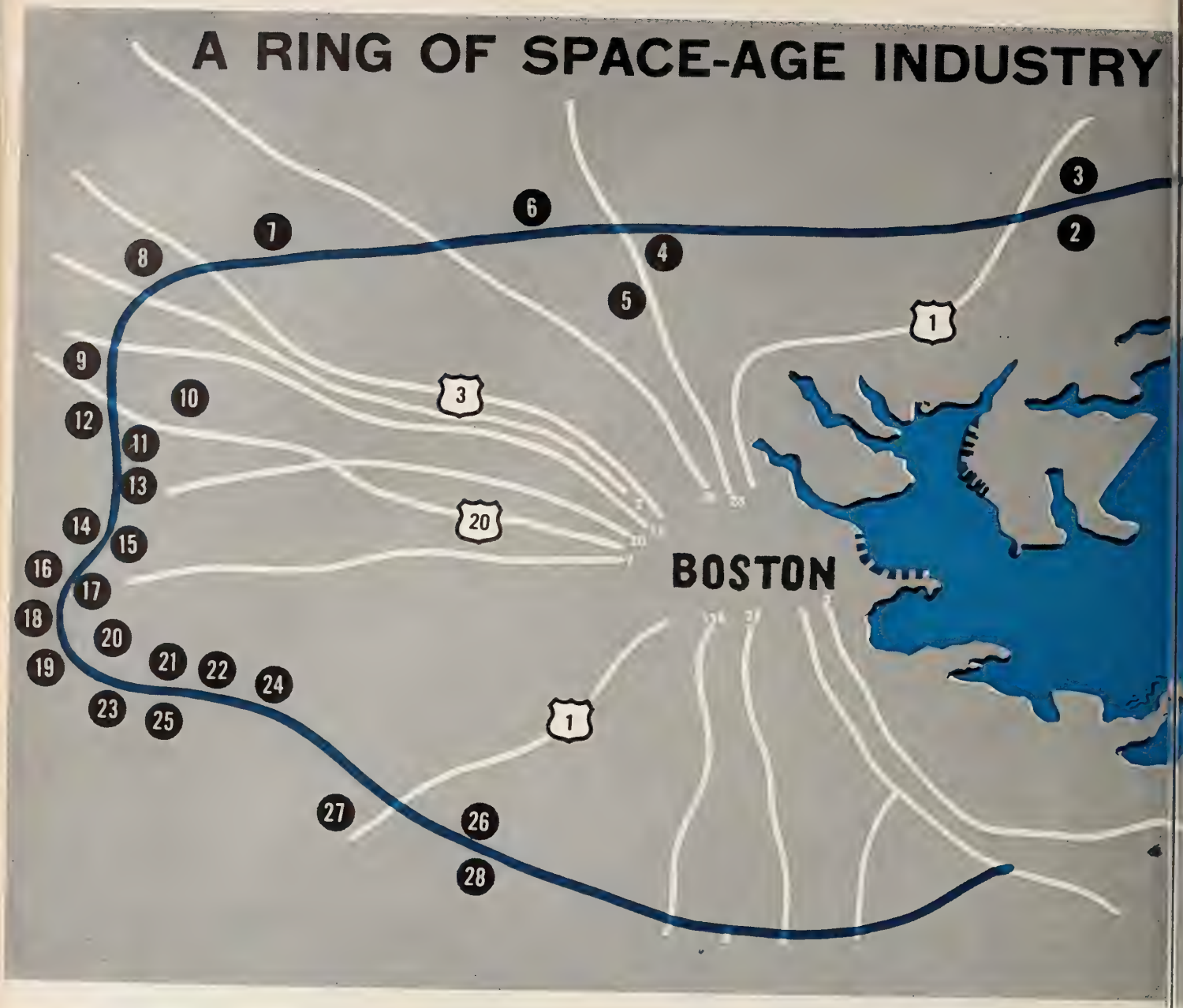
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A RING OF SPACE-AGE INDUSTRY



1. Quincy Market Cold Storage & Warehouse
Gorton Pew Fisheries Co.
O'Donnell-Usen Fisheries

2. Nelson Engineering
Bomac Laboratories Inc.
North Shore Theatre

3. Metal Hydrides Inc.
Sylvania Electric Products Inc.
CBS-Hytron Radio & Electronics Co.
Devcon Corp.
Chemical Development Corp.

4. North Shore Shopping Center
Huse-Liberty Mica Co.

5. American Mutual Liability Ins. Co.
U.S. Gear Corp.
Town Lyne House
Colonial

6. Boston Stove Foundry Co
Transcoa

7. Technical Instruments Inc.
Addison-Wesley Publishing Co
Wang Laboratories
Redstone Shopping Center

8. Sylvania Electric Products
Brodie Industrial Trucks Inc.
Woburn Auto Parts
Hogan Tire Co.
Salada-Sherriff-Horsey Inc.
Edison Electric Storage

9. Gilbilt Lumber Co.
Spray Engineering Co.
Specialty Automatic Machine Corp.
Allied Equipment Sales Corp.
Ari-Dyne Research
Clyde Everett Equipment Co.
AVCO, Research & Development Div.

10. Quinten Vesper Constr. Co.
Marlin Pools Inc.
Francis Constr. Co.
Sawyer Constr. Co.
Bertini Motor Lines Inc.
L&R Truck Leasing Inc.
Shippers Truck Rental
Marvin Foundry Inc.
Porter & Desmond
H. R. Donaghue Trucking
Grove St. Motors Equipment Co.
128 Truck Sales
Tech-Weld Corp.

11. Houghton Miffin Co.
High Voltage Engineering Co.
Raytheon Spencer Lab. Div
Bellofram Corp.

12. Radio Corp. of America
Ucinite Co., Div. of United Carr Fastener
Morrissey Bros. Tractor Co.
Joy Manufacturing Co.
Microwave Associates Inc.
Power Sources Inc.
Dynametrics Corp.
Technical Operations

13. Trans-Sonics Inc.
A. J. Felz Co.
Welders Supply Co., Inc.
John A. Carrier Corp.
Jerguson Gauge & Valve Co.
Yewell Associates Inc.
Leland Constr. Co.
Lexington Inn
Millipore Filter
Battle Green Motel

14. Itek Corp.
Howard Johnson's
Tracerlab-Keleket
Graphic Microfilm of New England
Nuclear Metals

15. Mutual Boiler & Machinery Ins. Co.
Boston Mfrs. Mutual Ins. Co.
Aluminum Co. of America
Wirthmore Feeds Inc.
Sanborn Co.
Charterhouse Motor Hotel
Baldwin-Lima-Hamilton Corp.
Wagner Electric Corp.
Infrared Industries Inc.
John Hancock Mutual Life Ins. Co.
E. F. Hauserman Co.
U.S. Gypsum Co.

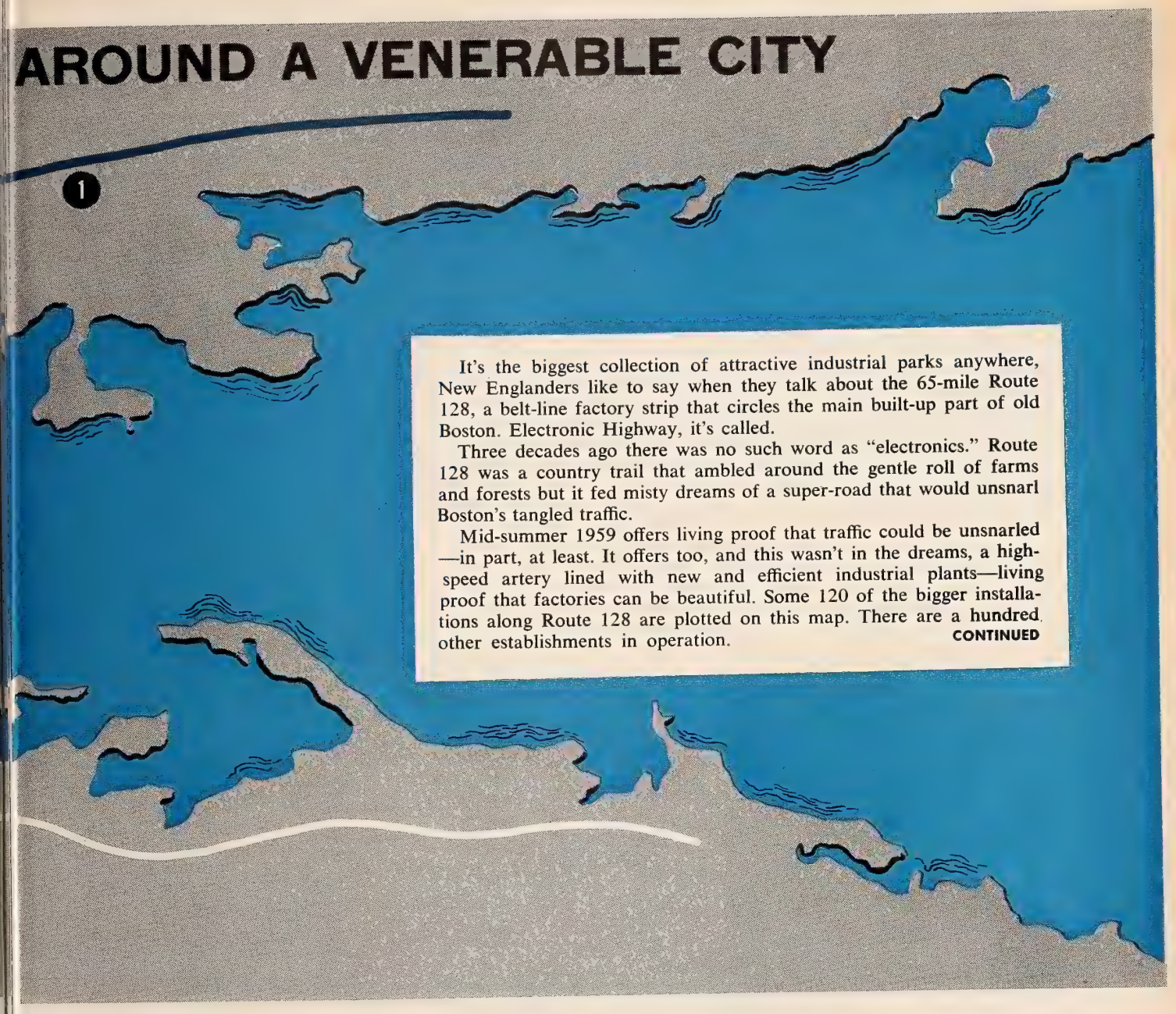
16. Automatic Canteen Co.
Sylvania Electric Products
Fruehauf Trailer Co.
Crucible Steel Co. of America
Donnelly Electric & Mfg. Co.
Raytheon Missile Systems Div.
Canada Dry Corp.

17. Polaroid Corp.
Eastern Engravers Inc.

18. Kirkland Instrument Co.
Nims Caterer Inc.
Research Council Inc.
B.T.U. Engr. Co.
F. W. Dixon Co.
Jet Spray Corp.

19. Ed-Lund Mfg. Co.
Precision Chemical Pump Corp.
NEDCO Co.
Centerless Grinding Co., Inc.
Central Machine & Stamping Co.
Leigh Engineering Associates
Esso Standard Oil Co. wholesale plant
Research Technology Associates Inc.

AROUND A VENERABLE CITY



It's the biggest collection of attractive industrial parks anywhere, New Englanders like to say when they talk about the 65-mile Route 128, a belt-line factory strip that circles the main built-up part of old Boston. Electronic Highway, it's called.

Three decades ago there was no such word as "electronics." Route 128 was a country trail that ambled around the gentle roll of farms and forests but it fed misty dreams of a super-road that would unsnarl Boston's tangled traffic.

Mid-summer 1959 offers living proof that traffic could be unsnarled —in part, at least. It offers too, and this wasn't in the dreams, a high-speed artery lined with new and efficient industrial plants—living proof that factories can be beautiful. Some 120 of the bigger installations along Route 128 are plotted on this map. There are a hundred other establishments in operation.

CONTINUED

20.
Compo Shoe Machinery Corp.
Jordan Marsh Co. warehouse
Taylor Medical Building

21.
Thatcher Glass Mfg. Co.
Morschner Dye Works Inc.
Algonquin Gas Transmission Co.
WHDH Transmitter
Deerfoot Farms
Datamatic Div., Minneapolis-Honeywell
Sunshine Biscuits Inc.
Raytheon Security & Power Tube Div.
Babcock Equipment Co., Inc.
Needham Sash & Door Inc.
McCabe Transportation Co.
Lowell Plating Co.
Maxwell-Padelford & Co.
Lesley Sales Corp.
Moxie Co.
Genalco Inc.
Charterhouse Motor Hotel

22.
Tornebene Bros. Co.
G.P.S. Instrument Co.
Boston Tool & Die Co.
Pickard & Burns Research Development
Kent Mfg. Corp.
W. J. Connell Co.
General Electric Co.
Wild & Stevens Inc.
General Motors Corp.
James H. McManus Ice Cream Sales Corp.
John Sexton & Co.
Geigy Chemical Corp.
Wilson Sporting Goods Co.
N.R.C. Equipment Corp.
Ames Precision Machine Corp.
Sema Corp.
Anderson Machine Shop Inc.
Precision Coating Co., Inc.
Bleakney's Inc.
Shield Chemical Co.
7-up Bottling Co.
Williamson Electric Co.
Roklan Welding & Fabricating
Seabright Woven Felt Co.
Frank E. Paige & Co.
Outboard & Marine Center
Wireway Co.
Overhead Door Co., Inc.
Jefferson Electric Co.
Howard Johnson's

23.
Needham Dairy Inc.
E. J. Bleiler Equipment Co., Inc.
Ace Transportation Co.
Barber-Greene Co.
Control Equipment Corp.
W. J. Hamilton Co.
E. Indresano Co.
Jacuzzi Bros.
Marr Equipment Corp.
Motorola Communications & Electronics Inc.
Clarence B. Petty & Co.
Pfaudler-Permutit Inc.
Smith & Purdy Assoc.
Kinney Spring Steel Broom Co.
Maintenance Specialties

24.
Kraft Foods Corp.
Farrington Mfg. Co.
Kelly Springfield Tire Co.
H. A. Whittemore & Co.
Abbott Laboratories
Comfort Spring Corp.
Ewen Knight Corp.
Industrial Electronic Supply Inc.
Merck, Sharpe & Dohme Inc.
Radio Corp. of America
American Can Co.
Sandler of Boston
Goodyear Tire & Rubber Co.
MacIntyre Fay & Thayer Ins.
Easy Goer Shoe Co.
Polaroid Corp.
Union Carbide Corp.
Singer Sewing Machine Co.
General Tire and Rubber Co.
Pilgrim Infants' Wear Co.
Graham Mfg. Co.
Wm. Filene's Sons
American Motor Sales Corp.
B. F. Goodrich Co.
Armstrong Cork Co.
Raytheon Sales and Service
Roddis Plywood Corp.
Sylvania Electric Products
Chemstrand Corp.
Tabulating Card Co.
Bigelow & Dowse Co.

25.
Perkins Machinery Co.
Dudley Garland & Jensen Inc.
Parkway Refinishing Shops
L. A. Whitney Co.
Charles Walton & Son
Ludlow Mfg. & Sales Co.
Wm. Carter Co.
MacGregor Instrument, American Cyanamid
White Bros.

26.
Fabric Research Laboratories Inc.
Rust Craft Publishers
General Motors Corp. Training Center
New England Concrete Pipe Corp.
Allied Container Corp.
Hersey Mfg. Co.
United States Rubber Co.
Hotel 128

27.
Westwood Furniture Co., Inc.
Square D Co.
Bowser Inc.
Westwood Motor Lodge
Great Atlantic & Pacific Tea Co.
Laminated Sheet Products Corp.
Mason-Neilan, Div. of Worthington Corp.
Tobe Deutschmann Corp.
American Standard Military Products Division
Brook Molding Corp.
Marrud Inc.
Fulham Bros.
Bardahl Lubricants Inc.
Associated Factory Mutual Fire Ins. Co.

28.
Instron Corp.
Eastern Photo Supply Co.
National Van Lines



Circle of science • Route 128 around Boston is dotted with modern, efficient plants where engineering ingenuity and the needs of the space era are being met. This is RCA's Burlington plant, the company's first in New England.

Boston's magic circle route CONTINUED

The chronology of Route 128 runs like this: begun 1936; finished 1951; eight-lane expansion now under way in busiest part. Its commercial and industrial growth is another story. Here are high spots:

1951—Bomac and Sylvania decided to build factories at Beverly and Woburn. New England sensed that a new idea might be in the making—a series of planned industrial parks within range of downtown Boston but outside the central confusion of a multi-million populace.

1955—39 industrial plants built and operating, 14 on the way.

1957—140 plants operating, 18 on the way.

1959 (summer)—250 plants, office buildings, industrial parks, shopping centers, large service facilities operating, under construction or well into the planning stage.

1965—Anybody's guess. It could double by then.

Electronic Highway starts near Gloucester, northeast of Boston, circling counter-clockwise across the path of Paul Revere's midnight ride almost to Hingham on the South Shore.

The circular express road was a good investment. Already it had led directly to $1 billion in buildings, retail business and employment. Investment in new plants siding the strip is $140 million. The new factory-home investment is placed at a half-billion dollars.

Within five-minutes or so drive are 500,000 people, thousands of new homes and new service facilities.

Land worth $400 an acre a few years ago now runs from $1,000 up to $26,000. Total investment in land, plant and equipment averages $77,000 per acre.

Every road on the Eastern Massachusetts map including the new cross-state turnpike runs across 128. Toll and high-speed roads fan out to Buffalo, Cleveland, Philadelphia, Baltimore, Washington, Pittsburgh and on to Chicago. A good driver can make it to Chicago in 17 hours, with a little help at the wheel.

Rail and Air Access • All main-line New Haven trains stop at the only station named after a road, Route 128, with 1,500 passengers a day getting on and off trains. Many use a big parking lot. Boston & Maine and Boston & Albany provide service to plants and communities.



Starting point • Cloverleaf intersections like this on Route 128 are surrounded by more than 100 major electronic and scientific plants and laboratories.

Route 128 has three airports—Beverly, Bedford and Norwood. The landings and takeoffs at Bedford run at least 33,000 a year (6,500 commercial, 23,000 other business, 6,500 military). There's a lot of private-plane traffic; Raytheon alone has a fleet of 12 planes. Helicopter business is increasing, so is air freight.

The Route 2 intersection near Lexington is the site of a new concept in scientific industry—a $12 million office-research park development within musket-fire range of the first battle of the American Revolution.

Cabot, Cabot & Forbes is building the park to meet demands of the growing electronics, nucleonics, avionics, astronomics, computing and precision plants located along Route 128. It will occupy 225 acres, providing the quiet and restful surroundings which are conducive to inspirational thinking and planning.

Raytheon Mfg. Corp. will be the first tenant. Its executive quarters, directing the scientific projects that keep 40,000 men busy, will occupy the first building, with 100,000 square feet of thinking and planning space. Raytheon will move in next year.

Research Row • Already more than 60 research firms line the Electronic Highway. More, many more, are on the way.

The package plan of industrial park development was developed by Cabot, Cabot & Forbes scarcely a decade ago. Two of Boston's Cabot clan and Forbes had started a real estate firm in 1909. They figured it would make sense for one company to supply engineering and architectural services, serve as a com-

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New in old Boston • This $100 million Prudential Center, now under way, is called largest integrated unit in world.

mercial and construction company, handle real estate details and provide capital. This drastic innovation in industrial development originated in supposedly conservative Boston.

Daniel G. Wheeler, CCB vice president, described the thinking back of the idea—availability of engineering and scientific talent; good transportation; quiet, attractive surroundings; parking space; nearness to research and educational centers; prestige; easy financing; acceptance by adjacent communities.

With all its growth, Route 128 is less than half-built. CCF, with a staff of 600, has 11 industrial parks in Massachusetts alone, most of them on Route 128. R.M. Bradley & Co., Nordblom Co., Neelon Assoc. and others are developing various versions of the industrial-park package idea to meet the needs of industry.

Concededly, 78% of the Route 128 investment comprises relocated plants, as a recent MIT survey points out, with 22% new entries. But many of the relocated industries were once little loft and basement projects in cramped, inefficient Boston quarters.

Electronic Highway is proving that industry can be glamorous, and profitable, too.

Work has begun on a $180 million speedway 15-to-18 miles outside circumferential Route 128.

Metropolitan area includes 54,000 firms with $3¼ billion payroll and 812,000 employes, according to a recent counting.

Boston insurance and investment houses control the destiny of billions of dollars. Boston capitalists helped build the South with Boston money.

It's the U.S.' fifth largest manufacturing center ($1.3 billion payroll).

Greater Boston

They almost had another Boston tea party in May—a 1959 commemoration of the pre-Revolutionary dumping of His Majesty's tea. This time Boston's anger was aimed at the June 1959 *Esquire,* which practically consigned the city to economic oblivion.

Bostonians were piqued when they read the harsh predictions but instead of purloining every available *Esquire* from newsstands and staging a midnight harbor party they decided to take a new look at their resources and prospects.

A professional city appraiser wrote as follows in *Esquire:* "Boston has no future unless it gets great planning and greater luck. Like New Bedford, it's lost out as a port and it's still dependent on two declining and departing industries—textiles and leather."

These gloomy comments fail to stand up under three weeks of on-the-scene observation around Boston.

First, the planning situation, about which *Esquire* was skeptical.

Change of Face • Boston has been dynamiting, bulldozing, tunneling and constructing for years. Old Boston is becoming contemporary. The city teems with planning. Here are some of the in-city developments:

• Prudential Center — $100 million group; 31 acres that once were the Boston & Albany Back Bay yards. Ground was broken last April 3 on a 52-story Prudential Tower.

• Government Center—$78 million, 32-acre project to house federal, state and city offices. Possibly another $50 million of private buildings. Work is slated to start this autumn.

• West End Development—48 acres of tenements cleared for 2,400-apartment center; cost around $50 million.

• *Herald-Traveler* and WHDH-AM-TV center—22 acres built around $11 million media center. Newspaper already has presses running.

Port Activity • Next, *Esquire's* comment on the port must be matched against these figures: Tonnage, April 1959—1.5 million; April 1958—1.44 million. The port has not lost tonnage; rather its percentage share of national shipping has dropped as other areas and ports increased their business.

Dependency on textiles and leather, two declining industries?

Here is a boil-down of the situation: Boston is one of the most diversified regions in the United States and has been right at the top in industrial planning. It depends neither on textiles nor leather. Its dependency, on the other hand, is undergoing a transition from soft to hard goods—metal products, machinery, electrical and electronic goods. Boston's most dramatic development has been the rise of electronic and scientific industries. Its Route 128 is unequaled (see page 102).

And *Esquire's* statement that the first big suburban shopping center in America (Shoppers World, Framingham) was "the first one to go broke" wasn't written by anyone who parked in one of the 6,000 places and looked around the busy dome-shaped Jordan Marsh department stores or any of the 50 other stores and shops. Shoppers World, an innovation, started slowly in 1951. Now it's doing $25 million in retail sales a year and a $1½-million addition is planned.

Run-Down on Boston • Here are some pertinent facts about Boston's economy in mid-1959:

Non-agricultural employment: April 1959—983,000; April 1958—973,000.

Factory jobs: April 1959—288,000; April 1958—276,000.

Business is better than last year though there are some soft spots this summer, including wool, shoes and small metal-working plants. Some minor drops occurred in service industries.

Boston has added 100 major new industries in four years.

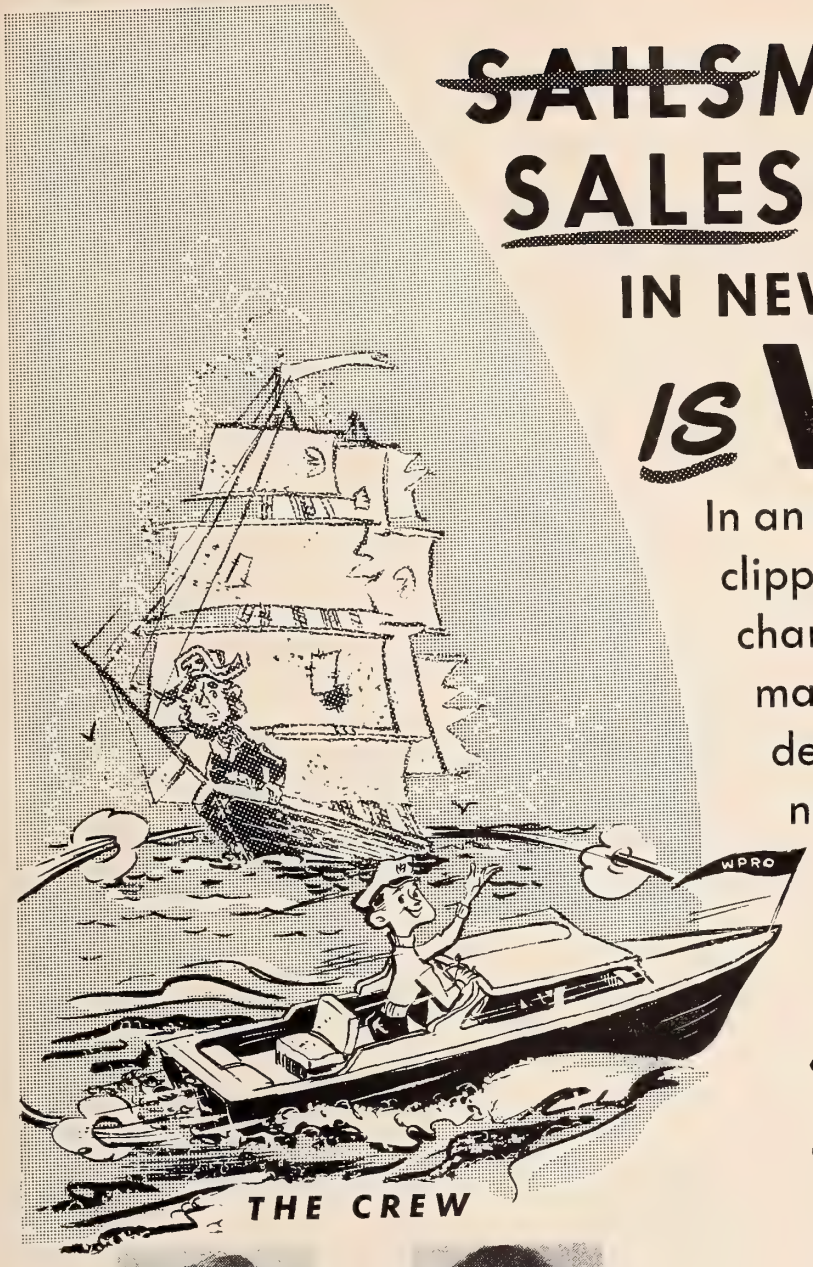
Eleven home-based insurance companies employ 30,000 Boston people; insurance agencies and brokers another 120,000; financial houses provide many well-paid positions.

Greater Boston, as defined by the Chamber of Commerce, embraces 83 cities and towns with 2.8 million population. This is the sixth largest metropolitan area in the U.S. and fourth largest wholesale center ($6 billion).

It is the wool wholesaling center of the world.

Total labor force of this area—1,200,000.

~~SAILS~~MANSHIP
SALESMANSHIP
IN NEW ENGLAND
IS WPRO



In an earlier day, New England clipper ships moved the merchandise to all ports. The new mass-mover is WPRO, Providence, an old friend with a new trend, and running circles around less sales-minded media.

THE CREW



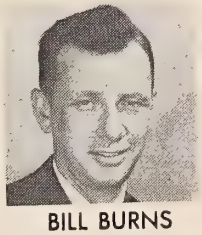
"SALTY" BRINE



JACK SPECTOR



DAVE SENNETT



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- PLUS *PROMOTION* that has bent Southern New England's collective ear
- *PLUS* the audience that BUYS from LIKEABLE GUYS
- 63 PULSE BEAT NEWSCASTS A *DAY*
- PERSONALITIES WITH BREEZY DELIVERY AND AN APPROACH AS FRESH AS A REAL NOR'EASTER

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ASK YOUR BLAIR MAN

DIVERSITY IN NEW HAMPSHIRE

Mills and tourism bring money into state

The triangular state of New Hampshire matches its three-sided geographical pattern with a rising economic trinity—employment, income and population. All three of these factors show steadily soaring tracks on economists' charts.

This rocky area's 3½-century background of tough individualism finds civilization's progress making important changes in its commercial and living habits. Manufacturing is gaining despite the normal New England textile decline, especially in southern Hillsboro County (Manchester and Nashua) where a third of the state's population dwells.

Hillsboro's hills are dotted with factories, many of them new. Shoes and textiles are now sided by electronics, metal products and other types of industries that give the section the variety it needs. Manchester is famed for one of the all-time textile calamities—closing of the Amoskeag mills in 1935, largest textile cluster in the world (see page 82).

Manchester citizens recovered from the blow, and neighboring Nashua overcame a similar catastrophe that followed shutdown of the Textron plant (3,500 employes). The long pull back by both cities is recorded in many accounts of the textile decline.

State Promotion • The success of local cooperative projects led to formation by the state in 1952 of New Hampshire Business Development Corp., second of the sort following Maine's ground-breaking effort. Pooled funds were loaned for business undertakings. In 1955 New Hampshire Industrial Park Authority was set up to find industrial sites of the newer suburban type. The state provided a revolving fund, out of which have come two industrial parks and several new plants.

Outside industry liked the state's tax structure, some plants moving across the line from Massachusetts. Several years ago the state's technical labor supply had dwindled but there's no longer a worrisome lack of technicians and engineers. New Hampshire's unemployment ratio is below the national average.

Summer and winter tourism is developing; spring and autumn are coming along slowly. Tourism, bringing in $225 million annually, is based on breathtaking mountains; 1,300 lakes and ponds; fancy ski tows and other facilities for the skiing set; historic shrines, and several busy beaches on the short shoreline. The state is often called Boston's Playground, but its tourist logs show heavy entries from the eastern half of the nation. Better roads are being built and will be a big help, as will new motels and tourist lodgings. Lake Winnipesaukee has 72 square miles of area. The state claims the greatest concentration of ski areas in the nation.

Agriculture is just about holding its own, though poultry, eggs and dairying are doing well; apples are, too.

Optimism in the Air • Everywhere around Manchester, Nashua and Concord, the capital, there is a feeling that New Hampshire's industrial future is bright. Raytheon and other names that mark the newer economy are familiar around the southern strip. Two-fifths of all income comes from manufacturing, well above the U.S. average. Shoe plants can and do turn out millions of pairs a year. Concord granite is famous. Lumber and wood products are important along with pulp and paper.

Manchester is strong and healthy, its economic developers say with conviction as they look around this modern city of 85,000. They document an increase of 10,000 jobs and doubled payroll since World War II. Unemployment is down—less than the wartime peak—and even textiles are doing better than a year ago. Manchester still has many textile mills, including Chicopee with 750 employes. This year looks better than 1958 and 1958 was better than 1957. The largest metropolis in New Hampshire looks back to Amoskeag and displays this label, "The City That Refused to Die." Jack Tuelon, the city's industrial development agent, is doing a brisk promotion job.

When anybody brings up Nashua's textile collapse, the municipal boosters cite this boxscore: shutdown Textron, 3,500 jobs lost; 19 replacement plants, 3,700 new jobs. Nashua worked hard to fill all that empty floor space after Textron left. Keene, another city in the southern strip, is now diversified with machine tools, metal products, American Optical, Pittsburgh Plate Glass and Pepperidge Farms frozen foods. An industrial park is being built on speculation. Miniature Precision Bearings employes 500. Keene's population is 17,000.

Portsmouth, an ocean port, heard vague rumors about a recession but didn't consider it a matter of much local concern. A historic city of 22,000,

ALONG AMERICA'S APPIAN WAY WITH A SENIOR EDITOR

The map (right) charts the spring itinerary of J. Frank Beatty, BROADCASTING senior editor, who roamed all over New England in search of the facts about the region's recovery. The field trip was preceded by a comprehensive roundup of basic research and reference material on the region.

Hundreds of contacts were made in 2,500 miles of economic foraging—corporation presidents and clerks; industrial leaders and plant workers; bank executives, economists, advertising agency executives, research people and scientists, university professors, chambers of commerce, policemen, cab drivers, civic officials, journalists, fishermen, electronic specialists, real estate and factory development promoters.



THINGS ARE BRIGHT

IN

NEW ENGLAND

BUT

NOWHERE BRIGHTER THAN

IN REVITALIZED

NEW HAVEN

PACED BY NEW HAVEN'S

STATION THAT GIVES:

- Editorial Leadership
- Listener Leadership*
- Advertising Leadership
- Industry Leadership

WAVZ

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The management that also
gives WTRY leadership in
Albany, Schenectady, Troy, New York

***PULSE AND HOOPER BOTH AGREE**

NEW ENGLAND INCOME, ALWAYS HIGH, UPS LEAD OVER U.S.

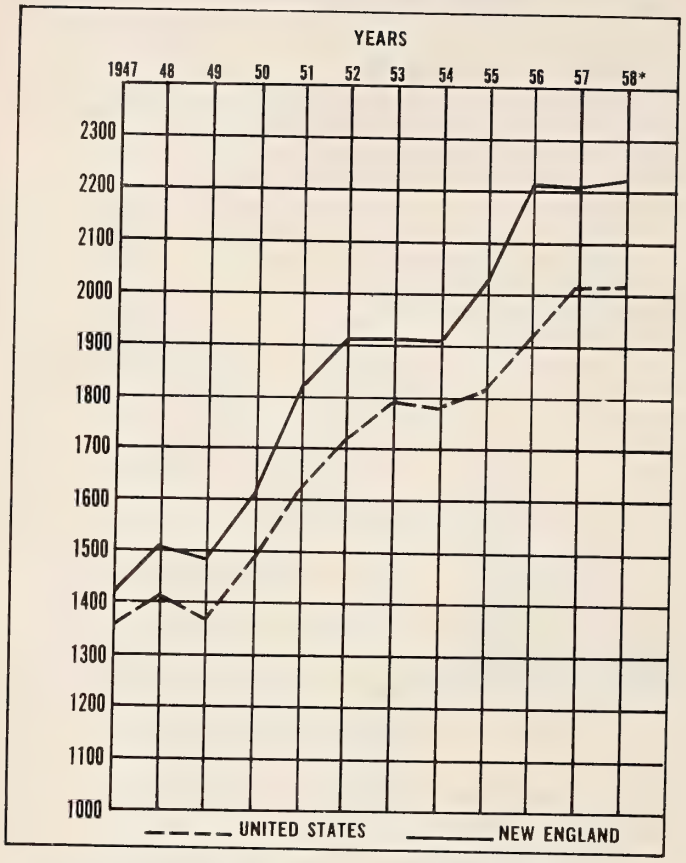
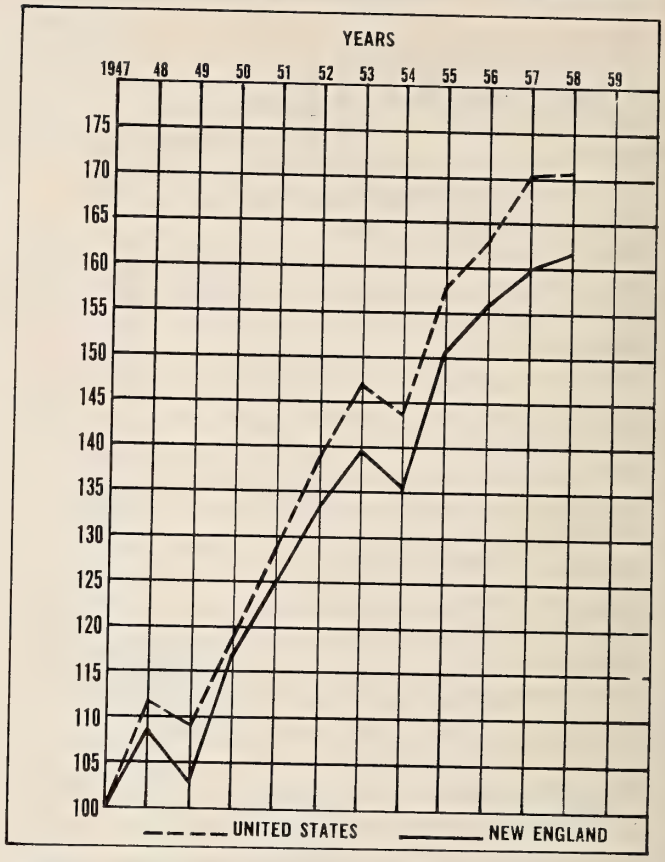


Chart shows curves of per capita personal income for the U.S. and New England. Index: dollars

Source: U.S. Dept. of Commerce
*estimated by Broadcasting

RETAIL SALES FOR NEW ENGLAND, NATION CLIMB TOGETHER



Graph covers sales to consumers in New England and across the nation. Index: 1947=100

Source: "Sales Management"

it also has military neighbors who feed the civic kitty—Navy shipyard, $3 million monthly payroll; Pease Air Force Base, $2 million. Only commercial harbor in the state, it has oil, coal and gypsum coastwide traffic. At the shipyard a big 5,600-ton submarine now on the ways will cost $100 million and take three years to build. It's twice as big as the renowned *Nautilus* and will toss a Polaris missile 1,500 miles.

Concord, 29,000, has the customary state and federal payrolls that mark a capital city. Its industrial progress was marked recently by the new $2 million laboratory of Nuclear Metals Inc. Other cities are Berlin, 17,000; Dover, 19,000; Laconia, 16,000.

RHODE ISLAND'S TRANSITION

Business climate, industry show progress

Rhode Island is shedding its title of gloom headquarters for New England.

The smallest state in the union is donning the largest economic grin as the early summer business picture shows encouraging signs—the most encouraging in years.

There's a simple reason for this bright posture in a state that has more than its share of industrial miseries: Employment and payrolls are running 10% ahead of spring 1958.

The early spring recovery broadened as summer approached. Jewelry is getting more active in anticipation of the fall season. Textile recovery from the depths of a semi-collapse is continuing. Berkshire-Hathaway, with four of its seven mills in Rhode Island, showed a profit in the first quarter. A profitable textile quarter is big news in Rhode Island.

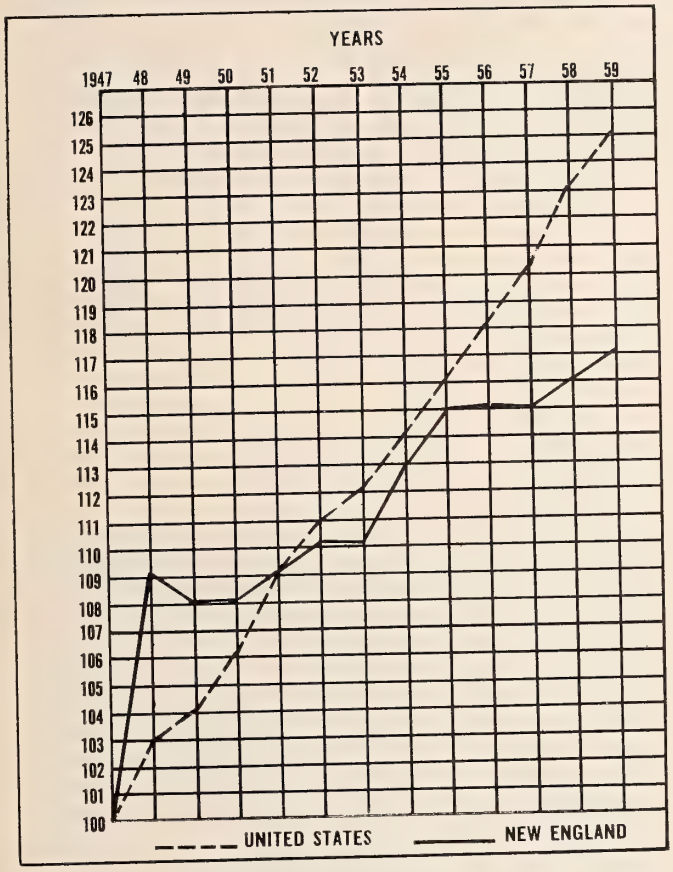
Retail business is steady; consumers are in a spending mood. Summer usually brings a let-down in July and early August, but Providence business indicators pointed to a lesser let-down than usual this season.

Not a Boom • Rhode Island's improved business countenance isn't to be construed as anything of boom proportions. The state has known so much trouble in recent decades that even an easing of a downward trend is welcome. The current year hasn't had an industrial tragedy of major concern, but last year the door-shutting of Nicholson File, throwing nearly 700 out of work, was hard to take.

Nicholson File had been in Rhode Island since 1864. It pulled out because of foreign competition, loss of export business and production problems ascribed variously to the state's unfavorable industrial climate, long mileage to steel mills and the company's more efficient plants in Indiana and Pennsylvania.

This problem of industrial climate—the political attitude toward business and industry—has plagued Rhode Island for years. Company executives have complained that the record unemployment tax, corporate levies and "welfare state" legislation have made corporate life difficult.

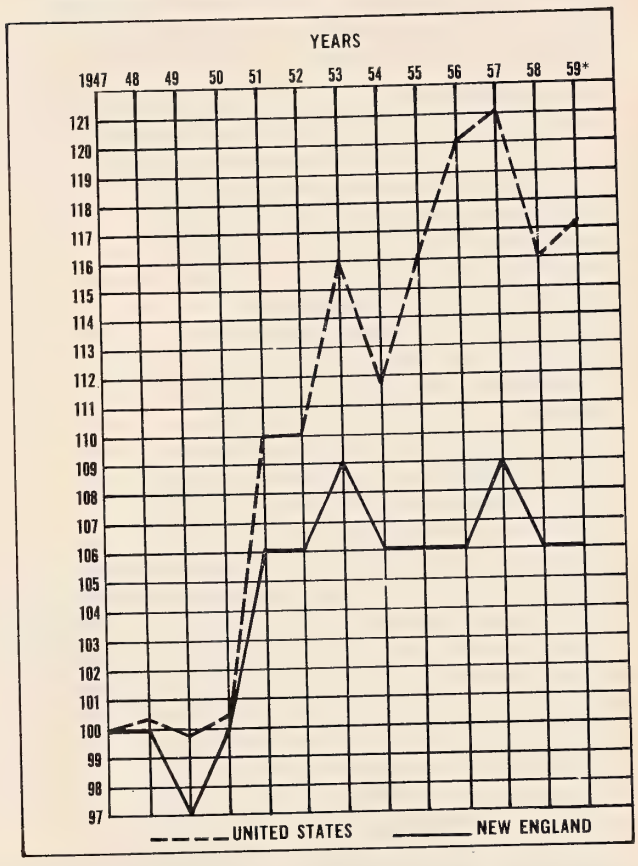
REGION'S POPULATION UP 17% BUT TRAILS U.S. AVERAGE



Above chart shows population is up regionally as well as nationally. Index: 1947=100

Source: "Sales Management"

EMPLOYMENT ABOVE '47 BUT BEHIND NATIONAL SPURT



Employment shown is in non-agricultural establishments (factories, stores, etc.). Index: 1947=100

Source: U.S. Labor Dept.
*estimated by Broadcasting

New Hampshire at a glance

- Small, rugged and mountainous; spectacular scenery.
- A northern spur of the Boston industrial complex runs to Manchester.
- Main income sources—manufacturing, tourism and agriculture.
- Population 575,000.
- Civilian labor force 220,000, with 80,000 in manufacturing.
- Leather and leather products employ 21,000, textiles 14,000.
- Five-sixths of state is forested.
- Pioneer in cooperative industrial development projects.
- Tax structure considered favorable to industry.
- Unemployment ratio below national average; wages are low but rising.
- Mount Washington towers 6,288 feet.

Identifying Problems • The crisis came May 12, 1957, when the *Providence Journal* published a "What's Wrong With Rhode Island" section. George H. Arris, the newspaper's financial editor, wrote an extensive wrapup of state problems and the way five New England states were building for the future while the State of Rhode Island and Providence Plantations (official name) legislated industry and jobs away.

Reaction was prompt and intense. A close student of economics, Mr. Arris and the *Journal* easily survived the storm. The state took a frank look at its resources and problems, with business leaders setting up three months later what became known as the Weekapaug Group, named after the inn where they first met. A "Program for the Future" was drawn up in May 1958 and a frank industrial balance sheet was published last autumn.

Industrial Foundation of Rhode Island, a non-profit private venture, was formed, with another unit to join with banks in covering development costs. Rhode Island Industrial Building Authority was set up as political leaders caught the spirit of the movement. A major step was passage of a law designed to shift the uniform 2.7% unemployment tax to a merit basis in 1960 for the benefit of employers with low turnover. This in itself improved the climate tremendously.

The Rhode Island textile slump is told this way—66,700 textile jobs in 1947; 30,600 in 1958. Cotton-synthetic output is becoming more important as the woolen-worsted decline, a nationwide trend, continues. Woolen-worsted jobs dropped from 30,000 in 1947 to 8,700 in 1958.

Electronics Birth • Rhode Island's industrial assets promise a good poten-

NOTE TO READERS

Reprints of the 44-page section of this issue containing the story of New England are available at 20 cents each. Write Circulation Manager, BROADCASTING, 1735 DeSales St., N.W., Washington 6, D.C.

The Editors

Rhode Island at a glance

- Tiny in area but a highly concentrated industrial state.
- Population 840,000.
- Factory employment—averaged 118,000 workers in 1957, 118,400 in 1958 and rising slowly.
- Unemployment claims were 30,000 in spring of 1958; 18,818 in 1959.
- Textiles were down in early 1958, picked up and the trend continues; transition from soft to hard goods is progressing, giving state better industrial balance.
- Modernization is helping some textile plants in the state.
- Jewelry, low and medium-priced, has seasonal dips but is now on a pre-autumn upswing; chemical industry is growing fast.
- The political approach to industry, long an employer's gripe, is improving; unemployment tax is 2.7% of payrolls.
- Rhode Island Development Council and related groups are hot after new industry but it's a long pull.
- Agriculture is mostly dairying.

tial for the metal trades, including jewelry, electronics, instruments and computers. Other New England states took the lead in electronics development, but Rhode Island now has 32 plants employing 3,600 persons. The state has a good strike record, a renowned reservoir of highly trained labor and a reputation for quality production. The low-wage structure is a problem and displaced textile workers are hard to fit into the labor market. A sixth of the factory workers, 22,000, are in jewelry.

Resources of the state, with maximum reach of 48 by 37 miles, include 400 miles of coastline, ample water, forests (67% of total area), nine colleges and universities, two race tracks, and tourist attractions.

Using a one-gallon-of-gas motoring yardstick (big car), the perimeters of Providence hold close to 700,000 people, about two-fifths of whose income comes from industry. Like other New England cities, Providence combines attractive and unsightly sections. It is working on a downtown improvement project. A tour through the area around the Sheraton-Biltmore Hotel, the Capitol and the Outlet Co. store reflects the business improvement.

Other Cities • Northward against the Massachusetts border is Woonsocket, with a 53,000 population. The city was one of the most active in the development movement, raising $400,000 to finance new industrial buildings and revamp old ones. Eastern Plastic Materials Inc. has moved into Slatersville Industrial Park. Woonsocket could use some more industries and it's out after them. Its new electronics plants are expanding. General Transistor Corp. is operating in the old Dunn Worsted Mills and plans to expand. Luckily textiles are improving in Woonsocket.

Newport, 40,000, is a tourist spot and has an $80 million Navy payroll. The base also employs several thousand civilians. Business generally is up a little. When the ships are in, business is terrific; when they aren't, it's fair to good this year. Yacht races help; so did President Eisenhower's visit last year.

Other cities are Cranston, Pawtucket, E. Providence, Rumford, Warwick, and others in the Providence trading area: Westerly, 13,000; Bristol, 13,000.

VERMONT EYES THE FUTURE

Industry joins farms, granite, maple syrup

This is Vermont's big tourist year. The state is expecting over a million visitors to help celebrate the 350th anniversary of the discovery of Lake Champlain, once the main artery from Canada to the colonies. The lake's long shoreline and the Green Mountains are picking up tourist business, $120 million yearly, but not as fast as their natural charms warrant.

Vermont has the highest U.S. percentage of farm income from dairying, close to $100 million a year. Most of the dairy products go to Boston, along with the eggs. Vermont boasts of the flavor of its milk and eggs, and its maple syrup, too. Two-fifths of all U.S. maple syrup comes from Vermont buckets. Last spring was a low-producing year but the price is good. The all-time sugar record was $3.2 million in 1957. Vermont is a brown-egg state, like much of New England.

Income and wages are below the national average. Industrial activity is growing along with non-manufacturing employment. Highway, air and rail communications are developing, with great hope for an interstate north-south highway tie-up and a cross-state spur



NBC OWNED · SOLD BY NBC SPOT SALES

Westport's WMMM
Modern Minute Man
The Quality Voice of Fairfield County
WESTPORT, CONNECTICUT



Success...

is a measure of faith in people

Five days a week these bottles — up to 400,000 per day — provide a graphic tribute to one man's dream, to the imagination that conceived it, and to the tenacity that pursued and ultimately achieved it. These bottles are simultaneously a tribute to that man's faith in New England and its people who have made the dream a reality. Every bottle of LESTOIL carries with it a background of research founded on professional integrity that has made this all-purpose liquid detergent an ever-present, ever-growing example of New England industry.

LESTOIL's success is factually represented by over 6,500 TV spots per week on 225 stations, all contracted on a solid, 52-week-a-year basis which utilizes an annual budget of over $10,000,000. *This is faith in the future!*

The success of LESTOIL is synonymous with the promise of New England as a fertile area for all industry that counts imagination and progress among its basic assets.

LESTOIL, INC. **HOLYOKE, MASS.**

A subsidiary of Adell Chemical Co.

Vermont at a glance

- 1,000 factories employing 40,000.
- $115 million farm income, 80% dairy.
- Industrial activity growing, especially in electronics, plastics and metal products.
- Extensive quarrying—granite, marble, slate and asbestos.
- Tourist attractions are outstanding but developing slowly.
- Coast on Lake Champlain.
- Population 375,000.
- Only N.E. state getting St. Lawrence electric power.
- High income tax.

to Montpelier and Burlington.

Vermont's granite is sold all over the country. Rock of Ages Corp. employs 500 at Barre, near Montpelier. The state is the No. 1 asbestos producer and is also high in the mining and processing of colored slate.

Snow Sport • Skiing is helping the tourist business, bringing in around $25 million. The natives recommend a Green Mountain Cocktail to winter sports lovers—rum, maple syrup and hot water. It's said to melt the icicles off numbed toes.

Easily the largest city in the state is Burlington with 38,000 in the main built-up section and a metropolitan population of 67,000. Industries are moving into Burlington. International Business Machines Corp. picked the city out of a list of 200 despite oft-heard talk about high state taxes. The city's living charms were a factor plus transportation facilities, low utilities costs (electric rates were cut when St. Lawrence Seaway energy was fed to the state), manpower availability, cultural climate and civic facilities. The sunset view across Lake Champlain toward the Adirondacks can match anything in the nation.

University of Vermont has 3,000 students and St. Michaels College 950. Ethan Allen Air Force base has the fast F 102 plane with newer models coming. The base payroll is $3 million a year, wth construction underway for Bomarc facilities.

Burlington has a Friendship Fountain lake-front project that will be 250 feet high and visible for miles. A Champlain cutoff project would join the St. Lawrence to Champlain, making Burlington a seaport. Present St. Lawrence traffic is limited to barges that carry newsprint and petroleum to New York. A $3.3 million federal building project is underway.

Canadian Trade • A lot of Canadian shoppers trade in Burlington. Gas stations have Canadian credit card signs. The city is a distribution point for northern New York, New Hampshire and Northern Vermont. It's two-hours by road from Montreal. A development group is building a plant on speculation for a new industry. Broadcast stations carry Montreal accounts. Canadians flock to Burlington on holidays and weekends.

Vermont is a small-town state. Communities include Barre, 12,000; Bennington, 10,000; Montpelier 10,000; Rutland, 17,000; St. Albans, 9,500; St. Johnsbury, 9,000. Montpelier is the capital city. Work is underway on a modern road from Montpelier through rocky hills to Burlington.

12 YEARS
12 YEARS
12 YEARS
12 YEARS
12 YEARS
12 YEARS
12 YEARS

Rhode Island's first Personality Music News Station

Still first in all surveys *

WHIM PROVIDENCE RHODE ISLAND

*Hooper-Pulse

Transistorized tv set introduced by Philco

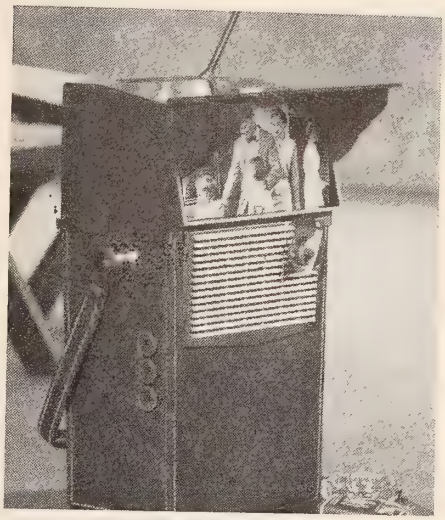
The transistorized portable tv receiver is here—a commercial reality at Philco and a demonstration piece at Admiral.

Philco, which announced its new battery-operated transistor model earlier this month, showed its new receiver at a press presentation in Chicago's Merchandise Mart June 14 as the summer International Home Furnishings Market got underway. The "Safari" line claims 80 square inches of viewing area—about the same size as a 14-inch picture tube. Embracing the direction-finder concept, Philco uses a two-inch cathode ray tube and magnifies the picture seven times its original size.

Philco plans initial production of 10,000-20,000 units, with the receiver slated to hit the market later this month. The set, weighing 15 pounds and measuring 8⅜ inches wide, 16⅝ inches high and 5⅝ inches deep, comes with a battery good for four hours of viewing. The price: $250 plus $5.25 for battery.

Admiral also demonstrated a transistor, 17-inch tv receiver earlier this month, but is not prepared yet to get into immediate production. It uses 25 transistors instead of tubes. It will be marketed when the cost of the transistors and other components becomes more competitive and "realistic." The company also feels a portable tv set smaller than 17 inches may not find a ready market.

RCA officials reported at their national sales convention in Chicago June 5 that RCA also is working on transistorized tv but questioned whether there is a market for it at this time.



VEST POCKET TV SET

Philco's portable weighs 15 pounds

Collins management forms central council

Collins Radio Co., Cedar Rapids, Iowa, has realigned managerial responsibilities under a central management council.

Headed by its president and board chairman, Arthur A. Collins, the council comprises L.M. Craft, new operations executive vice president with the responsibility of coordinating research, development and product lines; R.S. Gates, finance executive vice president; H.V. Gaskill, planning vice president; J.G. Flynn Jr., sales vice president; R.T. Cox, new Cedar Rapids Div. vice president; L.E. Bessemer, new Texas Div. vice president; M.L. Doelz, Western Div. vice president, and M.W. Burrell, new Alpha Corp. [Dallas] president.

Mr. Burrell also directs operations of Collins Systems Div.

Mr. Flynn is responsible for coordinating the sales activities of Collins' government, commercial and international divisions as well as Collins Radio Co. of Canada Ltd., Collins Radio Co. of England Ltd., and Collins Radio International C.A.

Emerson requests look at books of Webcor

Emerson Radio & Phonograph Corp. wants to take a look at the books of Webcor Inc., in which it purchased 20% of the outstanding common stock for $2.3 million this past May.

Emerson filed suit in Chicago Circuit Court Wednesday, naming Webcor; Titus Haffa, its board chairman, and the First National Bank of Chicago as co-defendants. For damages, it requested the court to penalize Mr. Haffa and the bank 10% of the stock owned by Emerson and Benjamin Abrams, its president.

In its petition, Emerson asked that Webcor's books be opened for inspection so it can determine whether warranties made by Mr. Haffa on its assets, liabilities and operations are "true or false" and whether they may have been breached.

Emerson said it had been advised that Webcor engaged in transactions with Mr. Haffa or his relatives or corporations owned or controlled by them. It seeks to study the deals "as to their validity and propriety." The court also was asked to compel the bank, transfer agent for the stock, to permit examination of the record of Webcor stockholders. Mr. Abrams was represented as holding 4,244 shares of Webcor stock, plus 130,000 shares held by Emerson.

Russian tv display

An exhibit of Russian television techniques and production methods is included in the Soviet Exhibition in New York opening Monday (June 30) for 40 days. About 10,000 displays at the New York Coliseum are designed to tell Americans about the culture and aims of the Soviet Union and its people.

• Technical topics

• Admiral Corp., Chicago has introduced a completely transistorized 17-inch portable tv receiver. The new set uses 25 transistors and etched circuits that are standard in Admiral receivers. The company will not mass produce the model until the cost of transistors comes down.

• Raytheon Co's. Distributor Products Div., Westwood, Mass., has started building new headquarters. The structure will cover 60,000 sq-ft.

Radio-tv production in April up sharply

Production of both radio and tv receivers in April increased substantially over April 1958, according to Electronic Industries Assn.'s regular set count.

Radio set output totaled 1,040,183 sets in April (including 422,346 auto sets) compared to 630,156 radios (including 190,435 auto sets) in April 1958. Cumulative output for four months of 1959 was 4,637,859 radios (including 1,786,168 auto sets) compared to 3,255,838 (including 1,043,470 auto sets) in the same 1958 period. Fm set output totaled 31,425 units in April.

Production of tv sets totaled 389,251 in April (20,501 had uhf tuning) compared to 302,559 (22,296 uhf) in April 1958. Four-month production this year totaled 1,779,801 tv sets (123,132 had uhf tuning) compared to 1,523,858 (143,509 uhf) in the same 1958 months.

Radio sales at retail (excluding auto sets) totaled 2,079,804 in four months of 1959 compared to 1,669,554 in the same 1958 period. Tv set sales at retail totaled 1,639,626 for the first four months of 1959 compared to 1,690,101 unit sales during the comparable 1958 months.

OFFICIAL: RADIO WORLD WIDE INC.

Program service organized but it still lacks target date

Radio World Wide, the projected program service conceived by some of the nation's top broadcast properties as their answer to how to live without conventional networks, has been made official. It's now incorporated, has officers and is starting to get down to cases on building a program structure.

At the helm is an executive committee whose members are Herb Krueger, WTAG Worcester, chairman; Paul (Fritz) Morency, WTIC Hartford, and John Patt, WJR Detroit, vice chairman; Victor A. Sholis, WHAS Louisville; E. R. Vadeboncoeur, WSYR Syracuse, and Henry Clay, KWKH Shreveport.

Irvin Gross, vice president, Henry I. Christal Co., station representatives, is treasurer of Radio World Wide. Mr. Gross appears in the RWW executive structure as a representative of WHAM Rochester, in which the Christal firm has 50% ownership.

Charles Cutler, Washington attorney, has been named temporary president of RWW. A permanent president will be selected once the organization goes into business.

Incorporation papers for Radio World Wide were filed in Delaware June 12.

Principals in the organization met last week in New York. Reportedly they discussed possibilities of making arrangements with one of several existing organizations to provide the backbone of the RWW program service.

The word is that Radio World Wide will not rush into operation immediately. A committee was appointed to investigate initial service encompassing news and public affairs programming plus some exchange programs between affiliates. It was learned that at least two existing radio program service companies have made bids to furnish Radio World Wide's news needs—Radio Press and International Transmissions Inc. Conversations had been held earlier with AP, UPI and ABC Radio.

Radio World Wide is set up as a program service which would not itself sell time, leaving that matter to the individual station members.

First word of plans for Radio World Wide came in late January (BROADCASTING, Feb. 2), shortly after CBS began its controversial Program Consolidation Plan. It was indicated at the time that 25 stations—all strong stations in major markets—would have to go along with the idea before it became effective. Some 30 stations attended a meeting in Chicago last March to go over those initial plans. It was not learned late Thursday how many had decided to sign. (BROADCASTING reported several weeks ago that 16 stations were definite, with two dozens others possibles [CLOSED CIRCUIT, June 1]).



Promoting tv's image • A special five-man NAB-TV committee drew up a proposed public relations campaign at a June 16 meeting. The planners (l to r): Willard E. Walbridge, KTRK-TV Houston; C. Howard Lane, KOIN-TV Portland, Ore.; Clair R. McCollough, Steinman Stations; G. Richard Shafto, WIS-TV Columbia, S.C.; Dwight W. Martin, WAFB-TV Baton Rouge, La.

TV PUBLIC IMAGE

Information project gets NAB green light

Television's move to acquaint the public with the true story about the medium's service and functions became airborne last Thursday (June 18).

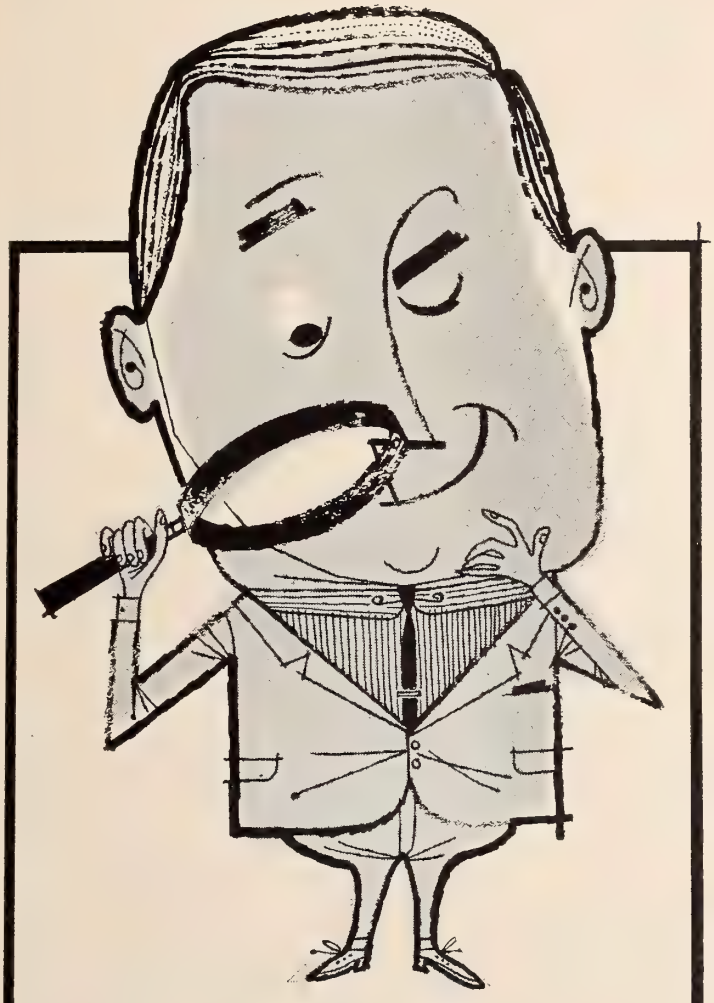
A tv-wide campaign to improve the video industry's image in the public's mind was approved by NAB's Tv Board of Directors. The board adopted a report submitted by Clair R. McCollough, Steinman Stations, chairman of a study committee that has been working out the mechanics of the major public relations operation. The committee has completed its job, which developed out of the NAB March convention (BROADCASTING, March 23).

In essence the project will be backed by $600,000-$700,000 or more a year, depending on how much money can be raised. It will have a New York headquarters but remain under the technical supervision of NAB headquarters. Actual operation of the agency, known as Television Information Program, is expected to be outside routine control of NAB but within its umbrella.

First step will be the appointment of a Television Information Committee of nine members. If all three networks go along with the idea, and the backers hope they will, the committee will consist of one member named each by NBC-TV, ABC-TV and CBS-TV. Three members must be members of

Take another look at DAYTON...and WHIO-TV

NOW—OHIO'S 3RD MARKET



WHIO-TV
CBS
7
channel *dayton, ohio*

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina.

30th NATIONALLY
(up from 38th)

$1,400,214,000 Consumer Spendable Income
(28th in the nation)

30th in the USA

That's right, in population, Dayton now outranks Birmingham, Indianapolis, Columbus, Ft. Worth, Memphis and Phoenix.

30th in population.....now 650,400
28th in consumer spendable income $1,400,214,000
16th in consumer spendable income per household.....$7,268

3rd in OHIO

Dayton is now Ohio's 3rd market—
3rd in population
3rd in consumer spendable income
3rd in consumer spendable income per household

Best way to reach this rich market—
WHIO-TV*

*1st in DAYTON

Today as always, your best buy is WHIO-TV, one of America's great area stations. Reaching and holding 2,881,420 people in 41 counties of 3 states.

For market data, availabilities and all information, call George P. Hollingbery

the NAB Tv Board. Three others will be named and may include one or more non-NAB members. This committee should be named by NAB President Harold E. Fellows within a fortnight. It is subject to confirmation by the NAB Tv Board and will name its own chairman.

Will Report to NAB • After getting organized, this committee will report to the NAB Tv Board on its policies, research ideas, budget, fund raising and office plans. It will recommend a director who will be located in New York.

The kitty will have $75,000 yearly from the NAB budget plus $65,000 from each of the networks, a total of $270,000—provided all three networks go along with the plan. If they don't, a new deal will be worked out for networks taking part.

Then the committee will start raising money from two types of participants—sponsors (individuals, firms or corporations engaged in operating a tv station or network) and associate sponsors (others who want in on the promotion but aren't eligible to be sponsors). Membership approval is up to the NAB Tv Board.

The rate will be the highest published quarter-hour rate as of June 1, 1959 or 40% of the highest one-hour rate. A scale of combination payments for multiple-station groups also will be adopted.

Special Groups Aided • Mr. McCollough said Thursday that his study committee had used information provided by the special group headed by C. Wrede Petersmeyer, Corinthian Stations, for its general guidance. The Petersmeyer group was set up at the NAB Chicago convention when a move developed to find a way of coping with widespread criticism and misunderstanding centering around television's programming and public service.

In other actions Thursday, the NAB Tv Board asked FCC to reconsider its policy to license microwave facilities for transmission of signals to community antenna systems from distant cities (see story, page 62).

William Carlisle, NAB station relations manager, said tv membership has increased from 327 last Jan. 1 to 336. Donald N. Martin, public relations assistant to President Harold E. Fellows, said 231 tv member stations are using NAB film spots promoting the impact of tv.

Attending the NAB Tv Board meeting besides Messrs. McCollough and Petersmeyer, were Chairman G. Richard Shafto, WIS-TV Columbia, S.C.; Payson Hall, Meredith Stations vice chairman; Joseph E. Baudino, Westinghouse Broadcasting Co.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; James D. Russell, KKTV (TV) Colorado Springs; W. D. Rogers, KDUB-TV Lubbock, Tex.; Willard E. Walbridge, KTRK-TV Houston; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV; David C. Adams, NBC-TV.



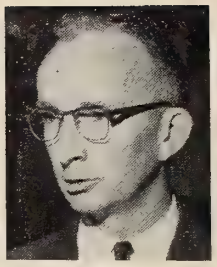
NAB RADIO BOARD
Sowell is chairman, Bostic vice chairman

F.C. Sowell, WLAC Nashville, Tenn., was elected chairman of the NAB Radio Board at its Thursday (June 18) meeting in Washington. Thomas C. Bostic, KIMA Yakima, Wash., was elected vice chairman. They succeed J. Frank Jarman, WDNC Durham, N.C., and Robert T. Mason, WMRN Marion, Ohio, respectively.

Mr. Sowell is vice president and general manager of WLAC. He has long been active in NAB affairs. He is president of Tennessee Assn. of Broadcasters. Mr. Bostic, who also has taken part in many industry organizations, is vice president and general manager of Cascade Broadcasting Co. He is mayor of the city of Yakima.

Chairman of the Tv Board is G. Richard Shafto, WIS-TV Columbia, S.C. Vice chairman is Payson Hall, Meredith Stations. Both were elected in March at the NAB convention.


MR. SOWELL


MR. BOSTIC

The Radio Board commended work of the All-Industry Radio Music License Committee and voiced hope it will continue to operate after current ASCAP negotiations have been concluded. A music licensing report was made by Emanuel Dannett, committee counsel.

Radio Month Successful • Donald N. Martin, retiring public relations assistant to President Harold E. Fellows, reported National Radio Month in May was unusually successful and said broadcasters were enthusiastic about a disc of recorded jingles produced for NAB members and used an average of 136.8 times weekly per station during May. He said 188 prints of "Hear and Now," NAB's new film to promote radio, has been sold and 66 copies have been rented by stations.

John F. Meagher, NAB radio vice president, said 607 stations have reported they are taking part in the industry's "Look for a Room With a Radio" campaign. He said stations are broadcasting an average total of 11,389 spot announcements per week in support of the campaign, which is designed to stimulate radio listening among hotel and motel guests.

George Hatch, KALL Salt Lake City, said a subcommittee of the NAB Radio Transmission Tariffs Committee and AT&T representatives had agreed on definite objectives in their rate negotiations. William Carlisle, NAB station relations manager, said radio membership has reached an alltime high—1,517 am stations and 428 fm stations. A. Prose Walker, NAB engineering manager, reported on discussions covering high-voltage power line interference with radio and tv reception. He discussed inter-city relay operations on currently allocated broadcast auxiliary frequencies.

Besides Messrs. Sowell, Bostic and Hatch, other Radio Board members attending the meeting included:

Daniel W. Kops, WAVZ, New Haven, Conn.; Simon Goldman, WJTN Jamestown, N.Y.; John S. Booth, WCHA Chambersburg, Pa.; Jack S. Younts, WEEB Southern Pines, N.C.; Frank Gaither, WSB Atlanta, Ga.; Hugh

O. Potter, WOMI Owensboro, Ky.; J. M. Higgins, WTHI Terre Haute, Ind.; Mig Figi WAUX Waukesha, Wis.; Ben B. Sanders, KICD Spencer, Iowa; Odin S. Ramsland, KDAL Duluth, Minn.; Robert L. Pratt, KGGF Coffeyville, Kan.; A. Boyd Kelley, KTRN Wichita Falls, Tex.; Robert J. McAndrews, KBIG Avalon, Calif.; Harold Hough, WBAP Fort Worth, Tex.; John H. DeWitt Jr., WSM Nashville, Tenn.; Rex Howell, KREX Grand Junction, Col.; Frederick A. Knorr, WKMH Dearborn, Mich,; F. Ernest Lackey, WHOP Hopkinsville, Ky.; J. R. Livesay, WLBH Mattoon, Ill.; Richard H. Mason, WPTF-FM Raleigh, N.C.; Merrill Lindsay, WSOY-FM Decatur, Ill.; E. J. DeGray, ABC; Charles W. Godwin, Mutual; P. A. Sugg, NBC Radio. Arthur Hull Hayes, CBS Radio president, was presented by James M. Seward, CBS Radio.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KITO San Bernardino, Calif.: Sold by Radio Associates to Kenyon Brown for $285,000. Mr. Brown is president and part owner of KCOP-TV Los Angeles, in association with Bing Crosby, George L. Coleman and Joseph A. Thomas, and has been appointed head of the broadcast division of Nafi Corp., purchaser of KPTV (TV) Portland, Ore., subject to FCC approval. He is acquiring KITO as an individual, similar to his purchase of KSON San Diego, which is awaiting FCC approval. KITO is on 1290 kc with 5 kw, directional, and is affiliated with MBS.

• WKKO Cocoa, Fla.: Sold to WKKO Radio Inc. by John B. Cook Jr. for $210,000. WKKO Radio Inc. principals are Marvin L. Rothschild (49%) and Benjamin Rothschild (49%). Marvin Rothschild is sales manager of WHOO Orlando, Fla. This sale has been filed with the FCC. WKKO is on 860 kc with 1 kw, day.

• KMYC-AM-FM Marysville, Calif.: Sold to Carlton Broadcast Corp. by Horace E. Thomas, Georgia L. Thomas and Chastain Freeman for $200,000. Carlton Broadcasting is owned 50% by John Sexton Trust radio-tv production firm and one-sixth each by CBS o&o stations program coordinator Carroll V. Hansen, Ruth O'C. Hansen and William O'Callahan. This sale has been filed with the FCC. KMYC is on 1410 kc with 5 kw, day, 1 kw, night, directional, and is affiliated with MBS. KMYC-FM is on 99.9 mc with 4.9 kw.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 134).*

• KVI Seattle, Wash.: Sold to Gene Autry group by Vernice Irwin and family for $770,000. Autry broadcast interests include KMPC Los Angeles and KSFO San Francisco, both California, and KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. KVI is on 570 kc with 5 kw and is affiliated with MBS.

• WHRV Ann Arbor, Mich.: Sold to The Zanesville Publishing Co. (WTAP-TV Parkersburg, W.Va. and majority interest in WHIZ-AM-TV Zanesville, Ohio) by Mayne Broadcasting Co. for $300,000. WHRV is on 1600 kc with 1 kw, directional.

• KXII (TV) Ardmore, Okla.: Sold to Texoma Broadcasters Inc. (majority stockholder is KWTX Broadcasting Co., which in turn is owned 29.05% by multiple owner LBJ Co., and owns KWTX-AM-TV Waco and 50% of KBTX-TV Bryan, both Texas) by John E. Riesen, executor of estate of John F. Easley, for $141,666. KXII (TV) is on ch. 12 and is affiliated primarily with NBC-TV. Sale of station to Bill Hoover group (KTEN [TV] Ada, Okla.) was approved by FCC last April but set aside early this month (BROADCASTING, June 8).

• WBUT-AM-FM Butler, Pa.: Sold by J. Patrick Beacom to group including James S. Beattie and Mr. Beacom for $121,500 plus agreement not to compete in radio business within 25 miles of Butler for five years. Mr. Beacom owns WJPB-TV Fairmont, and WVVW Grafton, both West Virginia; Mr. Beattie owns WPTX Lexington Park, Md. WBUT is on 1050 kc with 250 w, day. WBUT-FM is on 97.7 mc with 720 w.

• WFAM-TV Lafayette, Ind.: Sold (license on ch. 59 and construction permit for ch. 18) by Lafayette Broadcasting Inc. to Sarkes Tarzian Inc. (WTTV [TV], WTTS Bloomington, WPTA [TV] Roanoke and a new fm outlet in Fort Wayne, all Indiana) for $65,000. At the same time the Commission granted an extension of completion date to 90 days after consummation of the assignment. WFAM-TV has a secondary affiliation with ABC-TV, CBS-TV and NBC-TV.

Texas **$200,000**

Powerful fulltimer on excellent frequency in top Texas market. Gross can easily exceed purchase price. One of the best buys we have had. 29% down and balance over five years.

Northwest **$175,000**

Successful 5 Kw fulltime operation in one of the best Northwest markets. New equipment and good real estate. 29% down.

Middle Atlantic **$160,000**

Profitable daytimer in one of the top hundred markets. This one will easily pay out with $35,000 down and balance over 7 or 8 years. Won't be around long at this price.

Southern California **$69,500**

1000 Watt daytimer in solid growth area. Liberal terms to qualified buyer. Needs owner-manager.

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Beverly Hills, Calif.
CRestview 4-2770

WHAS DROPS FROM CBS RADIO

But network says PCP is 92% successful

WHAS Louisville quit the CBS Radio network last week—the last of 20 affiliates to leave in disagreement over the network's Program Consolidation Plan.

Victor A. Sholis, WHAS vice president and director, said that he voted against PCP when it was first proposed "out of a conviction it offered no solution to the programming and sales difficulties engulfing the network and thus seriously affecting its affiliates."

Six months of experience with PCP "has confirmed our judgment," he said. The affiliation of WHAS-TV with CBS-TV is not affected.

Arthur Hull Hayes, CBS Radio president, said the departure of WHAS "is not a surprise." PCP, said Mr. Hayes, has been accepted by 90% of the stations which were affiliates at the time PCP was ratified at an affiliates convention last October.

Box Score • When PCP was announced CBS Radio had 195 stations; it will have 189 as of July 5, the deadline date for affiliates to put up or pull out of the network. WHAS was the last holdout. Official CBS tabulations show that 19 of the pre-PCP stations, four of them bonus stations, left the network. They accounted for 12% of the pre-PCP lineup. 176 stations (87%) accepted the plan, and 13 others joined under PCP terms, bringing the current list to 92% of the pre-PCP total.

As four of the 19 who left the network were bonus stations, CBS feels that its major losses were in 15 markets. It has made new affiliation agreements in four of them, leaving 11 pre-PCP markets now open.

The four replacements: WCAY for WMSC Columbia, S.C.; WKMH Dearborn for WJR Detroit; WRNL for WRVA Richmond; KRMG for KTUL Tulsa.

The 12 not replaced as yet: WSAN Allentown, Pa.; WABI Bangor, Me.; KSIX Corpus Christi, Tex.; WJQS Jackson, Miss.; WKNE Keene, N.H.; KTHS Little Rock, Ark.; WGIR Manchester, N.H.; KTOK Oklahoma City; KWKH Shreveport; WTAG Worcester, Mass., and WHAS Louisville.

Several of the stations which have left CBS Radio have been identified with efforts to organize Radio World Wide, a program service. They include WJR Detroit, WHAS Louisville, KWKH Shreveport and WTAG Worcester (see story, page 116).

You could ask
R. Peter Straus
EXECUTIVE VICE PRESIDENT
of WMCA NEW YORK
about our World-wide
Voiced News Service



but why not call
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2 W. 46th ST., N.Y.C.
COlumbus 5-2400

Pulse on WKFM (FM)

Dr. Sydney Roslow, president, The Pulse Inc., New York, last week made this statement about the WKFM (FM) Chicago suit against the company (AT DEADLINE, June 8).

"The suit of WKFM is wholly without basis. There is not one iota of truth in the claims made. The foundation of such action is wholly obscure to us. Pulse intends to fight this unjust claim to the limit and has no doubt whatsoever that it will be wholly vindicated at the trial."

(The suit claims $192,300 damages for alleged discriminatory practices in conducting radio surveys.)

TTC names Petry

The appointment of Edward Petry & Co., New York, as national sales representative for all stations owned by Transcontinent Television Corp., New York, was announced last week by David C. Moore, TTC president. The appointment is effective July 1. (CLOSED CIRCUIT, June 15).

Trancontinent currently owns and operates WGR-AM-TV Buffalo, WROC-TV Rochester, WNEP-TV Scranton-Wilkes-Barre, Pa. (60% ownership) and WSVA - AM - TV Harrisonburg, Va. (50% ownership). Mr. Moore noted that on May 13, FCC approved a transaction which will put under TTC ownership three West Coast stations owned by Marietta Broadcasting Inc.—KFMB-AM-TV San Diego and KERO-TV Bakersfield, Calif. He added that the signing of the contract to complete the Transcontinent-Marietta transaction is scheduled for some time during the next two weeks.

Marietta is owned 63.64% by Jack Wrather and 36.34% by Edward Petry & Co. Under the TTC-Marietta agreement, Mr. Wrather will own 22.15% of Transcontinent and the Petry organization 12.66% (BROADCASTING, May 18).

Consolidated Sun Ray acquires WSAI, WALT

Fast-growing Consolidated Sun Ray Inc. (WPEN-AM-FM Philadelphia, Pa.) last week formally took possession of two newly-purchased radio properties, WSAI-AM-FM Cincinnati, Ohio, and WALT Tampa, Fla. (BROADCASTING, May 25). The total purchase price for both stations was well over $2 million.

New officers of WSAI and WALT, according to Consolidated Sun Ray President William H. Sylk, include: William B. Caskey, executive vice president of WPEN, president of WSAI; Howard Eicher, vice president and general manager under former WSAI owner Sherwood R. Gordon, continues in the same job, and Sidney Goldstein, WPEN secretary-treasurer, adds same position at WSAI. Mr. Caskey will also be president of WALT and Mr. Goldstein will be secretary-treasurer. Frank Knorr Jr., former president of WPKM Tampa, will be vice president and general manager of WALT. The boards of both WALT and WSAI will be the same, it was announced, and will consist of Harry and William Sylk and Messrs. Caskey and Goldstein.

• Rep appointments

• The six Negro-programmed properties of Rounsaville Radio Stations, Atlanta, are to be represented by the John E. Pearson Co., N.Y., effective July 1. The stations: WCIN Cincinnati, WLOU Louisville, WMBM Miami Beach, WVOL Nashville, WYLD New Orleans and WTMP Tampa-St. Petersburg.

• KXYZ Houston names H-R Representatives Inc., N.Y., effective Aug. 10.

• WHAT Philadelphia appoints John E. Pearson Co.

• WGST Atlanta to the Branham Co., N.Y.



The Rising Sun Ray • It was a happy group that gathered to close the multi-million dollar purchase of WSAI-AM-FM Cincinnati and WALT Tampa, Fla., by WPEN-AM-FM Philadelphia owner Consolidated Sun Ray Inc. William B. Caskey, new president of WSAI and WALT (1) shakes hands with Sherwood Gordon, WSAI seller, as Gordon attorney Vincent A. Pepper (1) and Howard Eicher, WSAI vice president and general manager under both old and new owners, look on.

INTERNATIONAL

TRANSATLANTIC TV SUCCESS

Cable, film process is tested by BBC

A new potential for television was opened last week with a successful transatlantic telecast over phone cable of 2 minutes 5 seconds of 16mm film.

Its effect is to chop at least 5½ hours off the tv distance between London and New York. Long-range observers see in it a first step in the direction of wide-world tv.

NBC, which has an existing newsfilm swap arrangement with the British Broadcasting Corp., reportedly brims with plans. News authorities at the network talked in terms of acquiring a transmitting - sending machine from BBC and of making a "film collection point" at London. The June 18 telecast was carried by NBC-TV 10:15-10:30 a.m.

The film seen in the U.S. was in two sequences. The first consisted of coverage of Queen Elizabeth leaving Buckingham Palace for London Airport, preparations and scenes at London Airport just before her arrival there from the Palace and before takeoff to Canada on her royal visit. The other was a news sequence showing the royal party arriving at London Airport and boarding the plane.

Significance • The main immediate import: it is now technically feasible to transmit very short portions of news film by transatlantic telephone cable using the cable's narrow, 5 kc sound bandwidth with a process pattern after telephoto.

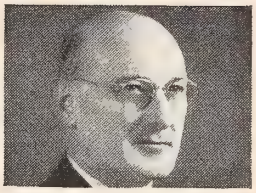
The film at BBC in London was placed on the slow-speed flying spot scanner developed by the British. Frame by frame it was translated into electrical impulses. Similar equipment brought recently by BBC to Canada translated the impulses to exposed film and then the film was developed. The finished film then was shown as part of a 15-minute program on the Canadian Broadcasting Corp. in Canada and on NBC in the U.S.

Features of the royal party — the Queen Mother, Queen Elizabeth, Prince Philip and Princess Margaret — were easily distinguishable. Definition was acceptable, the picture resembling "hot film" (that is, kinescope). Some flare was detected. NBC-TV engineering executives watching monitors in New York studios could not explain the infrequent flare but attributed it to possible "line transmission trouble."

The British have named the product "wire film." A half minute of film can be transmitted in less than 50 minutes and reproduced on tv as soon as the film is developed, 15 minutes later.

Technique Involved • The British development is not new in the sense that the system uses known principles. What is different, however, is the balance of three essentials which are basic

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says Louis Wasmer, Pres.

KREM-TV

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"Renewed" is the big word in our business and yours and that's the good word we get from Louis Wasmer!

"Warner Bros. cartoons have been rating over 20 ARB consistently. They've been so successful that we've just renewed our contract for both Warner Bros. cartoons and Popeye and we're sure our sponsors will do the same. From past performance, we're confident that ratings and sponsorship will remain at the same high levels for years to come."

KREM-TV's experience with Warner Bros. cartoons is "par for the course." Whenever these great laugh-getters are shown, a loyal following of viewers and sponsors springs up. We suggest you try Warner Bros. cartoons in a highly competitive spot and watch how they come out on top.

u.a.a.

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CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

to a practical or working system: (1) the time used in transmittal, (2) the bandwidth and (3) the degree of definition.

To reduce the time consumed, only every other frame is scanned. Each frame transmitted is printed twice on the receiving end. This would tend to lose a bit of the motion (but not resolution). In the Thursday demonstration, however, a loss of motion was not perceptible to the viewer. The British, in fact, say reproduction is satisfactory using the alternate-frame process except where movement is rapid, and hinted that in such a case each frame would be printed even though transmission time would be lengthened.

As early as 1957, BBC, as did United Press Movietone, experimented with similar systems. UP transmitted film in October of that year to the British (15 seconds) showing arrival of Queen Elizabeth in New York. The film was routed from New York through Montreal to London (same route as the current telecast used). Movietone also experimented more than a year before that by sending a similar strip to San Francisco and back via a telephoto network. But observers noted a difference in the BBC and Movietone systems. It was claimed that the Movietone system employed strips of film (or frames) which were sent as a still photo, then reprinted in strips. Engineers in New York claimed last week that this process was "crude compared to the delicately balanced system used by the British."



ROYAL FAMILY AT AIRPORT

Slow-scan film makes tv history

Most engineers see the eventuality of tv signals bounced off satellites anchored in space as the ultimate answer The cable as it now exists cannot handle live tv. A transoceanic cable conceivably could be built to handle live tv but it is not economically practical. A new cable to be laid between Clarenville in Newfoundland and Penmarch in France will cost some $40 million. Work gets underway this summer. Amplifiers or repeaters—58 of them in each of the twin cables—will act as boosters. These two-way repeaters which now are placed at 20-mile intervals would need to be boosted five times or one every four or five miles. This pushes up the cost factor and increase technical difficulty all along the line.

PAY-TV SET FOR CANADIAN START

Telemeter plans wire system in Toronto suburb, broadcast later

The first International Telemeter Co. closed circuit pay-tv installation will be in operation by mid-December in Etobicoke, western Toronto suburban area, with a minimum of 500 subscribers, J.J. Fitzgibbons, president and managing director of Famous Players Canadian Corp., stated at Toronto Wednesday (June 17).

Trans-Canada Telemeter Ltd., a division of the Famous Players theatre chain, is now installing with Bell Telephone of Canada 70 miles of tv cable for a coverage potential of 13,000 homes in the Etobicoke area. Mr. Fitzgibbons estimated 5,000 Telemeter installations in operation within year.

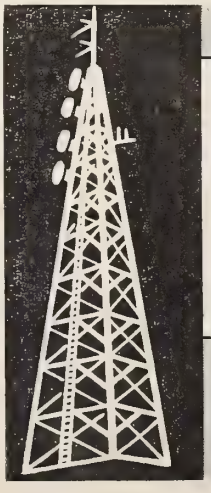
Famous Players is owned 51% by Paramount Pictures Corp. International Telemeter Co. is a wholly-owned Paramount subsidiary. Telemeter executives in the U.S., meanwhile, related other details of pay-tv plans, including the possibility of "free" programs on the system supported by paid commercials (see below).

Mr. Fitzgibbons explained that "the Etobicoke area was picked because it is the fastest growing Toronto suburban area, has high population density and has the highest per-capita income of any Canadian area. We have high hopes that the operation will spread to other areas in metropolitan Toronto and trigger the expansion of Telemeter throughout Canada."

Highly Competitive Area • The Toronto metropolitan area was picked for the test because of heavy competition not only from five television stations but also many other attractions. This was felt to be a better test than a captive one-station market or area receiving no local television. The Etobicoke installation will include a central studio serving roughly a five-mile radius area. Subscribers will pay only $5 installation charge and pay cash for all programs.

The Telemeter unit has three control knobs. The first control connects the subscriber with the studio to hear what programs are being offered and at what charge. This is free service. The same control also will bring the subscriber, through a loudspeaker in the unit, free local public events and local news, it is claimed, including sponsored shopping news. The second control has a choice of three positions for unsponsored programs available on payment basis. This control is operative only after the third control has been put into the Telemeter position and the required amount of money is deposited in box.

The money box has a recording tape which lists every transaction made on the machine. The subscriber can place more than the required amount of money in the box and a cash register dial will show the credit amount. All of this is also recorded on tape. The money box will be collected monthly and re-



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placed with a new box. It was noted that an accurate survey on viewing patterns will be available from the money box tapes monthly.

The telemeter box will be joined to the television receiver through the antenna connection, eliminating the need to go into the television receiver. The third knob on the box gives choice of free television or pay television.

The Exclusive Lure • Mr. Fitzgibbons stated that the Telemeter system will provide varying prices for different programs, basic feature in selling entertainment. The subscriber will see first run motion pictures immediately after they have been shown in first run downtown Toronto theatres. They also will be able to see sporting events, concerts and other entertainment not televised on regular tv, he said.

Famous Players Canadian Corp. estimates its investment in the Etobicoke installation with five thousand sets at about $1.25 million. Each box will cost about $100 installed. The company plans no extra financing to cover the initial installation.

"Surveys made in recent weeks show greater interest than we expected," Mr. Fitzgibbons said. "We feel that pay tv will reach the lost theatre audience and will develop a totally new audience. We expect to capture more of the amusement dollar than through the theatres."

Expansion through Franchise • Famous Players will organize companies in various parts of Canada for local Telemeter franchises, will lease franchises to community antenna operators, broadcasting stations and newspapers, providing they meet engineering specifications to give a good picture, he explained.

The first equipment for the Canadian operation is being imported from the U.S., with Guardian Electronics Co., Chicago, making the Telemeter boxes and Jerrold Electronics, Philadelphia, making the studio and other equipment. It is expected that equipment will be made in Canada when the system is successful.

Famous Players operates 376 motion picture theatres in Canada and has substantial interests in CKCO-TV Kitchener, Ont., and CFCM-TV and CKMI-TV French and English language stations in Quebec City, Que.

At a news conference in Hollywood Tuesday, Louis A. Novins, president of International Telemeter Co., reported that the coin box units for the Telemeter system have been in production since October by Guardian Electric. Production is just beginning, he said, estimating that within a month the daily output will be between 75 and 100 units with "at least 10,000 boxes" produced by the end of the year.

Lots of Facilities • "Initial Telemeter systems will be on closed circuit cable facilities," Mr. Novins stated, noting that such facilities are now in wide use in more than 500 community antenna systems in the U.S. and about 200 in Canada, serving "well over a half-million homes." Asked whether this means that Telemeter is planning to begin its pay-tv service in communities presently served by community antenna hookups, Mr. Novins replied that "this is a logical deduction, but is not necessarily correct." There are other factors to be considered, he said.

Paul MacNamara, Telemeter vice president, pointed out that in many cities large apartment buildings have their own master antenna systems which in effect are "vertical community antennas" and could be adapted readily for pay-tv.

Both Telemeter executives stressed that local programs, such as high school sports, local meetings and other civic affairs, will form an important part of pay-tv activities. These will be provided to subscribers without charge, it was stated.

Commercials on Pay-Tv System • Also, Mr. MacNamara pointed to the possibility that during the daytime hours the pay-tv wire systems may operate on a commercial basis, like community tv stations, providing local programs without charge to subscribers, accompanied by advertising from local merchants. National advertisers are interested, too, he said, as the fixed sample of pay-tv families, whose incomes and other pertinent statistics can be readily obtained, makes them a good test market for both products and commercials.

Telemeter itself will make no investments in pay-tv installations in individual communities, Mr. Novins said. Telemeter's function is to manufacture the coin-box equipment, which it will lease to local franchise holders on a royalty basis. In the U.S. this will amount to about 6% of the monies collected in the coin-boxes, he said. In foreign countries, the pattern varies from country to country. He wouldn't disclose the Canadian set-up beyond saying that Famous Players has the rights to all Canada, not Toronto alone.

Mr. Novins explained Telemeter believes that "under prevailing conditions, the economics of a wire pay tv system offering three channels are much more favorable than a broadcast pay tv system on one channel—certainly during the initial growth stage.

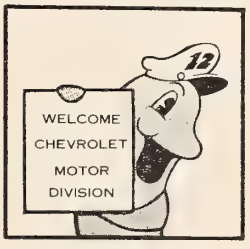
'Time Charges Wasteful' • "On broadcast pay television the system must buy time from a station. Station rates are related to the number of sets in the market. Since only a fraction of these sets can be equipped with pay tv devices in the early stages, time charges are wasteful and prohibitive. On the other hand, with a wire system, cable facilities can be expanded as homes are equipped with pay tv devices."

In addition, he said, the economics of a wire system "permit the continuous rerunning of a program—like a motion picture feature—several times during the day and evening to suit the convenience of the customer. The time charges for broadcasting over the air on this basis would be prohibitive." He continued: "Our analysis of the economic factors indicates that the 'break-even' point on a wire system is substantially below that of a broadcast system. However, at a certain point of saturation in a large market, the economics of a broadcast system can be more favorable. Telemeter's broadcast system is prepared for that eventuality."

Mr. Novins said there is a "permanent place for wire systems in hundreds of communities, regardless of the ultimate advent of broadcast pay television in major markets. The integration of wire with broadcast pay television is a simple matter technically when broadcast pay tv becomes practical."

No Air Test Soon • How soon a broadcast pay-tv test? "We do not

CHEVROLET PICKS JACKSONVILLE



Chevrolet Motor Division of General Motors Corporation has picked Jacksonville for a new distribution and sales facility—its parts warehouse and zone offices will service Florida and Southern Georgia. Jacksonville is proud of the faith that Chevrolet has shown in the State of Florida's Gateway City and its citizens enthusiastically welcome this addition to their rapidly expanding North Florida economy.

AND JACKSONVILLE PICKS WFGA-TV
NBC and ABC Programming.
Represented nationally by Peters, Griffin, Woodward, Inc.

(Sixth of a Series)



WFGA – TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

presently contemplate taking advantage of the authority recently granted by the FCC to conduct 'tests' over the air," Mr. Novins stated. "Instead, we are actually going into business on wire. We plan to expand the very first situation as rapidly as conditions permit." He declined to amplify that statement or to discuss specific localities beyond admitting that the decision as to the first U.S. communities for Telemeter pay tv installations will be made before the end of this year.

Mr. Novins said that Telemeter will help in securing national programming material for its franchise holders at first, as a "pump-priming" operation. Later, he anticipates that the local pay-tv operators, individually or collectively, will buy their national programs from program sources much as theatre operators do today.

He emphasized that local programming is as necessary as national and felt that one of the chief reasons for the failure of the Bartlesville experiment was its dependence entirely on feature motion pictures for programming. "Block booking," with subscribers paying monthly fees in place of per-program admissions and the right to choose what they wanted to see by paying for it, was another chief cause of the collapse of the Bartlesville project, which he said "we never believed was really pay-tv."

A third major fault, he noted, was that the Bartlesville method of operating did not permit any measurement of program audience size. This, he said, is essential to provide incentive for the producer of program material.

Exhibitors May Join • Despite the opposition of many theatre owners and theatre-owning groups to pay-tv, Mr. Novins expressed the belief that theatre operators will become the pay-tv franchisers in many communities. He also stated that the antagonism of motion picture producers toward pay-tv has changed to a favorable attitude, along with the changed economic climate of the picture business in the past five years. He said he has no doubt that an ample supply of feature picture pictures will be available for subscription television.

FATES & FORTUNES

Advertisers

• J. H. PICOU, director of marketing research of Atlantic Refining Co., Phila., appointed head of newly-created department of advertising and sales promotion. RICHARD BORDEN named manager of advertising division and E. R. COX JR., sales promotion manager.

• JOHN BRICKER, formerly executive vp of Outdoor Adv., N.Y., joins Colgate-Palmolive Co., that city, as vp of marketing planning.

• LYNDALL F. CARTER, executive vp, William Carter Co. (underclothing), Needham Heights, Mass., elected president, succeeding his father, late HORACE A. CARTER, who died May 2. Other Carter appointments: DAVID FINNIGAN, vp, treasurer, and MANSON H. CARTER, merchandise manager, toddlers' division, named clerk.

• MONROE W. GILL, advertising manager, Mohawk Carpet Mills, N.Y., named manager, public relations, at parent company, Mohasco Industries, Amsterdam, N.Y. WILLIAM C. MCCLUMPHA succeeds him.

• DAVID C. MELNICOFF, business analyst and manager of economic analysis of Pennsylvania Railroad Co., Phila., named director of planning of Fels & Co., that city, effective July 1. Mr. Melnicoff remains director of Fels and member of its finance committee.

• TERRY R. SPEIGHTS resigns as program director-sales of WBKH Hattiesburg, Miss., effective July 1, to become area manager of Curtis Industries, Cleveland (key maker).

Agencies

• WILLIAM T. KAMMERER, assistant to media director, WILLIAM J. KENNEDY, assistant vp and manager, media department, WINSTON W. KIRCHERT and MARTIN J. MURPHY, assistant vps and media group supervisors, elected vps and associate media directors of Ted Bates & Co., N.Y. NORMAN A. CHESTER and BRUCE L. SMALL named assistant vps and media supervisors.

• WILLIAM D. FISHER, formerly vp and radio-tv director, Doherty, Clifford, Steers & Shenfield, N.Y., to Gardner Adv., St. Louis, as vp and broadcast programming director, effective July 15.



MR. CANEVER

• VICTOR W. CANEVER, account executive of D.P. Brother & Co., Detroit, appointed senior vp and member of executive committee. Agency promotions in AC Spark Plug account: Mr. Canever, supervisor; JOHN H. OWEN, creative supervisor; W. NEIL LEWTON, account executive for advertising, and IAN W. BEATON, account executive for merchandising.

• JOHN BOYD, CLIFFORD DILLON, EMILE FRISARD, MURIEL HAYNES, GABRIEL ONDECK and OTTO PROCHAZKA, all vps and assistant creative directors at Compton Adv., N.Y., named creative directors.

• JAMES N. HARVEY, formerly creative group head of McCann-Erickson, N.Y., for Coca-Cola, Oasis cigarettes and Vaseline hair tonic accounts, to Richard K. Manoff, N.Y., as creative director and vp.

• ROBERT J. SULLIVAN, formerly advertising and promotion director, Corinthian Broadcasting Corp. (KOTV [TV] Tulsa, Okla.; WISH-AM-TV Indianapolis; WANE-AM-TV Fort Wayne, Ind., and KGUL-TV Houston.), N.Y., to Radio Advertising Bureau, that city, as promotion manager. Other RAB appointments: HAROLD S. MEDEN, named assistant to director of promotion; ROBERT F. NIETMAN, and PAT E. RHEAUME, assigned posts of divisional member service managers.

• JAMES M. WOODMAN JR., formerly advertising-marketing director, Lincoln-Continental Div., Ford Motor Co., elected executive vp and director of Peter Finney & Co., Miami.

Philadelphia Story

Headley-Reed welcomes John Blair & Co., as the "second" Major Representative to open an office in Philadelphia.

To correct an erroneous statement in Broadcasting (May 25, 1959) Headley-Reed has been the only major representative with a Philadelphia Office since 1951.

• WILLIAM H. HORSLEY, board chairman of Pacific National Adv., Seattle, named president of Continental Adv. Agency Network. Other officers: WILLIAM L. SANBORN, vp of Winius-Brandon Co., St. Louis, vp, and ROBERT N. LANDO, president of Lando Adv., Pittsburgh, secretary-treasurer. Executive committee: ROBERT KILGORE, president of Gray & Kilgore, Detroit; ROBERT ARNDT, vp of Arndt, Preston, Chapin, Lamb & Keen, Phila., and C. H. RICHARD, vp of Noyes & Co., Providence, R.I., retiring president.

• WILLIAM CULLENWARD resigns as sales account executive of KFRC-AM-FM San Francisco to reactivate family agency, Eric Cullenward & Assoc., under name of Cullenward & Assoc., effective July 1. Agency will headquarter temporarily at 44 Hermosa Ave. in Oakland, Calif.

• FREDERICK B. SEARS, formerly director of marketing of Prudential Insurance Co. in Los Angeles, to Johnson & Lewis, S.F., as director of research.

• MRS. JANE FIELD, formerly copywriter, Duncan Hines account at Compton Adv., N.Y., to BBDO, that city, as group head, radio-tv copy department, specializing on food account writing.

• EUGENE B. O'BRIEN, assistant manager of marketing research for Texas Co., N.Y., appointed assistant research director of Erwin Wasey, Ruthrauff & Ryan, L.A.

• DON NAYLOR, formerly program director and account executive of WAGA-TV Atlanta, to Burke Dowling Adams, that city, as supervisor of radio-tv production of Delta Air Lines account.

• THORPE E. WRIGHT, formerly vp of William Hart Adler, Chicago, to account management staff of Waldie & Briggs, that city.

• HOWARD F. EICHLER, formerly news staffer of *Cincinnati Times-Star,* to Farson, Huff & Northlick, that city, as pr account executive.

• SIDNEY GATHRID transferred from N.W. Ayer & Son's New York office to Hollywood radio-tv office to start duties as program supervisor of *Bat Masterson* tv series, seen over NBC-TV.

• HARRY W. HEPNER, Syracuse U., elected national dean of American Academy of Advertising, national organization of advertising educators and practitioners. Other national officers: BILLY I. ROSS, U. of Houston, associate dean; FRANK McCABE, Brown U., registrar, and GEORGE T. CLARKE, New York U., bursar.

• CARL H. SIGLER, formerly vp and account executive of Gordon Best Co., Chicago, joins Wentzel & Fluge, that city, previously known as Wentzel, Wainwright, Poister & Poore, as vp. Other W&F appointments: LESTER LANTZ, vp, executive art director; JON DINTELMAN, formerly with Fulton-Morrissey, Chicago, and RUTH GREEN, formerly with Edward H. Weiss & Co., Chicago, copywriters.

• STAN BACHRACK, formerly with Doyle, Dane, Bernbach, N.Y., has joined Jon M. Ross, L.A., as director of Elaine Terry Fashions account.

• WILLIAM H. WEED, formerly brand manager, toilet goods division of Procter & Gamble, Cincinnati, to Ogilvy, Benson & Mather, N.Y., as account executive.

• JACK A. PARTINGTON JR., formerly associate director, network tv, CBS, to Sullivan, Stauffer, Colwell & Bayles, N.Y., as tv producer.

• PAUL SLATER, formerly account executive of Doherty, Clifford, Steers & Shenfield, N.Y., to Compton Adv., that city, in account section.

• JACK WALLACH, formerly art director, McCann-Erickson, N.Y., to Kenyon & Eckhardt, that city, in similar capacity.

Networks

• DAVID W. TEBET, general program executive of NBC-TV, named to direct expanded operation giving attention to coordination and election of major performing talent. RICHARD A. KELLY, senior unit manager, also becomes manager of casting, talent and contract administration.

• JAMES LARKIN, participant in ABC-TV's management trainee program, named western sales service supervisor for network sales. RIDGE BLACKWELL, ABC-TV station clearance, named sales service representative. He succeeds DAVID APP, who transferred to tv clearance to head interruptions sections.

• FRANK LA TOURETTE, story supervisor and producer of Mark VII Productions, has joined CBS-TV in Hollywood as producer of new 60-minute *The Lineup* programs, replacing JAIME DEL VALLE who produced half-hour *Lineup* series and is moving to another CBS-TV assignment.

Stations



MR. LICHTENSTEIN

• IRV LICHTENSTEIN, formerly director of merchandising and licensing of National Telefilm Assoc., named station manager of WNTA-AM-FM Newark, N.J. SYDNEY KAVALEER, functioning as station and sales manager past several months, will now concentrate on sales.

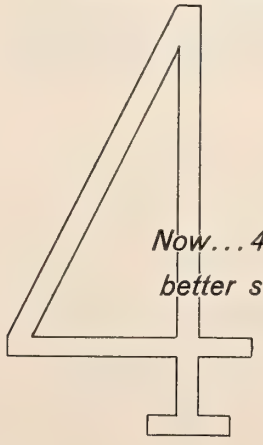
• LARRY MARKS, formerly associate advertising director, *Diners Club* magazine, N.Y., to WNTA-AM-FM Newark, N.J., as director of advertising.



MR. WRIGHT

• MELVIN B. WRIGHT, station manager of Hawaiian Broadcasting System (KGBM-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Maui), named general manager and sales manager of the Skyline Advertisers' Sales Inc., tv network consisting of KID-TV Idaho Falls, KLIX-TV Twin Falls, both Idaho, KXLF-TV Butte, KFBB-TV Great Falls and KOOK-TV Billings, all Montana, effective July 1. He succeeds C. N. (ROSY) LAYNE, who returns to KID-TV as general manager after year with Skyline.

• JUDITH LAWTON, formerly general



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CBS TAPS 15 FOR VICE PRESIDENT


MR. ATLASS


MR. SHOMO


MR. GEORGE


MR. RUEGG


MR. SCHNEIDER

The appointments of 15 new vice presidents in the CBS Radio division and the CBS Television stations division were announced jointly last Wednesday (June 17) by Arthur Hull Hayes, president of CBS Radio division and Merle S. Jones, president, CBS-TV stations division. The new vice presidents are general managers of CBS-owned radio and tv stations, CBS Radio Spot Sales, CBS-TV Spot Sales, and the director of CBS-TV station services.

The appointees, who add the title of vice president in their respective divisions are: H. Leslie Atlass, general manager of WBBM-TV Chicago; E. G. Shomo, assistant general manager of WBBM Chicago; Clark George, general manager of KNXT (TV) Los Angeles; Fred Ruegg, general manager of KNX Los Angeles and the CBS Radio Pacific Network; John Schneider, general manager of WCAU-TV Philadelphia; Joseph T. Connolly, general manager of WCAU Philadelphia.

Also: Frank Shakespeare Jr., general manager of WCBS-TV New York; Sam J. Slate, general manager of WCBS New York; Eugene B. Wilkey, general manager of KMOX-TV St. Louis; Robert Hyland, general manager of KMOX St. Louis; Thomas Y. Gorman, general manager of WEEI Boston; Maurie E. Webster, general manager of KCBS San Francisco; Harvey Struthers, director of station services for the CBS Television stations division; Bruce Bryant, general manager of CBS-TV Spot Sales and Milton F. Allison, general manager of CBS Radio Spot Sales.

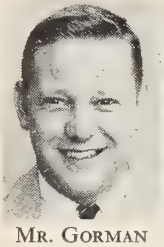

MR. CONNOLLY


MR. SHAKESPEARE


MR. SLATE


MR. WILKEY


MR. HYLAND


MR. GORMAN


MR. WEBSTER


MR. STRUTHERS


MR. BRYANT


MR. ALLISON

manager of KVIT (TV) Santa Fe and program manager of WTRF-TV Wheeling, W. Va., appointed director in charge of sales promotion, advertising and publicity of KFI Los Angeles. JOHN BUONOMO moves from script department as Miss Lawton's assistant.

• JOHN F. GRAHAM, manager, KGVO Missoula, appointed general manager of KOOK Billings, both Montana.

• CHARLES B. LEMIEUX JR., formerly account executive, WRCA, to WINS, both New York, as sales manager.

• HAROLD CRUMP appointed local sales manager of WLAC-TV Nashville, Tenn. Other WLAC-TV appointments: WILLIAM H. WHITE, regional sales manager; JAMES L. HODGE, assistant national sales manager; ERSKIN BONDS and THOMAS ERVIN, local account executives.

• ROBERT E. BUIE, formerly account executive of KDYL-AM-FM Salt Lake City, named general manager of KMUR, that city, replacing GEORGE I. NORMAN JR., resigned to form his own company. Other KMUR appointments: BOB BARNETT, JOHNNY KANALIS, RAY GRAHAM, F. WILLIAM HOUGHTALING and SANDY GILMOUR, staff announcers.

• DAVID GREENE, formerly account executive for fm division of KCMO Broadcasting, Kansas City, appointed executive vp and commercial manager of Telesound Broadcasting Corp., that city. Telesound is applicant for new fm station there, expected to be on air on or before Sept. 1, subject to FCC approval.


MR. NASHICK

• E. ROBERT NASHICK, formerly advertising - promotion manager of KYW-TV Cleveland, named director of advertising and sales promotion of KTLA (TV) Los Angeles, effective June 29. Mr. Nashick was previously promotion manager of WCKT (TV) Miami.

• BJ HAMRICK, formerly in advertising sales department of KCOP (TV) Los Angeles, appointed general sales manager of KDUO-FM Riverside, Calif.

• THOMAS R. NUNAN JR., manager of WGAL-AM-FM Lancaster, re-elected president of Pennsylvania Associated Press Broadcasters Assn. Other officers: THOMAS PRICE, WBVP Beaver Falls, vp, and JOSEPH SNYDER, Philadelphia AP bureau chief, secretary-treasurer. Directors: ROBERT WILLIAMS, WHLM-AM-FM Bloomsburg; EDWARD SMITH, WCMB Harrisburg; ROBERT HOLLAND, WIIC-TV Pittsburgh; SAMUEL ALTDOERFER, WLAN-AM-FM Lancaster; SAMUEL BOOTH, WCHA Chambersburg, and PAT STANTON, WJMJ Philadelphia.

• ROY MARSH, KASL Newcastle, elected president of Wyoming Assn. of Broadcasters, succeeding WILLIAM GROVE, KFBC-TV Cheyenne, appointed to board. Other officers: MILDRED ERNST, KWRB-TV Thermopolis, vp; BOB BERGER, KTWO-TV Casper, secretary-treasurer, and LARRY BIRLEFFI, KFBC, board member.

• BEN WOLFE, chief engineer of WJZ-TV Baltimore, elected chairman of Institute of Radio Engineers, Baltimore section.

• JERRY WIEDENKELLER, formerly promotion manager of WTVP (TV) Decatur, Ill., to KLZ Denver in similar capacity.

• JERRELL BIRDWELL, traffic manager of KTLA (TV) Los Angeles, promoted to sales service manager.

• RICHARD A. HUBBARD promoted from assistant program director to program director of KSTP-TV Minneapolis-St. Paul. He succeeds DEL FRANKLIN, resigned to join Screen Gems, Kansas City.

• BUCK BROWN, formerly chief engineer of KOKE, to KASE-AM-FM, both Austin, Tex., in similar capacity. WOODROW POPE joins KASE as transmitter engineer.

• JIM HANSEN, formerly air personality of KWSC Pullman, Wash., to KOMO Seattle as farm director. WARREN SAUNDERS, formerly manager of KTIX Seattle, to KOMO as air personality. BRUCE VANDERHOOF, formerly air personality of KGW Portland, Ore., to KOMO in similar capacity.

• HENRY (HANK) BROWN, formerly assistant local news editor, NBC News, and BENNETT LUND, formerly editor for Swedish Broadcasting Corp.'s American desk, join WMGM New York as news supervisors.

• DAVID ALDRICH, formerly account executive of Ketchum, MacLeod & Grove, Pittsburgh, to public relations department of Westinghouse Broadcasting Co., N.Y., as consumer press and special projects representative.

• JOHN MAHAN, production director of WPEN-AM-FM Philadelphia, named executive program producer.

• MONROE BENTON, formerly news editor of WTRY Troy, N.Y., to WROW Albany, N.Y., as news director.

• RICHARD B. BROWN and TOM BATISTA join WJAR-TV Providence, R.I., as assistant directors. Mr. Brown was director of WBZ-TV Boston and Mr. Batista is graduate of Northeast Broadcasting School, Boston.

• ALAN HARTNICK, formerly attorney of MCA-TV Ltd., to Metropolitan Broadcasting Corp. (WNEW-AM-FM-TV New York, WTTG [TV] Washington, D.C., and WHK Cleveland), N.Y., as assistant general counsel.

• JOSEPH (PEPE) ARCIGA, public relations executive of KALI Pasadena, appointed merchandising and promotion director as well.

• FRANCIS SCOTT promoted from sales traffic supervisor to account executive on sales staff of WNBQ (TV) Chicago. CHARLES HEDSTROM, operations director, succeeds Mr. Scott as tv sales traffic supervisor.

• ART HUME, air personality of WMUR-TV Manchester, N.H., to WFEA, that city, as account executive.

• ED MCLAUGHLIN, formerly salesman of KTIM San Rafael, Calif., to KEWB Oakland, Calif., as account executive. Other KEWB account executives: JACK BROWN, formerly of KOBY San Francisco; JOHN HUMMER, formerly in sales and advertising promotion of Guittard Chocolate Co., S.F., and BILL GORMAN, formerly of CBS Sales, N.Y.

• JOHN COOLEY, formerly air personality of WEAM Arlington, to WPIK Alexandria, both Virginia, in similar capacity.

• CARL CORDELL, formerly of NBC-TV, N.Y., to WEEK-AM-TV Peoria, Ill., as sportscaster.

• JACK SMITH, formerly with Armed Forces Radio Service, to KONE Reno, Nev., as publicity director. ROLLIE DUBOIS, formerly newscaster of KOLA-TV Reno, to KONE as announcer-salesman.

• CHOLLY BROWN, formerly with Brown's Institute of Air, Minneapolis broadcasting school, to WCEF Parkersburg, W.Va., as air personality.

• EDITH MASON joins program department of WGAN Portland, Me.

• RON CURTIS, formerly program director and chief announcer of WFBL Syracuse, N.Y., to WHEN, that city, as air personality.

• STAN COHEN, merchandising - sales promotion director of WDSU-AM-FM-TV New Orleans, appointed director of program research, WDSU-TV. JILL JACKSON joins WDSU-TV as air personality.

• JACK LIGHTNER, assistant promotion manager of WREX-TV Rockford, Ill., named promotion manager.

• BRUCE R. BEISWENGER, with WROC-TV Rochester, N.Y., since 1950, named chief film editor.

• FOSTER H. BROWN JR., 41, general sales manager of KMOX St. Louis, died June 13 in St. John's Hospital there of cancer. Mr. Brown joined KMOX in 1953 as director of sales promotion, advertising, merchandising and research. He was previously with KXOK St. Louis as promotion director.

• RICHARD ROBERTSON, promotion director of KTVU (TV) San Francisco, has joined KRON-TV that city, as director of sales promotion and merchandising. He succeeds CECIL WEBB, who has moved to station's sales department as account executive.

• AL WALLACE, member of news staff

Profitable Midwest fulltimer in semi-major market. 5KW power. Good moneymaker. Price $342,000 includes $27,000 net quick. Terms available.

Owner-manager opportunity in Southwest. Full-time facility making money. $90,000 price with $35,000 down payment. Balance to be negotiated.

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NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

of KNIB Seattle since March 1957, promoted to associate news director.

• BILL KENNEALLY, formerly with KTLA (TV) Los Angeles news staff, to news bureau of KFWB, that city.

• DAVE DUGAN, reporter of WCBS New York, and host of station's Peabody-award winning "This Is New York," named manager, spot news coverage.

• TOM MOORE, former conductor of *Ladies Fair* on Columbia Television Pacific Network as early morning show, joins KHJ-TV Los Angeles as air personality.

• DON (WOODY) WOODLAND, dj and sportscaster of KGY Olympia, Wash., has joined KING Seattle as air personality.

• TOM BURKHART, formerly account executive of Ziv Television Film Sales, to WLOS-TV Asheville (N.C.)—Greenville (S.C.)—Spartanburg (S.C.) as regional sales coordinator.

• PAUL LIEBLER, assistant director of WTOP-TV Washington, appointed program director. EDMUND COLBERT, floor director of WTOP-TV, named assistant director.

• C. KENNETH SPICER, 59, assistant secretary and controller of Jefferson Standard Broadcasting Co. (WBT and WBTV [TV], both Charlotte, and WBTW [TV] Florence, S.C.), died June 13 in Charlotte following heart attack. Mr. Spicer joined Jefferson in 1948 as business manager.

• RICHARD JAMISON, formerly news director of KWOS Jefferson City, Mo., to KCMO-AM-FM Kansas City in news department.

• BOB RUSSELL, formerly air personality of KTSA San Antonio, to WAKY Louisville in similar capacity.

• BILL TURNER, formerly assistant program director and production manager of WPSD-TV Paducah, Ky., to WSM-TV Nashville, Tenn., as announcer.

• WAYNE WEST, air personality of KOLN-TV Lincoln, Neb., assumes newly-created position of music director.

• JOSEPH J. WILSON resigns as local news director of WPLA Plant City, Fla.

• JO ANN HINMAN to KWTV (TV) Oklahoma City as weather forecaster.

• GEORGE A. JASKA, formerly with WFDF Flint, Mich., to WJRT (TV), that city, as newsman.

• JOHN CHRISTMAN, formerly news director of WHK-AM-FM Cleveland, to news staff of WEOL-AM-FM Elyria-Lorain, Ohio.

• MRS. LINDA ROBERTSON to KPLR-TV St. Louis as air personality.

• JACK ANDERSON, graduate of Northwest Schools, Portland, Ore., to KBAR Burley, Idaho, as announcer. Other Northwest graduates who have entered broadcasting: RONALD HOLMES and ALFRED ROWE, to KWRB-TV Riverton, Wyo., as announcer-cameramen; DONALD PEARSON to KDIX-TV Dickinson, N.D., as film lab director.

Representatives



MR. DAVIS

• JACK DAVIS, formerly with Stars National, N.Y., and previously manager, McGavren-Quinn's New York office, to Bernard Howard & Co., that city, as executive vp.

• DON M. MCCUTCHEON resigns as program-news director of KBZY Salem, Ore., to become associate with R.G. Lund, station representative, in Portland, Ore.

• H. LESLIE ATLASS JR., formerly director of programming of WIND Chicago and in group that is applicant for ch. 8 in Moline-Rock Island, Ill., appointed to newly-created post of head of program development for Headley-Reed Co., Chicago.

• HUNTER SEABORN BELL JR., formerly special representative of American Security Insurance Co., Atlanta, Ga., to Peters, Griffin, Woodward, that city, as tv account executive.

• BOB JONES, formerly radio salesman, handling major New York agencies at The Branham Co., N.Y., station representative, to Edward Petry & Co., that city, in similar capacity.

• CALVIN P. COPSEY transfers from NBC Radio Spot Sales, western division, San Francisco, to NBC Radio Spot Sales, Chicago.

• DALE W. STEVENS, formerly broadcast time salesman, Everett-McKinney, Chicago, to Robert E. Eastman & Co., that city, on sales staff.

• DOROTHY NICHOLLS, formerly research supervisor of Benton & Bowles, N.Y., to Blair-Tv, that city, on research staff.

• WILLIAM CRUMLEY, formerly vp and assistant to president of Young Television Corp., N.Y., station representative, named to newly-created post of director of marketing and research for Weed Co., N.Y.

Programming

• JOHN PARROTT appointed vp and general manager of newly-formed Dearborn Div. of Wilding Inc., film and sales promotion firm, with headquarters in Detroit, Mich. Division replaces Wilding-Henderson, Detroit subsidiary now incorporated into parent company. CHARLES DENNIS named production chief, directing motion picture and other production studio facilities. DEAN COFFIN heads Wilding's Great Lakes Div., serving large corporations.

• HENRY J. ZITTAU, secretary and treasurer of United Artists Associated, N.Y., elected vp and treasurer. Other newly-elected vps: HENRY T. SCHOTTENFELD, member of legal department; W. ROBERT RICH, general sales manager, and FRED HYMAN, who adds duties of secretary of UAA.

• W. HAL DAVIS, independent tv producer who packaged and syndicated *Treasures Unlimited,* has joined Regis Films as Eastern sales representative, and will headquarter in New York.

• HARRY ACKERMAN re-elected to third term as president of Los Angeles chapter of Academy of Television Arts & Sciences. Other officers: FRED DE CORDOVA (re-elected) first vp; LOUIS F. EDELMAN, second vp; JUNE LOCKHART (re-elected), secretary, and FRED W. BERGER, treasurer. Local board members: LES BOWMAN, chief engineer, CBS-TV; WENDELL COREY, actor; SANDY CUMMINGS, vp, ABC, GAIL PATRICK JACKSON, producer; RALPH NELSON, director; ROD SERLING, writer, and LESTER SHORR, cinematographer..

• IRV KUPCINET, *Chicago Sun-Times* columnist, re-elected president of Chicago chapter of Academy of Television Arts & Sciences. Other officers re-elected: FRANK ATLASS, WBBM-TV, vp; ALEX DREIER, NBC, second vp; NED E. WILLIAMS, Chicago Unlimited, secretary, and DICK REINAUER, American Medical Assn., treasurer. New board members: ROBERT CUNNINGHAM, Chicago Assn. of Commerce & Industry; JANE DALY, formerly with Earle Ludgin & Co.; JACK BRICKHOUSE, WGN-AM-TV; JAMES L. STIRTON, MCA; JOHN E. MOSMAN, J. Walter Thompson Co.; FRED NILES, Fred Niles Productions; SHELDON COOPER, WGN-TV, and DON MEIER, Chicago Assn. of Commerce & Industry.

• CLAY YURDIN, 40, director, Production Alliance of New York, died June 15 following heart attack at his hotel in Fort Lauderdale, Fla. Mr. Yurdin was in Florida to direct telecasting of "Mrs. America" contest. He directed CBS-TV's *Camera Three* from 1956-58,



Conelrad congratulations • FCC Comr. Robert E. Lee (c) congratulates Harold L. Neal Jr. (r), vice president of WXYZ-AM-FM Detroit, upon his appointment as chairman of the Michigan Industrial Advisory Committee for Conelrad. Mr. Neal's committee will serve as liaison between civil defense authorities and the broadcasting industry. At left is Ralph Sheehan, state civil defense director.

and previously was director for ABC, Hollywood.

• GEORGE REEVES, 45, who played title role in *Superman*, syndicated tv series, died June 16 in his Hollywood home of self-inflicted bullet wound. Mr. Reeves also had supporting roles in many films, among them "Gone With the Wind" and "From Here to Eternity."

• JAMES THRASH, formerly account executive, CBS-TV Spot Sales' Chicago office, to CBS Films, Atlanta, Ga., as manager of that office. He replaces JAMES H. MCCORMICK, recently transferred to New York as account supervisor.

• CHARLES R. HUNT, formerly sales director, Fordel Films Co., N.Y., to Sound Masters, that city, in similar capacity.

• FRED BRISKIN, production executive of Screen Gems, Hollywood, becomes head of his own production company there which has entered into long-term financing and releasing arrangement with SG. Mr. Briskin will remain temporarily as vp of Briskin Productions and as production executive of SG until replacement arrangements can be determined.

• JOHN CAMERON, formerly in sales department, Ziv-TV, N.Y., to MCA-TV film syndication division, as sales executive, representing Baltimore-Philadelphia-Washington area. WILLIAM D. MACGAREGILL, formerly in sales department of WILD Boston, joins MCA as sales executive, New England territory.

• GEORGE FABER, formerly midwest manager, CBS Newsfilm, to CBS Films, Hollywood, as manager of publicity, effective July 20.

• ANTHONY EISLEY signed to long-term contract by Warner Bros. and set for starring role as Tracy Steele, private investigator, in Warner's new hour-long tv series, *Hawaiian Eye*, debuting over ABC-TV this fall.

Equipment & Engineering

• WILBERT E. STEVENSON, president and director of Machlett Labs, Springdale, Conn., subsidiary of Raytheon Co., Waltham, Mass., elected vp of Raytheon.

• RICHARD W. GRIFFITHS, formerly director of component marketing of Servomechanisms, Hawthorne, Calif., appointed general sales manager of semiconductor division, Hoffman Electronics Corp., L.A., succeeding HENRY F. SCHOEMFHL, promoted to director of product marketing for division's Evanston, Ill., plant. Mr. Griffiths will headquarter at new El Monte, Calif., plant when completed in fall.

• COL. W. J. BAIRD (USA, ret.) appointed general manager of Armed Forces Communications & Electronics Assn., Washington, D.C. Col. Baird will remain editor of *Signal*, monthly AFCEA journal.



MR. OLVERSON

• JOHN B. OLVERSON, Washington attorney with U.S. Chamber of Commerce past four years, appointed general counsel of Electronic Industries Assn., Washington.

• J.C. MCELROY appointed director of development of Cedar Rapids Div. of Collins Radio Co. Other division appointments: DR. R.L. MCCREARY, director of research and W.W. ROODHOUSE, director of sales. sales.

• HAL V. MILLER, formerly product engineer, National Scientific Labs, Washington, D.C., to technical products division, Packard Bell Electronics Corp., Redbank, N.J., as liaison engineer.

Allied Fields

• WILLIAM A. WOOD, assistant professor, Graduate School of Journalism,

One hundred eleven* national and regional spot advertisers know **Terre Haute is not covered effectively by outside TV**

*Basis: 1958

WTHI-TV CHANNEL **10** CBS ABC

TERRE HAUTE, INDIANA

Represented Nationally by Bolling Co.,

Los Angeles - San Francisco - Boston - New York - Chicago - Dallas



Chicago's new 40-story Advertising Headquarters —

Executive House

HOTEL IN HEART OF CHICAGO ADVERTISING

- close to agencies, radio-TV stations, newspapers, magazines, art, film and recording studios, representatives.

UNIQUE FEATURES OF EXECUTIVE HOUSE

- Drive-in Garage
- Direct Dialing from Room Phone
- Private Sun Terrace
- Free Stock Market Quotations

Send for colorful brochure Executive House

Department B, 71 E. Wacker Drive, Chicago 1
FInancial 6-7100 • A. M. Quarles, General Manager

Columbia U., named director of university's radio-tv office, effective July 1. He succeeds LEON LEVINE, who organized office in 1953, and has resigned to devote himself to non-university commitments.

• FLOYD D. YOUNG, 68, whose nightly broadcasts of frost warnings for fruit growers made his voice one of best known on Pacific coast, died June 16 of cancer in La Jolla, Calif.

• CAROL WALKER, formerly model for Hartford Agency in Paris and Rome, named administrative assistant, charge of promotion, in agency's New York office.

Government

• WILLIAM H. WATKINS, who joined FCC in 1946 and most recently served as engineering assistant to Comr. T.A.M. Craven, named assistant chief engineer in charge of frequency allocation and treaty division, office of Commission chief engineer, succeeding ALBERT L. MCINTOSH, retired. GEORGE K. ASHENDEN JR., with FCC since 1941, most recently as reviewing engineer in office of opinions and review, appointed engineering assistant to Comr. Craven.

International

• ROBERT M. CAMPBELL, formerly general manager of J. Walter Thompson Co., Toronto, Ont., to director of advertising for Rembrandt-Rothman Group of Companies, Toronto (cigarettes), branch of British firm.

• C. W. MCQUILLIN, formerly radio-tv director of Cockfield, Brown & Co. Ltd., Toronto, Ont., to executive vp and chairman of agency's Toronto marketing plan board. MURRAY TURNER, vp in charge of Winnipeg, Man., office, to vp and manager of Toronto office.

• E. E. FITZGIBBONS, general manager of CKCO-TV Kitchener, Ont., to executive director. W. D. MCGREGOR, operations manager, becomes general manager.

PLAYBACK QUOTES WORTH REPEATING

Constructive criticism

When accepting the Dr. Lee de Forest Award of the National Assn. for Better Radio and Television (BROADCASTING, *May 25*) *Clark B. George, general manager, KNXT (TV) Los Angeles, called for public support of quality programming:*

Television today is one of the most written-about and analyzed segments of our society. No thoughtful person within our industry would have it any other way. We welcome constructive criticism and respond to it. For along with audience surveys and letters, criticism by and in the press provides a useful guide on how the image of television can be shaped to better serve the interests of its audience . . .

Although the average person watches television two-and-a-half hours a day, the seven Los Angeles television stations are on the air for a combined total of 114 hours a day. This means the average viewer actually sees less than 2% of the 114 hours that are available to him. It appears obvious then, that such a volume of programs would permit the individual viewer absolute freedom of choice. Indeed, the endless variety from which to choose provides something of a challenge to the individual viewer.

And yet, this very fact is the cause for our concern. Since the average viewer misses 98% of the programs aired on television, his general attitude toward the medium is molded to a great extent by what he reads. Therefore, I believe the television industry would be aided in its work to improve itself if the critics of our medium would spend more time and space reminding viewers about the thousands of hours of news, cultural and informational programs telecast every week of the year. Thus, by devoting more effort to telling people of the good programming, and encouraging people to view our Hamlets, our Bernstein musicals and the like, the ratings for such shows would be higher which, in turn, would mean more advertisers could afford to sponsor this high type of programming.

For despite the high cost of television and the problems of making financial ends meet that are far, far greater than press or viewers could possibly appreciate, we produce far more unsponsored public affairs programs than could possibly be justified by their ratings. Why? Because we feel it is the medium's responsibility. Because such shows are essential to balanced programming. Because television is a mass communications medium and thus must provide programs for every taste.

Down on the farm

In an address at the third annual Potts Woodbury Radio-Tv Farm Clinic in Kansas City,, William J. Brewer, executive of the Kansas City agency, had several suggestions on how stations could realize more advertising revenue from their farm programming:

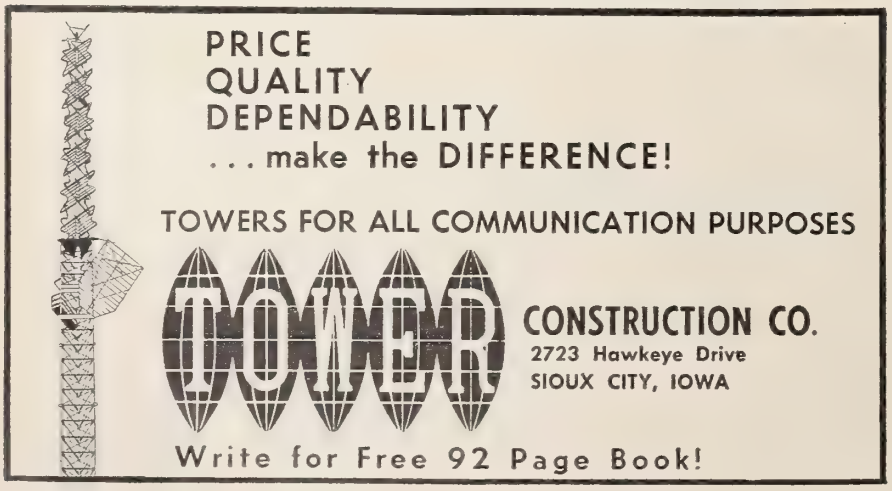
. . . Too often the station rep arms himself too lightly with the type of specific information which helps us best in evaluating stations, programs and station personnel. Therefore, as a suggestion to all those who have the responsibility of selling advertisers and agencies, I would recommend serious consideration of the following points:

1. Develop comprehensive information, thoroughly detailing the aim and the content of each individual farm program on each station.

2. If a farm director is a key part of farm programming, give us full details on his background, his experience, commercial, as well as community activities.

3. If a market broadcast is involved, tell us specifically what markets are being covered. . . . Are they livestock markets, are they commodity markets, are they poultry markets? This is particularly important because many times the advertiser is interested in reaching those who are interested in a specific market . . . So you can see when a salesman writes or calls and says the availability is adjacent to markets we must know specifically *what* markets.

You are going to hear a great deal on the subject of research as it relates to the farm market, and the necessity of wider acceptable studies in this field. . . . The industry must do more in this specific field if we are to continue to be successful in bringing new farm advertising money into broadcast media.



Timepushing—Rockefeller style

More than 800 New York agency and broadcasting executives were treated to a blow-out in Rockefeller Center's famed skating rink last Tuesday evening (June 16) by the new Westinghouse-owned tv and radio station representative firms—TvAR (Television Advertising Representatives) and Am Radio Sales. Countless natives and tourists viewed the proceedings from vantages along Rockefeller Plaza sidewalks above.

The gala began at 5 p.m.; the last stragglers were shooed out at 11:30. In the meantime they had consumed 250 bottles of booze (5,000 drinks by the caterer's standard) 8,000 hors d'oeuvres, come away with or busted 2,000 balloons, and mingled with such celebrities as Lisa Kirk, Tina Louise, Johnny Carson, Alan Dale, Connie Francis, Gretchen Wyler, Eddie Hodges—and an occasional TvAR-Am Radio salesman. Some of the music was supplied by Madison Avenue's Many-Splendored Stompers, headed by Grey Adv.'s Hal Davis. (At right, Grey's assistant to the president teams with Marie Janis, casting director for Cunningham & Walsh, to interpret an original composition on timebuying.)

As a peace offering to wives at home, each departing guest was given a bottle of D'Orsay Cologne, accompanied by a note beginning, "No matter when I get home tonight, please be kind. It was for a good cause. . . ." It closed with a P.S. listing the eight WBC markets as a memory-refresher for husbands who would "tell you more about it in the morning."

Westinghouse's morning-after bill: something over $6,000. And cheap at that, say the rep firms—they figure it costs $17 per sales call to reach buyers individually.



TOURIST'S-EYE VIEW OF THE NEW YORK AGENCY CROWD

Mass wining and dining cheaper than sales calls: Westinghouse



TIMEBUYING BLUES

Hal Davis-Marie Janis duet

• Drumbeats

• The *Pittsburgh Album,* commemorating the city's bicentennial, has gone into a second printing. The picture book is co-sponsored by the *Pittsburgh Post-Gazette* and its radio station WWSW, with WIIC (TV) (partly owned by the *Post-Gazette)* and the Herbick & Held Printing Co. Proceeds from the book's sale go to the Historical Society of Western Pennsylvania.

• Michael Wynne-Willson has booked overflow sponsors from his daily noontime *Music and Michael* program over WESX Salem, Mass., into an English music hall show. One of the listener promotions is a printed theatre-type program. Sponsors are credited as in a playbill, *e.g.,* "jewelry by Daniel Low, chocolates by Stowaway Sweets, champagne by S.S. Pierce, etc." The *Music Hall* flyers go to motels, hotels, restaurants and other public places on the North Shore.

• KOOL-TV Phoenix, Ariz., telecast an appeal to 170 mile-away Blythe, Calif., for viewers there to take advantage of free polio shots. On June 3, 353 shots were given. On June 4, the day of KOOL-TV's appeal, 1,142 polio shots were administered.

• Paramount Pictures Corp. is using heavy radio promotion of the "Matinee Teen-Preem party to be staged June 30, when "The Five Pennies" movie opens at Los Angeles' Fox Wilshire Theatre. KMPC will move Ira Cook's entire 10 a.m.-2 p.m. disc jockey program to the lobby of the theatre that day; KPOP's Art Laboe will broadcast the daytime premiere at 1-1:30 p.m. following broadcast interviews and album selections from the picture's score; KLAC's Biff Colly has also scheduled a two-hour program of the Teen-Preem, at which about 100 teenage stars and favorite performers will make personal appearances. Radio coverage was arranged by Sherman & Pam, Hollywood.

• WHAS-AM-TV Louisville, Ky., sprang a surprise on a schoolteacher visiting the studios with her class. She was clocked in as the millionth visitor since 1949. The stations occupied present quarters in 1949. Her reward: an 11-day trip for two to Mexico City. Radio and tv audiences sent in 30,378 guesses as to when the millionth guest would arrive. The winner got a dollar for each of WHAS' 840 kilocycles. Eleven others (WHAS-TV is on ch. 11)



Winner in WOODland • This 1908 Pierce-Arrow automobile was one of 96 of early vintage in the fifth annual WOOD-AM-TV Grand Rapids, Mich., antique auto tour. Willard Schroeder, president-general manager, is pictured giving the car's owners, Mr. and Mrs. Carl Sellner, a portable radio for finishing the 160-mile, two-day tour. Weston C. Pullen Jr., executive vice president of TLF Broadcasters Inc. (stations' owner), looks on.

got portable tv sets as their prizes.

• When KYW-TV Cleveland premiered its *Eye Witness News* pictorial concept, the station set up a giant telescope in the city's Public Square. Peeking pedestrians got a look at a promotional slide placed inside the scope.

• The Junior Achievement (commercial training for teenagers) program of WOOD-TV Grand Rapids, Mich., has won a national Junior Achievement Cos. award. JATV Productions was organized by the teenagers, using WOOD-TV facilities. They produced *Here's Youth,* 20 weekly programs of high school news, activities and interviews. JA members handled all facets of production except technical and sold the product to 43 sponsors.

• Seasonal sales slogan of WAMS Wilmington, Del.: "Sell 'Em While They're Hot."

• WTAC Flint, Mich., is helping students find summer employment by broadcasting free announcements naming youngsters who need work. Each day the station selects a different student to receive on-the-air plugs.

• "Lucky WCKR [Miami] Stop Signs" are placed daily under regular stop signs. The first person who telephones the station after 6 p.m. informing WCKR of the stop sign's location wins $6.10 (610 kc is WCKR's frequency). The traffic safety promotion was instrumental in winning the Greater Miami Insurance Board (one of the contest's sponsors) a statewide award. WCKR receives 30-40 calls daily in connection with the promotion.

Facilities at work

KNX Los Angeles believes in keeping its premises as well as its personnel busy to inform and entertain the citizenry. For two weeks this spring an ice rink occupied space in the plaza of Columbia Square (KNX is a CBS-owned radio station). Each afternoon Bob Crane, early morning personality at the station, conducted a skating contest whose winners joined him in a special appearance at the Ice Capades during its stay in L.A.

Meanwhile, back in the lobby of the building, KNX was holding a Youth Science Fair, comprising a score or more of exhibits constructed by students of Southern California high schools and junior highs, four of whom received U.S. Savings Bonds from the station for outstanding displays. The KNX science project got high commendation from military and academic quarters.

Both lobby and plaza were idle for a week. Then they were filled with a spectacular display of missiles, space ships and satellites for the station's second Armed Forces Week observance, May 9-17. Why should a radio station spend time and money on visual promotions? KNX regards such use of its quarters as part of its community obligation.

EZY way out

• KEZY Anaheim, Calif., placed "Ezy Street" signs on local signposts to remind listeners of its debut May 17.

Feet beat to 39 doors

A total of 39 sponsors have signed to participate in a traffic-builder promotion plan offered by WJQS Jackson, Miss., according to Lew Heilbroner, station general manager. Total gross for the eight-week package amounts to $7,800. The sponsors' customers may register daily, at no charge, for WJQS' "Dream Vacation," core of the traffic-building plan. One winner at the conclusion of the contest on July 30 will receive all the prizes, including a 1959 Chevrolet station wagon, a 14-foot boat and trailer with an 18-hp Evinrude motor, a week's vacation for two at a resort on the Gulf Coast and $200 in cash. WJQS negotiated trade deal for the boat, trailer, motor and resort accommodations.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

Beasts assume promotion burden

It's hard to tell station promoter from zookeeper or gamehunter these days, as broadcasters celebrate the return of fine weather. Elephants, camels, horses and bears, both dead and alive, all have figured in June promotions around the country.

WEOL-AM-FM Elyria-Lorain, Ohio, equipped an elephant for a remote broadcast. Disc jockey Dick Conrad donned a turban and rode the beast in the rain downtown, broadcasting his regular show and promoting his station's "Big Sound."

Jean Loach of WXYZ-TV Detroit also mounted a pachyderm one day to do her 15-minute show, *Jean's Notebook*. They performed on the studio grounds.

Tulsa's radio and tv stations took advantage of the city's annual Horse Show to stage a camel race for charity. The winner: Johnny Ryan, program director of KVOO, on a dromedary named Margaret Truman.

After the sheriff of King County, Washington, caught and skinned an outlaw bear of Carkeek Park, KOMO Seattle staged a big bear-burger party. The station broadcast ceremonies turning over the bearskin to the British government for Buckingham Palace guards' Busby hats and KOMO disc jockeys served up more than 600 bear-burgers.

Another more fortunate bear is getting a ride to Washington, D.C., courtesy of a Capital station. The U.S. Fish & Wildlife Service found a three-month-old Polar cub in Alaska for the Washington National Zoo, but Uncle Sam couldn't pay the freight. WMAL Washington stepped in and paid the air fare.

"Helldorado" in Las Vegas is an annual excuse to put on western duds and celebrate. For Vegas station KENO it was an excuse to attract attention by covering the celebration on horseback. Bob Salter and Glen Bryan each did a three-hour stint in the saddle, sending the signal from horse to mobile broadcast unit to station.



MARGARET TRUMAN
Fleetest on the Tulsa plain

CBC decides to try jingles

For the first time the Canadian Broadcasting Corp. has commissioned promotion jingles for use on its 30-station Trans-Canada radio network. The jingles will promote the new *Tommy Hunter Show*, half-hour early afternoon Monday-Friday show. CBC will expand use of jingles if they are found successful. Bobby Gimby, Toronto musician, was commissioned to do the jingles.

100,000 enter WLOL contest

Entries in the WLOL Minneapolis "Hold That Hit" contest approached 100,000 in its third week, the station reports. Contestants submit their names to the station which by phone each day ask 10 to name the tune being broadcast. A correct reply wins a merchandise certificate courtesy of Red Owl, a local supermarket. The listener is then eligible to guess at WLOL's "Mystery Tune" for the grand prize of a new automobile. The contest is credited with increasing traffic in the supermarkets.

Wear 'n' wash on WICS (TV)

When Warren King, commercial manager of WICS (TV) Springfield, Ill., advised the B&F Toggery Co. to take a plunge into tv, the co-owners of the clothing firm took him literally.

Store owners Ted Budberg and Larry Fisherkeller decided to dramatize a new line of wash suits by being telecast live hopping into a thousand-gallon tank of water. "The people still kid us about getting into the swim," Mr. Budberg reported, but the commercial sold "a lot of suits."

Trailer out in front

WITH Baltimore used its big studio trailer to swing a long-term contract in the tough-to-negotiate department store field. Last Saturday (June 20) the mobile unit made its first all-day stand at one of the shopping center locations of Hochschild, Kohn & Co. Each succeeding Saturday the studio will be parked at a different Hochschild's branch, broadcasting live from 10 a.m. to 8 p.m. The 35-ft. trailer has a marquee and display space.

JUST AROUND THE CORNER
(could be YOUR corner!)

A HAZARD THAT NEVER SLEEPS—
the accusation of

LIBEL—SLANDER
PIRACY—PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Directed at Station, Staff, Speaker, Talent, Sponsor

You can't recapture the **WORDS** but you **CAN INSURE** and hold possible Dollar Loss within non-embarrassing limits.

Learn about our **UNIQUE EXCESS POLICY** which does the job at surprisingly low cost.

FOR DETAILS AND RATES WRITE

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St. · Chicago 175 W. Jackson · San Francisco 100 Bush St.

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Brokers and Financial Consultants
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Radio Stations
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ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Station Authorizations, Applications

As Compiled by BROADCASTING

June 11 through June 17. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

Existing Tv Stations

APPLICATION

WAFB-TV Baton Rouge, La.—Cp to change frequency from ch. 28, 554-560 mc to ch. 9, 186-192 mc; ERP from vis. 182 kw, aur. 97.7 kw to vis. 316 kw, aur. 158 kw; change trans. location from 844 Government St., Baton Rouge, La. to Pleasant Grove Church Road, near Zachary, La., change trans.-ant. system and ant. height above average terrain to 780.2 feet. Ann. June 17.

Translators

ACTIONS BY FCC

Television Improvement Assn., Ukiah, Calif.—Granted cp for new tv translator station on ch. 72 to translate programs of KGO-TV (ch. 7), San Francisco. Ann. June 17.

La Barge Community TV, Inc., La Barge, Wyo.—Granted cps to replace expired permits for two tv translator stations on ch. 72 (K72AS) and ch. 81 (K81AB) to translate programs of KTVT (TV) (ch. 4) and KUTV (TV) (ch. 2). Salt Lake City. Ann. June 17.

New Am Stations

ACTIONS BY FCC

Hamden, Conn.—Vincent De Laurentis—Granted 1220 kc. 250 w D. P.O. address Avon Drive, Orange, Conn. Estimated construction cost $30,116, first year operating cost $65,000, revenue $72,500. **Mr. De Laurentis** is sole owner. He is 5% owner of WHAY New Britain, Conn., to be disposed upon grant of this cp. Ann. June 17.

Westbrook, Me.—Westbrook Bcstg. Co. Granted 1440 kc, 5 kw D. P.O. address 841 Main St. Estimated construction cost $20,291, first year operating cost $42,300, revenue $51,000. Principals include **Jacob Agger** (66%), and **Philip G. Willard** (29%), Portland attorneys. Ann. June 17.

Blaine, Wash.—George A. Wilson and L. N. Ostrander d/b Birch Bay Bcstg. Co. Granted 550 kc, 500 w D. P.O. address Bank Bldg., Kirkland, Wash. Estimated construction cost $42,604, first year operating cost $42,850, revenue $57,800. Mr. Ostrander is 50% owner-general partner, KNBX Kirkland, Wash. Mr. Wilson is general manager of KNBX. Ann. June 17.

APPLICATIONS

Shippensburg, Pa.—Town Radio Inc. 1480 kc, 500 w D. P.O. address 619 Colorado Bldg., Washington 5, D.C. Estimated construction cost $17,620, first year operating cost $25,000, revenue $30,000. Principals are **M. Robert Rogers** (51%), **Glenn Winter** (39%) and **William P. Bernton** (10%). Mr. Rogers is former manager and part-owner WGMS-AM-FM Washington, D.C. Mr. Winter is chief engineer WNOW-AM-FM-TV York, Pa. Mr. Bernton is Washington attorney. Ann. June 16.

Spokane, Wash.—Independent Bcstg. Co. 1440 kc, 5 kw. P.O. address % Harvey Erickson, attorney; Spokane & Eastern Bldg., Spokane. Estimated construction cost $40,275, first year operating cost $72,000, revenue $95,000. Principals are **William E. Shela** and **Warren J. Durham**, 50% each, who own KLOQ Yakima, Wash. Ann. June 17.

Existing Am Stations

ACTION BY FCC

WWGS Tifton, Ga.—Granted change on 1430 kc from 5 kw, D, to 1 kw-N, 5 kw-D, DA-N; engineering conditions. Ann. June 17.

APPLICATIONS

WWCO Waterbury, Conn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. June 11.

WSPB Sarasota, Fla.—Amendment to application for cp (which authorized increase in daytime power from 250 w to 500 w; changes in ant. system & new trans.) to increase daytime power to 1 kw; change type trans. and delete request to make changes in ant. system. (1450 kc). Ann. June 17.

WCLS Columbus, Ga.—Cp to change hours of operation to unl. using power of 1 kw night & day; change ant.-trans. location; install DA-N and new ground system. (1580 kc). Ann. June 17.

WLAG LaGrange, Ga.—Cp to increase day power from 250 w to 1 kw; install new trans. (1240 kc). Ann. June 17.

WJPF Herrin, Ill.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1340 kc). Ann. June 17.

WCVS Springfield, Ill.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1450 kc). Ann. June 15.

WGVM Greenville, Miss.—Cp to increase power from 1 kw to 5 kw; install new trans. (1620 kc). Ann. June 17.

KENM Portales, N.M. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 12.

WKAL Rome, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 12.

WLAS Jacksonville, N.C.—Cp to increase power from 1 kw to 5 kw; install new trans. (910 kc). Ann. June 17.

WCLW Mansfield, Ohio—Cp to increase power from 250 w to 1 kw, make changes in directional ant. and ground systems and delete remote control operation of trans. (1570 kc). Ann June 16.

WMOA Marietta, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. Request waiver of Sec. 1.106 (b) (1), 1.354 (c) and 1.361 (b) of Commission rules. Request waiver of 309 (b) notification. (1490 kc). Ann. June 11.

KMHT Marshall, Tex. — Cp to increase daytime power from 250 w to 1 kw; install new trans. (1450 kc). Ann. June 17.

New Fm Stations

ACTION BY FCC

Baltimore, Md.—John B. Reynolds. Granted 95.1 kc, 20 kw. P.O. address 902 Marsh Rd. Wilmington, Del. Estimated construction cost $35,700, first year operating cost $25,000, revenue $30,000. Mr. Reynolds owns WJBR (FM) Wilmington. Ann. June 17.

Existing Fm Stations

APPLICATION

KPSR (FM) Palm Springs, Calif.—Mod. of cp to change frequency from 92.1 mc to 100.7 mc, increase ERP to 4 kw and make changes in transmitting equipment. Ann. June 12.

Ownership Changes

ACTIONS BY FCC

WBGC Chipley, Fla.—Granted assignment of license from **Edward C. Allmon** to **John Sanders**; consideration $37,500 and lease of real estate for 10 years at $150 per month with option to buy during first 8 years for $12,500. Ann. June 17.

WCNH Quincy, Fla.—Granted assignment of license to **Big Bend Bcstg. Corp. (William S.** and **Dorothy C. Dodson)**; consideration $90,000. Ann. June 17.

WWTB Tampa, Fla.—Added condition to May 6 grant of assignment of license and cp from **W. Walter Tison** to **WPIT Inc.** that **Allen H. Berkman** dispose of his interest in one of his am stations within 90 days after consummation of WWTB assignment. Ann. June 15.

KBRV Soda Springs, Idaho — Granted transfer of control from **Robert L. Montgomery**, et al., to **Glen S.** and **Wendell P. Marshall** (now 20% owners); consideration $4,000 for remaining 80% interest. Ann. June 17.

WFAM-TV Lafayette, Ind.—Granted (1) assignment of license on ch. 59 and cp for ch. 18 to **Sarkes Tarzian, Inc.** (WTTS-AM-FM-TV Bloomington, WPTA-TV Roanoke, and fm station in Fort Wayne, Ind.); and (2) extension of completion date to 90 days after consummation of assignment; consideration $65,000. Ann. June 17.

WHRV Ann Arbor, Mich.—Granted assignment of license to **Zanesville Publishing Co.** (WTAP-TV Parkersburg, W. Va., and majority interest in WHIZ-AM-TV Zanesville, Ohio); consideration $300,000. Ann. June 17.

KXII (TV) Ardmore, Okla.—Granted assignment of cp to **Texoma Bcstrs. Inc.** (KWTX Bcstg. Co., majority stockholder, owns KWTX-AM-TV Waco, and 50% owner of KBTX-TV Bryan, Tex.); consideration $141,666. Ann. June 17.

KVAS Astoria, Ore.—Granted acquisition of positive control by **William Tracy Moore** through purchase of 50% interest from **T. R. Williams** for $20,000, thereby increasing Mr. Moore's holdings to 83.34%. Ann. June 17.

WBUT-AM-FM Butler, Pa.—Granted assignment of licenses from **J. Patrick Beacom** to **WBUT Inc.** (Mr. Beacom, president, owns WJPB-TV Fairmont, W.Va., and WVVW Grafton, W.Va.; James S. Beattie, vp, owns WPTX Lexington Park, Md.); consideration $121,500 plus agreement not to compete in radio business within 25 miles of Butler for five years. Ann. June 17.

KBUS Mexia, Tex.—Granted assignment of license from **J. B. McNutt Jr.** to **Mexia Bcstg. Inc. (Thomas R. Elkins**, president); consideration $42,500. Ann. June 17.

KVI Seattle, Wash.—Granted transfer of control from **Laura M. Doernbecher, Vernice Irwin**, trustee and **Dorothy D. Butler**, trustee to **Golden West Bcstrs.** (KMPC Los Angeles, and KSFO San Francisco); 51% of transferee is owned by **Melody Ranch Enterprises Inc.**, owned 100% by **Gene Autry** (interest in KOOL-AM-TV Phoenix, and KOLD-AM-TV Tucson, Ariz.); consideration $770,000. Ann. June 17.

APPLICATIONS

KMYC-AM-FM Marysville, Calif. — Seeks transfer of control of **Marysville-Yuba City Bcstrs. Inc.** from **Horace E. Thomas, Georgia L. Thomas** and **Chastain Freeman** to **Carlton Bcstg. Corp.** for $200,000. Purchasers are **Barbton Inc.**, 50%; **Carroll V. Hansen, William O'Callahan** and **Ruth O'C. Hansen**, one-sixth each. Mr. Hansen is program coordinator of CBS o&o stations. Barbton Inc. is radio-tv program production firm owned by John Sexton Trust. Mr. Sexton is radio personality Jack Sterling of WCBS New York. Ann. June 12.

WKKO Cocoa, Fla.—Seeks assignment of license from **John B. Cook Jr.** to **WKKO Radio Inc.** for $210,000. Principals are **Marvin L. Rothschild** (49%) and **Benjamin Rothschild** (49%). Marvin Rothschild is sales manager WHOO Orlando, Fla., and Benjamin Rothschild is sales manager New York clothing manufacturer. Ann. June 16.

WTNT Jacksonville, Fla.—Seeks transfer of control of 50% of **Tallahassee Appliance Corp.** from **Emanuel Joanos** to **F. W. Hazelton** (present 50% owner) for approximately $40,000. Ann. June 12.

WYTH Madison, Ga.—Seeks assignment of license from **Madison Bcstg. Co. (Henry W. Lanham, Mrs. Robert R. Lanham** and **Dr. Thomas P. Mahan)** to **Central Georgia Bcstg. Co. (James F.** and **Annie Lee Small)** for $37,000. Mrs. Small is employe WCSC Charleston, S.C. Mr. Small is employe Charleston & Western Carolina Railway. Ann. June 12.

KVNI Coeur d'Alene, Idaho—Seeks assignment of license from **The Rexard Co.** (a partnership) to **The Rexard Co.** (a corporation), both owned by **Rex Koury** and **Howard Flynn.** No consideration involved. Ann. June 12.

WJPF Herrin, Ill.—Seeks transfer of control of **Egyptian Broadcasting Inc.** from **Maybelle J. Lyerla** (99.6%) to **Charles R. Cook** for $80,000. Mr. Cook is general manager of WJPF. Ann. June 17.

WCAT Orange, Mass.—Seeks transfer of control of **Millers River Bcstg. Corp.** from **James W. Miller, Delbert A. Witty, Theodore Converse, J. Charles Croucher** and **Roy F. Cooke** to **William R. Sweeney** for $65,000. Mr. Sweeney owns WBNC Conway, N.H. Ann. June 16.

WDDT Greenville, Miss. — Seeks assignment of license from **WDDT Radio Co. (John T. Gibson** and **William Hodding)** to **Clearwater Bcstg. Corp.**, which is owned by Messrs. Gibson and Hodding. No consideration involved. Clearwater is licensee of WDCL Tarpon Springs, Fla. Ann. June 12.

KARA Albuquerque, N.M.—Seeks assign-

ment of cp from **Tara Bcstg. Corp.** to **KARA Inc.** for $15,000. Principals of KARA Inc. are **Nickolas W. White** (51%); **Walter J. Stiles** (21.25%), and others. Mr. White is in real estate and is general contractor. Mr. Stiles is electronics sales engineer. Ann. June 16.

KGSR Santa Rose, N.M. — Seeks assignment of cp from **Joseph S. Lodato** to **Jim H. Speck** for $2,194. Mr. Speck is broadcast sales engineer for Collins Radio Co. Ann. June 12.

WSRW Hillsboro, Ohio—Seeks assignment of license from **David Winslow** to **Tom Archibald** and **Mack Sauer** (50% each) for $40,000. Mr. Archibald is Church of Christ minister and Mr. Sauer is former newspaper publisher (Leesburg, Ohio *Citizen* and Lynchburg, Ohio *News*). Ann. June 17.

KADA Ada, Okla.—Seeks transfer of control of **Tri-Cities Bcstg. Inc.** from **Billy T. Hoover** and **Anderson Brown Morris**, co-executors of estate of **Stella Katherine Morris**, deceased to **Anderson B. Morris, Katherine Hoover** and **Virginia High.** Mrs. Morris owned 51.9% of Tri-Cities. According to terms of will, interest is being divided among her three children. No financial consideration involved. Ann. June 17.

KWSH Wewoka, Okla.—Seeks transfer of control of **Tri-Cities Bcstg. Inc.** from **Billy T. Hoover** and **Anderson B. Morris**, co-executors of estate of **Stella Katherine Morris**, deceased, to **Anderson B. Morris, Katherine Hoover** and **Virginia High.** Mrs. Morris owned 51.9% of Tri-Cities. According to terms of will, interest is being divided among her three children. No financial consideration involved. Ann. June 17.

KLOO Corvallis, Ore.—Seeks transfer of control of one-third interest of **Benton Bcstrs. Inc.** from **Donald C. Wilkinson** to **Benton Bcstrs. Inc.** for $3,274. Ann. June 17.

KPRB Redmond, Ore.—Seeks assignment of license from **Orlo M.** and **Thelma Bagley** to **Donald S.** and **Rita M. Anderson** for $26,000. Mr. Anderson is emloye KQIK Lakeview, Ore. Ann. June 17.

WICU-AM-TV Erie, Pa. — Seeks assignment of license from **Dispatch Inc.** to wholly owned subsidiary **Air-Way Branches Inc.** No financial consideration involved. Ann. June 17.

WLEU Erie, Pa.—Seeks assignment of license from **L.E.U. Bcstg. Co.** to **Thomas R. Bromele, Mary Ann Satterwhite, Joyce Edwards** and **Charlotte Anderson**, d/b **Radio Station WESB** for $142,500. Purchasers own WESB Bradford, Pa. Ann. June 15.

WEEP Pittsburgh, Pa.—Seeks assignment of license from **Pittsburgh Bcstg. Co.** to **Golden Triangle Bcstg. Inc.** for $319,000. **Myron Jones** (97%), has interest in WJET Erie and WTIV Titusville, both Pennsylvania, and owns WHOT Youngstown, Ohio. Ann. June 15.

WLAC Nashville, Tenn.—Seeks transfer of control of 24% of **WLAC Inc.** from **Life and Casualty Insurance Co. of Tennessee** to **Clint W. Murchison Jr.** and **John D. Murchison.** Transfer is part of Murchison brothers' purchase of 24% interest in Life and Casualty Insurance Co. of Tennessee for purchase price of $40 million for stock of L&C. Murchison brothers have interest in WJDX-AM-FM Jackson, Miss. Ann. June 17.

KORA Bryan, Tex.—Seeks assignment of license from **Bryan Bcstg. Co. (David C. Jones Jr.)** to **Bryan Bcstg. Inc.** Principals are Mr. Jones, and **David G. Haines** (49% each). Mr. Haines is manager of KORA. Ann. June 11.

KINT El Paso, Tex.—Seeks assignment of cp from **Robert L. Howsam** to **Radio El Paso Inc.** for $29,000. Principals are (20% each): Mr. Howsam; **Clem E. Boverie**, vice president food store chain; **Ray Winkler**, 50% owner KZIP Amarillo, Tex.; **John W. Lowery**, dairyman, and **Joseph J. Thompson.** Mr. Howsam also has interest in KHOW Denver. Ann. June 11.

KTFS Texarkana, Tex.—Seeks assignment of license from **Robert S. Bieloh** for $67,500. Principals are **Melvin Lewis** and **William R. McDaniel** (50% each). Mr. Lewis is magazine distributor and Mr. McDaniel has interest in WHLP Centreville, Tenn. Ann. June 11.

WYSR Franklin, Va.—Seeks assignment of license from **WYSR Inc.** to **Franklin Bcstg. Corp.** for $80,000. **Thomas F. Clark** (100%), owns New York radio-newspaper sales rep firm. Ann. June 12.

WSNO Barre, Vt.—Seeks assignment of cp from **Broadcasters Inc.** to **James T. Kirwan** and **Donald Laufer** for $9,000. Messrs. Kirwan and Laufer (50% each) are salesmen at WNLK Norwalk, Conn. Ann. June 17.

KBAM Longview, Wash. — Seeks assignment of cp of **KBAM Bcstg. Co.** from **Paul D. Wickre** to **Hal M. Slade**, court-appointed receiver. Mr. Slade is general manager of KBAM. Ann. June 16.

WGEZ Beloit, Wis.—Seeks assignment of license from **Beloit Bcstg. Co. (Sidney H. Bliss)** to **Angus D. Pfaff** for $85,000. Mr. Pfaff owns WMMP Evanston, Ill., and has 50% interest in tv cp for Evanston. Ann. June 11.

Hearing Cases

FINAL DECISIONS

By order, Commission made effective immediately May 19 initial decision and granted applications of (1) Orange County Bcstg. Corp. to increase power of WGNY Newburgh, N.Y., from 1 kw to 5 kw and install DA, continuing operation on 1220 kc, D, with effective date of grant to be stayed, pursuant to Commission's Public Notice of June 18, 1957, pending ratification of Agreement between United States and Mexico with respect to operation on Mexican Clear Channels with 5 kw power during daytime hours and (2) Vincent De Laurentis for new station to operate on 1220 kc, 1 kw, DA, D, in Hamden, Conn.; engineering and other conditions. Comr. Fred Ford abstained from voting. Ann. June 17.

By order, Commission affirmed Sept. 23, 1958, initial decision, as modified by Commission, and granted application of Birch Bay Bcstg. Co. for new am station to operate on 550 kc, 500 w, D, in Blaine, Wash., and, in so doing, it denied motion of Birch Bay to strike exceptions of Puget Sound Bcstg. Co. (KVI), Seattle, denied exceptions of KVI, and granted exceptions of Broadcast Bureau. Ann. June 17.

By decision, Commission granted application of Westbrook Bcstg. Inc., for new am station to operate on 1440 kc, 5 kw, D, in Westbrook, Me., and denied competing application of Sherwood J. Tarlow for new station on same frequency with 500 w, D, in Saco, Me. May 12, 1958, initial decision looked toward this action. Ann. June 17.

INITIAL DECISION

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Booth Bcstg. Co. to increase daytime power of WBBC Flint, Mich., from 1 kw to 5 kw and make changes in DA-D pattern, continuing operation on 1330 kc with 1 kw-N, DA-2; engineering condition. Ann. June 11.

STAFF INSTRUCTIONS

Commission on June 17 directed preparation of document looking toward denying petition by The Young People's Church of the Air Inc., to deny or dismiss competing application of WJMJ Bcstg. Corp. for new class B fm station to operate on 104.5 mc in Philadelphia, Pa. May 27 initial decision looked toward granting Young People application and denying WJMJ.

Commission on June 17 directed preparation of document looking toward granting application of Star Bcstg. Corp. for new am station to operate on 1350 kc, 500 w, D, in Fredericksburg, Va., and denying competing application of Historyland Radio. Oct. 7, 1958 initial decision looking toward granting application of Historyland and denying Star.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by Joseph M. Ripley Inc., for reconsideration of April 8 memorandum opinion and order which, on motion by Dan Richardson, struck exceptions of Ripley to Aug. 19, 1958 initial decision looking toward granting Richardson application for new am station to operate on 550 kc, 1 kw, D, in Orange Park, Fla., and denying Ripley application for same facilities in Jacksonville. Ann. June 17.

By memorandum opinion and order, Commission granted petition by Valley Bcstg. Co., Lehighton, Pa., to extent of deleting aeronautical hazard issue but denied that petition insofar as it requested enlargement of issues in proceeding on its application and that of Miners Bcstg. Service Inc., Kingston, Pa., for new am stations. Ann. June 17.

By memorandum opinion and order, Commission (1) reversed ruling by hearing examiner which denied petition of M.V.W. Radio Corp., San Fernando, and Wilson Bcstg. Co., Oxnard, Calif., for additional time to file engineering exchange exhibits in proceeding on their am applications which are in consolidated hearing with applications of KGB Inc. (KGB), San Diego, Calif., and Robert S. Marshall, Newhall; and (2) set aside May 25 initial decision, reopened record, and remanded matter to examiner for further proceedings. Comr. John Cross dissented.

By memorandum opinion and order, Commission denied motion by Interstate Bcstg. Inc. (WQXR), New York, N.Y., to remove E. Weaks McKinney-Smith (WDXR), Paducah, Ky., as party to proceeding on applications of WQXR, Walter L. Follmer, Hamilton, Ohio, and Booth Bcstg. Co. (WTOD), Toledo, Ohio, involving use of 1560 kc, and dismissed as moot WQXR's motion as to Washita Valley Bcstg. Co. (KWCO), Chickasha, Okla., which is no longer a party (Dockets 12787, et al.). Comr. Robert E. Lee dissented.

By memorandum opinion and order, Commission denied petitions by Florida Gulf-

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coast Bcstrs. Inc., and Suncoast Cities Bcstg. Corp. to enlarge issues with respect to legal and financial qualifications of City of St. Petersburg, Fla. (WSUN-TV), in Largo, Fla., tv ch. 10 comparative proceedings. Ann. June 17.

Commission rescheduled oral argument for July 2 in proceedings on applications of Palm Springs Translator Station Inc., Palm Springs, Calif. Ann. July 17.

By memorandum opinion and order, Commission granted protest and petition for reconsideration by Telegraph Herald (KDTH), Dubuque, Iowa, to extent of designating for hearing application of Laird Bcstg. Inc., for new am station (KHAK) to operate on 1360 kc, 1 kw, DA, D, in Cedar Rapids, Iowa; postponed effective date of April 22 grant pending hearing; and made KDTH party to proceeding.

By memorandum opinion and order, Commission (1) denied petitions by WYTI Inc. (WYTI), Rocky Mount, Va., to designate for hearing and revoke the cp of Radio Franklin Inc., for new am station (WKWS) to operate on 1290 kc, 1 kw, D, in Rocky Mount, and (2) granted latter's application for extension of time to Nov. 27 to construct WKWS.

KSOO-TV Sioux Falls, S.D. — Designated for hearing applications for additional time to construct station and to increase vis. ERP from 28.9 kw to 316 kw and ant. height from 540 ft. to 1060 ft., move trans. site from 9 miles east of Sioux Falls to about 33 miles northeast of that city, and change type trans.-ant., etc. (BMPCT-5168); made Midcontinent Bcstg. Co. (KELO-AM-TV), Sioux Falls, who petitioned to designate modification application for hearing, party to proceeding. Ann. June 17.

WMAX Grand Rapids, Mich.—Designated for hearing application to increase power from 1 kw to 5 kw, continuing operation on 1480 kc, D; made WIOS Tawas City, Mich., and WRSW Warsaw, Ind., parties to proceeding. Ann. June 17.

Rev. Stuart P. Noordyk, Fremont, Mich.; Air Capitol Inc., Madison, Wis.; Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill.—Designated for hearing applications for new am stations to operate on 1550 kc, D—Noordyk with 1 kw, Air Capitol with 5 kw, DA, and Des Plaines with 10 kw, in consolidated proceeding with more than 20 am applications; order supplements March 4 hearing order; made WBEE Harvey, Ill., party to proceeding. Ann. June 17.

Routine Roundup

By interpretive opinion, Commission denied various pleadings seeking reconsideration of its February 19 interpretations of applicability of Sec. 315 (political broadcast provision) of Communications Act to certain news film clips shown by Chicago tv stations during local primaries.

In so doing, Commission opinion reviewed intent and purposes of Sec. 315; legislative history of Radio Act of 1927 and Communications Act of 1934; views of members of Congress with respect to proposed related legislation, both past and present; testimony of interested parties to such proposed legislation; Commission's comments on proposed legislation; role of tv in political campaigning; precise wording of Sec. 315 and absence of any exceptions thereto; interpretation of term "use" in that section of law; Commission's past interpretations of Sec. 315; related court proceedings; and current pleadings.

Particular current pleadings and briefs considered were those of CBS Inc., licensee of WBBM-TV Chicago; NBC, licensee of WNBQ-TV Chicago; Westinghouse Broadcasting Co., Attorney General of United States, and replies thereto.

Chairman John Doerfer and Comr. T.A.M. Craven dissented (former with statement); Comr. Rosel Hyde had concurring statement, and Comr. John Cross dissented in part and concurred in part with statement.

With Chmn. Doerfer not participating, Commission denied "motion" by Lar Daly that Chmn. Doerfer be disqualified from participating in reconsideration.

Case grew out of request by Lar Daly, legally qualified candidate for mayor in both Democratic and Republican primaries in Chicago, for time equal to that afforded by four Chicago commercial tv stations in news film clips to Mayor Richard J. Daley and Timothy P. Sheehan, Democratic and Republican opponents, respectively. By unanimous vote of all seven Commissioners in February, Commission held that those film clips showing Mayor Daley and candidate Sheehan filing their political petitions, accepting formal political indorsements, and certain political interviews, constituted Sec. 315 use entitling Lar Daly to equal time. At same time, by 4-3 vote (Chmn. Doerfer and Comrs. Craven and Cross dissenting), it held that film clips showing Mayor Daley greeting President of Argentina on latter's Chicago visit, and Mayor Daley's appeal for contributions to March of Dimes campaign also constituted Sec. 315 use. Ann. June 16.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of June 12

KLYD-AM-FM Bakersfield, Calif.—Granted assignment of license and cp to **Edward E. Urner**, et al., d/b **Urner Bcstg. Co.**

WJMJ Philadelphia, Pa.—Granted mod. of cp to make changes in DA pattern.

WBIC Islip, N.Y.—Granted extension of completion date to Nov. 30.

Actions of June 11

WKBW-TV Buffalo, N.Y.—Granted license for tv station; ERP vis. 70.8 kw. aur. 42.7 kw, ant. 1420 ft.

WKWK-FM Wheeling, W.Va. — Granted cp to replace expired cp which authorized decrease of ERP from 16 kw to 10 kw.

WGAT Gate City, Va.—Granted mod. of cp to move ant.-trans. location 1200 ft. east of present location (same site); condition.

WANN-FM Annapolis, Md.—Granted mod. of cp to increase ERP to 20 kw and change type trans.; ant. 205 ft.; remote control permitted; condition.

WDLP-FM Panama City, Fla.—Granted request for cancellation of license; call letters deleted.

KWG Stockton, Calif.—Granted request for cancellation of license for auxiliary trans.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning June 6 and ending Sept. 19.

WDCR Hanover, N.H.—Granted authority to remain silent for period beginning midnight, Sun., May 31 until 6:30 a.m., Wed., Sept. 16.

WKRZ Oil City, Pa.—Granted authority to remain on air from 7:15 to 8:45 p.m. on Tuesday and from 7:30 to 8:30 p.m. on Thursdays for period beginning June 6 and ending Sept. 19 during period WSAJ Grove City, Pa. is silent.

KDSN Denison, Iowa—Granted authority to sign-off at 7:30 p.m., CST, for period ending July 31, except for special events when station may operate to licensed sign-off time.

Following stations were granted extensions of completion dates as shown: WNBQ (TV) Chicago, Ill. (aux. trans.) to July 12; WYFE New Orleans, La., to Aug. 30; WKNA (FM) Charleston, W.Va., to Oct. 1, and WDRC-FM Hartford, Conn., to Oct. 5.

Actions of June 10

KHIL Brighton, Colo.—Granted involuntary assignment of license from estate of John Babcock to Edward A. Brown, administrator.

KTHT Houston, Tex.—Granted mod. of license to change studio location; remote control permitted using DA-2; conditions.

Actions of June 9

Granted licenses for following am stations: KIMB Kimball, Neb., and specify type trans., and WBBT Lyons, Ga.

Granted licenses for following fm stations: WKIC-FM Hazard, Ky., ERP 8.3 kw, ant. 461 ft.; KDUO Riverside, Calif.; KSEO-FM Durant, Okla., ERP 2.75 kw.

WCBS-FM New York, N.Y.—Granted license covering installation of aux. trans. at same location as main trans.; without prejudice to such further action as Commission may deem warranted as result of final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff, and (2) related studies and inquiries now being considered or conducted.

WXYZ-FM Detroit, Mich. — Granted license covering increase in ERP to 27.2 kw, installation new type ant. and change ant.-trans. and studio locations; without prejudice to such further action as Commission may deem warranted as result of final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff, and (2) related studies and inquiries being considered or conducted.

WACO Waco, Tex.—Granted license covering installation of new aux. trans.

KXXX Colby, Kan.—Granted license covering installation of new type trans. as aux. trans. at present main trans. site; remote control permitted.

WCOR Lebanon, Tenn.—Granted license covering increase in power and installation of new trans.

WARE Ware, Mass.—Granted license covering changing hours of operation and installation of DA-N.

WHNY McComb, Miss.—Granted cp to install new trans.

WPRE Prairie Du Chien, Wis. — Granted authority to sign-off at 6:15, CST, for months of June and July, except for special

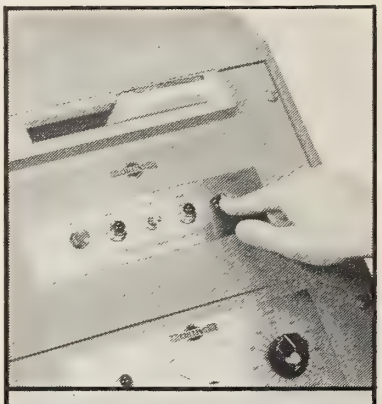
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Actions of June 8

WTVH (TV) Peoria, Ill.—Granted license covering installation of aux. ant. system at main trans. site.

KEEZ (FM) San Antonio, Tex.—Granted cp to decrease ERP to 17 kw, increase ant. height to 390 ft.; change trans. location (side-mount fm ant. on KCOR [TV] tower); change studio location; and remote control point.

KNUZ Houston, Tex.—Granted cp to install new main trans.

KCBQ San Diego, Calif.—Granted mod. of cp to make changes in DA pattern.

Following stations were granted extensions of completion dates as shown: WCRM Clare, Mich., to Sept. 2; KCPS (FM) Tacoma, Wash., to Aug. 15; KSRM (FM) Sacramento, Calif., to Sept. 17; KUTI Yakima, Wash., to Sept. 1.

Action of June 5

WKAR-FM East Lansing, Mich.—Granted authority to remain silent July 4.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Granted petition by Broadcast Bureau for extension of time to June 24 to file replies to petition by Tampa Telecasters Inc., for review in Largo, Fla., tv ch. 10 proceeding. Action June 12.

By Chief Hearing Examiner James D. Cunningham

Scheduled following proceedings for hearing on dates shown: Sept. 3—Sherrill C. Corwin for mod. of cp for KFMC (FM) Santa Barbara, Calif.; Sept. 9—am applications of High Fidelity Stations Inc. (KPAP), Redding, Calif; Tyrone Bcstg. Co. (WTRN), Tyrone, Pa., and Triangle Publications Inc. (WFBG), Altoona, Pa.; Sept. 10—am applications of John Laurino, Ashland, Va., and The Capital Bcstg. Co. (WNAV), Annapolis, Md.; Sept. 15—am applications of Central Michigan Bcstg. Co., Oil City, Mich., et al. Action June 15.

Ordered that Uintah Bcstg. and Tele. Inc. (KVEL) shall file, in connection with its pending petition for dismissal of its application for am facilities in Vernal, Utah, in proceeding with Jack W. Hawkins for am facilities in Blanding, Utah, comprehensive itemization of actual expenses incident to filing and prosecution of its application to date and that itemization shall be submitted under oath of responsible officer of petitioner corporation on or before June 19. Action June 11.

Granted petition by Southern General Bcstg. Inc. (WTRO), Dyersburg, Tenn., to extent that it seeks dismissal of its am application; dismissed application with prejudice. Action June 11.

Granted request by Virgin Islands Bcstg. System for extension of time until June 23 to file written appearance in proceeding on its application for additional time to construct WDTV Christiansted, V.I. Action June 10.

Upon notice from Charles R. White of intention to abandon his application for new tv station to operate on ch. 23 in Yakima, Wash., dismissed application with prejudice. Action June 9.

Granted petition by Peoples Bcstg. Corp. (WNAX), Yankton, S.D., to dismiss protest, and dismissed proceeding on application of Fall River Bcstg. Corp., for new am station (KOBH) to operate on 580 kc, 1 kw (now reduced to 500 w); D, in Hot Springs, S.D. Action June 9.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through June 17

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,328	41	124	684
FM	576	39	153	83
TV	462[1]	58	102	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 17

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1959

	AM	FM	TV
Licensed (all on air)	3,324	571	458[1]
CPs on air (new stations)	42	41	62[2]
CPs not on the air (new stations)	118	147	102
Total authorized stations	3,484	759	668
Applications for new stations (not in hearing)	526	53	46
Applications for new stations (in hearing)	155	21	68
Total applications for new stations	681	74	114
Applications for major changes (not in hearing)	627	33	32
Applications for major changes (in hearing)	51	0	18
Total applications for major changes	678	33	50
Licenses deleted	0	0	0
CPs deleted	2	1	0

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

By Hearing Examiner J. D. Bond

Pursuant to ruling made on record, and to await Commission action on pending application entitled to be consolidated in this proceeding, continued hearing to date to be fixed by subsequent order re application of Entertainment and Amusements of Ohio Inc., for am facilities in Solvay, N.Y. Action June 15.

Upon motion by Naugatuck Valley Service Inc., scheduled further hearing for June 18, to begin at 9:15 a.m. and end not later than 9:45 a.m., in proceeding on its application for am facilities in Naugatuck, Conn. Action June 10.

By Hearing Examiner Thomas H. Donahue

Issued order governing course of hearing in proceeding on application of Inter-Cities Bcstg. Co., for am facilities in Livonia, Mich.; hearing scheduled for Sept. 8. Action June 11.

By Hearing Examiner Charles J. Frederick

Granted petition by Broadcast Bureau for extension of time from June 15 to June 30 for reply findings and conclusions in proceeding on applications of Newark Bcstg. Corp. and Loew's Theatres Bcstg. Corp., for fm facilities in Newark, N.J., and New York, N.Y. Action June 15.

By Hearing Examiner Millard F. French

Denied petition by Tampa Telecasters Inc., for leave to amend its application for new tv station to operate on ch. 10 in Largo, Fla., to show that it proposes to lease certain program production equipment from United States Leasing Corporation; rejected amendment. Action June 12.

By Hearing Examiner Isadore A. Honig

Continued prehearing conference from June 19 to June 26 in proceeding on application of Virgin Islands Bcstg. System for additional time to construct am station WDTV Christiansted, V.I. Action June 12.

By Hearing Examiner H. Gifford Irion

On own motion, continued hearing from June 17 to June 19 in proceeding on applications of Yakima Television Corp. and Yakima Valley Television Co., for new tv stations to operate on ch. 23 in Yakima, Wash. Action June 15.

By Hearing Examiner Jay A. Kyle

Upon joint motion for continuance of hearing by Douglas H. McDonald, trustee, and Broadcast Bureau, continued hearing now scheduled for June 16 to date to be hereinafter determined in matter of order directing McDonald to show cause why authorization for WTVW (TV) Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action June 16.

By Hearing Examiner Forest L. McClenning

Granted motion by Los Banos Bcstg. Co., for leave to amend its application for am facilities in Los Banos, Calif., to change trans. site. Action June 15.

Scheduled prehearing conference for June 17 in proceeding on am application of Radio Americas Corp. (WORA), Mayaguez, P.R. Action June 10.

Continued prehearing conference from June 1 to July 13 in proceeding on am application of Seaside Bcstg. Co. (KSRG), Seaside, Ore. Action June 10.

Granted petition by Southbay Bcstrs. for continuance of procedural dates in proceeding on its application for am facilities in Chula Vista, Calif.; continued hearing from June 23 to July 27. Action June 10.

By Hearing Examiner Herbert Sharfman

Received in evidence June 4 letter from O. D. Fisher, president, Fisher Bcstg. Co., to Percy H. Russell, and record closed in Portland, Ore., tv ch. 2 proceeding. Action June 11.

ALLEN KANDER
AND COMPANY

NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N. W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

WEST COAST
915 North Commerce St.
Stockton, California
HOward 5-7367

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising requires display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Progressive southern metropolitan chain offers opportunity. See Help Wanted—Sales below. Box 403M, BROADCASTING.

Need manager for small market station in western New York. Fine opportunity for top salesman who is ready for management. Send resume, background, financial requirements, pictures and other details to Box 419M, BROADCASTING.

Unusual management opportunity established station in northeast. Exceptionally nice community. Send complete resume and references to Box 439M, BROADCASTING.

Manager for small North Carolina market capable of handling most sales. Can earn $10,000 annually. No drinkers, drifters or desk men apply. Write in full to Box 447M, BROADCASTING.

$10,000 a year executive? Regional and national sales manager to spark presentation of radio Willamette-Land. This man knows aggressive radio and how to sell it! Resume and picture to Gordon Allen, KGAY, Salem, Ore. Other sales positions at KGAL, Albany Studios, chief engineer at KGAY (5,000 watt Gates xmtr.)

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Salesman—fine future, top money with growing chain. Metropolitan Ohio market. Box 399M, BROADCASTING.

Progressive southern metropolitan chain seeks executive type salesmen 28 to 40 for management later. Begin 8-10 annually. Yankees welcome. Send resume and photograph first letter to Box 402M, BROADCASTING.

Central N.C. thousand-watt daytimer needs experienced salesman. Box 427M, BROADCASTING.

Salesman-experienced. Long Island station, excellent opportunity. $75 weekly draw to start plus car allowance. Box 451M, BROADCASTING.

Salesman—Announcer Salesman. Live in Florida. Daytona, with the world's greatest beach, speedway, progress. For 3 big names in radio (6 stations with application for #7, also, in Florida), but you've got to be good, real good, and willing to prove it by reducing your minimum and depending on your sure-fire sales ability for extra income from commission. Hurry. Sell us yourself. Write Box 456M, BROADCASTING or phone John Mark, Clinton 2-8222, Daytona. (No "collect", please.)

Salesmen—Earning $125-$250 weekly commissions (20-30%) with organization that sells non-competitive historical community booster programs for leading stations throughout U.S. Those with wives who can do office detail, advance to campaign manager $12,000-$15,000 (10-15% override) annually. Working now in western N.Y., Ohio, and Pennsylvania. Call Atwater 4750 or write 2583 Main Street, Buffalo, N.Y.

Salesman for top local market. $100.00 per week draw against 15% plus car allowance. Contact Jim Hairgrove, KBRZ, Freeport, Texas.

Experienced radio salesman, capable of advancing to salesmanager. Base plus commission makes you $400.00 to $700.00. Send complete details, Dale Moore, KCAP Helena, Montana.

Help Wanted—(Cont'd)

Sales

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Career opportunity for honest experienced salesman. Top rated California station. Nicest town in San Joaquin Valley. Wonderful year-round climate, one hour from Sequoia National Park. The best of schools, including Jr. college. You will take over active accounts on station and have a guarantee, plus commission. We want a man who likes to stay put and make money. KONG, Visalia, California.

Two positions open with top California station. Local salesman-sales manager to earn $10,000 to $15,000 depending on man, with substantial increases probable. Salary plus override. Also opening for additional salesman with $450 guarantee plus generous commission base. Highest ratings, biggest coverage in market, good congenial crew. Send complete information with picture to Alan Torbet, KRAK, Stockton, California.

Salesman—Announcer needed immediately in several Georgia—Alabama stations. Contact in person WBMK, West Point, Georgia.

Salesman for WLOF, Orlando, Florida. Number one Pulse rated music and news operation must expand sales staff to keep pace with growth of market. Tell all in first letter. Send photo. Howard S. Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Fla.

Announcers

Combo man wanted. Announcer who is good air man with first phone. Music, news station going remote control. Good salary for good announcer. Midwest. Box 306M, BROADCASTING.

Florida metropolitan market needs top 40, bright, fast paced dj. $120 a week. Send tape, references and experience. Box 370M, BROADCASTING.

Topnotch radio announcer wanted for Michigan modern music station. Modified formula, network operation, some rock and roll, but not a lot. Good working conditions, plenty of employee benefits, hospitalization, etc. Personal interview a must. Immediate opening. Write full details including salary expected. Box 395M, BROADCASTING.

Wanted! Three announcers for new kilowatt North Carolina coastal station. New modern facilities, completely air-conditioned. High calibre community station. Send tape and resume. Box 396M. BROADCASTING.

Announcer wanted. Call 1600 in Nebraska City, Nebraska.

Experienced announcer who can handle traffic and some copy. Good opportunity with North Carolina small market group. Minimum salary, $75.00 weekly. Write only Jimmy Childress, Box 1114, Sylva, N.C.

If you are fast on the draw and quick on the trigger send tape and description by Wells Fargo Express to KATI, Box 2006, Casper, Wyoming. No road agents wanted.

Announcer, morning dj at new K-CAP, Helena, Montana. Send tape, resume, picture, salary requirements to Dale Moore.

Young, aggressive, stable announcer wanted at top-rated station in Lincoln, Nebraska. Well established teen-age disc show in your shift. Good pay, opportunities in growing multi-station operation. Send tape, resume, photograph to KFOR, Lincoln, Nebraska.

Help Wanted—(Cont'd)

Announcers

Wanted: Young announcer with ambition and desire to learn. Experience unimportant. Willingness to learn and take instructions most important, immediate opening. Mason Dixon, General Manager, KFTM, Fort Morgan, Colorado.

First phone announcer: Needed immediately. Prefer minimum three years experience family man. Afternoon trick. Two weeks paid vacation, insurance plan. Not rock and roll. Not top forty. Salary open. Phone Mr. Jae, 3450, KHMO, Hannibal, Missouri.

Experienced announcer. Prefer family man. Can also sell. Permanent to right person. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Announcer for staff work with sports background, play-by-play ability. Immediate opening. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

New station: Announcer-chief engineer with first phone. Maintenance experience required. Excellent career opportunity with expanding chain. Send resume and tape. WBAZ, Kingston, N.Y.

WCSI, Columbus, Indiana invites tape and complete job history from alert, promotion-minded deejays. Station well equipped and aggressive. Extremely pleasant, progressive community of 30,000. Immediate opening.

Washington, D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Immediate opening-experienced dj with bright, happy sound and good, tight sense of production. $100 start. Send tape, photo, background and references to WFDF, Flint, Michigan.

Needed immediately country and western dj for WGEE, Indianapolis, Indiana, the only station in better than one-half million market featuring country and western music. First phone desirable but not necessary. Write, wire or call General Manager, Arnold C. Johnson.

Combo man wanted. Announcer with first phone. Music and news station in single station market. One of three stations owned and operated by Smith Broadcasting Co. Minimum starting salary $100 week. Pic, tape details to Henry Beam, WJIG, Tullahoma, Tennessee.

Announcer-engineer, with first-class ticket, wanted by better music station in Roanoke, Virginia. Prefer young man with maintenance experience and announcing ability. Air mail particulars, references and audition tape to WRIS, P.O. Box 702, Roanoke, Virginia.

Ohio's most powerful fm, W-SOM, 100,000 watts, needs two mature voices. Send tape, resume, W-SOM, Salem, Ohio.

Experienced announcer with first class license who can handle maintenance. Good opportunity with North Carolina small market station group. Write only Jimmy Childress, Box 1114, Sylva, N.C.

Technical

Chief engineer-announcer. Top voice unnecessary—want steady, dependable plugger. 40 hours—nights off, 250 watt old reliable operation small Colorado city. Box 424M, BROADCASTING.

First phone engineer with announcing ability. KTKR, Taft, California.

Help Wanted—(Cont'd)

Technical

Experienced first class engineer-announcer, capable making equipment installation. Permanence for right man. Send tape, details KVOZ, Laredo, Texas.

Wanted, chief engineer, must be able do maintenance and handle directional array. Call, wire or write W. Ennis Bray, WANS Radio, Anderson, S.C.

First phone, engineer experience not necessary. Opportunity with growing organization. Write Manager, WEAV, Plattsburgh, N.Y., or phone collect JO 1-0960.

Need first phone announcer. $320 to start. WFPA, Fort Payne, Alabama.

First class ticket immediately—no experience necessary. Transmitter duty only. Living quarters furnished. WVOW, Logan, West Virginia.

Transmitter engineer for WAMS, Wilmington, Delaware. Chance for advancement in 9-station radio-tv chain. Rush background to Tim Crow, Rollins Broadcasting-Telecasting, 414 French Street, Wilmington, Delaware.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Our last copywriter landed a top paying major market job because of what he learned from us. We need another. Top pay, pleasant medium sized Illinois city. Aggressive station. If you write sharp production copy and love to write, send all details first letter to Box 305M, BROADCASTING.

Program director top-rated Ohio station. Only experienced modern formula radio man. Must have proven record. Earnings in five figures. Send details, photo, tape. Box 364M, BROADCASTING.

Experienced continuity man or woman for Ohio major market. Send details, photo, sample copy. Box 365M, BROADCASTING.

Experienced, imaginative, fast thinking, metropolitan competitive writer. If you have the prerequisites, we have the personnel and facilities to assist in the finest production possible. Contact J. M. Hall, Radio Station KWBB, Wichita, Kansas.

New station: News-copy writer with experience or good training. Send resume. If air work desired send tape. WBAZ, Kingston, N.Y.

Help Wanted—(Cont'd)

Production-Programming, Others

Experienced newsman. Immediate opening for man to augment radio news department at leading Flint station. Radio or newspaper background acceptable. Send resume, photo and sample copy to WFDF, Flint, Michigan.

RADIO

Situations Wanted—Management

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

Mr. Owner: 20 year man seeks single market management, commercial manager or tv sales. Former network announcer. Family man, age 41. Box 393M, BROADCASTING.

Assistant manager; experienced all phases; news; production; continuity; commercial announcing; sales; midwest preferred. Box 410M, BROADCASTING.

Seeking full managerial responsibilities. Ten years solid experience national and local sales, programming, staffing. Want station requiring leadship and desiring long-term development. Thirties. AB. Presently employed assistant major metropolitan market. Sales philosophy rooted in service, station administration grounded in community. Confidential. Box 416M, BROADCASTING.

Sales manager, radio-tv station. Efficient executive, outstanding salesman. Now selling filmed programs. Unhappy—too much separation family. Formerly time salesman, agency account executive local, national, consumer, industrial. Radio commercial manager, chain. Hired, trained, supervised six man sales staff. Believe in speculation tapes as creative sales tool and treat salesmen ethically, firmly and professionally. Earning $15,000. Consider less if opportunity, semi-security, ethical. Box 418M, BROADCASTING.

Manager or sales manager . . . Offer 18 years outstanding radio, television and agency experience in management and sales from rural to metropolitan markets. Young, aggressive, stable. No drinking. Happily married. Two children. Present job over ten years in one of nation's five largest markets. Thrive on competition. Natural leader by setting hardworking example. Will go wherever good opportunity and future exist. Excellent references. Box 433M, BROADCASTING.

Manager-sales manager, eighteen years experience, tops in sales. Not a chair-warmer, chaser or drinker. Excellent character, pleasant personality, mixes well. Moderate salary and percentage. Prefer southeast city any size up to thirty thousand population. Available now. Box 437M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Chief 22 years all phases, interested in management and production, reached top present organization. Seeks growth opportunity, resume, references. Box 438M, BROADCASTING.

Station manager, r/tv. Capable. Programming and sales. Proven record. Box 442M, BROADCASTING.

General manager-sales manager. Fifteen years experience radio sales. Retail, local, regional. Now general manager sales-manager thousand watt station. Highest radio industry references. Box 449M, BROADCASTING.

Sales

Salesman/announcer solves challenging sales problems. Write copy. Operate board. Box 232M, BROADCASTING.

Announcers

Young man determined to succeed. Well trained. Any reasonable offer. Box 160M, BROADCASTING.

Negro announcer/dj intelligent. Versatile. Good background. Salesman. Handle controls. Box 231M, BROADCASTING

Gospel programs. Announcer-producer-packager. Capable handling commercial staff duties. Box 233M, BROADCASTING.

Personality dj; strong commercials, gimmicks. Operate board, Steady, creative. cooperative. Box 234M, BROADCASTING.

Female, announcer plus. Good background. Women's program, plus. Reliable. Versatile. Box 235M, BROADCASTING.

Sports-minded stations only. Terrific sportscaster-salesman-announcer. 6 years experience, 1st phone. Making big money. How about you? Box 254M, BROADCASTING.

Play-by-play sports exclusively—6 years experience in top ten market—ready for your football season this Fall—anywhere in U. S.—Top references. Box 313M, BROADCASTING.

7 years experience. Family man, sell like crazy. Standard or Storz type. Radio or tv. Box 343M, BROADCASTING.

#2 Hooper-rated dj, Kansas City seeking larger market. More money. What's your deal? No top 40's please. Box 371M, BROADCASTING.

Girl announcer, writer. Have 1st ticket. Sales, traffic. Excellent references. Box 378M, BROADCASTING.

Young wake up announcer. Smooth delivery. Strong on commercials, news. Serious, efficient. Restricted ticket. Box 397M, BROADCASTING.

Announcer, sales 8 years experience, seeking permanent position, leading to managerial post. Box 401M, BROADCASTING.

Personality jock. One of the big names in the east. Formula or non-formula the personality gets to 'em. This is a real pro. You make a big buck with me and you pay me a big buck in return for top audience and socko performances day in and day out! Box 406M, BROADCASTING.

Did formula radio replace the cheerful wake-up man? Hope not. Five years experience. Con increase morning sales. $110 minimum. Desire midwest. Also idea man for production tapes. Box 407M, BROADCASTING.

Five years experience. Fast pace personality dj. High ratings in market. Authoritative swift news delivery. Good references. Age 25. Would be permanent in modern fast production operation. Seeking job change due to programming switch to slow mood music and dead news delivery. Box 409M, BROADCASTING.

Young swinging dj wants opportunity Ohio-Indiana-Kentucky area. Fast, modern, have gimmicks, ideas, would like to express them. Must be permanent. First phone, personal interview necessary. Box 193M, BROADCASTING.

MAJOR INDEPENDENT

IN ONE OF THE LARGEST 15 MARKETS

HAS IMMEDIATE OPENING

FOR TOP-FLIGHT DISC JOCKEY

Send tape, air check, photograph and resume to

BOX 435M, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

Sales-programming; highly experienced, recommended; 35, merchandising, rep contact, promotion knowhow. Box 412M, BROADCASTING.

Announcer-dj, good voice, seeking start in radio. Will travel. Phone Turner 7-1710, Gary, Indiana or Box 420M, BROADCASTING.

Sports announcer—3 years experience. College graduate in radio-journalism. Also news and disc jockey experience. Tape available. Midwest preferred. Box 421M, BROADCASTING.

Well experienced radio personality, many years radio and some tv. Full particulars on inquiry. Box 425M, BROADCASTING.

Good morning! Need an announcer? A good one! 7 years experience—all phases. Midwest or southeast (Florida too!) preferred. Available now. Interview. Phone AVenue 3-5734 Chicago or write Box 428M, BROADCASTING.

Is your station heavy on sports and light on sports announcers? Have man 26, 3 years experience, university grad., good copywriter, lives and loves sports, needs better sports opportunity than our daytimer can offer. Tape and resume on request. Box 430M, BROADCASTING.

Personality-dj. Creative gimmicks, commercials, sales. Steady. Cooperative. Tape available. Box 443M, BROADCASTING.

Experience plus talent—send for my tape and get both. Married, veteran ready to please. Box 448M, BROADCASTING.

Versatile, now in major market, willing to move to medium market with growing station. Good news, slow or fast pace. Strong copy. Vet. Married. Box 452M, BROADCASTING.

Veteran, family man. Seeking larger market. Prefer N.E. Good music. Box 453M, BROADCASTING.

Combo man, experienced. First phone, permanent position desired. Will travel. Box 454M, BROADCASTING.

Bright, young college graduate announcer looking for start in radio. Heavy on dj, sports, production, loads of ambition. Married, will go anywhere midwest or west. Run own board. Have copywriting and sales experience. Box 457M, BROADCASTING.

Experienced announcer available. Call Bill Baker: New York, Wadsworth 7-7741 between 10, 12 AM.

Experienced announcer—best references, interested in permanent dj job, willing to relocate. Salary open, if future is bright. Norman Berke, 1562 Townsend Ave., N.Y. 52, N.Y. Telephone TRemont 8-7719.

California only—Announcer experienced in all phases radio, 1st phone; gather, write, air local news; sports play-by-play and color. No top 40 please. Personal interview required. Midnite to dawn preferred. Bill Collins, 3723 Lemon Avenue, Long Beach 7, California; phone GArfield 421-14.

Looking for an opportunity not just a job. Experienced, hardworking announcer, will locate anywhere. Would like morning spot but will consider all offers. College grad, veteran, single. Dave Davis, 42 East Philadelphia Ave., Boyertown, Pa.

Alabama: Disc jockey. Experienced. Works board. Single, thirty, wants two-three weeks work July First. Will consider full time job. Prefers Alabama or bordering states. Tapes on request. Wade Guthrie, 119 June Avenue, Hueytown, Alabama. Telephone 5-2011.

Let's give this boy a job. Personality dj-announcer, excellent references. 4 years experience, veteran, east preferred. Tom Hopkins, Box 632, Bernardsville, New Jersey, BE 8-2938.

Situations Wanted—(Cont'd)

Announcers

Announcer—first phone, experienced network and independent operations, married vet, sober and reliable. Will relocate for right job. Contact Steve Huges, 1302 N. Flower, Santa Ana, California. Kimberly 3-4868.

Announcer; age 27, 2 years armed forces. Radio experience, seeking permanent position anywhere in U.S.A. William B. Huntington, 9952 Schiller Blvd., Franklin Park, Illinois.

Stations west. Good announcer. Trained in all phases of broadcasting. William Meehan, 3015 West 40th Avenue, Gary, Indiana.

Young, talented, first ticket. Miles Sawyer, 850 Wisconsin, San Francisco, AT 2-9946.

I want to work! Well-trained all phases programming and board work. Tape and resume on request! Bill Sheahan, 223 Range, Manistique, Michigan. Phone 195.

Technical

Experienced first phone. Any location acceptable. Limited announcing. No tapes. Box 280M, BROADCASTING.

First phone engineer. Experience all phases am, fm. Single, sober, salary open. Box 392M, BROADCASTING.

First phone. 5 years radio, one year uhf tv. Will consider broadcast or tv. No announcing. Box 414M, BROADCASTING.

Conscientious chief engineer. Experienced in installation, maintenance of transmitter, studio, remote control, and directional equipment. Box 415M, BROADCASTING.

Chief or transmitter supervisor 8 years experience am directional, fm, vhf-tv. Desire eastern U.S.A. Reliable, good worker, no announcing. Box 431M, BROADCASTING.

Engineer, good maintenance, now available. Walter Hoffman, General Delivery, Lake Tahoe, Nevada.

First class license—limited experience. Willing to learn to announce. Anxious to learn; salary secondary. Henry Willis, General Delivery, Stratford, Oklahoma.

Production-Programming, Others

Newsman. Successful director, editor, reporter. High rated newscaster. Now employed, major market. Adult radio only. Box 314M, BROADCASTING.

Fm radio. Single 25, seeks stimulating job in production and writing. Prefer "Fine Arts" format. College degree. Have varied radio background including sales, copy, production, promotion and news. Box 337M, BROADCASTING.

Program director-announcer. Experienced. Available immediately. Possess successful formulae for building your rating and billing. Dependable, honest, married with family. Box 380M, BROADCASTING.

Newsman . . . $6000. Legman, re-write, spot, personality news announcer. In radio, tv okay. Box 391M, BROADCASTING.

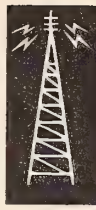
Excellent experienced newsman. Five years. $110 minimum. Desire Illinois or a nearby state. Prefer daytimer, but will consider all inquiries. Box 408M, BROADCASTING.

Program director-announcer. Sales background. 17 years experience, last 9 at two major northeasterns. Box 413M, BROADCASTING.

Program director: Currently employed one of nation's top markets. Highly experienced, successful both top 40 and good music operations. Box 445M, BROADCASTING.

Program director—fourteen years radio experience, all phases, eight years major Kansas City stations, recently program manager Kansas tv station. Desire program director position well established western station. 35 years old, family, stable, dependable, excellent references. Available immediately. Chuck Maxwell, 1211 Polk, Amarillo, Texas, Drake 3-6666.

WDAF farm director 7 years, resigned, seeks farm radio or agricultural advertising. Salary must be commensurate with 16 years experience. References, 42. Prefer midwest —consider all. Paul Vogel, Box 303, Independence, Missouri.



STATIONS FOR SALE

ROCKY MOUNTAIN

1. Daytimer. Good market. Excellent dial position. Gross $150,000. Good profit. **$70,000 down.**

2. Exclusive. Daytimer. Growing market. Profit around $27,000 a year. **$25,000 down.** Good terms on balance.

3. Daytimer in fine market. Good volume. Owners want to get into bigger market. **$10,000 with 29% down.**

PACIFIC NORTHWEST

1. Located in one of the top markets. Daytimer. Good buy for $120,000. **29% down.**

2. Full time. Gross over $60,000 a year. Owner anxious to sell. **$20,000 down.**

3. Daytimer. Market of close to 70,000. Gross around $5,000 a month. Asking $90,000 including land and building. **$10,000 down to qualified client.**

MIDWEST

1. Absentee owned. Daytimer. Exclusive. Small market. $42,000. **$12,000 down and long term payoff on balance.**

2. Daytimer. Owner wants to get out of radio business. Exclusive. Asking $52,500. **$15,000 down.**

SOUTH

We have gotten in some fine confidential listings in the South and we can offer them to qualified clients of ours who are interested in this part of the country.



JACK L. STOLL AND ASSOCIATES

A National Organization

6381 Hollywood Blvd., HO.4-7279

Los Angeles 28, Calif.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

New York state NBC affiliate has opening for salesman who can produce. Base plus commission. On-air accounts to start. Send resume to Box 436M, BROADCASTING.

Announcers

One of the top 25 markets has opening for television on-camera announcer, plus copywriting. Excellent working conditions, good staff, all employee benefits. Major net affiliate in Michigan wants man for night trick on and off camera. Personal interview a must. Write full details in first letter to Box 394M, BROADCASTING.

Tv experienced on-camera and booth announcer needed immediately. Send tape and photo to Station Manager, KTBS-TV, Channel 3, Shreveport, Louisiana.

Versatility is the key word for a mature, early morning man with news and farm background. Send resume, recent photo, and tape or sof to Bob Grossman, Program Manager, WXEX-TV, Petersburg, Virginia.

Technical

Experienced studio engineer. Strong on maintenance of RCA and G.E. equipment. Send complete resume and salary requirements first letter. Box 376M, BROADCASTING.

Engineer—experience, maintenance and operation, particularly uhf—GE transmitter. Call Gino BR 2-1862, Milwaukee, Wisconsin or evenings CH 1-5930.

Production-Programming, Others

Artist with tv experience. First station in medium market looking for right man. Slides, studio art, scenery and promotion layouts. Salary open. Great Lakes region. Send complete resume. Box 400M, BROADCASTING.

Copywriter, fast, clever with words to assume complete charge of continuity. California network affiliate. Box 446M, BROADCASTING.

TV photographer—able to handle 35 mm, speed graphic, Polaroid 16 mm movie outfits, dark room, lino-scribe. Good disposition a must. Pleasant staff. Send photo and details. Southeast. Box 455M, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Alert, conscientious young man now employed producer-director desires television sales. Plenty know-how every facet production. Available personal interview. Box 432M, BROADCASTING.

Announcers

Sports man—10 years experience—top 20 market, desires new opportunity, tv and/or am. A.B. Journalism, best references. Box 404M, BROADCASTING.

Well experienced radio personality, many years radio and some tv. Full particulars on inquiry. Box 425M, BROADCASTING.

Experienced radio-tv personality desires permanent job in larger market. Presently sports director full power station. Capable of weather, news and live commercials on camera. References on request. Box 450M, BROADCASTING.

Technical

Presently employed tv transmitter engineer desires to relocate in midwest, with chance to learn studio operation and maintenance. Must be permanent. College, 5 years experience am, fm and tv. References. Box 390M, Broadcasting.

Situations Wanted—(Cont'd)

Production-Programming, Others

Six years experience in top ten market—director will go anywhere in U. S.—experienced in all phases of tv—$6000 per annum minimum. Box 312M, BROADCASTING.

Production manager presently employed in one of the top 50 markets seeking position of program director. Seven years experience. Box 332M, BROADCASTING.

Photographer: Tired of the routine news film? Try my work. 4-years experience—all phases. Now employed. Box 339M, BROADCASTING.

Producer-director-announcer. Three years television experience, and one year in radio. Excellent references. Box 417M, BROADCASTING.

University MA radio-tv, telecourse experience, English-speech teacher, veteran, 27, single, Hammond organist, desire start in broadcasting. Available immediately. Box 422M, BROADCASTING.

Television director—3 years experience—announcing, cameraman, directing, primarily directing. Family man. Box 423M, BROADCASTING.

TV production man with know-how and ideas, willing to go anywhere. Professional experience: directing, camera, video, audio, projection, studio lighting, film edit, 3 years. Radio announcer, 2 years. Taught radio-tv midwest university, 3 years. BA and MA degrees in radio-tv programming. Will receive PhD degree same area upon completion of dissertation. All offers considered, but desire future with executive possibilities. Family. Available immediately. Box 426M, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative. Versatile. Box 444M, BROADCASTING.

FOR SALE

Equipment

Blaw Knox 150' angle iron 38" base guyed tower built to carry 500'. Like New. Box 329M, BROADCASTING.

150' guyed tower available August, $650.00 on ground. $400.00 you take down. Box 330M, BROADCASTING.

Swiss REVOX tape recorder—3¾ and 7½ speed. Suitable library playback, remotes. Monitor head and loudspeaker. New units specially priced. Ask folder Box 398M, BROADCASTING.

A Gates BC-500D transmitter, in good condition. KASM, Albany, Minnesota.

1 Fairchild turntable, model 524, with 78 and 33 speeds at $90.00 each. $165.00 converts these to three speeds. 1 28CO Gates limiter just removed from service $250.00. Modulation monitor MO 2639 Gates price $200.00. All have just been removed from service. Write Jim Brady, KIFI, Idaho Falls, Idaho.

1 RCA model 7-TR-2 portable tape recorder, 1 Ekotape model 205 portable tape recorder, 1 Beriant concertone series 30 tape recorder, 1 RCA model 76 B-2 consolette with power supply, 2 RCA type 70-C1 transcription turntables. Contact K-KID Radio, Pendleton, Oregon.

1 174 ft. Truscon tower, 30 pound load, tapered, self-supporting, with lights. WBRK, Pittsfield, Mass.

Multiplex transmitting equipment for GE fm transmitter. Good condition. $950.00. WFMB, Third National Bank Building, Nashville, Tennessee.

2-Gates turntables (model M5205), need new capstans. $100 each, plus shipping charges. WSKP, Inc., 420 S.W. 2nd Avenue, Miami 36, Florida.

7000 mc, Motorola microwave. Has audio subcarrier and color modification—$4,900. Contact Chief Engineer, WTVD, Durham, N.C.

Two Gates turntable cabinets—CAB-6. Will crate and ship collect for $50 each. WYSO, Yellow Springs, Ohio.

FOR SALE

Equipment—(Cont'd)

Western Electric 1 kw xmitter now in full service going to 5 kw will sacrifice for $1375 fob, Ocala, Florida. Phone Ken Brown, Marion 2-8174.

Ampex 600 and Ampex 620 amplifier-speaker, like new, $425 or best offer. Will ship or demonstrate. Arthur Holm. 7117 Greenwood Ave., Baltimore 6, Maryland, NOrthfield 8-0513.

Ampex 350P full track recorder, 100 hours, immaculate. First check for $900 takes. Paul Pavlik, 933 S. 104 St., Milwaukee 14, Wisconsin.

Audio equipment. Ampex 400 less than 50 hours on new head $450. Two Berlant BR-1 $295 each. U.S. Recording Co. 4-channel audio console with power supply muting-relays, 6 remotes $395. All good condition. R. Penn, Communication Department, American University, Washington 16, D.C.

Console-Raytheon RC 11, with power supply, two turntables, speakers and microphones, in perfect condition; all mounted and ready for broadcast use. $900.00 complete, or best offer. Aaron Shepard, 46 Lorna Road, Mattapan 26, Mass., or call GR-9-1482.

WANTED TO BUY

Stations

Qualified, responsible group interested in buying several medium market stations. Prefer to buy low-rated station in multi-station market. Would consider right offer in single station market. Prefer southwestern. Box 171M, BROADCASTING.

Sincere group of young, experienced broadcasters interested in station in market of 30,000 or better. Prefer midwest. Will become part of community. Strictest confidence. Box 405M, BROADCASTING.

Responsible station owner will assume debts and lease with option to buy small station. Prefer southeast. Any size market. Box 434M, BROADCASTING.

Small station. Midwest or northwest in market five to fifty thousand. Have money. Give details. Box 440M, BROADCASTING.

Equipment

Wanted RCA BTL-IB STL or receiver only. Box 411M, BROADCASTING.

Used phasing equipment for 5 kw two tower single pattern antenna array. Includes power division and phasing unit with tower coupling unit, sampling loops and phase monitor. Send specifications. Box 429M, BROADCASTING.

Wanted—transcriptions (or) tape dubbings of the following artists: Walter Preston's Community Singers, Senor Clemente Orchestra, Harry Horlick Orchestra, and many others. Also want Western Electric 9-A transcription group. Box 441M, BROADCASTING.

A 1-kw transmitter, in good condition. KASM, Albany, Minnesota.

INSTRUCTIONS

F.C.C. first phone, preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24. Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. license in six weeks. Inexpensive, practical. Resident class August 3. Pathfinder, 510 16th St., Oakland, Calif.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Announcers

WANTED

Crack newscaster for aggressive station in Ohio's third largest market. Must have experience, extraordinary ability, guts and imagination with yen to editorialize. Salary open. Send full information including references and photo with tape (preferably air check) to H. K. Crowl, WAVI, Dayton 8, Ohio. No phone calls or telegrams.

TELEVISION

Help Wanted—Technical

Communications

RCA

BROADCAST FIELD ENGINEERS

Qualified applicants should possess first class radio-telephone license, good technical schooling and two or three years' maintenance experience on TV studio or TV transmitter equipment.

These positions will pay top salaries. Liberal RCA benefits included.

For personal interview, please send a complete resume of your education and experience to:

Mr. Edward J. McGarrigan
Employment Manager, Dept. YP-IF

RCA Service Company
Cherry Hill, Camden 8, N.J.

FOR SALE

Equipment

WEATHER • RADAR

Raytheon 10 CM 275 KW Output
PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and instal. diags. In new factory condition. Picks up clouds at 50 miles. $950.

Westinghouse 3 CM 40 KW Output
PPI Presentation. ½, 2, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $2200.

General Electric Automatic Tracking
Radar 10 CM. 275 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 25 ft. long (Its own building!). Price and details on request. Used by Air Force and weather bureau.

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If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

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FOR SALE

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Ala.	Single	1kw-D	33M	terms
Va.	Single	1kw-D	80M	terms
Fla.	Small	5kw-D	115M	terms
Wash.	Small	1kw-D	95M	terms
Mich.	Small	250w	135M	cash
W.Va.	Small	250w-F	30M	terms
Pa.	Small	1kw-D	100M	terms
N.C.	Small	250w-D	78M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
N.Y.	Medium	5kw-D	250M	terms
Mich.	Medium	1kw-F	250M	terms
Central	Metro-suburb		158M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	375M	terms
S.E.	Small	VHF-TV	450M	terms
And Others				

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YOU'D NEVER KNOW HE HAD A CORONARY . . .

Some facts and fallacies about HEART ATTACKS

☑ The chances of surviving a heart attack are now steadily increasing.

TRUE—Not long ago, most people felt that a heart attack or a "coronary" usually meant sudden or early death—or a life of invalidism.

Now we know that most victims of this disease—about 80 percent—recover from their first attack, and many of them recover fully enough to enjoy many useful years.

☑ After recovery, most coronary patients can go back to their work.

TRUE—Recent studies show that the patient who has made a good recovery is not handicapped when he works under proper conditions. Placed in a job which does not unduly tax his heart, and given proper medical supervision, he can engage in daily work without harm. Indeed, most doctors encourage their patients to return to work.

☒ Heart attacks are brought on by strenuous physical activity.

FALSE—Most heart specialists now believe that physical exertion has little, if anything, to do with a coronary attack. In fact, attacks often occur during sleep or rest.

Many factors—including age, sex, occupation and diet—are believed to play a part in the development of coronary disease.

☑ Recovered coronary patients should keep their weight down.

TRUE—Next to good medical care, nothing is more important for people who have had heart disease than to keep their weight at a desirable level.

It is just as much of a burden on the heart to carry around ten pounds of extra and unneeded weight all day as it would be to carry around a ten-pound bundle constantly.

☒ A person who has had one heart attack will certainly have another.

FALSE—The recovered patient should not live in fear that he will have another attack. He may—or he may not.

By sticking to their doctor's recommendations about diet, weight control, work, sleep and rest, more and more patients who have had heart attacks are living comfortably without further trouble.

☑ Medical science is forging new weapons against heart trouble.

TRUE—Greater progress against coronary disease will almost surely come with new methods of prevention and treatment. There is also hope that coronary attacks may be *prevented* by the use of anti-coagulants, or blood-thinning drugs.

Research is also shedding new light on the role of diet, exercise, stress and heredity in relation to coronary attacks.

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OUR RESPECTS TO . . .

Albert Lant Capstaff

At 18, Al Capstaff was understandably disappointed that the depression reduced the number of staff personnel chosen to accompany Adm. Richard E. Byrd's expedition to the South Pole in 1930. Mr. Capstaff's job as combination radio operator-dog sled driver was eliminated, but in subsequent years, particularly as producer of the *Bob Hope Show* (1943-54) the deposed dogsledder hopped to many parts of the world—but never by dog sled.

Today Mr. Capstaff is largely a stay-at-homer, overseeing the programming activities of NBC Radio as vice president in charge of network programs. With benefit of hindsight, he credits his South Pole misadventure with assisting his career in radio ("I really became interested in a broadcasting career after the Byrd assignment went blooey").

Energetic but Calm • Mr. Capstaff is a tall, heavy-set man with balding light brown hair, who speaks softly and exudes a quiet geniality. His colleagues unanimously regard Mr. Capstaff as "a real professional," who rose through the ranks and is versed in all phases of production, including engineering. A casual acquaintance may receive the impression that Mr. Capstaff is a placid individual but his coworkers say this is a faulty evaluation: actually, he is an energetic and quick-thinking man, who rarely is ruffled in times of emergency and perhaps, therefore, projects a picture of diffidence.

Mr. Capstaff's alliance with radio dates back to 1922, when he noticed an early crystal set in a store window. He persuaded his father to buy a set, and two years later, he became, at 12, one of the youngest licensed ham operators in the country (W2CDQ).

Albert Lant Capstaff was born in Barrow-on-Furness, England, on Oct. 10, 1912, and was brought to the U.S. by his parents when he was six months old. The family settled in Ho-ho-kus, N.J., and young Al attended Ridgewood (N.J.) High School and Union College, Schenectady, N.Y., where he studied electrical engineering.

Into Commercial Radio • His early fascination for radio led him to obtain a first class commercial radio license and a job with WODA Paterson, N.J., as a disc jockey-engineer in 1928. When family circumstances forced him to give up college after two years, Mr. Capstaff obtained employment with High Grade Sylvania (now Sylvania Electric Products) in Clifton, N.J., where he helped build transmitters. The following year, in 1934, Mr. Capstaff and Max Weiner (now chief engineer of WNEW New York) built WNEW's original 5 kw transmitter at Secaucus, N.J.

He joined NBC as an engineer in 1935 and remained in that capacity for eight years, headquartering in Hollywood from 1937 and thereafter. In 1943 he accepted an offer from Foote, Cone & Belding, Hollywood to produce *Kay Kyser's College of Musical Knowledge*. The following year he was appointed director of radio-tv production for the agency's Hollywood office.

His most ambitious assignment from 1943-54 was producing the *Bob Hope Show*, with Mr. Capstaff switching from FC&B to Young & Rubicam and BBDO as Mr. Hope changed sponsors. He estimates he travelled more than half a million miles in the 11 years as the program originated in Hawaii, England, France, Germany, Japan, Korea, Guam, Okinawa, and other countries. He numbers many entertainment personalities as friends, including Frank Sinatra, Jack Paar, Jack Benny, Tony Martin, Dinah Shore, Bing Crosby (and, of course, Mr. Hope), since he had worked with many of them on various programs.

A Fling at Ownership • When he decided to leave Bob Hope, to whom he was under contract, in 1954, it was because he wanted to translate into action the ideas he had been developing about radio. He bought a 250-w station, KVAS Astoria, Ore., and initiated what he calls a "razzle-dazzle operation" of music, news and sports. He operated the station with substantial success for six months, he says, but then sold it. Why?



NBC Radio's Al Capstaff
He quietly thrives on excitement

"I found it was all too quiet for me," he explains. "And I got tired of a lot of hunting and fishing."

Mr. Capstaff returned to New York and NBC Radio in April 1955 and was assigned to the original staff of the network's *Monitor* programming service as manager of entertainment and talent. The following January he was promoted to executive producer of *Monitor* and last February he was elevated to his present post.

The task of supervising *Monitor's* activities, he says, was "a back-breaking-job, but I enjoyed every minute of it." Colleagues mention that he used to keep two secretaries busy with memos and phone calls linking him to the program's 100 stringers throughout the world. He supervised six production units and a *Monitor* staff of 27 and a *Nightline* staff of 12.

The Nickname • "Through it all," his co-workers add with envy, "Al would get everything done, all the while with one of his king-sized cigars protruding from his mouth." (This habit prompted Bob Hope to call Mr. Capstaff "Fuse Face," and the nickname has stuck.)

Mr. Capstaff has the utmost confidence in network radio as implemented by NBC. He points to such programming ventures as *Monitor* ("we provide 42 hours of programming on the weekend, which has increased business and provided a needed service"), *Star Dust* ("these are glamour segments presenting such personalities as Bob Hope, Marlene Dietrich, Madeleine Carroll, Ernie Kovacs, Fibber McGee and Molly and Archie Gardner") and the *Image* series. He is particularly proud of the latter series, which was initiated earlier this year, and observes: "We are convinced that a meaningful documentary on a significant subject cannot be covered in a half-hour or an hour. Our *Image Russia* series covered 27 hours; our *Image Minorities* broadcasts, now being presented, will run to at least 25 hours. Later this year, we plan *Image American Frontier.*"

Mr. Capstaff married the former Margaret Waters of New York City in 1945. They live in Darien, Conn., with their four children (some by previous marriages) — Marnette, 23; Marilou, 20; Judy, 19, and James, 13.

He is a member of the Radio & Television Executives Society, the Lambs Club, and the Darien Country Club. He enjoys skeet and golf.

"Though I still enjoy travelling," he remarks, "the travelling I enjoy most of all these days is on my 34-foot cruiser, *The Caprice*, on Long Island Sound."

A winning fight begins

IT is not unrealistic to hope for a major repair job on the political broadcasting law at this session of Congress.

The law will not be repealed, although repeal must be the ultimate objective, but it will be corrected in significant respects—if broadcasters maintain the momentum of their campaign against it.

Last week hearings began before the Communications Subcommittee of the Senate Commerce Committee. Before the hearings end, in another week or two, a mass of persuasive testimony will have been accumulated. On June 29 the Communications Subcommittee of the House Commerce Committee will begin covering the same ground. Never before have two such inviting opportunities been extended to broadcasters.

At both the Senate and House subcommittee hearings, it now appears that the weight of broadcaster testimony will acknowledge the desirability of eventual repeal of Sec. 315 but will favor the immediate adoption of the Hartke Bill which would cure several of the most glaring defects of the law. We questioned the soundness of the tactical decision to fight for the Hartke amendments now and for repeal some time in the future, but it is too late at this stage to reverse that decision. Since the main effort is now committed, it must be pursued along the same line until the Hartke amendments are enacted.

An imposing list of broadcasting representatives is scheduled for the Senate hearings. An equally imposing list must be arranged for the House. Even then, the campaign will not be over. Missionary work must be carried on among all members of both houses to make certain the legislation does not die on the floor.

Federal spectrum authority?

WHATEVER the ultimate result, the two-day panel before the House Commerce Subcommittee on radio spectrum use already has proved of substantial benefit. It underscored the need for full-scale revision of the archaic method of government management of allocations which inevitably has resulted in hoarding of valuable frequencies and inefficient and wasteful use.

The sessions convened by Chairman Oren Harris (D-Ark.) for the first time in memory placed on the public record the government and military views on spectrum use. Heretofore the military has kept its own counsel on allocations made by Presidential decree without regard to the requirements of private users who must look to the FCC. And the military heretofore has maintained secrecy on security grounds.

The need for radical surgery on spectrum management was generally conceded. Several panel members urged creation of a super FCC to coordinate allocations. Spokesmen for broadcasting wanted a prior study of spectrum utilization. These alternatives seem to constitute a distinction without a difference. The important point is the conclusion that some kind of federal spectrum authority should be named, whether it comes before or after a spectrum analysis.

Broadcasters have a big stake in allocations. It wasn't too long ago that the military openly implied that it would need more vhf spectrum space—presumably to be wrested from television and fm. It was only because of constant pressure and publicity (principally in this journal) that Congress two years ago took cognizance of the plight in which broadcasters might find themselves if any vhf or fm space were summarily pre-empted.

In the past few months the crisis seems to have passed, and even the military has publicly stated it has no designs on space occupied by broadcasters. This came only after the White House had taken note of the controversy and the President advocated appointment of a special commission to study spectrum utilization.

Rather than relinquish space, television is in dire need of additional vhf spectrum room so that full, national, competitive service can be provided. Conversations are under way between the FCC and the military authorities, looking toward an exchange of uhf for additional vhf space, but it is yet too early to assess the outcome.

What is of paramount importance is the creation of a permanent authority to govern allocations for government as well as non-government use. The Harris subcommittee panel took a step in that direction.

We still favor a joint Congressional Committee on Spectrum Utilization and Allocation to control policy relating to this great natural resource. Such policy control belongs to Congress. But if Congress, in its wisdom, decides that a Federal Spectrum Authority is the answer, this concededly would be a great forward stride. If this decision is reached it is to be hoped that members of such an agency would be named by the President with the advice and consent of the Senate, to insure against its being stacked in favor of either government or non-government users.

Yankee surge

THE oldest section of the United States is one of the most maligned and least understood. The New England states, all six of them, are constantly portrayed as starving survivors of a once-glorious textile past.

In this issue BROADCASTING presents a 44-page section devoted to the true story of the New England market. It tells what most New England media portrayals ignore—the story of reconstruction based on a 2,500-mile itinerary that covered over 90% of the populace.

New England is living well. It took the recession in stride. Its charts are heading upward—wages, employment, production, sales. The scientific industries are transforming New England into a land ready to take a leading place in the technological and nuclear future.

From time to time, BROADCASTING has conducted depth studies of misunderstood markets, from Georgia across the South and up the West Coast, in an effort to present these markets in proper perspective for those who do business in marketing and advertising. The extensively researched analysis of New England in this issue is offered in the hope it will show the area in its true light.



Drawn for BROADCASTING by Sid Hix

"That reminds me. I want to see Open End *tonight."*



When KSTP-TV says "go out and buy it" . . .

people go out and buy it!

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starring
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MIAMI • WTVJ
35.5

PHILADELPHIA • WCAU-TV
20.3

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29.8

SEATTLE-TACOMA • KING-TV
22.8

"HIGHWAY PATROL"



starring
BRODERICK CRAWFORD

ST. LOUIS • KSD-TV
29.3

MILWAUKEE • WTMJ-TV
27.2

ZIV Television

*4-week average.
All ratings shown ARB
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The Ziv man in your market can show YOU how to profit from using one of America's GREAT selling forces . . . a ZIV show!

JUNE 29, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Color tv push: there's money to be made; go after it now — Page 27

CATV, booster hearing may decide rural services' fate — Page 40

Sen. Pastore sees some Sec. 315 relief; House quiz set — Page 46

Corinthian study: news telecasts have unexpected punch — Page 64

KiCN

FORMERLY KMYR

RADIO 71

comes to DENVER

...and everybody knows what KiCN can lead to*

Check Adam Young for the full story

* Check the July HOOPER

the Star stations

DYNAMIC RADIO IN DYNAMIC MARKETS

DON W. BURDEN — *President*

KiSN - Portland
ADAM YOUNG

KOIL - Omaha
AVERY-KNODEL

KiCN - Denver
ADAM YOUNG

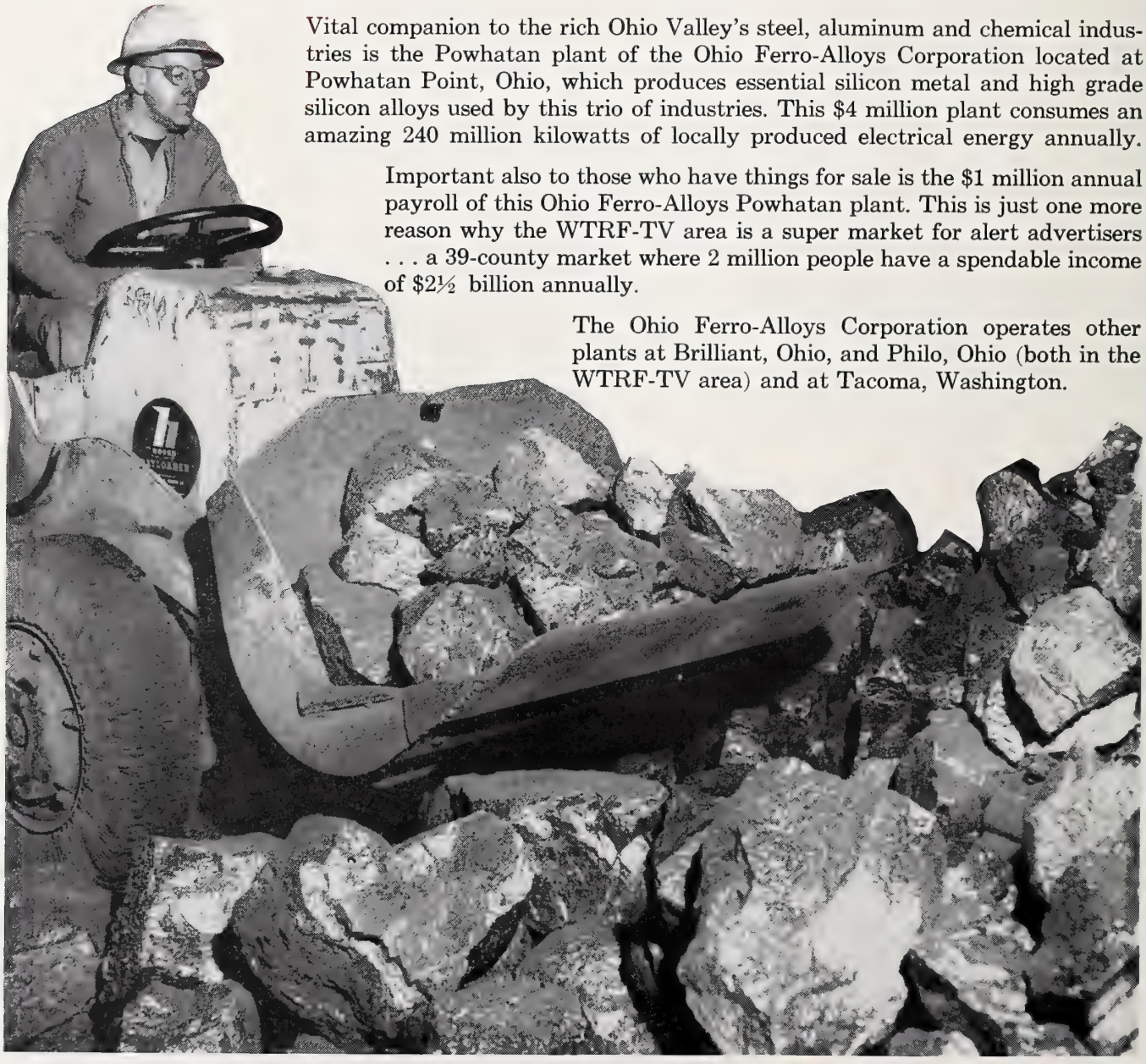
* the success of your campaign

WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley

No. 12 IN A SERIES: ALLOYS



Vital companion to the rich Ohio Valley's steel, aluminum and chemical industries is the Powhatan plant of the Ohio Ferro-Alloys Corporation located at Powhatan Point, Ohio, which produces essential silicon metal and high grade silicon alloys used by this trio of industries. This $4 million plant consumes an amazing 240 million kilowatts of locally produced electrical energy annually.

Important also to those who have things for sale is the $1 million annual payroll of this Ohio Ferro-Alloys Powhatan plant. This is just one more reason why the WTRF-TV area is a super market for alert advertisers . . . a 39-county market where 2 million people have a spendable income of $2½ billion annually.

The Ohio Ferro-Alloys Corporation operates other plants at Brilliant, Ohio, and Philo, Ohio (both in the WTRF-TV area) and at Tacoma, Washington.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

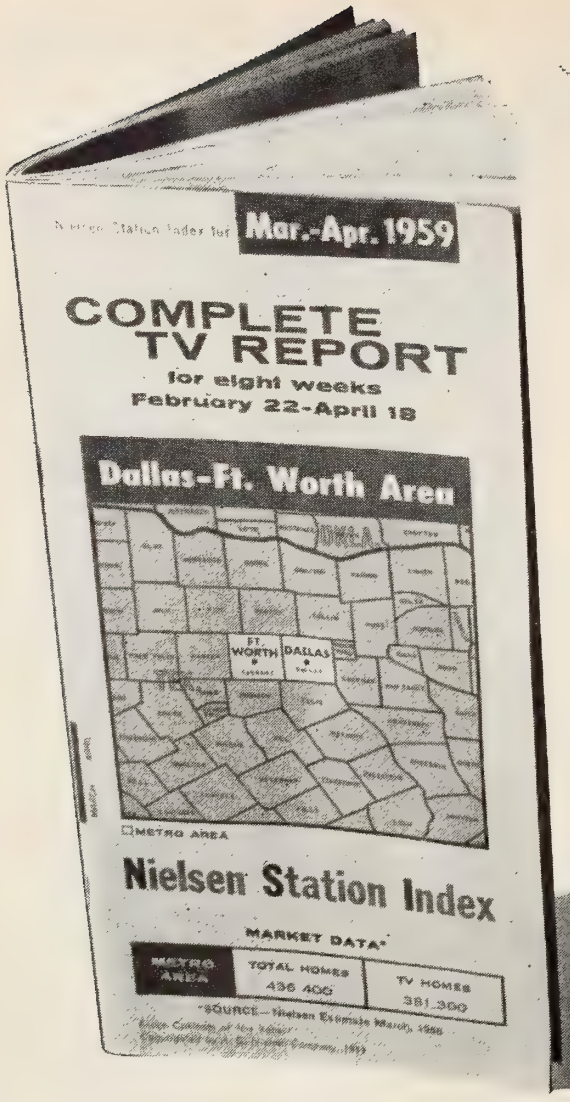
WHEELING 7, WEST VIRGINIA

wtrf-tv 7

reaching a market that's reaching new importance!



Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



The Latest Nielsen

PROVES CONCLUSIVELY THE SUPERIORITY of KRLD-TV

in the Great Dallas-Fort Worth Market

COMPARATIVE CIRCULATION; STATION TOTALS

Monday through Friday . . . 6 a.m. to 6 p.m.
Sunday through Saturday . . . 6 p.m. to Midnight

KRLD-TV has **136.0%** more than Station D
KRLD-TV has **41.2%** more than Station C
KRLD-TV has **23.8%** more than Station B

If you buy any other station in the Dallas-Fort Worth Market,
WE BOTH LOSE MONEY

KRLD TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

Represented Nationally by The Branham Company

CLOSED CIRCUIT®

Study in red • Although Mutual network, now in process of being sold again (see page 76), is still in red, figures aren't as scarlet as they were. Since taking over in March, Malcolm Smith group claims to have reduced monthly operating deficits from $110,000 to $50,000. They've been trying to reduce network's back debts by getting creditors to settle for less than full dollar value.

Buckley building • Deal now pends for purchase of third radio station in New England area by Richard D. Buckley Assoc. in which Mr. Buckley and John B. Jaeger, both former WNEW New York executives, are principals. They already operate WHIM Providence, bought second outlet, WDRC Hartford, June 19 for $815,000 (see story page 74). Plans are to operate headquarters office in New York.

Drop-ins • There'll be special meeting of FCC within week to consider vhf drop-in policy in markets having less than three vhfs, with report due from engineers on "costs" involving 21 major markets (BROADCASTING, June 8). FCC hopes to have proceedings in mill prior to its month long August recess. "Cost" factor is applied in broad sense, entailing shifts of existing stations, checker-boarding of assignments, and plus-minus factors in tv homes served.

Another allocations problem which FCC hopes to dispose of in advance of recess involves daytimers and their pleas for fixed hours (6 a.m. to 6 p.m.) in lieu of sunrise to sunset. FCC instructed staff at last week's meeting to prepare data on daytime skywave interference throughout standard broadcast band, which has bearing on daytimer operations. Whole matter comes to head before Special Senate Foreign Relations Subcommittee hearing to consider NARBA and Mexican allocations treaties, set for July 9.

Special progress • Now that deluge of advance orders for network nighttime periods in fall is about over for regular series, how about specials? Though not sold out, NBC-TV's Friday slot reserved for specials at 8:30-9:30 p.m. —already is near that point as 31 of 39 are said to be committed and five of remaining eight "reserved" for Chrysler. Sunday night specials *(Sunday Showcase* at 8-9 p.m.) reportedly are 67% sold (26 shows out of 39) despite fact peddling for this period got off to late start.

Catv tactics • Community television operators do not expect to block legitimization of vhf boosters, but they hope to encourage standards so stringent that boosters will cease to be threat to catv's growth. Cable operators feel they might not be able to lick booster adherents in Senate, but they exude confidence on outcome in House.

Examiners' status • Suggestion by FCC Chief Hearing Examiner James Cunningham, before House Legislative Oversight Subcommittee seminar that hearing examiners be called "hearing commissioners" and that their rulings be final and beyond review unless findings of facts are not supported by evidence, won no favor with Commission itself. Statement, approved by all commissioners disputing chief examiner's views, was authorized last Wednesday.

FCC members, to last man, felt Examiner Cunningham's proposals would, in effect, relegate commissioners to position of review court. Actually, they thought his proposal would mean that examiners would become policy makers and supersede FCC. FCC statement presumably will be incorporated in House Legislative Oversight Committee record.

New face • RCA and subsidiary functions in Washington, now scattered, may be centralized at single downtown location within next few months. Pinckney B. Reed, vice president in charge of all Washington activities, is seeking new location. His headquarters now are in Commonwealth Building, 1625 K Street, but it's inadequate and no additional space can be procured there.

Mr. and Mrs. Reed were introduced to Washington communications officialdom last Thursday at reception at which RCA President John L. Burns, Chairman of Board Executive Committee Frank M. Folsom, Senior Executive Vice President Elmer W. Engstrom and Executive Vice President T. A. Smith were hosts.

Effect of Sec. 315 • Because of FCC's re-examination of applicability of Sec. 315 to news programs, Campbell Arnoux, president of WTAR-AM-TV Norfolk, has ordered his stations to desist from covering activities of current political candidates for election to state legislature and other offices. Hot campaign issues could precipitate unconscionable demands for time and wreck normal news reporting, he said.

Travelers • Leonard H. Goldenson, president of AB-PT, and Ollie Treyz, president of ABC-TV, plan to spend August in Pacific in interest of network syndication, Am-Par records and other AB-PT properties. Organization owns minority interest in Australian broadcast enterprise (News Limited) and will explore prospects of extending basic overseas operations.

Long run • International shortwave allocations will be one of key problems at upcoming International Telecommunications Conference in Geneva to begin August 17 and run perhaps to Christmas. While American delegation hasn't yet been named, it's unofficial secret that Comr. T.A.M. Craven will head group of about 40 government delegates, plus 30-40 industry representatives who will serve as advisers.

Trenton switch • It's understood that by mutual agreement, NBC Radio and WTTM Trenton, N.J., are ending their affiliation, effective in August. Reports are that WTTM may become MBS affiliate.

Favorable climate • There's growing sentiment on Capitol Hill in favor of making significant repairs in Sec. 315, political broadcasting law, at this session. At very least news and public affairs shows will probably be exempted from equal-time provisions of law, it's believed, and with more hard work by broadcasters, even more extensive corrections are thought possible.

Farewell notes • Whatever *Voice of Firestone's* ratings on air, as 1959-60 casualty it's getting public attention. Dropping of 30-year-old show from ABC-TV's fall schedule (BROADCASTING, April 20) reportedly has drawn some 3,000 complaining letters to network, no small protest for a program casualty. Unlike "Dear Sir, you cur" letters that networks are accustomed to get on many occasions, most of those from *Firestone's* friends are said to be literate and rational—but still unhappy.

Tax bite • Ohio telecasters, through their state association, are vigorously opposing bill which would impose 3% tax on purchase or rental of motion picture film. Measure, endorsed by Ohio's Governor Mike Di Salle, would impose similar tax on motion picture theatres. While newspapers would pay tax on presses and other equipment, newsprint would be exempt.



PEOPLE WHO KNOW ATLANTA TV KNOW WAGA·TV IS THE BUY!

Another key advertiser who's up-to-date on Atlanta —and buying WAGA-TV of course—is the aggressive WINN-DIXIE food chain, now sponsoring the popular FLIGHT program every Tuesday at 8 PM.

WINN-DIXIE is one of a swelling roster of informed advertisers who've found from actual results that *live Channel 5* is *the* buy in Atlanta. It'll pay *you* to ask your KATZ man about the Early Show — Theatre 5 — and other powerful programming that delivers a big family audience at remarkably low cost on WAGA-TV.

"Famous on the local scene"



VIDEOTAPE

STORER BROADCASTING COMPANY

Storer Television

WAGA-TV	WSPD-TV	WJW-TV	WJBK-TV	WITI-TV
Atlanta	Toledo	Cleveland	Detroit	Milwaukee

WEEK IN BRIEF


MR DELLINGER

Not limited to consumers • Radio-tv may break into new field by inducing makers of non-consumer goods to use these mass media, according to Bob Dellinger, of Grant Adv., Hollywood. Two companies, Marquardt Corp. and Ciba, are now spreading their messages by broadcasting. Ciba believed to have set precedent in promoting prescription products on television. Mr. Dellinger tells about it in MONDAY MEMO. Page **19.**

New push for color tv • Triangle Stations assemble some of nation's top broadcasters for closed-door session in New York to catch up on state of color tv art, hear let's-talk-money analyses of how new dimension can boost profits. Page **27.**

Billing brawn in network television • In April it's the Ford car topping the brands and Procter & Gamble contributes $4.6 million in gross. Trend item for four-month period: 25% increase in daytime billings. Page **32.**

Getting ahead of the numbers • Atlanta agency develops streamlined way to adapt NCS No. 3 coverage data for its daily tv use. Page **35.**

Ready to fight • Booster adherents, community tv proponents and broadcasters prepare for Washington hearing before Senate Commerce Committee. Booster operators fearful of their future. Catv operators to attack boosters and at same time defend themselves against attacks by broadcasters. Broadcasters like boosters, plump for catv regulation. Page **40.**

House takes up Sec. 315 • Senate equal-time hearings end but House takes up question in sessions beginning today. Sen. Pastore promises early action by his subcommittee on some form of relief for broadcasters, indicating he favors reporting only one section of Hartke bill. Page **46.**

Vhf and fm want to stay put • FCC told by industry witnesses their spectrum space should not be disturbed. Commission continues depth study of non-government services in 25-890 mc band. Page **58.**

Voiced news merger • Two services, Radio Press Inc. and International Transmissions Inc., blend facilities and personnel. George Hamilton Combs will be chairman, Sumner J. Glimcher president. Page **62.**

Tv's most underrated service • News telecasts have "much stronger" impact on public than generally believed, according to Dr. Phillips Eisenberg, analyzing results of survey conducted for Corinthian Broadcasting Corp. Page **64.**

Without their papers • Kansas City and St. Louis retailers find promotional outlets in broadcast stations as newspapers are shut down. Sales of stores holding up fairly well. Page **72.**

Tv stations' "imagery" • CBS Television Stations Division unveils new media study tracking the image and influences on viewer confidence in advertising. Surveyed are New York and Los Angeles. Page **75.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

AN APPLE FOR THE TEACHER...



Ed Zack — Morning Mayor of the Quint-Cities — presents a sack of apples to the "Teacher of the Day" . . . a daily feature of Ed's Music '59 Show — 6 to 9 a. m. on WOC.

It's WOC and "Mayor" Ed Zack saying, "Thanks," to one of those very special people who look after tomorrow's generation.

Another reason for the top listening interest of the right people . . . to WOC.

To reach — and sell — these "right" people, call your PGW Colonel for availabilities.

WOC

Col. B. J. Palmer
President

Ernest C. Sanders
Manager

Pax Shaffer
Sales Manager

Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES

DAVENPORT, BETTENDORF } IOWA

ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM | FM

NBC 5000 WATTS AM



SELL "The Family Board of Directors" With Your Local Meredith Station

Yes . . . this situation, one of many, offers advertisers immediate consideration by the family board of directors. Acceptance of the well-established Meredith Station by discriminating advertisers results from creative selling and merchandising, sound rate structures, and programming designed for total audience appeal. The Meredith Station manager or the rep welcome your requests for the latest market data . . . and will give you the facts on audience loyalty, coverage area and low cost circulation.

MEREDITH STATIONS ARE "ONE OF THE FAMILY"

KANSAS CITY	KCMO	KCMO-TV	THE KATZ AGENCY
SYRACUSE	WHEN	WHEN-TV	THE KATZ AGENCY
PHOENIX	KPHO	KPHO-TV	THE KATZ AGENCY
OMAHA	WOW	WOW-TV	JOHN BLAIR & CO.—BLAIR TV
TULSA	KRMG		JOHN BLAIR & CO.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

FCC SETS AGENCY WITNESSES

Top-drawer advertising agency executives were ordered to appear at FCC's inquiry into tv network programming practices for July 7 in U. S. Courthouse, Foley Square, New York (BROADCASTING, June 22). Order issued Friday by Chief Hearing Examiner James D. Cunningham who also is presiding at inquiry—which involves charges of tie-in practices by networks.

Hearings on programming study began last month with network legal aides testifying on documents and reports submitted to network study staff. New York hearings will cover function of advertising agencies in relation to production and selection of programs and schedules. Agencies and their representatives ordered to appear follow:

McCann-Erickson (C. Terence Clyne), BBDO (Robert L. Foreman and James Schule), J. Walter Thompson Co. (Dan Seymour and John F. Devine), Young & Rubicam (Peter G. Levathes and David Miller), Ted Bates & Co. (Richard A. R. Pinkham and Harold J. Saz), SSCB (Philip H. Cohen), B&B (Thomas J. McDermott —who joined Four Star Films last week, see page 10), Compton Advertising (Lewis H. Titterton), Cunningham & Walsh (John B. Cunningham) and Lennen & Mitchell (Nicholas E. Keesely).

Some of these witnesses will be appearing under subpoena.

Sec. 315 measure offered by Harris

Rep. Oren Harris (D-Ark.), chairman of House Communications Subcommittee which begins hearings today (Monday) on revisions of Sec. 315 of Communications Act, Friday (June 26) introduced his own equal time amendment (HR 7985). It exempts newscasts, commentary, panel shows, political conventions and similar shows from Sec. 315—but does not include an exemption for debates.

New measure is similar to bill sponsored by Rep. Harris in 1956, which was subject of lengthy hearings. It also is very similar to three other bills to be considered in this week's hearings and to S 1585, introduced by Sen. Strom Thurmond (D-S.C.).

Also last Friday, Rep. Harris announced witness list for three days of hearings scheduled this week (see earlier story page 46. Rep. Glenn Cunningham (R-Neb.), sponsor of one bill (HR 5389) under consideration, which would amend equal time law, will be first witness at 10 a.m. today in Rm. 1334 of New House Office Bldg. He will be followed by other members of Congress, FCC Chairman John C. Doerfer, Comr. Frederick W. Ford and NBC Board Chairman Robert Sarnoff.

Witnesses tomorrow (Tuesday) will include Rep. Joseph W. Barr (D-Ind.), sponsor of HR 7122, Asst. Attorney General Robert Bicks from Justice Dept., CBS President Frank Stanton, NAB President Harold Fellows, Francis Littlejohn, ABC director of news and unnamed spokesman for United Independent Socialist Committee.

Wednesday witnesses will be Paul Butler, chairman of Democratic National Committee; Westinghouse Broadcasting Co. President Donald McGannon; Lar Daly; Edward Gans of Berkeley, Calif., and Joseph Schafer, unsuccessful candidate for Republican nomination for Philadelphia mayor. Committee has invited several other prospective witnesses but confirmation of their appearance had not been received late Friday.

Major agencies in N.Y. merge

Merger announced today (June 29) of Fletcher Richards, Calkins & Holden, N.Y., with Bryan Houston, that city, creates agency with some $35-40 million in annual billing. Former name will be retained. Bryan Houston, board chairman of his agency, becomes vice chairman of board in new organization.

Bryan Houston Inc. ranked 31st among top 50 radio-tv agencies last year, has lost near $5 million spot tv advertiser, Dristan, Whitehall's second ranking product in volume.

Top officers continue: Bradley Walker, board chairman; Mr. Richards, president and chief executive officer; Paul Smith, vice chairman; J. Sherwood Smith, chairman of executive committee, while Joseph Scheidler, executive vice president of Bryan Houston, becomes executive in package goods marketing and merchandising. Headquarters stay at Richards' N.Y. office, 10 Rockefeller Plaza. Other offices are in Chicago, Los Angeles, San Francisco, Seattle, Toronto and Montreal. Larger radio-tv accounts include Chemway, Eastern Air Lines, J.A. Folger, Gulf Oil, Heublein Inc. Food Div., Litton Industries (electronics), McFadden Publications, Simplicity Pattern Co., J.P. Stevens and U.S. Rubber Co. among others.

Guild honors CBS-TV

CBS-TV's *Playhouse 90* series (Thurs., 9:30-11 p.m.) was honored with Page One Award for radio and television last Friday (June 26) for "consistent, original, often experimental and always provocative drama." Award was presented by Newspaper Guild of New York.

Roger Clipp, Triangle Publications' radio-tv vice president, and John L. Murphy, Crosley Broadcasting Co. vice president, gave run down on their individual markets. Mr. Murphy said WLWT (TV) Cincinnati currently programs average 17 hours of color each week and "if other markets in U.S. would program on the same basis, color tv would make last gains." Said Mr. Clipp, for color to be salable medium in Philadelphia operating sets would have to go up from some 40,000 now in use to at least 100,000.

Tall Corn opposes Sec. 315 ruling

Resolution asking Congress to hold FCC "in error" in its interpretation of equal-time provisions of law governing political broadcasting adopted by Iowa Tall Corn Network during annual meeting at Lake Okoboji, June 22-25, but without taking sides on full repeal or specific issue of newscasts. Group also asked BMI to reinstitute series of radio programming clinics.

Robert W. Erickson, KOKX Keokuk, elected president of network succeeding Glen Stanley, KBOE Oskaloosa. Other officers elected were Leo R. Mayr, KCIM Carroll, and Ed Breen, KQTV (TV) and KVFD Fort Dodge, both vice presidents, and E. M. Horning, KSIB Creston, secretary.

Tall Corn members set up structure for series of quarterly meetings with agency participation in key cities, probably starting in September. Members

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

discussed one rate card concept, which it adopted some months ago, and agreed unofficially to go along with it for at least another year. It also was felt 15% should be retained, with advertiser (rather than station) paying agency.

Among key speakers were Edward Fitzgerald, chief timebuyer, J. Walter Thompson Co., Chicago, and L. M. Booton, managing partner, Bruce B. Brewer & Co., Minneapolis. Mr. Fitzgerald urged stations to redouble efforts to provide sufficient station data (program logs, ratings, etc.) to enable agencies to make "intelligent" buys. Same subject was explored by Mr. Booton from vantagepoint of farm broadcasting.

Justice revision

Rep. James Roosevelt (D-Calif.) announced in House Friday (June 26) that Justice Dept. had filed proposed amended ASCAP consent decree with Judge Sylvester Ryan of New York District Court seven days earlier. Judge has not accepted agreement, Rep. Roosevelt said, but is holding it in abeyance at request of Justice to allow small publishers and songwriters to make known their views. Terms of consent decree have not been made public. New agreement is result of disclosures of ASCAP policies made in hearing over year ago by House Small Business Subcommittee headed by Rep. Roosevelt, Congressman said.

WXIX (TV) to return

WXIX (TV) Milwaukee, which went off air April 1 after CBS relinquished channel and which later was purchased by attorney Gene Posner, now president and general manager of WXIX Inc., will resume broadcasting at 4 p.m. July 20, according to Lawrence Turet, director of operations. Uhf station on ch. 18 will be on air daily from 4 p.m. to midnight.

CBS signs two

CBS Radio announced Friday (June 26) signing of WGPA Bethlehem, Pa., and KFIR North Bend, Ore., as affiliates, both effective July 5.

RCA color move

RCA acted swiftly Friday (June 26) to support independent move underway to promote color tv at local station level. Charles R. Denny, RCA product planning vice president, after closed meeting at New York's Waldorf-Astoria, attended also by NBC-TV and about 20 executives from top color-casting stations (see story, page 27), announced that starting July 1, RCA will send color tv representatives to stations for talks on individual plans because programming varies from one station to another.

CBS-TV news boost

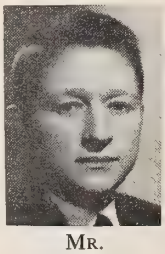
CBS-TV is giving news programming new status. Appointment announced today (June 29) of Irvin Gitlin, director of public affairs, CBS News, to newly-created post of program executive for creative projects at CBS News. Mr. Gitlin takes over in new position Aug. 1 and will be responsible for creation and development of new and "sponsorable" series for CBS News, while continuing executive program supervision.

WEEK'S HEADLINERS



MR. DEGRAY

EDWARD J. DEGRAY, vp in charge of ABC Radio since March 1958, elected network president. He joined ABC Radio in 1955, in 1957 was advanced to vp in charge of station relations. Mr. DeGray began his broadcasting career with accounting department of CBS in 1937. He was appointed office manager of WBT Charlotte, N.C., in 1940, and had advanced to assistant general manager by 1948 when he returned to CBS, N.Y., as executive assistant in charge of station administration, spot sales, co-op program sales and Housewives Protective League programs. He remained with CBS in various sales and station relations posts until early 1955 when he became director of station relations for Vitapix Guild Films, N.Y., organization established to sell tv films on national basis.



MR. MCDERMOTT

THOMAS J. MCDERMOTT, senior vp in charge of tv-radio, Benton & Bowles, joins Four Star Films, independent tv film production company, Hollywood, as executive vp and board member (CLOSED CIRCUIT, June 22). At Four Star Films (principals are actors Dick Powell, David Niven and Charles Boyer) Mr. McDermott will supervise production on seven series slated for network showing in fall and create new programming for future seasons. Four Star's upcoming network shows are *Zane Gray Theatre, Detectives, June Allyson Show, Wanted Dead or Alive, Riflman, Black Saddle* and *Johnny Ringo*. Mr. McDermott entered programming as radio director in 1939, in 1942 began his career at Benton & Bowles. He became vp in charge of radio tv in 1953, senior vp earlier this year and member of B&B's board last year.



MR. OMMERLE



MR. COHEN

HARRY G. OMMERLE, formerly vp in charge of network programs, CBS-TV, N.Y., named senior vp and board member of Sullivan, Stauffer, Colwell & Bayles, that city, where he will be responsible for clients' tv relations. PHILLIP H. COHEN, vp and radio-tv director, has also been elected to board of directors of SSC&B.

In 1935 Mr. Ommerle left N.W. Ayer & Son, Phila., where he was vp in charge of radio, to become producer with CBS. He subsequently held positions with William Morris agency, N.Y., and Ruthrauff & Ryan, that city, in 1948 operated his own talent agency and package-producing office. He rejoined CBS as program director in 1950 and was promoted to vp in 1955. Mr. Cohen has headed broadcast department since agency's founding in 1946, was elected vp in 1948. He was previously head of daytime radio department of Ruthrauff & Ryan.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



You don't have to run this up the flagpole to see who salutes. Not in Western Michigan you don't. Everybody is a WOOD-watcher. That's why local advertisers sign on with WOOD-TV eight-to-one over Western Michigan's other station. Get your clients set on the right heading in WOODland — lash them up with WOOD-TV. Flag down your Katz man. He'll do the work . . . you'll get the credit, and we'll all be happy.

WOOD-TV is first - morning, noon, night, Monday through Sunday February '59 ARB Grand Rapids, Michigan

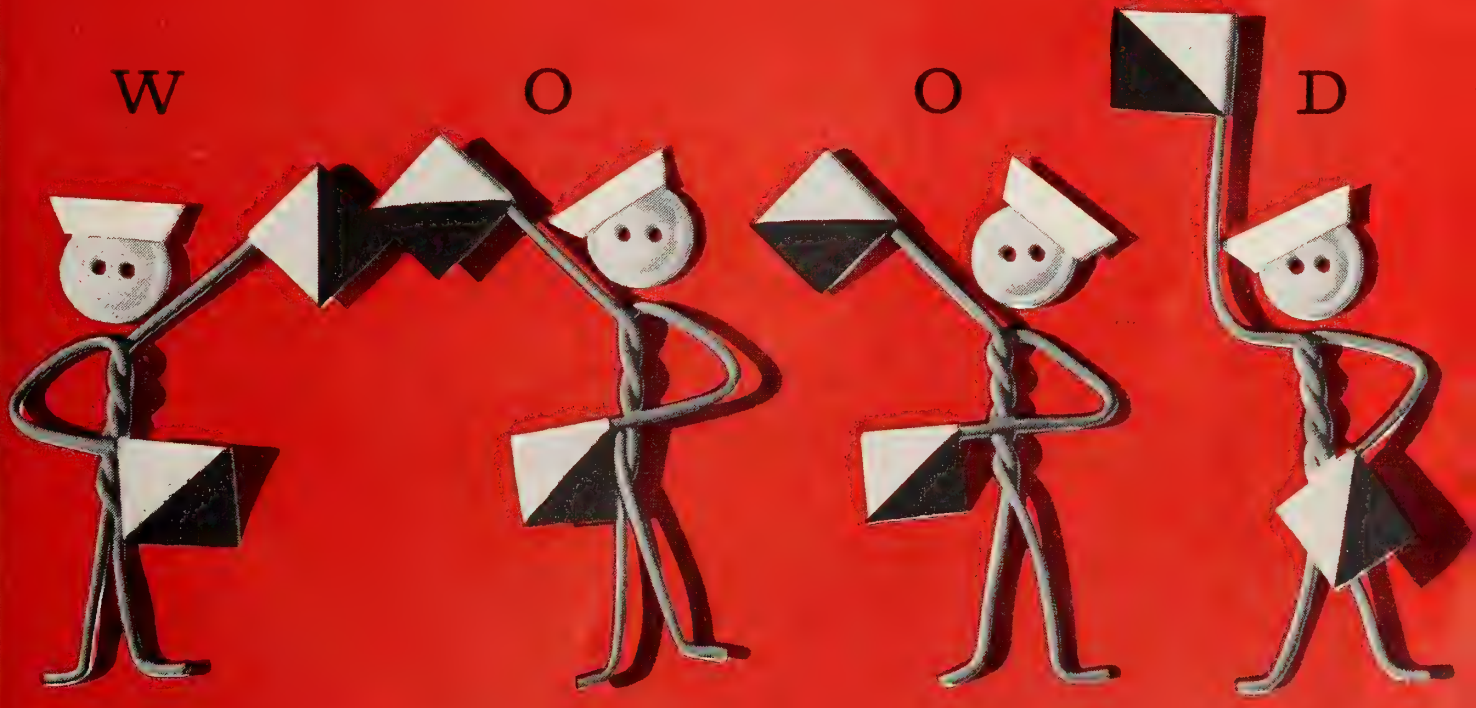
WOOD-AM is first - morning, noon, night, Monday through Sunday March '59 Pulse Grand Rapids - 5 county area



WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.



*"IT COMMUNICATES!"

Fran Allison is seen live daily, Monday through Friday, on WGN-TV in a program of music, song, guests and audience participation.



Chicago's *liveliest* station— *WGN-TV*

WGN-TV originates more live local television programming than all other Chicago stations combined! Live programs are audience-building programs. They interest more viewers, cement viewer loyalty, and create the quality audiences that pay off at the cash register for you as a WGN-TV advertiser.

Live programming is just one of the many reasons why our "Serving all Chicagoland" programs bring the best in TV to Chicago audiences.

Typical live telecasts on WGN-TV include:



Midnight Ticker—comparable to any network variety show. Fridays—11:45 P.M. to 1:15 A.M.



Paul Fogarty—Chicago's *only* exercise program. Daily—8:30 to 9:00 A.M.



Garfield Goose—Chicago's favorite puppet show. Daily—5:00 to 5:45 P.M.



Polka Party—Orchestra, dancing, studio audience. Saturdays—7:00 to 7:30 P.M.

plus many special telecasts, newscasts and on-the-spot events.

RADIO WGN TELEVISION QUALITY INTEGRITY

WGN-TV CHANNEL 9

441 North Michigan Avenue • Chicago 11, Illinois



Having a 47-county Oklahoma Community Coverage poses a responsibility to KWTV in the field of public service.

Every other Wednesday, J. Howard Edmondson, Oklahoma's youthful Governor spends a Class A half-hour with KWTV's News Director, Bruce Palmer, in reporting to the KWTV Community. At times, the Governor has asked for letters and telegrams in expression of the people's views on an issue. Literally thousands of replies have opened the eyes of many Oklahoma legislators to the feelings of the people.

Powerful proof of KWTV's 47-county Oklahoma *community* coverage, service and AUDIENCE!

BUY the TOWER with SALESpower in Oklahoma!

See your PETRYman

in Medicine...



it's Gray's Anatomy

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

Make no bones about it. Among medical men, Gray's simple-titled "Anatomy" is **THE** factual authority in its field. And among the busy people who spend money in broadcast advertising, there's no substitute for **BROADCASTING YEARBOOK** — the annual compendium of television and radio information compiled by the business-wise editors of **BROADCASTING** Magazine. Here, within a single set of covers, are all **THE** authoritative facts, analyses, studies and directories that TV-&-radio decision-makers will consult again and again for a full year. The 1959 edition of **BROADCASTING YEARBOOK** comes off the press in August—more comprehensive, more indispensable than ever. Among its 16,000 **paid** subscribers will be (as usual) the most important people in broadcast advertising... men and women who **must have facts** (and know where to find them). In short, it's a perfect place to tell **your** facts. **Deadline for proofs,** July 1; **final deadline,** July 15. Regular rates prevail. Reserve **NOW** and be sure of a front-row seat! **Call or wire collect!**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

JUNE

June 27-July 1—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe, Calif. Speakers include Nelson Carter, AAW president and vice-president-manager, Foote, Cone & Belding, Los Angeles; George Gribbin, president, Young & Rubicam, N.Y.; Robert B. Murray Jr., executive vice president, Pan American World Airways; James S. Fish, vice president, General Mills; Paul Willis, vice president, Carnation Co., Los Angeles; Franklin Graf, vice president, A.C. Nielsen Co., Chicago.

June 28-July 4—National Advertising Agency Network, management conference, Del Monte Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by Professional Group on Military Electronics of Institute of Radio Engineers, Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

*June 29, 30, July 1—House Communications Subcommittee hearings on seven bills amending Sec. 315 (equal time provision) of the Communications Act.

*June 30—Senate Communications Subcommittee hearings begin on several pending bills relating to CATV and booster stations.

JULY

July 5-11—Advertising Federation of America management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Emerson Foote, McCann-Erickson senior vice president, is in charge.

July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job. Dr. J. Sterling Livingston, professor of business administration, Harvard, and president of Harbridge House, is academic director. William P. Gormbly Jr., assistant dean and director of Harvard advanced management program, is administrative director. Sixty broadcasters were accepted for enrollment by university.

*July 7—Resumption of FCC inquiry into tv network program practices, with advertising agency executives to be chief witnesses before FCC Chief Hearing Examiner James D. Cunningham. 10 a.m., U.S. Courthouse, Foley Sq., New York. Docket 12,782.

*July 7-9—Canadian Board of Broadcast Governors, public hearing on applications for am, fm, tv stations, Union Station, Ottawa, Ont.

June 10—Hearing on NARBA and Mexican broadcast treaty before special Senate Foreign Relations Subcommittee, headed by Sen. Wayne Morse (D-Ore.). Rm. 4221, New Senate Office Bldg., 10 a.m.

all the radio excitement in town in one place



CBS PROGRAMS

Gunsmoke, Robert Q. Lewis, Mitch Miller, Amos 'n' Andy, Ma Perkins, Young Dr. Malone, and many more. Plus CBS World News.

MUSIC
Detroit's Top Disc Jockeys
ROBIN SEYMOUR
MARTY McNEELEY

NEWS

SPORTS
6 shows daily

KEY STATION—ALL TIGER BALL GAMES

WKMH

DETROIT • DEARBORN

the station that now has Everything!



Represented by Edward Petry & Co., Inc.

KNORR BROADCASTING CORP. FRED A. KNORR, President

15.0
14.2
12.7
11.4
7.9

Just can't keep KOBY's Pulse down!



KOBY delivers the audience in San Francisco—because it's got a Pulse that just won't quit. Look at this January-February report: *Koby, the highest average share of audience seven days a week—6 A.M.—Midnight—15.0.*

And that 15.0 share gives KOBY the in-home and out-of-home listeners that are ready to spend money.

So if you've got a product or service you want to put across in San Francisco, KOBY's your best buy!

SEE PETRY for the top share of audience on **KOBY,** San Francisco—and start *your* sales pulse beating faster.

10% discount when buying **KOBY**—and **KOSI,** *Denver.*

(Speaking of Denver, after July, when in the Mile High City, stay at the Imperial Motel, 1728 Sherman, downtown.)

KOBY / *10,000 Watts in San Francisco*

For *Greenville, Mississippi* — **WGVM**

MID-AMERICA BROADCASTING COMPANY

*July 12-18—Public Relations Institute, U. of Wisconsin campus, Madison, sponsored by Public Relations Society of America.

July 14-15—Idaho Broadcasters Assn., Shore Lodge, McCall.

July 16-17—Air Traffic Control Symposium co-sponsored by Radio Technical Commission for Aeronautics and Los Angeles section of Institute of Radio Engineers. FCC Comr. Robert E. Lee and James T. Pyle, deputy administrator of Federal Aviation Agency, will speak.

July 16-19—American Federation of Television & Radio Artists, annual convention, Chase Hotel, St. Louis.

AUGUST

Aug. 3—Comments due on FCC proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

Aug. 16-18—Georgia Assn. of Broadcasters, summer meeting, Jekyll Island.

*Aug. 18-21 — National Assn. of Educational Broadcasters, seminar for radio station managers, U. of Wisconsin, Madison.

*Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco. Dr. Herbert F. York, Defense Dept. director of research and engineering, will speak Aug. 21 at luncheon to be held at Fairmont Hotel.

Aug. 21-23—Arkansas Broadcasters Assn., Hot Springs.

Aug. 23-24—UPI Broadcasters of Connecticut, Massachusetts and Rhode Island aboard aircraft carrier Wasp, at sea; board destroyer at Quonset, R. I., for transfer to Wasp 100 miles out; return to Boston.

Aug. 24-28—American Bar Assn., annual meeting, The Americana, Miami Beach, Fla.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

Aug. 29—Oklahoma Broadcasters Assn. summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.

Sept. 10 — Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 12—AP Broadcasters of Ohio, Columbus.

Sept. 16-18—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17-19 — Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

*Sept. 18-20—United Press International Broadcasters Assn. of Minnesota, Sawbill Lodge, Tofte.

Sept. 21-22—Louisiana Assn. of Broadcasters, Francis Hotel, Monroe.

Sept. 21-23 — Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

*Sept. 23-24—CBS Radio Affiliates Convention, Waldorf-Astoria, New York.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Sept. 29-Oct. 3 — Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 12-14 — National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—Radio-Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 18-21—Western Regional Convention, American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 26-30—National Assn. of Educational Broadcasters convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by Professional Group on Electronic Devices, Institute of Radio Engineers, Shoreham Hotel, Washington.

Oct. 29-31—New Jersey Broadcasters Assn., fall meeting, Nassau Inn, Princeton.

NOVEMBER

*Nov. 2-4—Broadcasters Promotion Assn. convention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, Tv Guide. Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

Nov. 9-10—Institute of Radio Engineers, radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

NAB REGIONAL MEETINGS

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

MORE LISTEN-ERS THAN ALL OTHER STATIONS COMBINED!



Proof of top

ACCEPTANCE

WCCO Radio delivers...

MORE LISTENERS IN HAND . . . more than all other Minneapolis-St. Paul stations *combined!* Even up to 3 out of every 4 listeners in prime morning time.

MORE ACCEPTANCE through full-size programming that attracts and holds your buying audience.

MORE MARKET . . . the hands of 1,014,720 families reaching for your product in 4 states! Basic service area: 114 counties in Minnesota, Wisconsin, Iowa, and South Dakota.

Call or write for full facts.

Nothing sells like acceptance... **WCCO Radio**

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

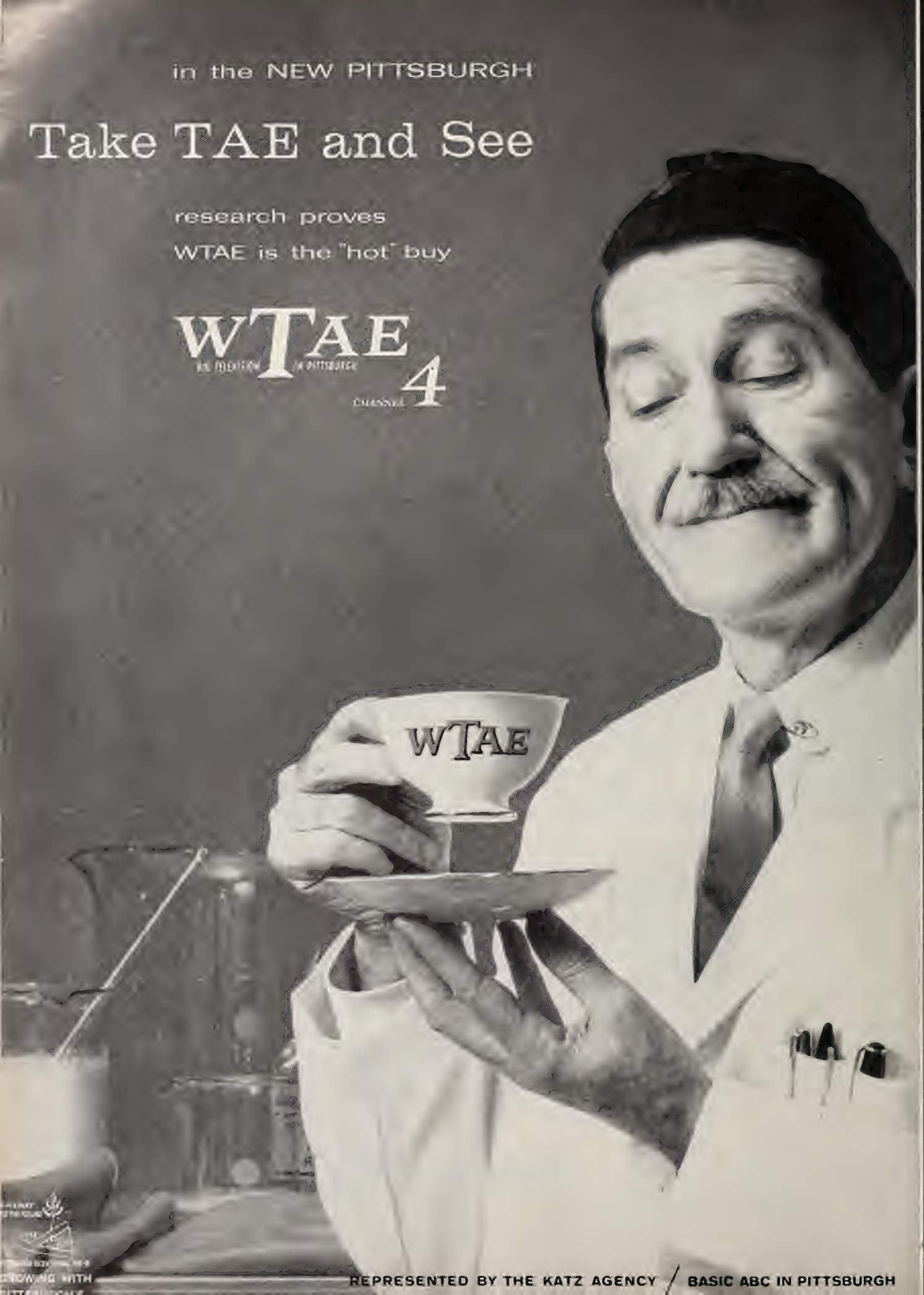
Source: Nielsen Station Index, Mar.-Apr., 1959/Station Total, 6:00 AM-Midnight, 7-day week

in the NEW PITTSBURGH

Take TAE and See

research proves
WTAE is the "hot" buy

WTAE
IN PITTSBURGH
CHANNEL 4



REPRESENTED BY THE KATZ AGENCY / BASIC ABC IN PITTSBURGH

MONDAY MEMO

from **ROBERT L. DELLINGER,** *vice president, Grant Adv., Hollywood*

Radio-tv sell non-consumer lines too

Two highly technical companies dealing in non-consumer products made a decision in recent weeks which might have far-reaching effects on the broadcasting and telecasting industry.

On the basis of advertising philosophy alone, the events may crack open the doors to radio and television for manufacturers of non-consumer goods who until now have not felt that these mass media could bring them results warranting large outlays of money.

However, two companies, Marquardt Corp., Van Nuys, Calif., and Ciba Pharmaceutical Products, New York, have decided that radio and television are the right places for them to present their messages.

News for the Engineer • The Marquardt Corp., a client of Grant Adv., has authorized a new 52-week contract for its *Engineering Report*. The daily five-minute radio program (6:55 a.m.) reports the latest science-engineering news, written from an engineer's frame of reference. The program has already passed the 500-broadcast mark and is aimed specifically at the thousands of engineers and scientists in the Los Angeles area via KFI there.

Meanwhile, in New York, Ciba has announced a tv test program *This Week in Medicine* running on stations in Miami, Dallas, Kansas City and Binghamton, N.Y. This 15-minute program, also being presented in early morning hours, consists of a roundup of medical news and is slanted completely to doctors. The general public is not invited to tune in and Ciba hopes the highly technical language it uses on the program will discourage all but doctors from watching.

The Ciba effort is believed to mark the first time in the history of pharmaceutical advertising that a prescription product will have been promoted on tv. It may, in fact, be the first time a prescription product has ever been promoted in any consumer medium.

Ciba feels its new approach will break the log jam in advertiser-to-doctor communications. With doctors inundated with direct mail, Ciba is attempting to reach them via its special tv effort.

Keen Competition • The Marquardt Corp. is a youthful and highly specialized research and development company in the aircraft-missiles field. Founded 15 years ago, it quickly established a reputation for engineering competence. The rapid success of the organization, however, created problems. As engineering achievements were made, the company received new and more involved defense contracts, requiring it to expand its engineering and scientific staff. As new projects were undertaken, the company found itself in an urgent need for large numbers of high quality professional engineers and scientists which were, and are, in extremely short supply.

Compounding Marquardt's problem even further was the fact that these critical engineers and scientists were also being sought by companies with well known reputations and war-time records of achievements. Engineers tended to join the well known companies.

The problem appeared to be how to establish among the target audience "Marquardt's engineering and scientific achievements, quickly, and on a level with their major competitors." And the next question: How to do it with a limited advertising budget?

Finding the Market • Research supplied the first key to the answer. It was learned that the Los Angeles area with its $23 million weekly aircraft payroll held approximately 31.6% of the aviation and missile industry's engineers and scientists.

Knowing something about the characteristics of the prospects, and having pinpointed their location, the problem then was to reach them. Our primary budget went into trade journals because of their proven ability to deliver a vertical audience on a low cost per thousand basis. However, since the engineering market in Los Angeles is so highly concentrated, a test radio campaign seemed like a good idea.



The second and most important key to the problem was then discovered. With some 50 engineering and scientific categories—each with its trade journals, society meetings, pamphlets and direct mail—we learned that it is extremely difficult for engineers to keep up-to-date with the rapidly advancing technology. Why not then an engineering-science news digest which the engineers and scientists could listen to while driving to work.

The program philosophy was that it would be designed for engineers and scientists only. It would be written by technical editors, in technical language and presented by an authoritative, "engineer"-sounding announcer.

Hitting the Target • Perhaps the significance of the Marquardt success and the current Ciba test can be summed up by Jack Anderson, Marquardt manager of advertising and public relations, "In today's rapidly expanding economy with its myriad of sales and communication literature, radio and tv offer the industrial and technical advertiser an isolated billboard away from his competitors. In essence, programs such as Ciba's and our's provide the customer and prospect with a service similar to that of a trade journal. However, instead of sharing honors for the editorial information with 100 other advertisers, you receive the individual recognition and appreciation of the interested audience."

Twenty-nine-year-old Bob Dellinger is vice president and chairman of Grant Adv.'s Hollywood plans board. Prior to his current assignment, he was vice president and manager of Grant-Dallas. He joined Grant three years ago as public relations director, Hollywood. Before joining Grant, he was with Brown-Forman Distillers, Louisville, and General Electric Co., Los Angeles. A graduate of Indiana U., Mr. Dellinger was a member of the 1951 All-Big-Ten track team and is holder of numerous mile and two-mile run records. After college he served in the Korean War as Air Force first lieutenant. He is active in professional and civic organizations in Los Angeles and is a former director of the Los Angeles Advertising Club.

Corinthian's changing

in Sacramento...

KXTV

(Formerly KBET-TV)

. . . is now a Corinthian Station . . . and new aggressive local management is already busy . . . strengthening the program structure . . . tripling newscasts . . . stepping up promotion . . . improving facilities.

KXTV can now tap the pooled resources, talent and experience of the four other Corinthian Stations and the Corinthian staff.

There is now a Corinthian Station in the capital of California serving the Central Valley . . . the fastest growing area in the fastest growing state . . . another Corinthian Station on the move in a market on the move . . . represented by H-R television.

CBS TELEVISION

CORINTHIAN STATIONS *Responsibility in Broadcasting*

the television picture

in Houston...

KHOU-TV

(Formerly KGUL-TV)

...it's a new name to go with a new look... newscasts tripled and a Washington News Bureau . . . exciting news personality Larry Rasco . . . Houston's first noon news and only woman's show . . . intensified, talk-creating promotion.

And construction is now underway on a striking new studio plant . . . designed to be a showcase for television in the burgeoning Houston market.

Another Corinthian Station on the move in a market on the move . . . represented by CBS-TV spot sales.



RESPONSE THROUGH RESPONSE-ABILITY

Advertisers demand *response* and they get it on WJAR, the best buy in a "must-buy" market. Our responsibility to you stems from 35 years of solid-sell to the nation's most concentrated population, with buy-ability.

PLUS

- New personalities, programming and promotion
- Low cost per thousand
- 5000 watts of Sell, in the Billion-Plus market
- *Merchandising* if you need it
- Top buy in a Top Test Market

THE "BIG SOUND" means BIG SALES



SALESMAN
SHERM BROWN
5 a.m. — 9 a.m.
Monday through Saturday



SALESMAN
LARRY MARTIN
9 a.m. — 12 Nn.
Monday through Saturday



SALESMAN
ART LAKE
12 Nn. — 2 p.m.
Monday through Friday



SALESMAN
RUSS VAN ARSDALE
2 p.m. — 5 p.m.
Monday through Friday



SALESMAN
ART CURLEY
5 p.m. — 9 p.m.
Monday through Friday



SALESMAN
GENE DE GRAIDE
9 p.m. — 1 a.m.
Monday through Saturday

NBC NEWS, SPORTS, MONITOR

920

WJAR RADIO PROVIDENCE

Sister station of WJAR - TV
Represented proudly by Edward Petry & Co.

OPEN MIKE

New England study

EDITOR:

Well done on your New England study. The "comeback" you write about is no news to me since many of our clients have been registering unusual sales gains in this important region.

Peter Bardach
Senior Media Buyer
Foote, Cone & Belding
New York

EDITOR:

I found the article on New England absorbing, surprising and well developed.

Allan Sacks
Media Buyer
J. Walter Thompson Co.
New York

EDITOR:

Please send us 10 reprints . . .

Harriet E. Benton
Radio-Tv Director
Ray Barron Inc. Adv., Boston

EDITOR:

I was most pleased to read your special report on New England. Capt. Thomas Tibbals came to Boston in 1635 and founded Milford, Conn., in 1639. Since then New Englanders have survived Indians, Red Coats, depressions, panics, world wars and industrial, labor, financial and economic crises perhaps better than any other area of our country. Their fault is in "hiding their light under a bushel" and it is high time somebody really spoke up and gave us the facts.

Congratulations on a fine article.

Walter A. Tibbals
Vice President
Norman, Craig & Kummel
New York

EDITOR:

I congratulate you on what I consider to be a first-rate job. In fact, I enjoyed it so much that I took the liberty of inserting a portion of this special section in the *Congressional Record* yesterday.

Sen. Norris Cotton (R.-N.H.)

EDITOR:

. . . you may be sure that it will be of use to my staff as well as myself.

Rep. James C. Oliver (D-Me.)

EDITOR:

. . . it appears to be a spendid effort in acquainting the public with the opportunities and the progress being made in the New England area.

Sen. Styles Bridges (R-N.H.)

EDITOR:

Your special report . . . is the kind of comprehensive reporting for which you are famous. . . . New England for too long has been misunderstood. . . .

Arthur H. McCoy
John Blair & Co.
New York

EDITOR:

May I add my congratulations . . . Would it be possible to get reprints of this story for local distribution?

George H. Jaspert
WCCM Lawrence, Mass.

EDITOR:

. . . I am happy to see BROADCASTING putting the facts in perspective. . . .

Rep. Emilio Q. Daddario
(D-Conn.)

EDITOR:

Congratulations on a very fine piece —comprehensive, factual, well written. . . .

George H. Arris
Financial Editor
Providence Journal and Evening Bulletin
Providence, R.I.

EDITOR:

. . . This report should give a much needed boost to the broadcast media here in New England which has not, heretofore, received its proper share of the broadcast dollar from the national advertisers.

Please send me 10 copies. . . .

George C. Bingham
Vice President and New England Sales Manager
Walker-Rawalt Co.
Boston

[EDITOR'S NOTE: Reprints of "What's Really Happening in New England" are available at 20 cents each.]

EDITOR:

Congratulations on your remarkably analytical story on New England. I, for one, would like to see additional articles of the same sort on other sections of the country. I feel your New England story is very helpful and be-

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

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lieve that others could likewise be beneficial.

A. Burke Crotty, Vice Pres.
Ellington & Co., New York

[EDITOR'S NOTE: Market stories have been carried on other sections of the U.S. will be in the future. Others were: the South, Nov. 15, 1954; Georgia, Dec. 27, 1954; the Carolinas, March 21, 1955; the mid-Gulf states, June 27, 1955; Pacific Northwest, Jan. 9, 1956; California Jan. 30, 1956; Texas, July 23, 1956.]

'Fm can sell' reprints

EDITOR:

I am writing to ask if you would be so kind as to send me a reprint of your study of fm radio ("Have audience, can sell—fm") published Feb. 9.

M.O. Ross, President
Butler U., Indianapolis

EDITOR'S NOTE: Reprints are available, 15¢ each.

KAYS-TV and the tornado

EDITOR:

After 10 years of trade press study, I'm sure the most interesting, best-handled story I have read appeared in your June 8 issue, page 74 ("Tornado warner becomes twister victim"). . . .

It might be interesting to you to know also that your article has evidently created substantial curiosity about our weather operation from stations pretty much all over.

This is a rather unexpected by-product of losing a tower, but a welcome one both from the standpoint of publicity (which we do not find embarrassing—only different) and the broader fact that we honestly believe in our public responsibility in this matter and think we have an idea of value to pass along.

John Q. Quigley
Operations Mgr.
KAYS-TV Hays, Kan.

Civic spirit runs high

EDITOR:

Four mayors, two chamber of commerce presidents and two legislators are radio broadcasters in Washington state. As BROADCASTING reported June 8, Yakima has unique status—the president of the Chamber of Commerce is Jack Goetz, KIT, and Tom Bostic, KIMA, is mayor.

KPQ Wenatchee has had two presidents of the Chamber of Commerce in the past nine years. Currently it's Pat O'Halloran, vice president of KPQ. Other mayors besides Mr. Bostic are John Condon, KTAC Tacoma, mayor of Puyallup, and Allan Miller, KWSC Pullman.

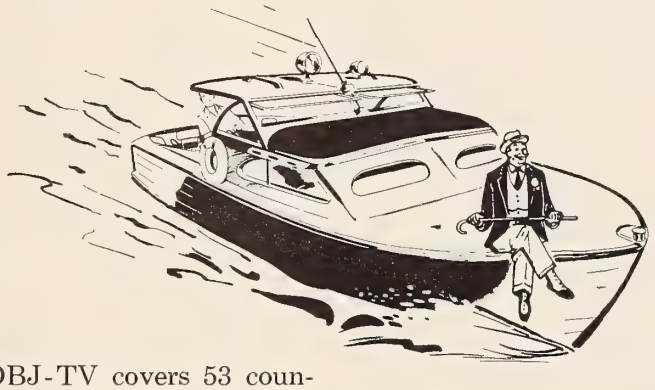
Any other state radio men so community minded?

James W. Wallace
KPQ Wenatchee, Wash.

[EDITOR'S NOTE: State legislators are Joe Chytil, KELA Centralia-Chehalis, and Pat Nicholson, KBRO Bremerton.]

Ask the man who gets around...

WDBJ is one of the best buys in television . . . anywhere!



WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, TOP O' THE MORNIN' (music, news, weather, fun) most popular early morning viewing in the area, delivers viewers for only 74 cents per M on a 5 Plan; 58 cents per M on a 10 Plan.* A powerful "live" boost for your product; powerful, sales-producing merchandising support provided, too!

It will pay you to take a closer look at TOP O' THE MORNIN' and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS TELEVISION CHANNEL 7

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

1

United Press International news produces!

WSBT-TV ...SOUTH BEND, INDIANA'S DOMINANT STATION



MIKE MAY... Pied Piper of South Bend

Mike May's "Popeye Theater" is South Bend's top TV show for children. With puppets and personality, Mike weaves a special brand of make believe magic. And the kids love it, whether at home or participating in the studio audience.

The Jan.-Feb. ARB gives this daily afternoon show a 23.8 rating—more than double the combined ratings of all area stations (4:00-5:00 P.M.). Advertisers' success stories are legion on WSBT-TV's "Popeye Theater". It is typical of the many highly rated local personality shows on WSBT-TV.

WSBT-TV dominates South Bend . . . the focal point of Indiana's prosperous second market. This station carries 8 of the 10 top rated shows; averages 45.2% share of sets in use. Effective Buying Income in WSBT-TV's 15-county coverage area is $1,613,896,000!

For free market data book and remaining "Popeye Theater" availabilities, see your Raymer man or write this station.

WSBT-TV

ONE OF CBS' HIGHEST-RATED STATIONS

SOUTH BEND, INDIANA • CHANNEL 22

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

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VICE PRESIDENT.....Maury Long
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COMPTROLLER.....Irving C. Miller
ASST. SEC.-TREAS.....Lawrence B. Taishoff

BROADCASTING*

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MAKING A MARK IN THE BAY AREA WITH THE BIG, NEW BIG BAY RADIO SOUND



New excitement, new fun on Channel 91 are swinging folks on all sides of San Francisco Bay to BIG BAY RADIO...the big, new "kissin' cousin" of Channel 98 in Los Angeles. The same concept of *contemporary* programming, brisk pace and 'round the clock fun that resulted in Rocketing Ratings in Los Angeles is now pulling in Bay Area listeners.

Get aboard NOW... and sell the important Big Bay Area with audience-grabbing BIG BAY RADIO.

KEWB • Bermuda Building • 2150 Franklin • Oakland 12, California

EXbrook 7-2891 • TEmplebar 6-0910

KEWB

ROBERT M. PURCELL, president
MILTON H. KLEIN, general manager

THE KATZ AGENCY, INC.
National Sales Representatives

A Service of Crowell-Collier

KEWB
Channel 91
San Francisco
Oakland

KFWB
Channel 98
Los Angeles

ROBERT M. PURCELL
President
and
General Manager

THREE POINTS OF VIEW ONE CONCLUSION: KFWB IS NUMBER-1 IN LOS ANGELES



Pulse View: *KFWB is Number One in Los Angeles — daytime or nighttime*

Nielsen View: *KFWB is first station in total audience in the Los Angeles Area*

Hooper View: *KFWB has the largest audience of any radio station in the U.S.*

ROBERT M. PURCELL,
President and Gen. Manager

JAMES F. SIMONS
General Sales Manager

Channel 98 — my mommy listens to KFWB

6419 HOLLYWOOD BOULEVARD, HOLLYWOOD 28/HOLLYWOOD 3-5151

Represented nationally by
JOHN BLAIR & CO.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 29, 1959
Vol. 56 No. 26

NEW PUSH FOR COLOR TELEVISION

- **Get-behind-color meeting draws score of leading broadcasters**
- **RCA picks up significant support in its long, lonely campaign**
- **Point of meeting: color can be used to boost television billing**

Esthetics be damned. There's money to be made in color tv, and now's the time to go after it.

Distilled, that was the message given representatives of some of the country's leading television stations last Friday (June 26) in New York. They were brought there by the invitation of Triangle stations' Roger Clipp to hear (1) status reports on where color is today and (2) what they should do about it. What they should do about it is sell it, said Mr. Clipp, "in our own selfish interests."

The closed-door session in the Waldorf-Astoria was made significant by the fact that the prime mover in this instance was not RCA, which until now has been a lonely champion of color, but an independent broadcasting group. It was also significant in its audience, all top-drawer broadcasting executives who went out of their way to hear the dollars-and-cents presentations.

This is what they heard:

• From TvB's Pete Cash—Color is tv's "ace in the hole" in the competition for more advertising dollars.

• From Mr. Clipp—While blame for the lack of color acceptance until now cannot be laid to stations, a push now by 400 or 500 stations would undoubtedly increase set sales. What's needed: A $200 set.

• From RCA's Charles Denny—Color can fulfill its promise and already has in six "significant" areas.

• From NBC's Tom Coffin—The addition of a color dimension can increase a show's audience by as much as 80%.

• From Mort Farr, a distributor-retailer from Upper Darby, Pa.—A recounting of how much color sales can mean to the appliance merchant, and reasons why the public *will* pay a premium for color.

• From NBC-TV's Don Durgin, vice president for network sales—A recap of the network's color plans for the 1959-60 season, highlighted by 250 hours of color in this year's fourth quarter (up 30% over last year), expansion of color studio facilities and continuation of seven-day-a-week color programming.

The play-by-play on the color tv presentation follows below. See AT DEADLINE for report on participant reaction.

Norman E. (Pete) Cash, president of the Television Bureau of Advertising, developing the thesis that color is tv's "ace in the hole," offered an analysis of television business in the immediate future: Cost will continue to rise; profit margins will shrink unless rate increases can be justified. The "ace", he said, could be color tv because research by both Crosley and NBC have shown that color can increase substantially the ratings of a program. Increased circulation, Mr. Cash stressed, can mean justifiable rate increases.

The most pressing immediate need, he said, is the promotion and the selling of color sets.

(Mr. Cash claimed there is an additional $70 million for tv in the advertising marketplace—if color programming were more widespread. He enumerated, one by one, the expenditures by the top 100 national advertisers for "color advertising" in other media and estimated a percentage from each medium that could accrue to tv—provided color tv could be made available and attractive to advertisers. He suggested these inroads were possible:

• From magazine's total of $145 million in color advertising, color tv could garner $29 million.

• From billboards' $63 million, color tv could capture $12.6 million.



TRIANGLE'S CLIPP
He called the color meeting

• From newspapers' $122 million color tv could lure away $25 million.

Mr. Cash urged the industry to compete more aggressively with the printed media for the "color franchise," and added:

"We must improve our medium now rather than coast on the highest levels of billings our industry has ever imagined."

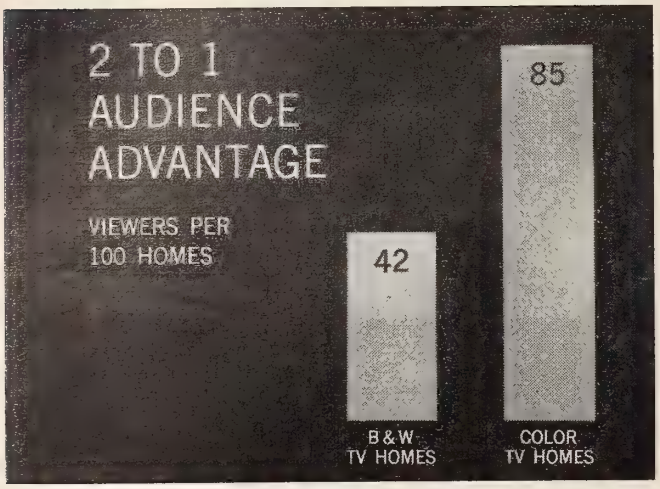
Clipp's Views • Roger W. Clipp, vice president and general manager of the Triangle Radio and Tv Station Division, expressed the view that the core of color tv's problem is "price" and added:

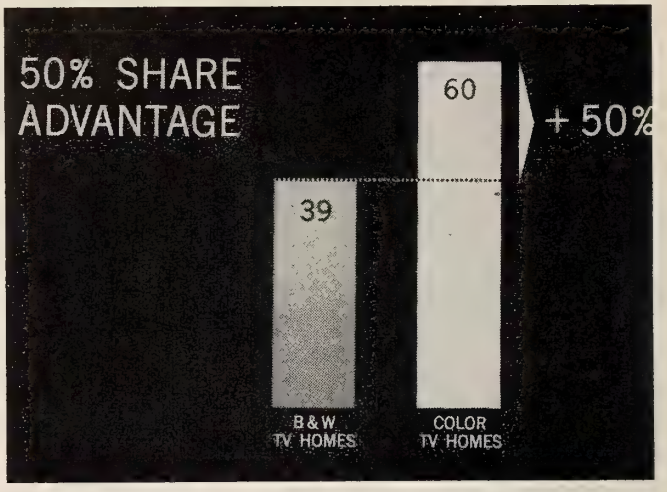
"A $200 color set would sell like hotcakes."

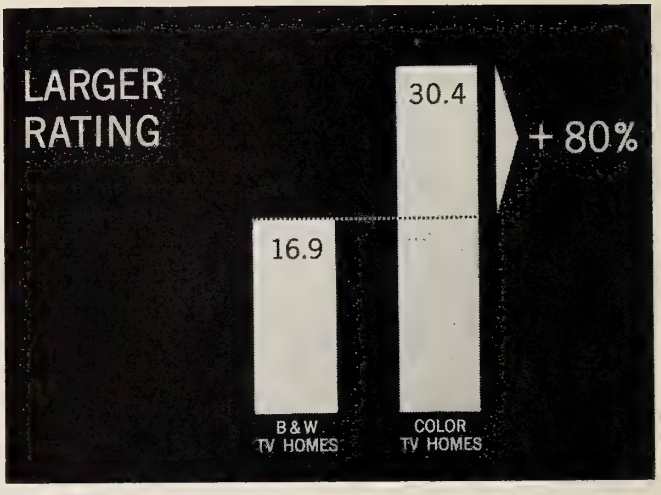
(RCA, however, feels there is little likelihood of a reduction in the selling price of color receivers in the immediate future since there are no new developments on the horizon that would substantially lower production costs. The lowest-priced model now retails for $495.)

Mr. Clipp conceded that the price of color receivers cannot come down to "mass buying levels" until a

HOW COLOR BEEFS UP AUDIENCE







What does color do for your audience standing? More sets are turned on. A higher share of audience watches. There are more viewers at each color set than at black and white sets.

These answers are the crux of a color tv progress report handed down by NBC last week, first on Wednesday at a network-sponsored presentation and again Friday before the Triangle-assembled broadcasters. The network had commissioned Trendex to conduct a special study of viewing in color tv homes in Boston, Omaha, Chicago, Milwaukee and Philadelphia. The sample: 8,000 interviews conducted by standard telephone coincidental.

Dr. Thomas E. Coffin, director of research, NBC, disclosed these survey highlights:

• Color tv's overall audience advantage is 2 to 1. That is, twice as many people watch the color programs in color homes as in black-and-white homes. One factor: 50% of color homes had their sets in use, compared to only 43% of the control black-and-white homes.

• Color programs enjoyed a 50% advantage in share-of-audience among color owners. Color shows got 60% of the audience in color homes, compared to 39% in black-and-white homes.

• With higher sets-in-use levels and greater share of audience, the rating of the color programs was 80% higher in color homes—averaging 30.4 in color homes vs. 16.9 in black-and-white homes.

• On the average, the number of viewers watching tv was 12% greater in color homes. Sidelight: Color programs reach 24% more men per set.

Interviews were divided equally between color homes and black-and-white homes. In order to match these two samples as closely as possible, the next-door neighbors of color set owners were interviewed. Four NBC-TV programs were picked for investigation. They were *Steve Allen, Dinah Shore, Arthur Murray Party* and *Perry Como.* Patterns of audience gains held true for each show, Dr. Coffin said. Consistency of results also held up in each of the individual markets.

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sufficiency of programming and a guarantee of quality reception are provided.

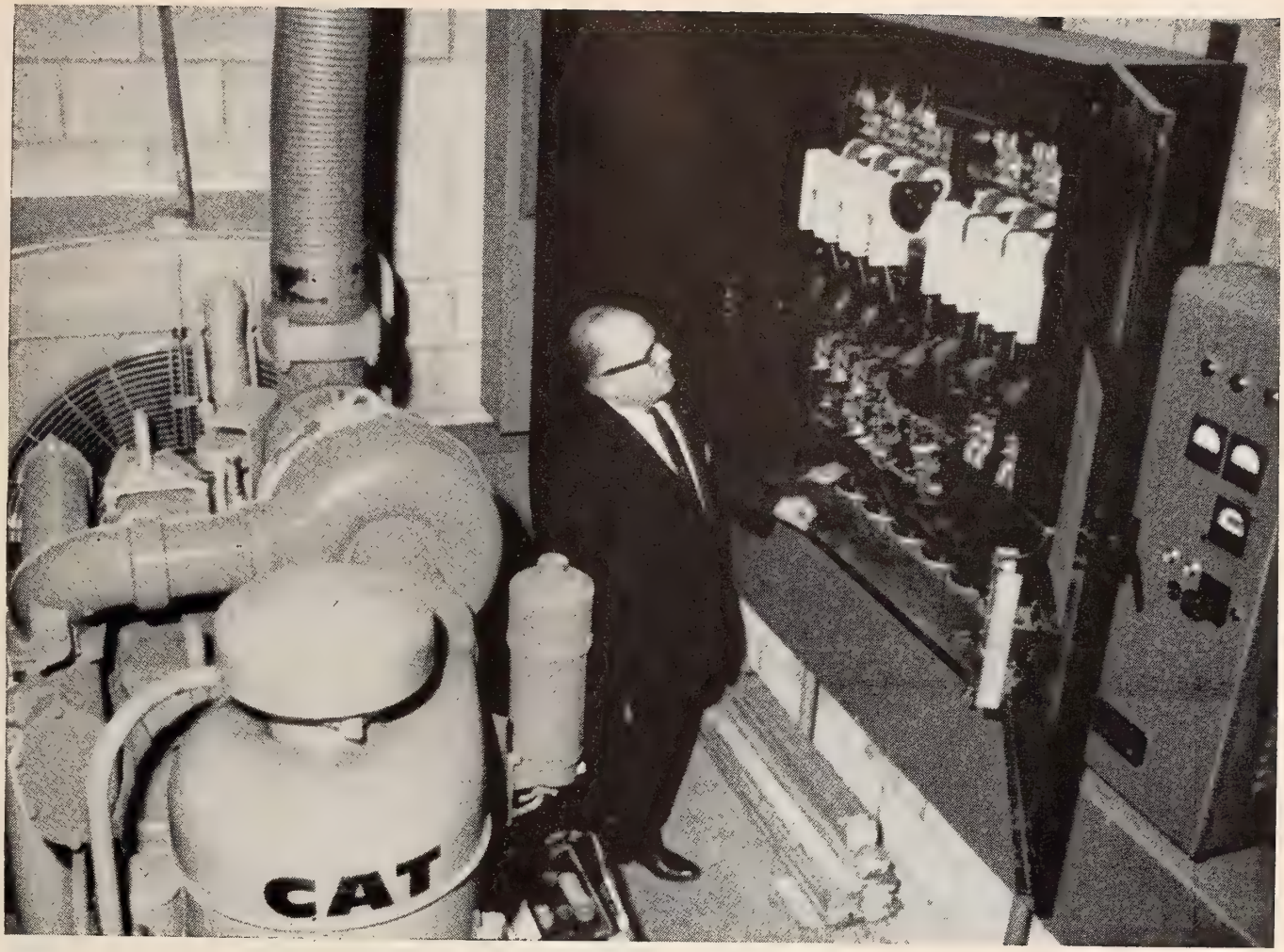
"When these two elements are achieved," Mr. Clipp declared, "we will then be on the road to the third and final phase of color development, which is true circulation."

Mr. Clipp contended that "The lack of development of color is not due to lack of promotion on the part of stations," but added, "on the other hand, if 400 or 500 stations got solidly behind color promotion and saturated their schedules daily with color messages, of course more tv sets would be sold."

Set Sales • Mort Farr, appliance retailer-distributor in Upper Darby, Pa., and recent Brand Names Foundation retailer of the year award winner, called color tv "the hope of television merchandising." He noted that the set owner today has no compelling reason to trade in his set—except to buy a color receiver. His recommendation: broadcasters should step up their color programming and promote their color shows aggressively.

He insisted that price is not "the controlling factor" in hindering the sale of color tv sets. Mr. Farr indicated that with a hard-hitting promotional effort by the manufacturer and broadcaster and specialty selling by the wholesaler and retailer, color sets can be moved. He observed that in 1958 the sale of color tv sets accounted for 16% of his business and he predicted that his 1959 color sales will be double those of last year. To buttress his contention that price need not be a deterrent to sales, Mr. Farr pointed out most cars are sold with a full complement of extras that run between $700 and $800 and high-priced stereophonic equipment sales are soaring.

RCA's Forecast • Charles R. Denny, vice president, products planning, RCA, who noted that color will affect every phase of the tv industry, underscored color's impact on tv's future growth



Robert J. Sinnett, Director of Engineering for WHBF Radio and TV, checks emergency power supply automatic switching panel at WHBF-TV transmitter.

His Responsibility: Reliable Service to WHBF Radio and WHBF-TV Audiences--and to our Advertisers, Also



Bob Sinnett has been a part of the Quad-City radio industry longer than anyone else. Now completing his 28th year at WHBF, his job is to keep several million dollars worth of broadcasting equipment running smoothly. Bob is a registered professional engineer, a senior member of the Institute of Radio Engineers and has served on the NAB Engineering Committee.

With this background as a guide, Bob has installed at WHBF, Radio and TV, emergency equipment to cut program interruptions to an irreduceable minimum. Both WHBF Radio and TV have stand-by transmitters and antennae. WHBF-TV has an emergency generator, pictured above, that automatically takes over when central station power fails. There's a stand-by microwave link between our studios and TV transmitter. Our 1000-foot tower has an elevator to speed maintenance.

Throughout WHBF engineering facilities there is duplicate and stand-by equipment to take over if primary equipment should fail. In addition, Bob's crew follows a rigorous preventive maintenance program.

All this adds up to fewer outages and fewer commercials missed; less need for make-goods or credits and the extra work this entails; virtual elimination of audience annoyance at program interruptions. It assures audience and advertisers alike of constant, reliable service from WHBF, prestige Radio and TV.

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

Represented by Avery-Knodel



Hooray For Un-Formula!

A "formula" radio station is definitely what WBT ain't.

WBT's programming is varied—creative—responsible.

Popular, too. Pulse surveyed the 25 county Charlotte area (just a portion of WBT's Basic Service Area) and found a 92% WBT lead mornings, 69% afternoons and 123% at night.*

Grab some WBT availabilities so you'll have something to cheer about in the nation's 24th largest radio market. Call CBS Radio Spot Sales for details.**

*Pulse 25 county area 1959 (March)
**A. C. Nielsen Co.

WBT Charlotte

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

and prosperity by remarking:

"If color tv did not exist today we'd have a crash program to invent it."

He predicted that color tv's growth will be a "spiraling development." It will parallel the nurturing of black-and-white tv, Mr. Denny said, with increase in sets resulting in more color-equipped stations and more color programs. He stated that color is beginning to "mesh" and results are evident. He made this suggestion:

"Now it is up to those of us who are aware of color's great future to beat the drums for color. It is in their own self-interest that broadcasters join with manufacturers and retailers in making color television an integral part of family living."

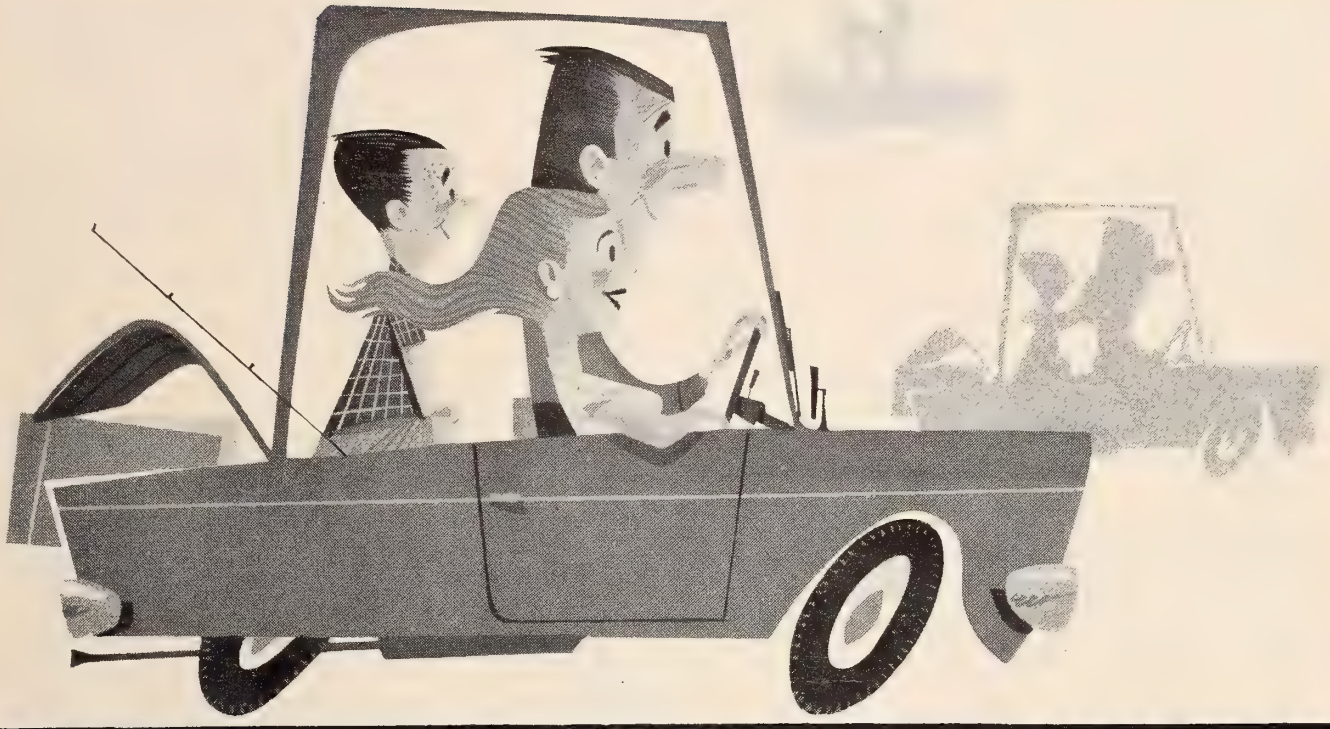
He listed these six "significant developments" in color: during the recession, color achieved "new record gains" and is still climbing; NBC is expanding its color programming; RCA's dealer-distributor operation shows increasing color profitability; Admiral is entering the color receiver field; a growing number of stations are increasing color programming, and top tv critics are enthusiastic about color shows.

These were the broadcasters due to attend the get-behind-color meeting in New York last Friday:

Thomas E. Howard, vice president, WBTV (TV) Charlotte, N.C.; Brent O. Gunts, manager, WBAL-TV Baltimore; Jesse H. Cripe, vice president-general manager, WFGA-TV Jacksonville, Fla.; Ole G. Morby, broadcast operations coordinator, Time Inc. (T-L-F Stations); C. Wrede Petersmeyer, president, Corinthian Broadcasting Corp.; John T. Murphy, tv vice president, Crosley Broadcasting Corp. and general manager, WLWT (TV) Cincinnati.

James Schiavone, manager, WWJ-TV Detroit; Harold Grams, general manager, KSD-TV St. Louis; Howard W. Maschmeier, general manager, WNHC-TV New Haven; Fred W. Thrower, vice president-general manager, Lecitt J. Pope, operations vice president, and Otis Freeman, chief engineer, all of WPIX (TV) New York; William B. McGrath, vice president-managing director, WHDH-TV Boston; William N. Davidson, vice president-general manager, WRCA-TV New York.

Harold C. Lund, vice president for Pittsburgh area, Westinghouse Broadcasting Co., Alexander Field, program manager, WGN-TV Chicago; Donald Davis, president, KMBC-TV Kansas City; George Comte, vice president-general manager, WTMJ-TV Milwaukee; Harold P. See, general manager, KRON-TV San Francisco; John Scheuer, director of public relations and programming, Radio-Tv Div., Triangle Publications.



MILLIONS OF YOUR CUSTOMERS
WILL BE COMING TO THE LAND* OF

Profitunity



* 26 counties in Florida's richest industrial-agricultural trade area!

If you think the millions of annual visitors who'll be spending their vacations in the Land of Profitunity are going to miss Wagon Train, or Groucho, or Dave Garroway just because they are on vacation—*you don't know your average American.*

Many of them would as soon give up an arm as their favorite television show!

They are your customers. Keep them sold! Spot your product on WFLA-TV. Channel 8 delivers the Tampa-St. Petersburg Metropolitan Market—America's 26th Retail Market—PLUS 26 rich, able-to-buy West Coast and Central Florida counties—*the Land of Profitunity!*

Write for all the details.

Figures from Sales Management 1959 Survey of Buying Power.

NBC

wfla-tv CHANNEL 8
TAMPA - ST PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

FORD LEADING NETWORK TV

P&G still biggest multi-product spender

The spring sales drive for Ford passenger cars has shown up in the record of network tv time purchases. Ford Motor Co.'s Ford Div. allocated $738,988 gross billing for the cars in April alone.

The Ford investment is revealed in Television Bureau of Advertising's supplementary report of gross time charges for network tv covering the period from January through April this year. Compilations were made by Leading National Advertisers and Broadcast Advertiser Reports.

Ford's heavy concentration moved the passenger car to the top of the April list of the leading 15 brands in network.

Other outstanding items revealed in the report:

• Network tv daytime billings in the first four months of the year increased 25.8% compared to the same period of 1958. The figures: $70.6 million-plus this year compared to $56.1 million-plus last year.

• Procter & Gamble, No. 1 national advertiser and unquestionably tv's national leader, registered over $4.6 million gross billing in network tv in the month of April. This is more than the combined investment for General Motors and Ford Motor in network that month, and more than the combined billing of the four cigarette companies appearing in the top 15 list for April (R.J. Reynolds, P. Lorillard, Liggett & Myers and American Tobacco).

• The constant climb of the food category continues at a rapid rate. On the basis of the January-April period, food billings have shot ahead of last year by at least $4.3 million and are outstripping the nearest contending category (toiletries and toilet goods advertisers) by some $6.3 million.

Top 15 network companies April 1959

1.	Procter & Gamble	$4,691,463
2.	Lever Bros.	2,742,586
3.	American Home Products	2,158,552
4.	Colgate-Palmolive	2,015,795
5.	General Motors	1,998,166
6.	General Foods	1,721,491
7.	R.J. Reynolds Tobacco	1,300,104
8.	Sterling Drug	1,145,873
9.	P. Lorillard	1,108,873
10.	Ford Motor	1,024,145
11.	Liggett & Myers Tobacco	1,018,458
12.	General Mills	1,008,565
13.	American Tobacco	957,900
14.	Bristol-Myers	936,385
15.	Gillette	923,674

Top 15 network brands April 1959

1.	Ford cars (Ford Motor)	$738,988
2.	Anacin tablets (Whitehall)	735,544
3.	Chevrolet cars (General Motors)	687,037
4.	Tide (Procter & Gamble)	673,079
5.	Gleem reg. aerosol toothp. (P&G)	651,618
6.	Colgate reg. aerosol dent. cr. (C-P)	598,775
7.	Bayer aspirin (Sterling Drug)	550,216
8.	Phillies (Bayuk Cigars)	530,481
9.	Winstons (R.J. Reynolds)	505,767
10.	L&Ms (Liggett & Myers)	497,341
11.	Kents (P. Lorillard)	475,552
12.	Camels (R.J. Reynolds)	475,233
13.	Plymouth cars (Chrysler)	454,290
14.	Viceroy (Brown & Williamson)	442,915
15.	Handy Andy cleaner (Lever)	440,529

Estimated expenditures by product classification

	April 1959	Jan.-April 1959	Jan.-April 1958
Agriculture & Farming	$ 187,196	$ 670,180	$ 46,688
Apparel, Footwear & Accessories	618,877	1,644,000	1,270,000
Automotive, Automotive Accessories & Equipment	4,154,195	15,679,299	20,466,072
Beer, Wine & Liquor	278,486	1,509,070	2,235,626
Building Materials, Equipment & Fixtures	275,890	1,070,009	556,134
Confectionery & Soft Drinks	796,706	4,381,345	3,220,606
Consumer Services	295,893	1,368.009	1,442,049
Entertainment & Amusement	226,920	226,920	212,616
Food & Food Products	9,218,553	40,188,475	35,833,722
Freight, Industrial & Agricultural Development	78,260	155,103	—
Gasoline, Lubricants & Other Fuels	588,202	1,288,210	997,234
Horticulture	105,055	143,843	274,554
Household Equipment & Supplies	2,667,693	9,260,515	7,508,076
Household Furnishings	517,804	1,303,464	1,128,144
Industrial Materials	1,639,576	7,281,814	6,851,724
Insurance	1,017,878	3,688,566	2,351,487
Jewelry, Optical Goods & Cameras	1,523,409	3,526,614	3,402,604
Medicines & Proprietary Remedies	5,112,581	24,621,709	20,189,713
Office Equipment, Stationery & Writing Supplies	414,978	1,539,270	2,281,488
Political	—	—	66,174
Publishing & Media	—	—	580,881
Radios, Television Sets, Phonographs, Musical Instruments & Accessories	571,990	2,166,062	2,677,592
Smoking Materials	6,058,733	25,959,996	19,351,277
Soaps, Cleansers & Polishes	6,018,979	23,016,170	21,850,903
Sporting Goods & Toys	226,909	832,311	552,737
Toiletries & Toilet Goods	8,659,125	33,812,029	32,796,172
Travel, Hotels & Resorts	77,847	549,310	888,506
Miscellaneous	708,885	2,638,745	2,351,420
Total	$52,040,620	$208,521,038	$191,384,199

LNA-BAR: Gross time costs only

AD COMMANDMENT

Hutchinson off hook with lecture by FTC

A phony demonstration on tv—whether or not the claim is true—is misleading advertising.

This was the finding last week by the Federal Trade Commission in the Hutchinson's Waterproof Wax Case. The FTC made the point that a gimmicked demonstration of a product in a tv commercial—which falsely indicates or implies certain qualities or performances—is a violation of the law whether or not accompanying claims for the product are false or true.

The FTC, in an opinion by Comr. Sigurd Anderson, last week upheld this position taken by FTC counsel in their appeal from an FTC hearing examiner's ruling recommending dismissal of charges against Hutchinson Chemical Corp., Chicago. But the FTC dismissed the case against Hutchinson anyway on grounds FTC counsel failed to disprove the implications made in the demonstration.

Charles Sweeney, director of the FTC's radio-tv monitoring service, said that although the case was dismissed, the FTC holding against phony tv demonstrations was its most important decision in tv since the Rolaids case in which the FTC obtained a consent decree in its move against "white smock" and other visual misrepresentations.

At issue were FTC charges made against Hutchinson May 7, 1958, that the firm's "flaming-automobile" tv commercial violated the FTC Act. In the tv demonstration, the product was applied to the metal surface of a car, an inflammable liquid was poured on, set afire, allowed to burn 12 seconds and then extinguished with water. The audio claim was made that the fire and water (heat and cold extremes) did not damage the auto's surface.

The FTC did not make charges against the audio claims but against the tv demonstration's implied claims. The examiner held the proof or disproof contained in the demonstration was immaterial since the audio claims were not challenged; that the demonstration alone thus was not a violation of the act. He recommended dismissal.

The FTC opinion held the language of the applicable section of the FTC Act was "deliberately couched in generalities" so the FTC and courts may

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

Who could sell them anything now... except **RADIO**



The "Companion Medium" is more Potent than ever... but there's an Important Difference between Stations!

Radio's strength is its ability to reach people *where they are.* Wherever people are awake radio reaches into their minds . . . persuasively and repeatedly. And it can do this most economically. This is the basic advantage of all radio. But there is an important difference between *ordinary* and *great* radio stations. The great station maintains the highest standards of programming, backed by substantial investment in top facilities and personnel. Its responsible management permits no carnival gimmicks, shoddy giveaways or questionable advertising. It attracts large audiences exceptionally loyal to both the station and its advertisers. Numerically, these great stations are not many. Those listed here are the great stations in 18 important markets . . . and you need add only 30 out of the more than 3,000 now broadcasting to achieve effective nation-wide reach. This total of 48 represents "The Nation's Voice." The strategy of concentrating on these leadership stations is the way to realize the full power of "the companion medium" . . . the way to put all of radio's vitality to work on your sales problems. For complete information, including data developed by Alfred Politz research, call any Christal office.

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore
WAPI Birmingham
WBEN Buffalo
WGAR Cleveland
KOA Denver
WJR Detroit
WTIC Hartford
WDAF Kansas City
KTHS Little Rock
KFI Los Angeles
WHAS Louisville
WCKR Miami
WTMJ Milwaukee
WHAM Rochester
WGY Schenectady
KWKH Shreveport
WSYR Syracuse
WTAG Worcester

HENRY I. CHRISTAL CO., INC.
NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

ARB Shows **WLOS-TV**

FIRST in the Carolina Triad!

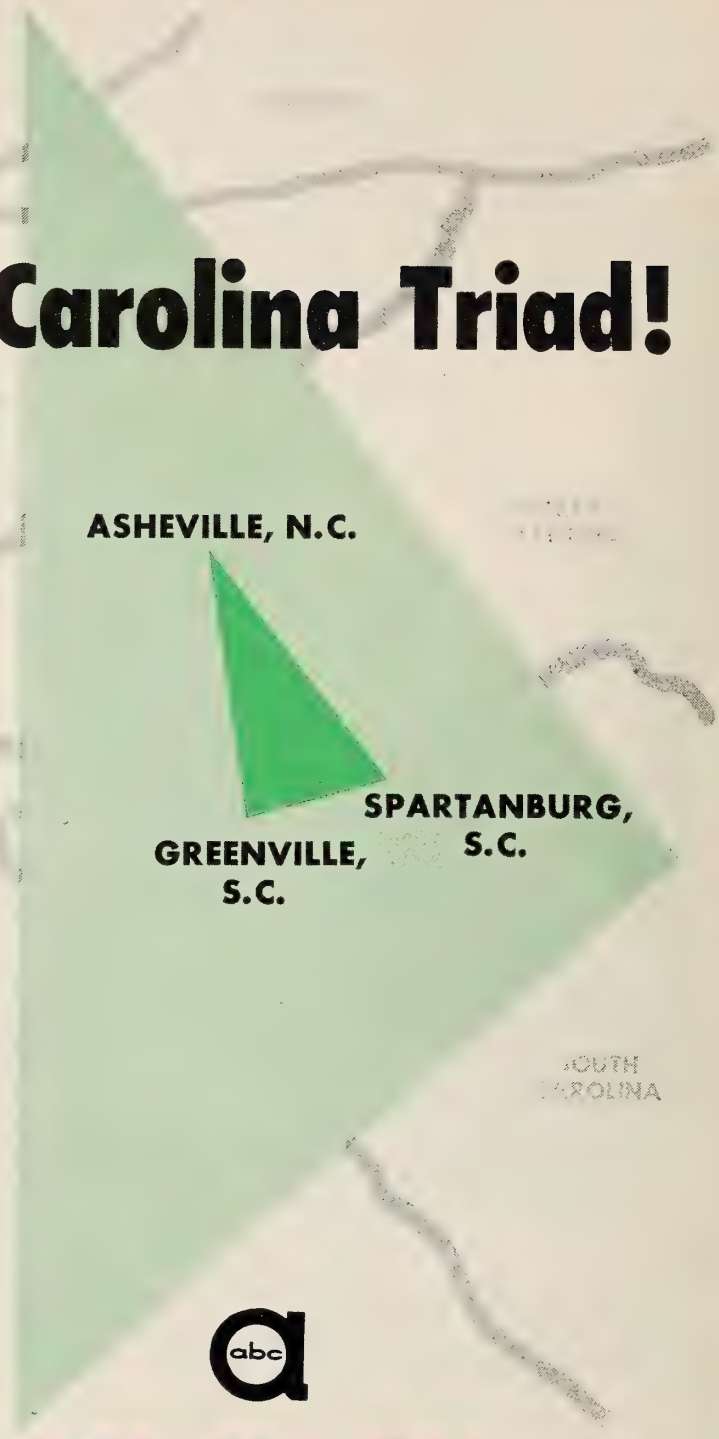
FIRST in Weekly Circulation. ARB, March tabulation shows WLOS-TV reaches 316,480 unduplicated homes weekly; 28% more than station Y, 61% more than station Z.

FIRST with 7 out of the top 10 programs in the entire Carolina Triad!

FIRST in Daytime TV. "American Bandstand" delivers more homes, (60,200 average), than any other daytime program.

FIRST in Night Time TV. "Maverick" delivers more homes (121,400 average), than any other night time program.

FIRST with movie audiences. WLOS-TV's movies are the highest-rated in the March ARB report.



O-o-o-p s... Almost **FIRST**

Station Share-Homes-Reached
Sign-on to Sign-off

Station Y	39.5%
WLOS-TV	**37.7%**
Station Z	22.8%

Just watch for the next rating report!

MORE FIRSTS ARE ON THE WAY

under WLOS-TV's progressive *new* ownership and management... working always to provide the tops in entertainment and audience!

abc

WLOS-TV

towering new force in Southeastern TV

Unduplicated ABC in
Asheville • Greenville • Spartanburg

WLOS AM-FM

Represented by: Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers, Co.

A WOMETCO ENTERPRISE

decide in each instance whether a particular practice is unfair. The FTC added that purchasers may be led to buy a product after seeing what they believe is a valid test or demonstration and if such advertising is untrue it would mislead purchasers into buying it. "The law is well settled that the public is entitled to buy what it thinks it is buying," the FTC said.

The FTC said the record fails to establish, however, that the demonstration does not prove the product is resistant to both heat and cold. An expert had testified that no damage would occur from flaming gasoline and the water for a period of five seconds, even without wax. But he did not testify whether damage would occur over the specific time of the fire-water demonstration in the commercial, 12 seconds. He said he didn't believe gasoline would burn long enough to cause damage.

L&M heads 1st quarter radio spot advertisers

It's a smoke trail in spot radio. Five tobacco giants are among spot radio's first-quarter leaders and one firm, Liggett & Myers Tobacco, leads the pack.

According to Radio Advertising Bureau, spot radio's second best customer in the first quarter of this year was Thomas Leeming & Co. (Pacquins, Ben-Gay, Silk 'n Satin).

Here are the top 10 advertisers in spot radio: 1, Liggett & Myers Tobacco; 2, Thomas Leeming & Co.; 3, R.J. Reynolds Tobacco; 4, Ford Motor; 5, P. Lorillard; 6, American Tobacco; 7, Pharmaco Inc.; 8, Campbell Soup; 9, Beneficial Finance; 10, Philip Morris.

The second 10: 11, The Borden Co.; 12, Plough Inc.; 13, Bristol-Myers; 14, Sinclair Oil; 15, B.C. Remedy Co.; 16, Chattanooga Medicine Co.; 17, Miles Labs; 18, Tetley Tea Co.; 19, Standard Oil of New Jersey; 20, Sterling Drug.

Brand Advertisers in Thousands • RAB notes that in compiling the top 20 ranking, it drew from more than 1,100 brand advertisers using spot radio during the first quarter and based the sample on sources accounting for about half of all spot radio sales.

A month ago, RAB had revealed actual first-quarter estimates of spot radio expenditures by leading tobacco firms (BROADCASTING, May 18). The billing figures came from a study conducted for the bureau by executives Radio Research Bureau. That study, measuring activity in the top 100 markets, placed Liggett & Myers' mark at $1.4 million; R.J. Reynolds at $900,000; P. Lorillard at $660,000; American Tobacco at $600,000 and Philip Morris at $400,000.

NIELSEN MADE EASY VIA MAP

Atlanta agency invents chart technique for 'instantaneous picture' of NCS No. 3

An Atlanta-based agency has devised a way to portray visually the marketing route of a tv campaign.

Liller, Neal, Battle & Lindsey, which also operates out of offices in Richmond and New York, has put together a novel adaptation of Nielsen Coverage Survey No. 3 (county-by-county data on tv station coverage). To quickly chart its path through the thicket of tv coverage statistics, the agency utilizes the following tools:

• A base map, mounted on cardboard that shows the outline of counties in clear type.

• Three-color acetate transparent cut-outs, each showing a station's county coverage.

• A color key for each of the cut-outs: yellow, blue and red. Each color represents a percentage of total homes in a county covered—yellow is 25-50%, blue is 51-75% and red is 76% or above.

• Each of the individual plastics is prepared for every station in the area for which the agency has NCS No. 3 and for other subscribing stations willing to send the agency necessary data. The total of stations so mapped is over 125.

The cut-outs are placed overlay on the map. The 25% cut off, according to the agency, is "arbitrary" and certainly not an important detail. What's wanted is a "quick, visual presentation of the voluminous data in NCS No. 3."

Pamela Tabberer, media director of the agency, explained the background of the quickie method: "We call it our 'NCS instant coverage kit'," she says, adding that there are "no fancy formulas, just straight NCS data out of the book. From the county listings, we've made up three-color acetate cut-outs, one for each station.

"When we have a coverage question we just pull cut-outs from a file and thumbtack them to a base map on the wall. It shows us any station's coverage area at a glance."

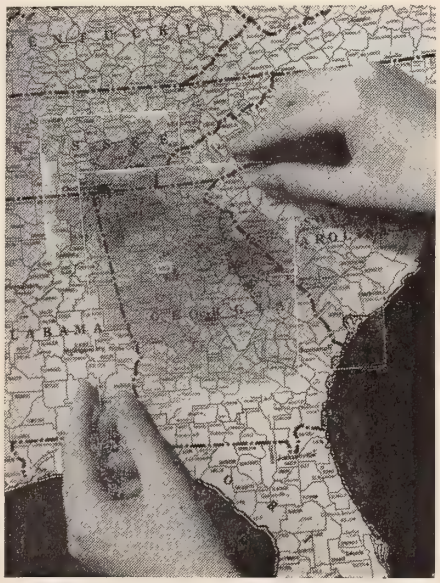
No Substitute • "It's not a substitute for the NCS report books. But it gives us a quick look at a station or a station lineup without having to go back to the books again and again for the data we've looked up before."

Miss Tabberer adds, however, that when the agency becomes involved in detail comparisons of station coverage, its media people go to the Nielsen figures. The map, she says, "enables us to give anyone an instantaneous picture of television coverage in any market or group of markets."

These are some of the uses Liller, Neal, Battle & Lindsey has found for the technique:

For direct comparison of competitive stations in the same market, overlap and duplication of adjacent markets; to enable the agency to ascertain quickly during a tv campaign's planning the coverage of a group of markets—"see where the gaps are, or suggest adding stations where we need extra coverage"; and to permit clients to have a speedy picture of coverage they can receive for any particular campaign.

Brock Campaign • Liller, Neal Battle & Lindsey has used the coverage map to chart out its tv campaign for Brock candy (Brock Candy Co., Chattanooga, Tenn.). As seen on the map, the various colors and overlay appear in the southern area of the U.S., concentrating mainly on western North Carolina, most of South Carolina, into Georgia, Florida, Alabama, Mississippi, Kentucky and eastern Tennessee.



QUICK VISUAL AID
For Nielsen facts and figures

Rent-A-Car, Mayer looking for agency

Two prestige accounts, Hertz Corp. (Rent-A-Car) and Oscar Mayer & Co., were still "loose" last week, despite agency bids for business totaling $5.5 million.

Hertz completed three days of hearings and mulled over various agency presentations, but reportedly had not decided whether to shift its $4 mil-



The Colonel is Proud to Beat the Drum Loudly

FOR WRVA-RADIO

WEST

KBOI — Boise	5,000
KHOW — Denver	5,000
KGMB-KHBC — Honolulu-Hilo	5,000
XEAK — San Diego	50,000
KIRO — Seattle	50,000

MIDWEST

WHO — Des Moines	50,000
WOC — Davenport	5,000
WDZ — Decatur	1,000
WDSM — Duluth-Superior	5,000
WDAY — Fargo	5,000
WIRE — Indianapolis	5,000
KMBC-KFRM — Kansas City	5,000
WISC — Madison, Wisc.	1,000
WMBD — Peoria	5,000

EAST

WCBM — Baltimore	10,000
WWJ — Detroit	5,000
WJIM — Lansing	250

SOUTHWEST

KFDM — Beaumont	5,000
KRYS — Corpus Christi	1,000
WBAP — Fort Worth-Dallas	50,000
KTRH — Houston	50,000
KENS — San Antonio	50,000

SOUTHEAST

WRVA — Richmond	50,000
WLOS — Asheville	5,000
WCSC — Charleston, S. C.	5,000
WIST — Charlotte	5,000
WIS — Columbia, S. C.	5,000
WPTF — Raleigh-Durham	50,000
WDBJ — Roanoke	5,000

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

WRVA

VIRGINIA'S LARGEST



SINGLE ADVERTISING MEDIUM

RADIO

Produces Sales Through

★ **Coverage**

WITH THE ONLY 50,000 WATT POWER IN VIRGINIA

★ **Circulation**

REACHING MORE THAN THREE TIMES AS MANY RADIO HOMES
AS THE SECOND STATION IN THE MARKET

★ **Programming**

GEARED TO THE FAMILY TASTE 24 HOURS AROUND THE CLOCK ALL WEEK

★ **Personalities**

THAT INSPIRE CONFIDENCE AND BELIEVABILITY

★ **Public Service**

THAT CREATES EXCITEMENT AND RESPONSE IN THE ENTIRE COMMUNITY

★ **...and now,**

NBC AFFILIATION

WRVA-RADIO

RICHMOND, VIRGINIA

DIAL 1140 AM • 94.5 FM

50,000 WATTS • NBC RADIO

lion Rent-A-Car account from Campbell-Ewald Co. Its car and truck lease service account, handled by Needham, Louis & Brorby, is not involved. Hertz currently is active in spot tv over 13 stations in 11 key markets through August.

Oscar Mayer (meat products) reported it is not likely to announce a new agency for a fortnight. It is moving its $1.5 million account (about half in broadcast media) from Wherry, Baker & Tilden in September or October. (The agency becomes Baker, Tilden, Bolgard & Barger July 15.)

FALL SCHEDULE
Networks' evenings nearly all sold out

With the networks' fall nighttime schedules near the sell-out point, the "open" areas in which Johnny-come-lately national advertisers could maneuver are becoming more limited.

Some new signings, however, were reported at each of the networks. ABC-TV and NBC-TV still have time available, but each has narrowed the openings. CBS-TV was 45 minutes per week away from saturation. Per network:

CBS-TV—Technically, as of Thursday (June 25), a national advertiser could find only this limited "availability" remaining. A half of *Space*, a Ziv production slotted for Wednesday, 8:30-9, and a third of *Lineup*, a 60-minute show that starts at 7:30 that night.

Newly-committed for *Lineup* are Vicks Chemical (vapor rub) and Peter Paul Mounds (candy), each picking up a third of the show.

ABC-TV—A new programming decision reportedly will place *Colt 45* into the 7-7:30 period on Sunday, thus advancing the start of network service a half hour that night. NBC-TV already has plans to open its Sunday night period at 7 o'clock with *Riverboat*, an hour-long production. Next up that night at 7:30 on ABC-TV is *Maverick*.

ABC-TV also picked up Ludens Inc., via J.M. Mathes, for part sponsorship of *Alaskans, Adventures in Paradise, Untouchables* and *Bronco*, and set *You Asked For It* for the Thursday, 7:30-8 p.m. period, for which Skippy peanut butter (Best Foods via Guild, Bascom & Bonfigli) is said to be signed.

NBC-TV—Advertisers for the fall continued to assemble. Among them: Bulova Watch, through McCann-Erickson, for *People Are Funny* at Friday, 7:30-8 p.m. Alternate sponsor on that show is Greyhound, via Grey. Still others were being signed for specials which will fill a large part of the NBC-TV schedule.



A summer job • That's the prize given to Howard Williams (c), Southern Methodist U. student, for winning the annual Clarke, Dunagan & Huffhines Inc., Dallas, advertising fellowship competition. He was also presented with a plaque by agency principals (1) Devane Clarke and C.C. Huffhines.

Guild, Bascom agency realigns staff, policy

Realignment of staff personnel and responsibilities at Guild, Bascom & Bonfigli, San Francisco, was announced last week by Walter Guild, GB&B president. Changes involved cover the media, creative and account service areas.

The major shuffle was in the media department. Heretofore, media buying for accounts serviced in the various GB&B branch offices was centralized in San Francisco, but under the change, the New York and Seattle offices will handle buying for their accounts. Frank Gianatassio, formerly a media buyer for Ogilvy, Benson & Mather, New York, has been named media director of GB&B's New York office. In Seattle, Collen Mattice, media director, will supervise buying for Carling and Heidelberg beers.

Creative activities on all accounts will continue to be centered in San Francisco headquarters. William Franklin, formerly coordinating account executive on Ralston Purina, has been appointed creative administrator on all accounts. Richard Tyler, previously administrative head of the media department, succeeds Mr. Franklin as coordinating account executive on Ralston, and he, in turn, is replaced as administrative head of the media department in San Francisco by Lyn Gross, previously media director there.

In Hollywood, George Allen, tv business manager, assumes additional responsibilities as coordinator of all activities there. Karl Gruener will be in charge of all tv program procurement and Dave Fulmer will head tv commercial production.

New York ad folk elect new officers

The Assn. of Advertising Men & Women, New York, last Tuesday (June 23) installed Stanley H. Rubin, account representative, Elite Letter Co., as president. G. James Proud, president of Advertising Federation of America administered the oath of office. The group's annual member award for significant contributions to the organization during the year, the Australian Cup, was presented to Stanley Linden of D.H. Terwilliger & Co., who also was installed as a vice president.

Other new officers are: Alan Jacobson, copy consultant, vice president; Dorothy Nixon, Lever Bros., secretary, Shirley Reed, Bureau of Advertising, assistant secretary, and Fred Matase, Pronto Addressing & Mailing Service, treasurer.

Labor Dept. booklet

Wage-earners, with a workweek shortened by 15 to 20 hours since 1900, have more leisure time for hobbies, sports, education, and travel *and* a greater margin of funds to use for these pursuits, according to a study by the U.S. Labor Dept. The study traces changes in American city workers' buying habits since 1875.

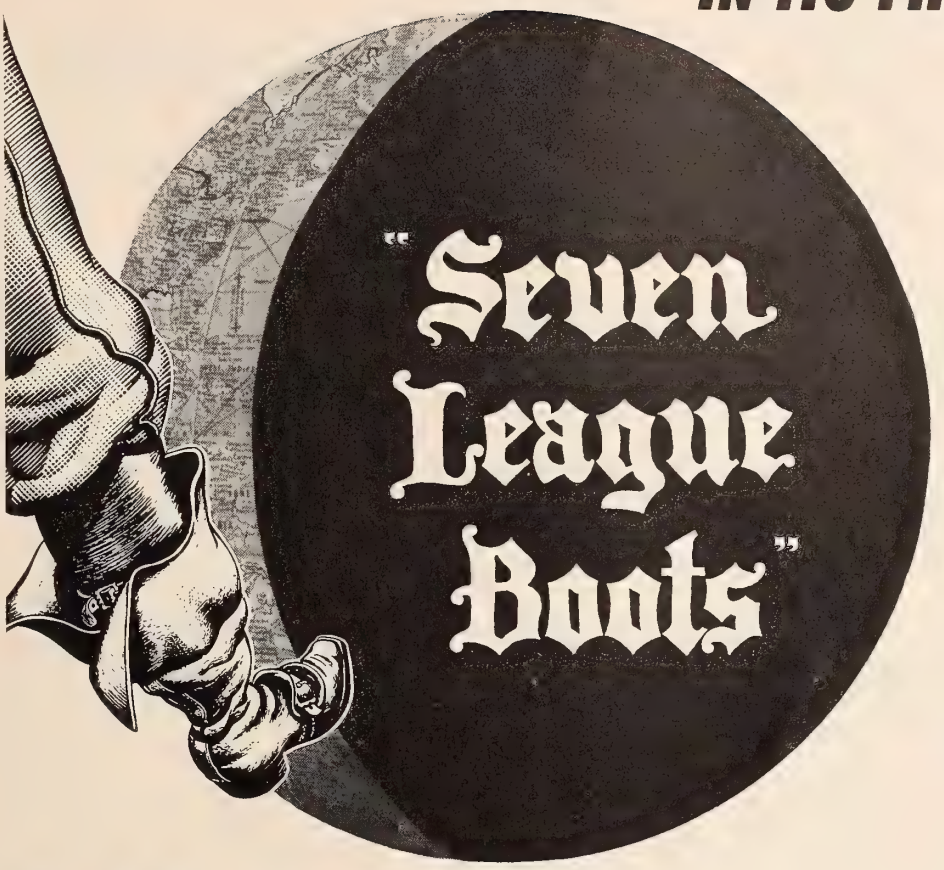
ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week June 18-24 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., June 18	Real McCoys (8:30 p.m.)	ABC-TV	18.5
Fri., June 19	77 Sunset Strip (9:30 p.m.)	ABC-TV	17.6
Sat., June 20	Gunsmoke (10 p.m.)	CBS-TV	23.7
Sun., June 21	What's My Line (10:30 p.m.)	CBS-TV	27.8
Mon., June 22	Desilu Playhouse (10 p.m.)	CBS-TV	29.2
Tue., June 23	Rifleman (9 p.m.)	ABC-TV	23.8
Wed., June 24	This Is Your Life (10 p.m.)	NBC-TV	24.6

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IN ITS FIRST 4 WEEKS...



SOLD TO 35 SPONSORS AND STATIONS

including
PORTER-SCARPELLI MACARONI
(Multi-Market Regional)

KBTV DENVER
KOMO-TV SEATTLE-TACOMA
WGR-TV BUFFALO
KPHO-TV PHOENIX
WNEP-TV SCRANTON-WILKES BARRE
KGUN-TV TUCSON
KCTV SAN ANGELO
KRDO-TV COLORADO SPRINGS
KLYD-TV BAKERSFIELD



39 ACTION-FILLED HALF-HOUR TRAVEL ADVENTURES FILMED EXCLUSIVELY FOR THIS SERIES

A new world of excitement on television with never-before-photographed exploits and feats. "Sin, Smoke and Singapore," "Dead Sea Scrolls," "The Happy Kingdom of Hunza," "Strong Men of Persia," are just a few of the fascinating episodes.



PRODUCER AND HOST
JACK DOUGLAS

Famous for his Emmy-winning series such as "I Search For Adventure," "The Golden Voyage," and the NAFBRAT award-winning network series "Bold Journey," sponsored by Ralston-Purina.



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RURAL SERVICE: CATV, BOOSTERS?

Senate Commerce subcommittee to begin hearings on issue of who will feed remote areas and how it will be done.

The dual-pronged battle between community antenna systems and western broadcasters—and between catv operators and booster adherents—will be joined tomorrow before the U.S. Senate.

A Senate Commerce Committee subcommittee will begin taking testimony from booster advocates, catv proponents, broadcasters and the FCC on the subject of distribution systems that have brought tv signals into hamlets and inaccessible areas of the country.

Booster boosters, led by the venerable Ed Johnson, longtime Senator from Colorado (and long-time chairman of the Senate Commerce Committee) and former Governor of Colorado, will testify on the FCC's recommendations that the Communications Act be amended to permit proper federal supervision of on-channel and off-channel vhf repeater stations.

Broadcasters will testify in favor of booster operation and, vigorously, against unregulated catv operations.

The catv operators will appear in force to turn back this tide. They will oppose the FCC's recommendations regarding legislation to require them to secure the permission of the station whose signals they pick up and to the requirement that they carry the local station if so requested—and to plump for their own version of legislation bringing them under FCC regulation.

The Washington meeting comes one week after the eighth annual convention of the Nation Community Assn. in Philadelphia, which saw more than 500 catv operators in attendance.

The Capitol Hill hearings also came one week after the FCC postponed five microwave relay grants which proposed to bring distant-city tv signals to cable companies.

Hearing Schedule • The hearing, before the Senate Commerce Committee communications subcommittee — with Sen. John Pastore (D-R.I.) presiding— will hear the following witnesses, according to the scheduled lineup as of last week:

June 30—Former Sen. and Colorado Gov. Ed. Johnson and group representing boosters.

July 1—Sen. Frank E. Moss (D-Utah), George Hatch, KUTV (TV) Salt Lake City, Utah; Ed Craney, KXLF-TV Butte, Mont.; Rex G. Howell, KREX-TV Grand Junction, Colo.; Marshall H. Pengra, KLTV (TV) Tyler, Tex.; Forrest E. Cooper, Lakeview, Ore.; Frank Reardon, KGEZ-TV Kalispell, Mont.; Bill Grove, KFBC-TV Cheyenne, Wyo.

July 7—Harold E. Fellows, NAB; Barclay Craighead, Walter H. Marshall, KXLJ-TV Helena, Mont.; Fred Weber, WSTV-TV Steubenville, Ohio; David Gentling, KROC-TV Rochester, Minn.; Lawrence Berger, KTWO-TV Casper, Wyo.

July 9—Rep. E.Y. Berry (R-S.D.), Tex Olsen, Richfield, Utah; Clifton Collins, Charles Clements, Ephrata, Wash.; Ben Adler, Adler Electronics Inc.; Rep. Keith Thomson (R-Wyo.), A.J. Malin, Laconia, N.H.; E. Stratford Smith, general counsel, NCTA; Henry Griffing, Oklahoma City, Okla.; A. Earl Cullum Jr., Dallas, Tex.; Archer Taylor, Missoula, Mont.; Robert Murphy, Casper,

CONTINUED page 42 ►

WHAT THE SHOUTING IS ABOUT

What are community antenna systems, boosters and translators and how did the present dispute over their futures come about?

When the FCC instituted its tv freeze in 1948—the action that put television application processing on ice for four years—it didn't realize it was going to be godfather to a host of secondary tv problems that one day would engage the attention of the Congress of the United States.

Because tv was "frozen" for four years, many homes that were outside the range of the then existing 108 tv stations went to extraordinary lengths to pick up tv signals. Not unusual were 100-ft. towers bearing dipoles in the backyards of country estates and farm homes 50 or even 100 miles away from big city tv outlets. Many similar receiving installations cropped up in communities located in valleys whose surrounding mountains constituted an iron curtain against the entry of tv signals.

Community Antennas • It was then, in 1950, that there appeared in several small Pennsylvania communities the phenomenon now known as community antenna tv systems. Unable to receive tv signals because of the mountainous terrain of central and western Pennsylvania, groups of local businessmen banded together to put up on the nearest and highest mountain a custom-engineered receiving antenna which could capture the tv programs winging overhead. These signals via coaxial cable were carried down the mountain top and to the homes of subscribers. Naturally there was a fee, and since the early 1950's, these systems have burgeoned and become successful throughout the United States.

In recent years, catv operators have not been content to just reach up for tv signals; they have begun to reach out for them. Through the medium of microwave relays many cable companies have brought their customers more big city programs from farther and farther away, or have improved immeasurably the calibre of their pictures through this ability to bring in a stronger picture signal.

There are now about 700 community antenna systems serving about 500,000 customers—with about 50 microwave relay systems serving over 100 local cable companies.

Boosters • In the Far West—par-

CONTINUED page 42 ►

PORTLAND GOES ABC-TV WHEREVER ABC-TV GOES!

Until recently, the ABC-TV affiliate in Portland, Ore., was KGW-TV. Late in April, ABC switched affiliates with another network, replacing KGW with KPTV.

Here's what happened, according to the May Nielsen:

KGW, minus its ABC affiliation, saw its share of audience drop in one short month from 43.0 to 24.8 — a loss of almost 50%!

KPTV, bolstered by its new ABC affiliation, increased its share of audience from 25.2 to 34.4 — an increase in audience of 37%.

Before the switch, KGW beat KPTV in 60 out of the 84 quarter-hour time periods measured by Nielsen. After the switch, the situation was almost exactly reversed — ABC's new affiliate beat its former one in 56 of those 84 time slots.

If you can't beat 'em, join 'em.

ABC TELEVISION

Source: Nielsen NSI, March vs. May, Sunday-Saturday, 7:30-10:30 PM (NYT)

Rural service: CATV, boosters? CONTINUED

Wyo.; Glenn Flinn, Tyler, Tex.; Robert J. Tarleton, Lansford, Pa.; Sanford Randolph, Clarksburg, W.Va., and Milton J. Shapp, Jerrold Electronics Corp.

The FCC will be heard following the testimony of these witnesses.

The Senate hearings are a repeat of last year's sessions which heard many of the same witnesses on behalf of much the same positions.

In a report issued early in 1959, Kenneth Cox, special tv counsel to the Senate Committee, urged that the FCC take jurisdiction over boosters and put some restraints on the unregulated cable companies (BROADCASTING, Jan. 12).

Key to the hearings is the FCC's report last April in which the Commission decided to accept jurisdiction over booster—after twice in the same number of years refusing to agree that it had this authority or should exercise it —and although ruling it had no power over the wired antenna companies recommended that Congress pass two pieces of legislation—to require catv systems to secure the permission of the station whose signals they carry and to require catv operations to carry the local tv station if they are requested to do so.

In accepting jurisdiction over boosters, the Commission asked Congress to revise the Communications Act to waive two sections—the one forbidding the issuance of permits to an applicant who has built before permission was granted, and the one requiring the presence of an operator at a broadcast station.

Legislation No. 1 • The legislation picture was the most important item on the agenda at the NCTA meeting in Philadelphia.

Community television operators agreed to a two-pronged attack at the Senate hearings: Oppose the boosters and the FCC's recommendations on catv.

They agreed on one affirmative action: To urge the passage of a bill which would place them under the jurisdiction of the FCC as a broadcast service.

NCTA sponsored a full-scale engineering study of boosters and will make the outcome of that research available to the Congress, the NCTA members were told. The engineering study was

What the shouting is about CONTINUED

ticularly in the northwestern states —a different approach to the lack of tv was taken. Here and there in the valley cities and towns of the Cascade Mountains, self-attended, low powered boosters sprang up. These ingenious and simple transceivers were arranged so they picked up a big-city tv signal, amplified it and broadcast it down into the valley to the few dozen or more homes there. This was definitely off-the-air transmission—but without benefit of FCC authority.

In fact, as Commission monitors began to detect these unlicensed signals and to locate them, U.S. marshals began padlocking the little huts in which the equipment was housed.

The booster people were enraged. Almost like Tennessee moonshiners playing hide and seek with "revenooers," the northwesterners pried the padlocks off the housings and resumed booster operation. They also began to pepper their Congressmen in Washington with outraged attacks on "bureaucracy."

The FCC stood fast. It issued a cease and desist order against one booster in the state of Washington. After a lengthy period, the U.S. Court of Appeals ruled that the Commission was right in its authority, but wrong in its approach.

Meanwhile the pressures from back home on Senators and Congressmen mounted—and were transferred down Pennsylvania Ave. to the FCC.

Translators • The Commission in 1956 bowed to the pressures—but took an oblique tack. It set up a new service, translators, which it offered to the booster advocates. But there was this kicker: whereas boosters operated on the vhf frequencies with all the benefits of that part of the spectrum (actually most of them received a vhf signal and boosted it along on the same vhf frequency), the translator took the vhf signal and was required to "translate" it to a uhf channel—specifically to the top 13 uhf channels (chs. 70-83).

Naturally, translators were more expensive—and also required viewers to adopt their receivers for uhf.

Thus boosters continued in operation—a nettle in the bosom of the FCC.

There is no authenticated report on the number of boosters, but they have been estimated to run to 1,000 or more. There are more than 200 translators operating in 125-odd communities. Boosters serve mostly small communities running from several dozen to a thousand or so tv homes; translators serve from several hundred to, in several instances, up to 50,000 tv homes.

In 1957 and again in 1958 the FCC issued orders for boosters to go out of business. In April of this year, succumbing to the pressures of practicality (as well as of Congressional delegations, state administrations and outraged citizens) it issued a final report which accepted jurisdiction over the on-channel booster—but only under strict technical restrictions.

The legal problems • But certain legislation is required to put into practice this unwilling authority. The Commission recommended to Congress that two sections of the Communications Act be revised to permit the booster business to be properly controlled. A law forbidding a grant to an applicant which has already constructed a station would have to be changed to legalize the existing 1,000-odd boosters, and the law requiring an operator to be in attendance would have to be amended to permit unattended operation.

As to community antenna systems the FCC in its report last April reiterated for the third time that it has no jurisdiction over what is ostensibly an intra-state wired service. It did recommend, however, that Congress tack on a couple of new provisions to the Communications Act. One was that catv systems must receive the permission of the stations whose signals it wished to pick up and deliver to its subscribers. The other was that the local catv operation must carry the local tv station when so requested.

As might be expected the solutions pleased no one. The booster protagonists are worried that the Commission's technical standards will be so stringent they will have won the battle but lost the war. The catv people—who hate booster operators —are out to make sure the booster advocates are hemmed in by operating regulations and also to fight against the two recommendations that touch their own operations.

These are the issues in the hearings beginning tomorrow before Sen. John Pastore (D-R.I.) and his communications subcommittee.

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great TV market . . .
another
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for

YOUNG PRESENTATION

Effective July 1,
Young
Television
Corporation
becomes national
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KMSP-TV

Channel 9 . . . the NTA station in

MINNEAPOLIS-ST. PAUL

——→Watch NTA
programming know-how bring
KMSP-TV to the fore in
Twin Cities viewing.
——→And let service-minded
YoungPresentation make it
easy for you to capitalize on
KMSP's capacity for solving
your marketing problem.

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NEW YORK
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New York 22, N. Y.
Plaza 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
Michigan 2-6190

ST. LOUIS
317 No. Eleventh St.
St. Louis, Mo.
Main 1-5020

LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
Hollywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
Yukon 6-6769

DETROIT
2940 Book Bldg.
Detroit 26, Mich.
Woodward 3-6919

ATLANTA
1182 W. Peachtree
Atlanta, Ga.
Trinity 3-2564

undertaken by A. Earl Cullum, Dallas, Tex., consulting engineer, and included a number of engineers associated with the cable industry.

In an effort to win telecasters to their side, NCTA hired William T. Stubblefield, broadcast consultant, to interview small town telecasters.

For guidance on Capitol Hill, NCTA has hired the Washington law firm of Weaver & Glassie.

A slashing attack on the forces that are attacking community television systems was delivered to the membership by E. Stratford Smith, Washington attorney and general counsel of the association.

Mr. Smith sketched the strategy of the NCTA in its appearance before the Senate committee and held out hope that the organization would be able to prove that boosters interfere with other services and that they should be strictly controlled.

He also lashed out at the FCC's recommendations for legislation affecting catv systems. He termed both the proposals unconstitutional and against the public interest. He said that the requirement that cable companies get permission from the stations whose signals they carry might very well lead to a conspiracy and monopoly.

Mr. Smith also told the group that the organization would fight the two broadcaster lawsuits, one in Montana in which Ed Craney has filed a copyright complaint, and the other in Idaho where two Salt Lake City stations have asserted property rights in the signals which are being picked up and delivered to a catv system.

The NCTA membership heard its president, Lloyd A. Calhoun of Hobbs, N.M., report that the organization has grown to 365 members—a gain of 59 over the number last year.

The NCTA board also approved the establishment of a full-scale public relations program.

Elected president of the organization for 1959-60 was A.J. Malin, owner-operator of the 1,500 subscriber catv operation in Laconia, N.H. Mr. Malin also owns WWNH Rochester, N.H.

They also heard Sen. Jennings Randolph (D-W.Va.) speak on public and civic relations; Pennsylvania Gov. David L. Lawrence; and panels and round tables on technical and management problems.

Postpone Grants • The FCC last week postponed the effective dates of these microwave systems following the granting of protests by television stations:

• Montana Microwave, extension of its service from Missoula to Helena, Mont., feeding Spokane tv signals. The action was taken following remand by the U. S. Court of Appeals after the Commission denied a protest filed by KXLJ-TV Helena. The Commission set July 24 for oral argument.

• Mesa Microwave Inc., feeding San Antonio, Tex., tv signals to Laredo, Tex. Protested by KGNS-TV Laredo.

• Mesa Microwave Inc., feeding Jacksonville, Fla., tv signals to Tallahassee, Fla. Protested by WCTV (TV) Thomasville, Ga.

• Carter Mountain Transmission Corp., feeding Casper, Wyo., tv signals to Riverton, Lander and Thermopolis, Wyo. Protested by KWRB-TV Riverton.

• East Texas Transmission Corp., feeding Dallas-Fort Worth tv signals to Tyler and Jacksonville, Tex. Protested by KLTV (TV) Tyler, Tex.

The protests, all generally similar, maintained that the distribution of distant big city tv signals would only serve to put them out of business, or in effect force them to degrade their services to the extent the public would suffer. The broadcasters also charged that these moves would upet the Commission's table of tv allocations.

Microwave systems

One of the most significant areas in the cable antenna field in recent years has been the growth of microwave relay circuits to bring in more distant tv stations and to improve the calibre of the local catv picture. Some bring tv signals more than 300 miles to small towns.

It is the particular target of many broadcasters who feel the FCC in authorizing these radio relay systems is helping to destroy local tv stations—also licensed by the Commission.

Here are the specialized common-carrier systems using microwave links and the cable companies they serve:

Antenna Service Co.—Feeds Phoenix, Ariz., tv signals to Winslow and Page, Ariz.

Antennavision Service Co.—Feeds Phoenix, Ariz., tv signals to Clifton, Morenci, Safford, Winslow, Holbrook, Springerville, St. Johns, Snowflake and McNary, all Ariz., and Silver City, N.M.

Arizona Microwave System Co.—Feeds Tucson, Ariz., tv signals to Douglas, Ariz.

Blackhills Video Co.—Feeds Denver tv signals to Rapid City, S.D.; San Antonio tv signals to Victoria, Tex.; Nashville and Jackson, Tenn., tv signals to Paducah, Ky.; St. Louis tv signals to Poplar Bluffs and Dexter, Mo., and to Paducah, Ky.; Lubbock, Tex., tv signals to Clovis, N.M.; Memphis, Tenn., tv signals to Greenville, Miss.

Cerracchi & Co.—Feeds Buffalo, N.Y., and Scranton, Pa., tv signals to Ithaca, N.Y.

Carter Mountain Transmission Corp.—Feeds Idaho Falls, Idaho, tv signals to Cody, Basin, Greybull, Lander, Powell, Riverton and Worland, all Wyoming; Idaho Falls and Casper, Wyo., tv signals to Thermopolis and Riverton and Lander, all Wyo.; Billings, Mont. tv signals to Miles City, Mont.; Casper, Wyo., tv signals, to Powell, and Cody, Wyo.

Collier Electric Co.—Feeds Denver tv signals to Sterling, Colo.; Sidney, Kimball, Alliance and Scottsbluff, Nebraska.

Columbia Basin Microwave—Feeds Spokane, Wash., tv signals to Moses Lake, Wash.

Dakota Microwave Co.—Feeds Sioux City, Iowa, tv signals to Mitchell, S.D.

East Texas Transmission Co.—Feeds Dallas-Ft. Worth tv signals to Tyler and Jacksonville, Tex.

Great Plains Microwave Co.—Feeds Amarillo, Tex., tv signals to Perrytown, Tex.

Idaho Microwave Inc.—Feeds Salt Lake City tv signals to Twin Falls, Idaho.

Inland Microwave Co.—Feeds Spokane, Wash., tv signals to Richland, Wenatchee, Cashmere and Kennewick, Wash., and to Pendleton, Ore.; Cedar Rapids, Davenport, Waterloo, Iowa, and Rock Island, Rockford, Ill., tv signals to Dubuque, Iowa.

Intermountain Microwave — Feeds Spokane, Wash.; Kalispell and Great Falls, Mont., and Lethbridge, Canada tv signals to Cut Bank, Havre and Shelby, Mont.

Major Electronics—Feeds one Portland, Ore., tv signal to Coquille, Ore.

Mesa Microwave Inc.—Feeds Oklahoma City tv signals to Altus and Magnum, Okla.; Jacksonville, Fla., tv signals to Tallahassee, Fla.; Amarillo, Tex. tv signals to Memphis, Childress and Wellington, Tex., San Antonio tv signals to Laredo, Tex.; Fort Worth tv signal to Ardmore, Okla.

Micro-Wave Inc.—Feeds Amarillo tv signals to Liberal, Kan.

Microwave Service Co.—Feeds Memphis, Tenn., tv signals to Amory, Miss.

Midwest Microwave Inc.—Feeds Chicago tv signals to Peru, Ill.

Montana Idaho Microwave Inc.— Feeds Idaho Falls tv signals to Bozeman, Mont.

Montana Microwave—Feeds Spokane tv signals to Kalispell and Missoula, Mont.; Spokane and Butte, Mont., tv signals to Helena, Mont.

New York Penn Microwave Corp.—Feeds Rochester and Buffalo, N.Y., and Scranton, Pa., tv signals to Corning, N.Y.

Penn Microwave Co.—Feeds two New York City tv signals to Hazelton, Pa.

Potomac Valley Telecasting Corp.—Feeds Washington, D. C., tv signals to Cumberland, Md.

Service Electric Co.—Feeds one New York tv signal to Milton, Lewisburg, Watsontown, Danville, Mahanoy City, Berwick and Pottsville, all Pennsylvania.

Shirley Basin Transmission Co.— Feeds Albuquerque, N.M., tv signals to Farmington and Aztec, N.M.

Southwest Texas Transmission Co.—Feeds San Antonio tv signals to Eagle Pass and Del Rio, Tex.

Superior Communications Co.—Feeds Duluth, Minn., tv signals to International Falls, Mont.

Telecommunications Inc. — Feeds Spokane, Wash., tv signals to Baker, LeGrande and Union, Oregon.

Teleview Networks—Feeds Billings, Mont., and Casper, Wyo., tv signals to Sheridan and Buffalo, Wyo.

Television Microwave Inc.—Feeds Salt Lake City tv signals to Elko, Nev.

Thunder May Microwave Co.—Feeds Cadillac, Flint, Bay City and Traverse City, Michigan, tv signals to Alpena, Mich.

Valley Microwave Corp.—Feeds Birmingham, Ala., tv signals to Florence, Sheffield and Tuscumbia, all Ala.

Western Communication Service—Feeds Abilene and Sweetwater, Tex., tv signals to San Angelo, Tex.

Western Tv Relay Inc.—Feeds Oklahoma City tv signals to Elk City, Okla.

There are also three Bell System telephone companies which are serving catv systems. These are:

Bell System of Nevada—Feeds San Francisco tv signals to Reno, Nev.

Mountain States Tel. & Tel. Co.—Feeds Denver and Cheyenne tv signals to Casper, Wyo.; Cheyenne tv signal to Rawlings, Wyo.

Southern Bell Tel. & Tel.—Feeds Miami, Fla., tv signals to Key West, Fla.

2 MORE FOR YOUNG PRESENTATION

Lester Kamin and Public Radio announce

Effective July 1 . . . The New

KIOA

DES MOINES

—one of America's 10 biggest-spending markets

- Consistently first in Des Moines (Metro Pulse)
- First in Iowa (70-county Area Pulse)
- Iowa's top news station
- Better cost-per-thousand than any other media—air or print
- Iowa's most powerful independent . . . with 10,000 watts, 940 kc.

Effective March 1, 1959 . . . The New

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TULSA

- Consistently first in Tulsa, Hooper *and* Pulse
- Two-year record of efficiency . . . prestige . . . dominance in over one-third of Oklahoma
- KAKC sells the area of prime interest to advertisers with unparalleled cost efficiency
- Top news station in the nation (AP Poll, 1957)
- Best news station in the state (AP Polls, 1957, 1958)

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ADAM YOUNG INC.

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New York 22, N.Y.	*Chicago 1, Ill.*	*St. Louis, Mo.*	*Los Angeles 28, Calif.*	*San Francisco 4, Calif.*	*Detroit 26, Mich.*	*Atlanta, Ga.*
Plaza 1-4848	*MIchigan 2-6190*	*MAin 1-5020*	*HOllywood 2-2289*	*YUkon 6-6769*	*WOodward 3-6919*	*TRinity 3-2564*

SEC. 315 GETS LUMPS IN HEARING

Pastore offers compromise on requested curb; House turn today

Hearings on Sec. 315 of the Communications Act were closed in the Senate Thursday (June 25) following a five day run, with the debate scheduled to re-open today (Monday) some 600 yards away in the House.

And, the Senate Commerce Communications Subcommittee will report out a limited amendment to the equal time broadcasting headache — but Chairman John Pastore (D-R.I.) has made it clear that the approved measure will not be outright repeal—or even the exemptions of Sen. Vance Hartke's (D-Ind.) S 1858.

Sen. Pastore's approach: correct the Lar Daly decision on newscasts and "then go as far beyond that as we can without getting into controversy."

He has repeatedly stressed that any amendment reported out must be a simple one that will not run into opposition on the Senate floor.

Hartke's Approach Different • Sen. Hartke has taken a different tack. He says that the committee should report out a strong bill and let any cutting be done on the Senate floor.

A week ago, Sen. Pastore had favored an amendment proposed by Comr. Frederick W. Ford (BROADCASTING, June 22), but he was dissatisfied with the commissioner's detailed explanation last week (see box, page 54).

The subcommittee is considering four bills amending Sec. 315. S 1858 is by far the most desired by broadcasters. It would exempt newscasts, panels, debates and similar shows from Sec. 315, exempts broadcasters from libel and defines eligible candidates for public office. S. 1585, by Sen. Strom Thurmond (D-S.C.) exempts newscasts, panels, discussion and similar programs (it is identical to one section of the Hartke bill). S 1604, by Sen. Gordon Allott (R-Colo.), and S 1929, by Sen. Spessard Holland (D-Fla.), exempt newscasts only from equal time provisions of the Communications Act.

Witnesses Advocate Repeal • In the face of this obvious feeling of the majority of the committee members, many of last week's witnesses urged above all outright repeal of Sec. 315. Failing this, they said, approval of the entire Hartke bill is the minimum measure that would protect their abilities to cover the 1960 campaigns.

However, Sens. Pastore and Thurmond repeatedly pointed out that this session of Congress is nearing its end and that the only hope for action by both houses is a simple, direct, non-argumentative measure.

Following adjournment of the hearings Thursday, Sen. Pastore said his subcommittee will meet with the FCC and others after the official record is finally closed tomorrow (Tuesday) to draft an amendment to submit to the full Senate. This meeting probably will take place this week, he said, and the resulting bill then could be placed before the full Commerce Committee at its next meeting, July 8.

The chairman said that he had leaned toward language similar to the Thurmond bill and the corresponding section of the Hartke bill, but he now is afraid that even this proposal will not receive Senate approval.

Political Angle in House • The Communications Subcommittee of the House Commerce Committee begins three days of hearings today on seven bills amending Sec. 315. These hearings were scheduled by Rep. Oren Harris (D-Ark.), chairman, following charges that the Justice Dept. had intervened in the Lar Daly case at the FCC improperly and had exerted pressures on the FCC.

This charge was made in a partisan



One complete remedy • NAB President Harold Fellows sees repeal of Sec. 315 as the only remedy to "the unrealistic situation in which we find ourselves."



RTNDA hits "censorship" • News Directors John F. Lewis (l) (of WBAL-AM-TV Baltimore) and Ralph Renick (WTVJ [TV] Miami), speaking for the Radio and Television News Directors Assn., accuse the FCC of censorship through Sec. 315 and urge law's repeal. Mr. Renick, also an outspoken advocate and practitioner of broadcast editorializing, is RTNDA president.

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KDAY

LOS ANGELES announces the appointment, effective July 1, of ADAM YOUNG, INC. as **national representatives**

Now the Adam Young man is 50,000 watts more valuable to you when he comes calling . . . or when you call *him* about your Los Angeles marketing plans.

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Representing all that's modern and effective in radio today

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Plaza 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
MIchigan 2-6190

ST. LOUIS
317 No. Eleventh St.
St. Louis, Mo.
MAin 1-5020

LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6769

DETROIT
2940 Book Bldg.
Detroit 26, Mich.
WOodward 3-6919

ATLANTA
1182 W. Peachtree
Atlanta, Ga.
TRinity 3-2564

AN EDITORIAL

A WORKABLE CURE FOR SEC. 315

Let's cut out the doubletalk and write an intelligible bill

IN the past 10 days a score of broadcasters have argued tellingly before the Senate Communications Subcommittee for corrections in the idiotic law governing political broadcasting.

At least as many are ready to make equally vigorous proposals to the House Communications Subcommittee which begins hearings today.

If the records of the two hearings could be confined to the presentations of broadcasters who actively seek the full responsibilities of managing vital media of journalism, major repairs in the law would be assured. Unhappily, distractions are being introduced by bureaucrats and little-minded lawyers. There is a danger that central issues will be obscured by nit-picking arguments over legal wording. No great idea has yet been expressed by "to wit" or "whereas."

In the testimony of a few of the broadcasters who have appeared at the Senate hearings, the debilitating advice of the tut-tut type of lawyer has been evident. This is not the kind of advice that makes Peter Zengers or Joseph Pulitzers. The more of this advice that creeps into the present proceedings, the less chance there is for broadcasting to attain emancipation.

It is not important to examine the motives of the lawyers in private practice who are recommending a cautious approach to the modification of Sec. 315. As resourceful men they could undoubtedly find a replacement for the income they have historically enjoyed from the necessarily illogical applications of an illogical law. It *is* appropriate, however, to look into the reasons for the bureaucratic advice the Senate subcommittee has been given by the majority of the members of the FCC.

A document submitted to the subcommittee last week by the FCC majority was a striking demonstration of (1) the futility of trying to write a law which will subsitute for experienced editorial judgment and (2) the inherent disinclination of a government bureau to relinquish power.

The document was a "clarification" of the single paragraph which the FCC majority, a week before, had proposed as an amendment to Sec. 315. The paragraph would exempt from equal time requirements newscasts and "special events such as political conventions." It contained this phrase: "But this proviso shall not except licensees who broadcast such news and special events from an objective presentation thereof in the public interest."

Last week's "clarification" struggled for 818 words to define "newscast." "special events" and "objective presentation" without succeeding in defining any of them. It did succeed, however, in making clear that if the Commission's amendment were adopted, there would be infinitely more work for lawyers and less freedom for broadcasters. Anyone who is in sympathy with the First Amendment must be appalled by the idea that the FCC would be required by law to examine regularly each station's record for "objective presentation" of news.

There have been suggestions by witnesses other than the FCC for changes in the language of the bills now before the Senate. The more we examine these proposals the more convinced we are that tinkering with the present law by adding a subsection here or inserting a proviso there will lead only to the creation of new difficulties.

As we have said from the beginning, the outright repeal of Sec. 315 is the only action which makes complete sense. But repeal is not to be had at this session of Congress. The next best thing is to throw out the whole of Sec. 315 as it now exists and replace it with a law so simply worded it will be universally understandable without the incessant (and expensive) interpretation of lawyers.

IF we were asked to draft a law which had a chance of passage and would eliminate the most undesirable features of the present Sec. 315, it would, in essence, go like this:

"The original Sec. 315 and its amendments to date are repealed.

"Here is the new Sec. 315:

"If a broadcast licensee allows a

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vote by the House Legislative Oversight Subcommittee, also chaired by Rep. Harris and which has many common members with the Communications Subcommittee. Rep. John Bennett (R-Mich.), ranking minority member of both committees, loudly accused the Democratic majority of pressure.

Following a directive from the White House, Attorney General William Rogers asked that the Justice Dept. be allowed to participate in the FCC's reconsideration of the Lar Daly case and recommended that the Commission reverse its February decision. Two weeks ago, the FCC reaffiirmed the Lar Daly ruling. Assistant Attorney General Robert Bicks is scheduled to testify before the Harris committee tomorrow (June 30).

Other witnesses at the House hearing will include the FCC and NBC Board Chairman Robert Sarnoff today, Mr. Bicks, CBS President Frank Stanton and NAB President Harold Fellows tomorrow and Democratic National Chairman Paul Butler and Westinghouse Broadcasting Co. President Donald McGannon Wednesday (July 1). Several other witnesses also have been invited, including Sen. Thruston B. Morton (R-Ky.), chairman of the Republican National Committee.

Bills to be considered by the House subcommittee include HR 7122, by Rep. Joseph Barr (D-Ind.), HR 7180, by Rep. Wayne Aspinall (D-Colo.), HR 7602, by Rep. J. Edgar Chenoweth (R-Colo.), HR 7206, by Rep. Byron Rogers (D-Colo.), HR 5389, by Rep. Glenn Cunningham (R-Neb.), HR 6326, by Rep. Paul Rogers (D-Fla.), and HR 5675, by Rep. J. Arthur Younger (R-Calif.). The first four measures are identical to the Hartke bill while the remainder exempt only newscasts from equal time. The pros and cons of last week's testimony before the Senate committee:

• **Victor A. Sholis** (president of WHAS-AM-TV Louisville): "Repeal of the entire section is a course I urge upon you most vigorously," Mr. Sholis told the Pastore subcommittee in a prepared statement. "Should your eventual recommendation stop short of this, then I would suggest that . . . S 1858 becomes a minimum imperative."

The WHAS executive said: The importance to the people of radio and tv as sources of news and information justifies removal of any restrictions that compromise or inhibit broadcasting efforts toward serving them in this field. As reporters we should be given the same freedom and responsibility for ed-

political candidate to make a broadcast in time which is paid for by the candidate, his party or his supporters, the licensee must make equally desirable time available to all other candidates for the same office under the same commercial conditions.

"No charge shall be made for the appearance of a candidate which exceeds the charge that would be made for the same time period if bought by a commercial advertiser.

"End of law."

This ought to have some attraction for politicians. It would assure equal opportunity for all paid appearances by candidates. As a practical matter, paid appearances are all that would be left for application of Sec. 315 if any of the amendments now pending were adopted. Eliminate from the equal time rule the appearances of candidates on news and public affairs shows and you have no appearances to deal with except those which are paid.

This simplified version of Sec. 315 also would have the virtue of correcting the splinter candidate problem in news and public affairs shows without referring to splinter candidates or trying the impossible job of defining what a splinter candidate is. For all candidates, no matter how bleak their political futures, it would provide equal opportunity in paid time, a feature missing from Sen. Hartke's bill.

There is no prohibition in this version against a broadcaster's editing a candidate's speech. We have never understood how the Congress, with any logic, could forbid broadcasters to touch a candidate's speech while insisting that he is responsible for every other kind of transmission.

Let a broadcaster knowingly allow any person other than a candidate to make a libelous or obscene remark on the air, and the broadcaster is immediately—and properly—a target for legal recourse. It is the broadcaster's responsibility to see that Chevrolet does not libel Ford in a commercial or that one party chairman, when not a candidate, does not libel another. Why should it not be his responsibility to keep libel of Candidate A off the air?

No candidate in his right mind would expect a newspaper to publish his paid ad or report his speech if either contained clear indications of libel. Does the public interest, convenience and necessity require the broadcaster to carry the libelous copy which the newspaper is free to reject?

If the broadcaster may screen actionable material from candidates' speeches, he has no reason to be immunized from libel, as Sen. Hartke's bill would do. To immunize broadcasters from libel would exact a terrible price in exchange for the trivial indulgence of letting a candidate say anything he pleased. Better give the broadcaster a degree of responsibility for what the candidate says and leave undisturbed the great tradition of full libel protection.

IF there is an outstanding virtue in the revised Sec. 315 suggested here, it is its simplicity. Not even the most addled FCC could create more than momentary confusion in interpreting so uncomplicated a law.

For candidates, the proposal offers a considerable assurance of access to the air. It guarantees, by law, equal opportunity for exposure in paid time. By eliminating present restrictions which severely limit broadcasters in the presentation of candidates in news, panel, public affairs and debate programs, it immeasurably adds to the total amount of such time which radio and television would open to coverage of candidates. If the Congress worries about maintaining a reasonable degree of fairness in the non-paid presentations of candidates, it should be consoled by the knowledge that other sections of the law require broadcasters to function in the public interest. Those sections would be violated by an extreme case of political partiality.

What a good many members of Congress seem to ignore is that the present Sec. 315 is operable during only relatively brief interludes in the career of any political figure. With few exceptions, politicians acquire public identification during long periods in their lives when Sec. 315 does not apply.

An incumbent U.S. Senator holds office for six years during which Sec. 315 has no meaning for him whatsoever. Assume he runs for re-election. For the few months of his candidacy he is covered by Sec. 315. The day he is re-elected, Sec. 315 might as well be repealed until he next becomes a candidate six years later. Yet in those intervals between campaigns he must cement his position with the electorate without benefit of Sec. 315. The fact that this is possible suggests that politicians have put more faith in Sec. 315 than it deserves.

The less rigid Sec. 315 is made, the more access reputable candidates will have to radio and television. The simpler the amended law is made, the less apprehension broadcasters will have about engaging in political broadcasting and the more the voters will see and hear their elected leaders and those who aspire to election.

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itorial judgment as is enjoyed by the press . . ."

• **Sen. Kenneth Keating (R-N.Y.)** strongly advocated that it is Congress' duty to correct the FCC's Lar Daly decision, but at the same time he urged the committee to protect the rights of minority candidates to equal time.

"Let me state emphatically that I do not think the Commission's ruling was in accordance either with the language of the statute or its legislative history," Sen. Keating said. "It is a classic case of logic gone wild." He said many of the criticisms leveled against Sec. 315 are justified, "although I am skeptical about the sagacity of attempting in one full sweep to correct more than the problem of equal time on newscasts at this time."

• **Donald H. McGannon** (president, Westinghouse Broadcasting Co.). Broadcasters endeavor to operate in the "public interest, convenience and necessity" in all areas except one, Mr. McGannon said. "This is the instance pertaining to the appearance of legally qualified candidates for public office. . . . In this instance, all of the abundant opportunity that he has in other areas to exercise his judgment has been in turn reduced to a rigid formula."

The WBC president pointed out that there is "currently no effective technique known to the American broadcaster that will permit him to give equal and comparable opportunity to all of the candidates for public office. . . . It is my opinion that the ability of American broadcasting to best serve the public in this area could only be achieved through the outright repeal of Sec. 315."

• **Harold Fellows** (NAB president): "Sec. 315 shoud be repealed in its entirety . . . because [it is] the only way to completely remedy the unrealistic situation in which we find ourselves," NAB President Fellows told the committee. "Sec. 315, even before the recent ruling by the FCC, operated to the detriment of the listening and voting public. It especially denies to broadcasting the responsibility which should be accorded to all free media of communications."

He pointed out that Sec. 315 does not apply to supporters of a candidate and that Congress has been content to allow the industry to determine how fairly to treat this issue of campaigns. "The record clearly demonstrates that broadcaster have not abused this trust," Mr. Fellows emphasized.

• **Robert D. Swezey** (executive vice president of WDSU-AM-TV New Or-

leans and chairman of the NAB Freedom of Information Committee) first testified on behalf of the NAB committee, which recommended only passage of the bills sponsored by Sens. Allott and Holland. Then, speaking for himself, the WDSU executive advocated repeal of Sec. 315.

"It is and always has been my own opinion that Sec. 315 is an anomaly in the Communications Act," Mr. Swezey said. "I have never felt that it protects the citizenry as a whole as much as it does a very limited class of citizen—the political candidate. It was initially conceived and adopted at a time when shortage of communications facilities and possibility of their monopoly were of understandable concern to the Congress. Subsequent developments in the industry have very largely removed the cause for that concern."

• **Rex G. Howell** (president KREX-AM-FM-TV Grand Junction, Colo.) described Sec. 315 as "the galling yoke which historically has prevented broadcasting from attaining equal status with the press."

The possibility of any candidate getting a monopoly on the use of broadcast facilities is too remote to permit the public interest to be subjected to the restraints of an informed electorate, Mr. Howell said. "I believe that Sec. 315 has outlived its usefulness and should be repealed at once.

"Let's bury it deeply, gentlemen," Mr. Howell concluded.

• **Dean Edward Barrett** (Graduate School of Journalism, Columbia U.). In urging committee approval of the Hartke bill, Dean Barrett said that "no slide rule or mathematical formula can effectively be applied to news broadcasts." If a broadcaster were intent upon distortion of the news, he could so select quotations, comments and film shots while at the same time giving candidates identical coverage, Mr. Barrett pointed out.

"News broadcasts will not be true news vehicles unless the responsible broadcasters are given full freedom to select, edit and transmit the news according to their best judgment. . . ." he said.

• **Tom Chauncey** (president, KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson) told the subcommittee that there is "no issue more important to the full maturity of the broadcasting business and the nation's political life," in urging approval of the Hartke bill.

He said the FCC correctly interpreted the Communications Act in the Lar Daly decision and the issue now is squarely before Congress. "And you, the distinguished members of Congress, are the individuals most directly affected by the FCC's ruling," he stressed. "It will be your faces that will disappear from the television screens unless the law is changed. You can easily relate this to what it will mean in your own states."

• **F. Van Konynenburg** (executive vice president, WCCO-AM-TV Minneapolis). In a statement entered into the hearing record, Mr. Van Konynenburg stated that enactment of the Hartke bill would result in "substantial and far-reaching public gains."

• **Walter J. Brown** (president, WSPA-AM-FM-TV Spartanburg, S.C.) said that any law which attempts to require a station to put together a newscast on the basis of equal time for all candidates, rather than the news generated by the candidates, "would make a mockery of radio and tv coverage of a political campaign."

The current interpretation of Sec. 315 would invite publicity seekers of all kinds and in all numbers to become candidates and thus create an impossible situation, Mr. Brown maintained.

• **Robert B. McConnell** (vice president-general manager, WISH-AM-TV Indianapolis). Mr. McConnell urged the committee to pass the Hartke bill in a statement filed in the hearing record. In his testimony, he cited several problems faced by WISH-AM-TV in the current Indianapolis mayoral election.

The primary was held in May, with the incumbent mayor winning his party's nomination, while the general election will not be held until November. This, Mr. McConnell said, has resulted in WISH-AM-TV having to cancel one program featuring the mayor and to curtail a second program highlighting various departments of the city government.

• **Ralph Renick and John F. Lewis** (Radio-Tv News Directors Assn.). Mr. Renick, vice president in charge of news for WTVJ (TV) Miami, said that



In public's interest • Repeal Sec. 315, Westinghouse Broadcasting President Donald H. McGannon states, if broadcasters are to operate in the "public interest, convenience and necessity."



Two hats for Swezey • Robert Swezey, WDSU-AM-TV New Orleans, speaking for himself, advocates Sec. 315 repeal but gives much milder recommendation on behalf of NAB committee he heads.



Radio-tv mockery • That would be the result of any law tying newscasts into equal time, Walter J. Brown of WSPA-AM-FM-TV Spartanburg, S.C. tells the committee.

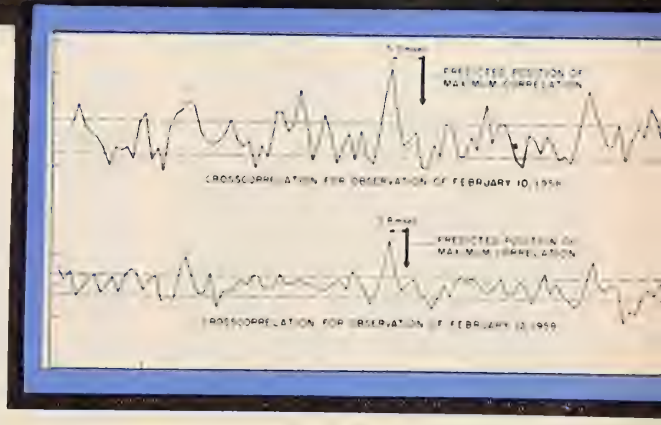


Radar Echoes from Venus . . .

Continental Electronics' giant transmitter at M.I.T. Lincoln Laboratory is the most powerful on earth. With it, man has made his first contact with another planet – by bouncing a radar signal off Venus for a space round trip of 56,000,000 miles.

This is a significant forward step since it means we have pushed our radio signals a hundred times further than ever before. It means we can measure space distances with amazing new accuracy. The powerful pulses from this transmitter were beamed into space from a huge antenna 84 feet from rim to rim. It is the same radar used to sight and track earth satellites and for other space probe programs.

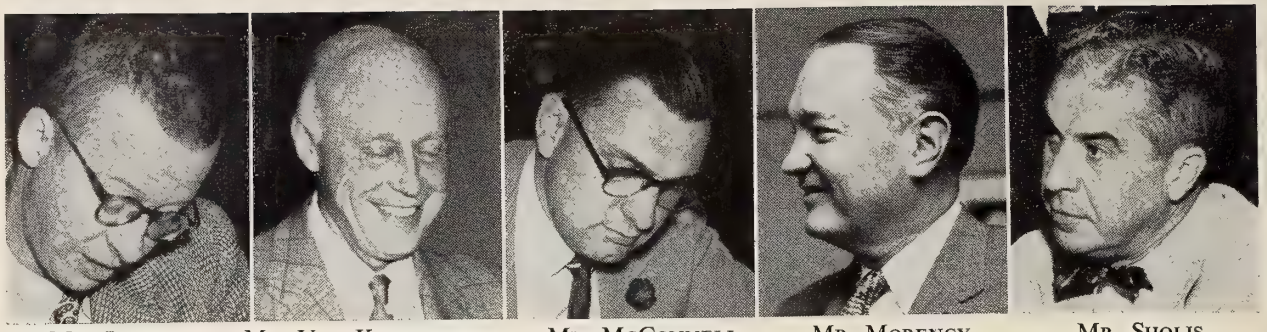
Continental Electronics is proud indeed to be part of this 56 million mile broadcast.



Correlation curves showing radar returns from Venus. The central peaks indicate the exact time of the radar waves from Earth to Venus and back (about five minutes). Each peak is the result of elaborate calculations by a high-speed digital computer on many thousands of tiny echoes originally beamed by Continental Electronics' transmitter

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Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. • Dallas 27, Texas



MR. JOHNSON MR. VAN KONYNENBURG MR. MCCONNELL MR. MORENCY MR. SHOLIS

Strong stands in absentia • These broadcasters did not testify in person but each filed statements supporting repeal and/or revisions in Sec. 315. John B. Johnson, president of WWNY-WCNY (TV) Watertown, N.Y., hit the equal time provision as a drawback in electronic news coverage. F. Van Konynenburg, executive vice president of WCCO-AM-TV Minneapolis said passage of the Hartke bill would be a step forward in the dissemination of political news. Robert B. McConnell, vice president-general manager of WISH-AM-TV Indianapolis, urged approval of S. 1858 to "alleviate a very difficult situation." Paul W. Morency, president of WTIC-AM-FM-TV Hartford, also favored the Hartke bill, and Victor Sholis, vice president of WHAS-AM-TV Louisville, urged repeal of Sec. 315 "most vigorously." For details of their testimony, see main story.

newsmen prefer repeal of Sec. 315 rather than modification.

He was accompanied by Mr. Lewis, WBAL-AM-TV Baltimore, who heads RTNDA's freedom of information unit.

• **Lamar A. Newcomb** (owner, WFAX Falls Church, Va.). Mr. Newcomb said that as a small station operator he approaches each political campaign with the attitude that the income from sale of political time will not justify the work and effort expended. Verifying a candidate's representative, trying to guard against libel and slander and justifying this procedure to the candidate's representative makes a broadcaster's position most uncomfortable, he said.

• **Bishop Homer A. Tomlinson** (General Overseer of The Church of God and its nominee for President in the 1960 elections). Bishop Tomlinson said he approves the Senate bills. He realizes, he said, that the bills would make it "a little more difficult" for such parties as his own, but said he himself is depending on "miracles" to get elected in 1960.

Bishop Tomlinson, who said he will be on the ballot in 19 states, elaborated a little on this plan. He will, he said, bring about his victory in 1960 through "arousement" of the population.

• John B. Johnson (owner of WWNY-WCNY [TV] Watertown, N.Y. and published of the *Watertown Daily Times)* based his support for equal time relief by telling the Senators how the section could affect them personally. "As a newspaper editor writing daily I support the Hartke bill to make clear what should be considered fair and equal time for candidates."

• **Nathan Karp** (Socialist Labor



No. 1 issue • Tom Chauncey, KOOL-AM-TV Phoenix, tells senators their faces will disappear from tv screens if broadcasting's top problem in reaching maturity is not solved.

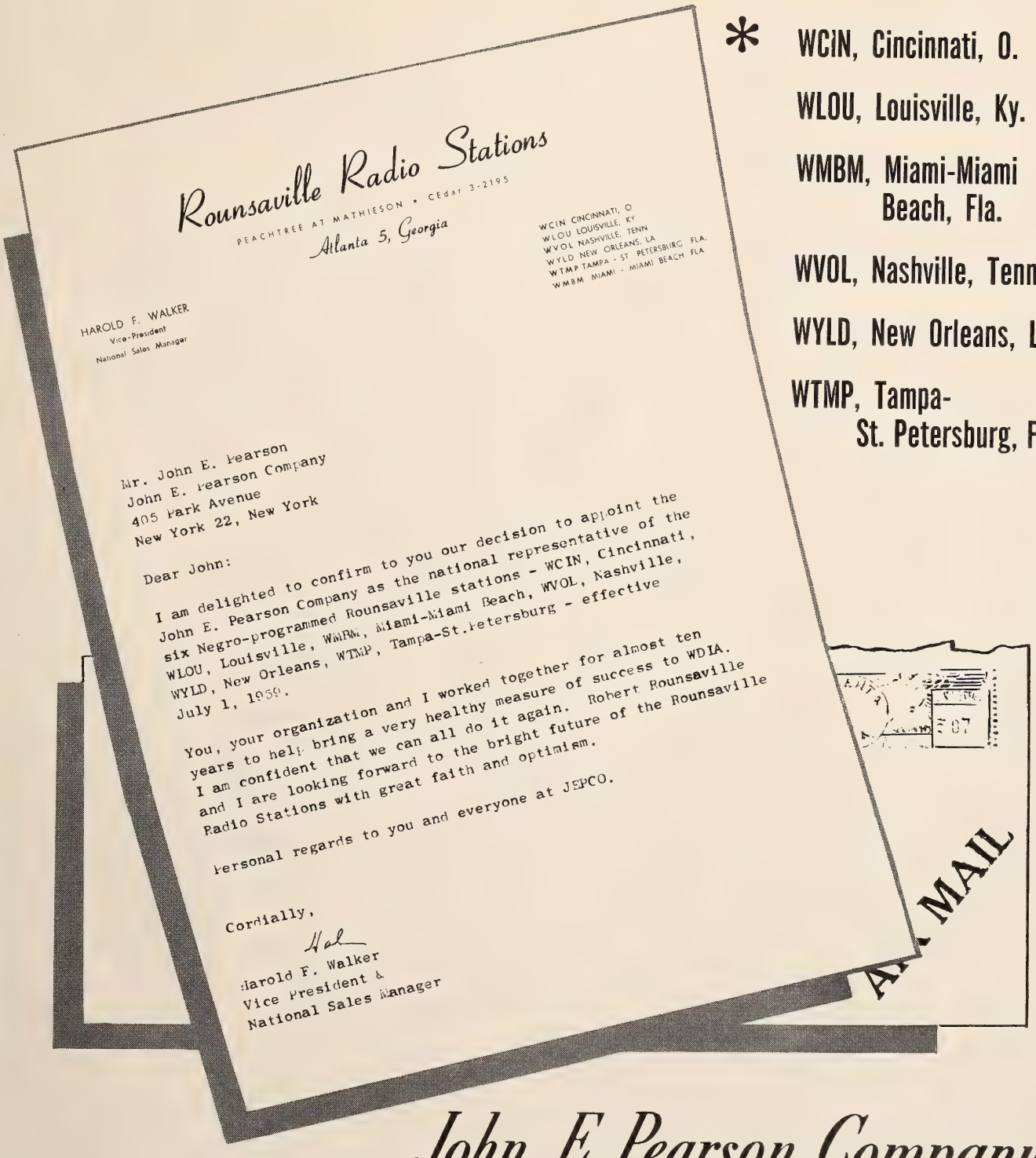


Remove the yoke • Rex G. Howell of KREX-AM-FM-TV Grand Junction, Colo., urges the senators in appealing for repeal of the "bewildering conditions" in political broadcasting.



Slide rule no answer • Dean Edward Barrett of Columbia U. urges committee to report Hartke bill because mathematical formula cannot be applied to newscasts.

6 Rounsaville Stations * • • • pick Pearson



* WCIN, Cincinnati, O.

WLOU, Louisville, Ky.

WMBM, Miami-Miami Beach, Fla.

WVOL, Nashville, Tenn.

WYLD, New Orleans, La.

WTMP, Tampa-St. Petersburg, Fla.

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Some problems in definitions

Ten days ago, Comr. Frederick W. Ford submitted a suggested amendment of Sec. 315 to the Senate Commerce Communications Subcommittee (BROADCASTING, June 22). Last week, at the request of Sen. John Pastore (D-R.I.) and with the approval of four other commissioners, he defined just what the proposal would do. Text of the amendment:

"Provided, that newscasts and special events such as political conventions shall not be considered a use within the meaning of this section, but this proviso shall not except licensees who broadcast such news and special events from an objective presentation thereof in the public interest.

Comr. Ford defined "newscast" as a straight, factual report of the news. "News commentary" is distinguished from newscast by announcing to the public that it is receiving the opinion of a commentator or an interpretation rather than a factual account, he said.

"Such as a political convention," as used in the amendment, "was not intended as a limitation but as an example of the political type of special event included."

He said the term "objective" was substituted for "fair and impartial" as contained in the original draft to avoid the contention that fair and impartial in effect meant equal time. "The suggested language is an attempt to free broadcast licensees from the provisions of Sec. 315 and to give them freedom to exercise their judgment in the handling of news programs and special events . . . despite the fact that a legally qualified candidate may appear or be heard on such a broadcast . . .," Comr. Ford said. "Such an event may be the result of a candidate's official position or of a political nature . . ."

Endorsement • Comrs. John C. Doerfer, Rosel Hyde, Robert E. Lee and John Cross endorsed the Ford recommendation, with Comrs. Robert T. Bartley and T.A.M. Craven dissenting. Comr. Bartley said the amendment goes too far in that it includes the "indefiniteness" of special events and would result in different treatment in separate situations.

Comr. Craven doesn't want the Commission to tell broadcasters what they should put on the air.

He proposed last year that the FCC get out of the programming field entirely. This was in the consideration of the revised programming section in application forms. He maintained then that any interest in programming ran afoul the no-censorship provisions of the Communications Act. (BROADCASTING, Dec. 1, 1958.)

He was one of the commissioners who voted against the majority in the Lar Daly case.

In the first place, he objected to exempting newscasts and special events from Sec. 315 as unnecessarily complicating the administration of the equal time provisions of the Communications Act. What he fears, he said last week, was that the Commission would begin to be called on to determine what kinds of programs are news and which are not. He also asserted, once more, that the present Sec. 315 gives the Commission plenty of latitude already. The problem, he said, is one of administering it properly.

He was particularly vigorous in his opposition to the proposal that the law be amended in such a way as to specifically require broadcasters to maintain an "objective presentation." This, he feared, would saddle broadcasters almost irrevocably with what he believes is tantamount to censorship.

As it is now, he explained, the fair and equal requirement is a Commission policy. "Someday we may be able to get rid of that relic of the Blue Book," he said, "but we never will if it becomes part of the law."

Party). Mr. Karp charged that the renewed clamor to amend Sec. 315 "is based on a desire to reduce, or eliminate entirely, the participation of minority party candidates in free radio and television time . . . and thereby confer upon the two major political parties what amounts to a monopoly on the use of the air waves. . . ."

• **Joseph A. Schafer.** A candidate for the Republican nomination for mayor of Philadelphia last month, Mr. Schafer told the senators that equal time requirements not only should be left as is for broadcasters but should be extended to newspapers as well.

This principle is necessary, he said, if "we are to practice democracy in our national, state and local politics." Mr. Schafer said that, because of Sec. 315, he received fair treatment from radio and tv in his recent losing campaign. "Otherwise, I would not have received as much time as I did on the air . . .," he said.

• **V. Lane Knight** (attorney for Lewis Food Co., Los Angeles) testified against all the proposals to amend Sec. 315 which, he said, would "increase the privilege of the licensee to engage in censorship." He maintained that the provisions of the section should be expanded, rather than relaxed.

• **William Price** (executive secretary, United Independent-Socialist Committee, New York) said the bills would "eliminate the voice of dissent from the political arena in the U.S."

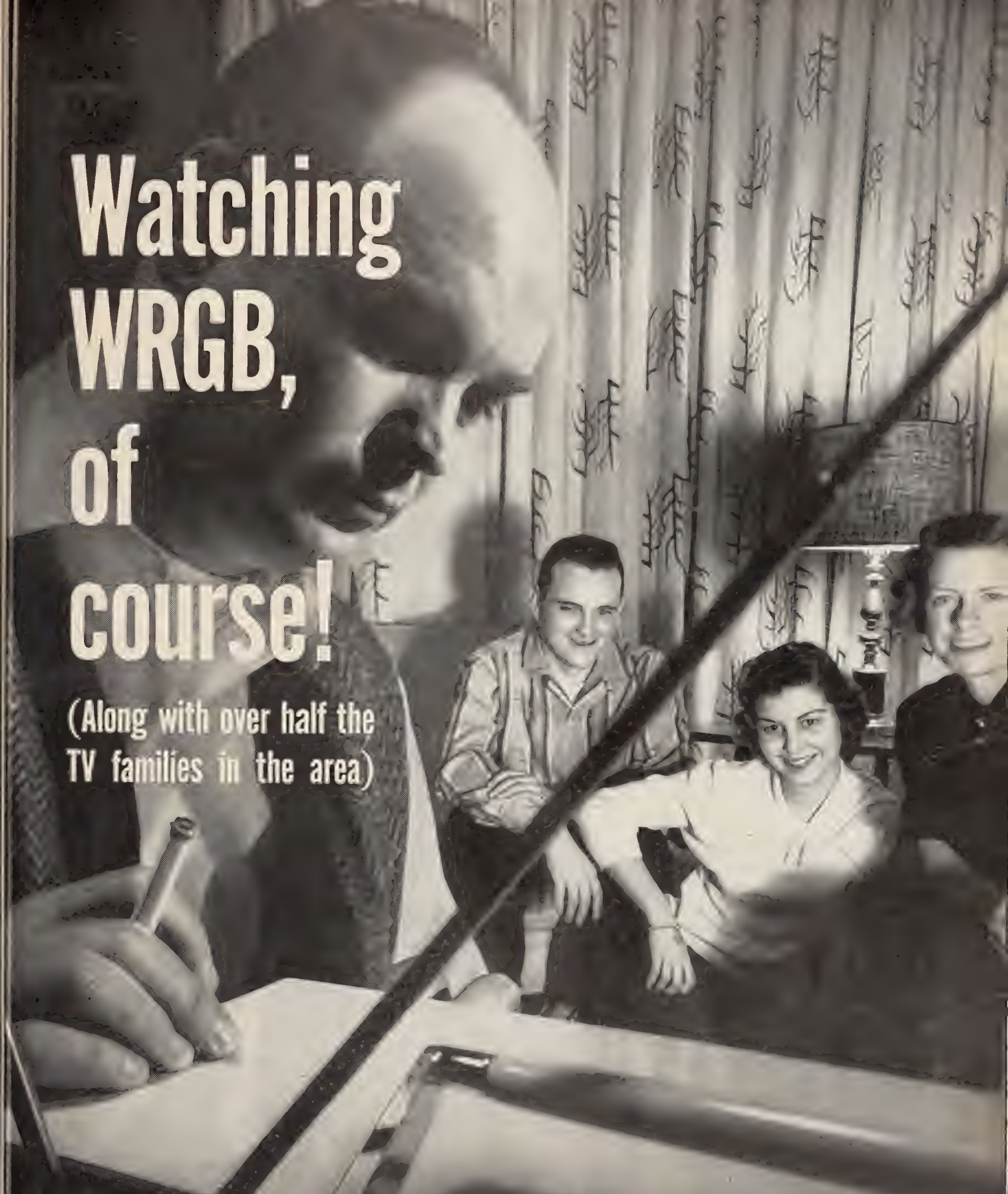
Mr. Price charged the Hartke bill would "define any existing minority party out of the arena of free debate." As for news broadcasts, he said, the Daly decision recognizes that an appearance on radio or tv by a political candidate, even if not related to his candidacy, is a "publicity factor of importance."

It is with "somewhat ill grace" that broadcasters "now cry of *de facto* FCC censorship when in fact they have practiced their own brand of censorship against minor parties for years," Mr. Price said. He charged a radio-tv "blackout of silence" against his party in the New York gubernatorial campaign last year.

Broadcasters, he said, are threatening to refuse to carry political news next year if newscasts are not made exempt from Sec. 315. This is an "arrogant threat" to scare Congress into acting with "unseemly haste," he said. adding that Congress has always lived to regret legislation pushed through hastily under pressure of "some special interest."

Since radio and tv have largely superseded the press and minimized the effect of street meetings, debates and forums, a monopoly of radio-tv amounts to a monopoly of all election effort, the Socialist-Independent official said. He charged CBS President Stanton with making a "candid plea for political conformity" and elimination of dissent by holding that the Hartke bill recognizes "the political reality that normally ours is a two-party system."

At the close of the hearings last Thursday, Sen. Pastore announced that the record would be kept open until tomorrow (Tuesday) and that statements will be accepted until that date.



Watching WRGB, of course!

(Along with over half the TV families in the area)

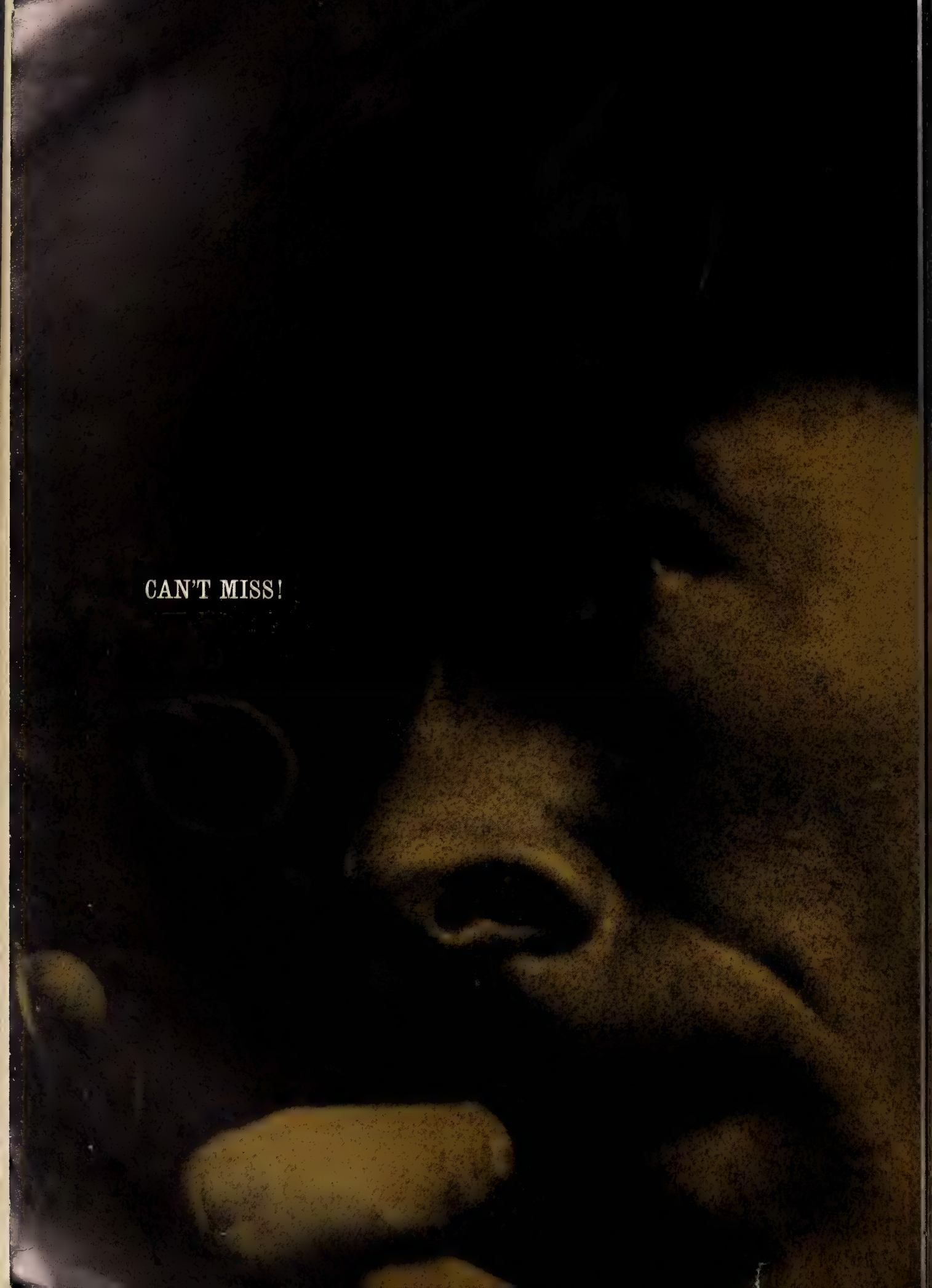
Better than half the viewing families—52.6%—watch WRGB. The May, 1959 ARB total area survey shows Channel 6 delivers more homes than the other two stations combined in the Northeastern New York and Western New England market. Contact your NBC Spot Sales representative for the complete story.

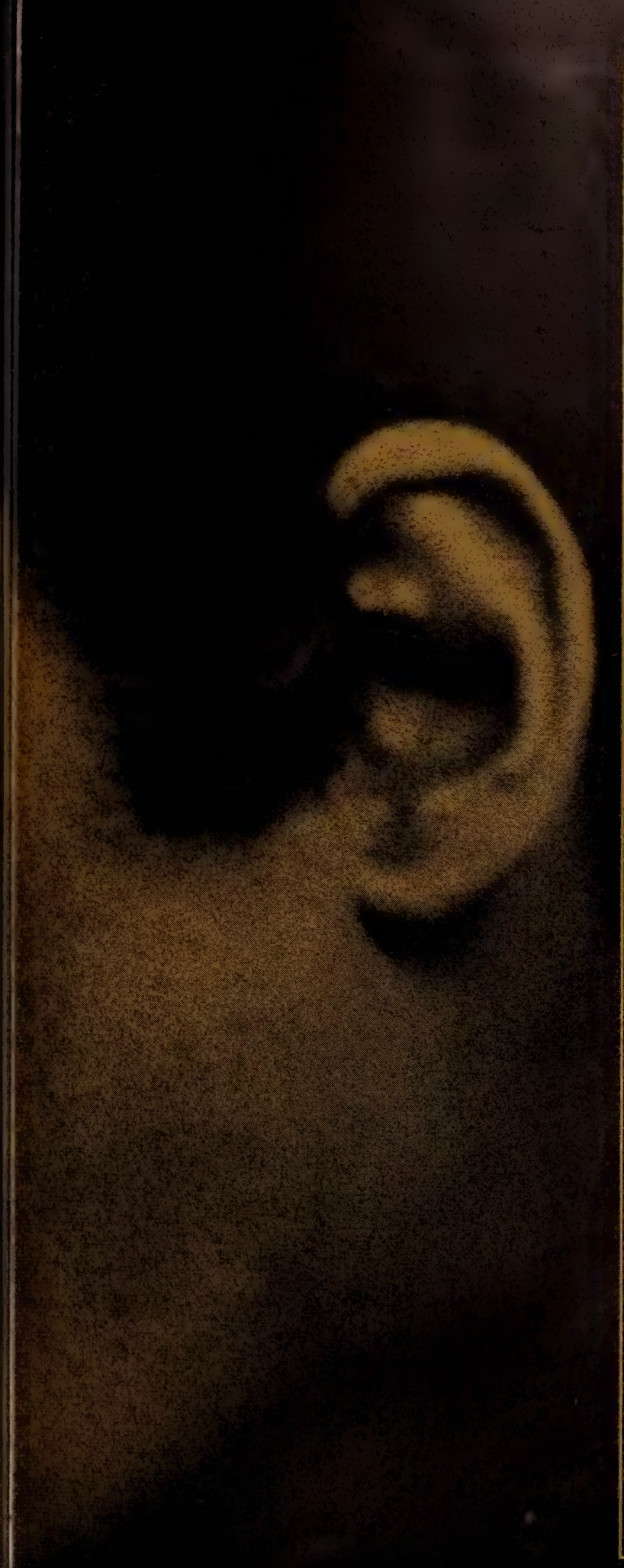
STATION SHARE OF AUDIENCE*
SUNDAY THROUGH SATURDAY

	WRGB	STATION B	STATION C
SIGN-ON TO SIGN-OFF	52.6%	31.2%	16.2%

*Source: Total Area ARB, May, 1959

WRGB CHANNEL 6 . . . A GENERAL ELECTRIC STATION . . . ALBANY-SCHENECTADY-TROY


CAN'T MISS!



TRACKDOWN

One of network television's most famous Westerns has just become available for syndicated sales... and it's a sure-fire hit. Because:

...TRACKDOWN is the biggest, most important Western ever to enter first-run syndication, at a time when Westerns are at the very peak of audience popularity;

...TRACKDOWN is produced on location by Dick Powell's famous Four Star Productions, and has a well-known star, Robert Culp;

...TRACKDOWN is based on case histories taken from the files of the fabulous Texas Rangers, and is the only television show ever to win official endorsement from the Rangers and the state of Texas;

...And TRACKDOWN has proven a huge audience-winner, averaging a 23.0 total Nielsen rating in its run on the CBS Television Network (October 1957—April 1959), against the stiffest competition.

Tired of long shots? TRACKDOWN (71 crack half-hours) can't miss!

...THE BEST FILM PROGRAMS FOR ALL STATIONS"
NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BOSTON, SAN FRANCISCO, ST. LOUIS, DALLAS AND ATLANTA. IN CANADA: S.W. CALDWELL, LTD.

CBS FILMS

VHF, FM WANT TO STAY PUT

Don't disturb us, industry groups ask FCC

Spectrum space allotted to vhf television and fm should not be disturbed, the FCC was told last week in its month-long depth study of non-government services in the 25-890 mc band [BROADCASTING, April 27, *et seq.*].

Testifying June 25 before the Commission *en banc* (minus Chmn. John Doerfer, who was appearing before a Congressional inquiry, see story page 46), NAB President Harold E. Fellows declared it "essential" that chs. 2 through 12 "in which the public has invested so heavily in receivers," be retained as the foundation of any allocations plan. He said the greatest area for expansion lies in the addition of frequencies adjoining ch. 13.

In testimony prepared for delivery Friday (June 26), Lester W. Lindow, executive director of the Assn. of Maximum Service Telecasters Inc., outlined the approach of his organization toward the spectrum situation. He emphasized the inviolability of the 12 existing vhf channels, the addition of further vhf frequencies between chs. 6 and 7 or above ch. 13 in exchange for some of the existing uhf spectrum space, and maintenance of the "present high technical standards."

Speaking on behalf of Fm Broadcasters Inc. on Thursday, Ben Strouse, WWDC-FM Washington, told the FCC that the present 88-108 mc fm band must remain intact and that neither transfer of the fm band to another portion of the spectrum nor diminishing the width of the band would be in the public interest. In his testimony Mr. Strouse outlined the recent remarkable growth of fm as a high-quality entertainment medium, a factor in national defense, and a swiftly developing medium.

Another Fm Opinion • Elliott M. Sanger, executive vice president and general manager of WQXR-AM-FM New York, was scheduled to appear before the Commission on Friday with testimony which supported Mr. Strouse. Mr. Sanger urged the FCC to take prompt action making it clear "that fm broadcasting will remain in the band 88 to 108 mc and that the width of an fm channel will continue to be 200 kc."

Also scheduled to appear Friday was David C. Stewart, assistant director of the Joint Council on Education Television, who intended to discuss the growth of etv and urge the Commission to give educational interests high priority "when adjustments in the spectrum are considered."

The current FCC inquiry into the 25-890 mc band is part of a continuing study of the spectrum which this spring saw Congress also take a hand with a probe by a House subcommittee (BROADCASTING, June 15). The FCC has been considering a 50-channel extended vhf television band with frequencies to come from military allocations. This concept has initiated discussions with the Office of Civilian & Defense Mobilization.

An essential corollary to the issue of an extended contiguous vhf band has been the feasibility of an all-channel tv receiver. Motorola President Robert W. Galvin told the FCC earlier in the 25-890 mc proceedings (AT DEADLINE, June 8) that his firm would "enthusiastically" support the manufacture of a 30-channel set and could market it for "essentially" the same price as the present 12-channel-only receivers. NAB President Fellows, in replying to a question on such all-channel receivers last week, said that NAB has yet to develop a policy on the expanded sets.

Engineering View • Scheduled to appear before the FCC on Friday along with AMST director Lindow was Howard Head, consulting engineer (A.D. Ring & Assoc.), who quoted from the Tv Allocations Study Organization report (BROADCASTING, March 6) in support of existing tv allocations. He said that chs. 2-6 provide, according to TASO, the most extensive television of "consistently good quality." Chs. 7-13 are also "good," while chs. 14-83 provide such service over much smaller areas than the vhf channels. TASO made it clear, stated Mr. Head, that the present 12 vhf channels are indispensable.

Non-broadcast witnesses have included mobile service groups and associations. One was the State of California, whose representatives asked reservation of the vhf band for mobile services and a move of tv to uhf.

WKIS asks high court for ruling on ch. 9

WKIS Orlando, Fla., last week continued its fight to have the ch. 9 case resolved by someone outside the FCC. The Orlando station, denied in its petition for a rehearing *en banc* by the U.S. Court of Appeals in Washington, asked the U.S. Supreme Court to issue a writ of *mandamus* requiring the nine members of the lower court to state the "precise reasons" for that court's order setting aside a 1957 FCC decision awarding ch. 9 to WLOF Orlando.

The lower court's decision of May 21 setting aside the FCC grant (made in compliance with the Supreme Court's October 1958 reversal of an earlier decision by the lower court which upheld the FCC grant to WLOF) also ordered the FCC to hold another hearing with the aid of a special hearing examiner. WKIS then requested a rehearing *en banc* by the appeals court, holding the FCC shouldn't be allowed to investigate itself (on the issue of whether a member of the FCC who voted in the 1957 award should have been disqualified) and asking instead that the lower court appoint its own hearing master to make recommendations for the award to the appeals court itself. The lower court on June 5 refused to review the case *en banc*, giving no reason for denial.

WKIS in its petition to the Supreme Court last week said that under the Administrative Procedure Act the lower court, in its May 21 reversal of the FCC, should have made a finding to support its order vacating the FCC action. Instead, WKIS said, the lower court "merely stated the purpose or objective, namely to enable the Commission to determine certain things that 'might be thought' to reflect upon individual commissioners and/or upon their original decision, or upon either of the applicants." The court, WKIS said, should have stated that if "certain facts were found to be true, disqualification of the guilty parties (commissioner and/or applicant) would be required." The court's "indefinite, indecisive" attitude leaves the remand proceeding open to "vague findings and 'white-wash' tactics," WKIS charged.

The Supreme Court remanded the case to the lower court in October 1958 to look into allegations that WLOF had engaged in *ex parte* activities during FCC adjudication of the case.

THE MACK TRIAL

Counsel summations prepared for jury

The Mack-Whiteside case probably will go to the jury this week following closing arguments by prosecution and defense counsel scheduled to begin today (June 29) in Federal District Court in Washington. Both sides rested their cases last week, the 12th week of the trial, after two defense witnesses were heard.

Defense counsel appeared heartened Thursday when Judge Burnita S. Matthews denied a defense move for a directed verdict of acquittal, but reserved the right to reverse the jury after the verdict if it finds either of the defendants guilty. Nicholas P.

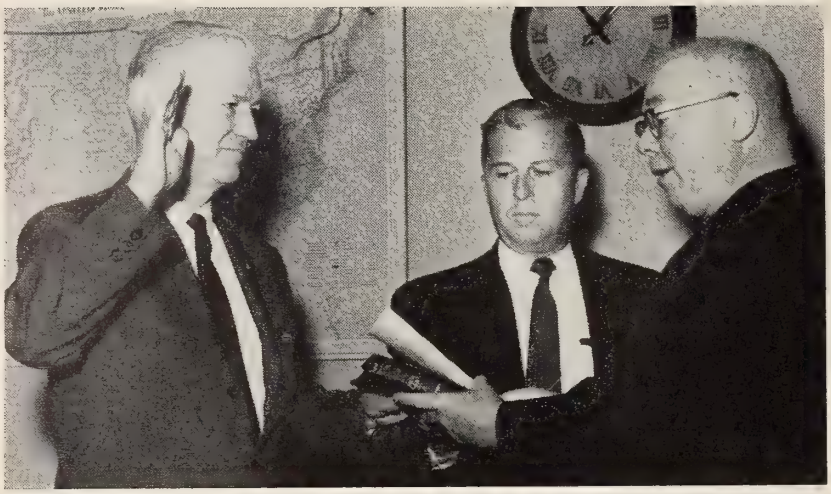


According to ARB, that's how highly the Jack Paar personality scores with Chicago viewers. WNBQ's rating averages well over twice that of the feature film fare or anything else in the 10:15 p.m. to midnight time period, Monday through Friday. And on WNBQ, Jack delivers audiences at a cost per thousand homes as low as $1.15! Choose the favorite sport of Chicago viewers—Jack Paar—on Chicago's quality television station.

Channel 5 in Chicago NBC Owned Sold by NBC Spot Sales

WNBQ

Source: ARB, April 1959



Hyde starts third • Oath for his third term as a member of the FCC is taken by Comr. Rosel H. Hyde (l) in short ceremonies Tuesday (June 23). With him here are FCC Chairman John C. Doerfer (c) and Judge John A. Danaher of the U.S. Court of Appeals for the District of Columbia, administering the oath. Comr. Hyde was first appointed in April 1946 to fill the unexpired term of the late William H. Wills, who served less than a year before his death. In government service since 1925, Mr. Hyde's initial appointment to the FCC climaxed 18 years with the FCC and predecessor Federal Radio Commission in various positions ending with general counsel. He served as FCC chairman for the first year of the first Eisenhower Administration (April 1953-April 1954), having been vice chairman from March 1952. He was renominated last April 17 and unanimously confirmed by the Senate June 4.

Chase, attorney for former FCC Comr. Richard A. Mack, said he had never had this happen during his court experience and said he took it as a sign Judge Matthews may believe the defendants are innocent.

Scheduled to be argued last Friday were 36 prayers entered by Mr. Chase asking Judge Matthews to instruct the jury on various points of law. Arthur Hilland, counsel for Thurman A. Whiteside, was to present similar prayers last Friday.

Mr. Mack was not present Thursday and Mr. Chase explained he was too ill to be at court that day. Neither Mr. Mack nor Mr. Whiteside was put on the stand during the trial.

The witnesses last week were Mrs. Elizabeth Grisillo, Mr. Whiteside's secretary, and Thomas A. O'Neil, Washington accountant, who testified on financial transactions between the two defendants.

Earlier in the week, defense counsel had introduced evidence that Mr. Mack received money from the G.C. Stembler Insurance Agency, owned by Mr. Whiteside, as early as January 1953, months before Mr. Mack joined FCC.

The defendants are charged with conspiring to obtain award of ch. 10 in Miami for Public Service Tv Inc., a subsidiary of National Airlines. The FCC made the grant in 1957 and Mr. Mack resigned from the FCC early in 1958.

STATE TAXATION
Interstate threat studied in Congress

Chairman Emanuel Celler (D-N.Y.) of the House Judiciary Committee last week set up a special subcommittee to study implications of the U.S. Supreme Court's decision last February that a state has the right to tax that portion of the income of companies operating in interstate commerce which is derived from that individual state (BROADCASTING, March 2).

Meanwhile, Sen. Prescott Bush (R-Conn.) last week introduced a bill in the Senate which would prohibit a state from collecting taxes from companies which sell their goods or services in that state unless the company maintains a "stock of goods, plant, office, warehouse or other place of business within the state." The bill is similar to one introduced the week before by Rep. William M. McCulloch (R-Ohio) (BROADCASTING, June 22). and which will be considered by the new House subcommittee.

Heading the House unit will be Rep. Edwin E. Willis (D-La.). Other members are Reps. Byron G. Rogers (D-Colo.), Jack Brooks (D-Tex.), William E. Miller (R-N.Y.) and Richard H. Poff (R-Va.).

State-line Study • Rep. Celler said a study "must be made" to find whether there has been a departure from the "traditions that have kept interstate commerce from the burden of multiple state taxation," and, if there is any necessity of "legislation that will protect the national as well as the state interest." He said the House unit is for inquiry, not legislation, and will make its recommendations to the parent Judiciary Committee.

Sen. Bush said the Supreme Court interpretation opens up a "Pandora's box" of difficulties and harassment for all businesses, especially smaller ones," and he feels the bill is of "sufficient urgency" that the Senate should make a special effort to bring it to a vote this session of Congress.

The bill is not a total solution, he said, but would give relief to companies in interstate commerce whose only activity in other states is seeking sales.

Such interstate solicitation, of course, is obvious in the case of broadcasting.

FEDERAL BUDGETS
FCC, other funds reach final hurdle

The Senate last week restored $300,000 of a $600,000 cut by the House in FCC appropriations for fiscal 1960, approving a total of $10.7 million for the agency, $300,000 less than the $11 million Budget Bureau recommendation.

The Independent Offices Appropriations Bill (HR 7040) was passed by a Senate vote of 89-1. The measure now will go to a joint Senate-House conference committee to iron out differences caused by Senate increases of over $100 million to the $6.45 billion version passed by the House on May 11.

The Senate also raised the ante $190,000 over the $6,745,000 House appropriation for the Federal Trade Commission. The How figure represented a $230,000 cut from the Budget Bureau recommendation of $6,975,000. The Senate version: $6,935,000.

The Senate also increased by $200,000 the amount the House approved May 21 for the U.S. Information Agency, parent agency of the Voice of America. The total Senate figure for USIA was $101,757,300 which is still $4,354,700 less than the Budget Bureau request. This bill (HR 7343) also is scheduled for conference by a Senate-House group.

In debate before Senate approval of the Independent Offices Bill, Chairman John A. Carroll (D-Colo.) of the Senate Judiciary Committee's Administrative Practice & Procedure Subcommittee, expressed concern that members of some regulatory agencies at times have acted as if they were a part of the Executive rather than of Congress. He

Summer Sales

for you in Detroit and Southeastern Michigan

Salesmakers all! That describes the sprightly line-up of local summer fare on WWJ-TV. These are programs you can depend on for genuine viewer interest, for depth impact that moves merchandise. These are shows that people really look forward to, really sit down to watch, really follow with enthusiasm.

Check the list—then call your PGW Colonel and place your summer schedules on WWJ-TV, Detroit's Believability Station.



"Mr. Adams and Eve"
9:30 A.M.
Monday through Friday

First run off network, this delightful series stars Hollywood's Ida Lupino and Howard Duff—catches Mrs. Detroit just before her morning shopping trip.



"It's a Great Life"
1:00 P.M.
Monday through Friday

Always a big Detroit favorite. "It's a Great Life" provides 30 minutes of midday fun and buying inspiration for thousands.



"I Married Joan"
1:30 P.M.
Monday through Friday

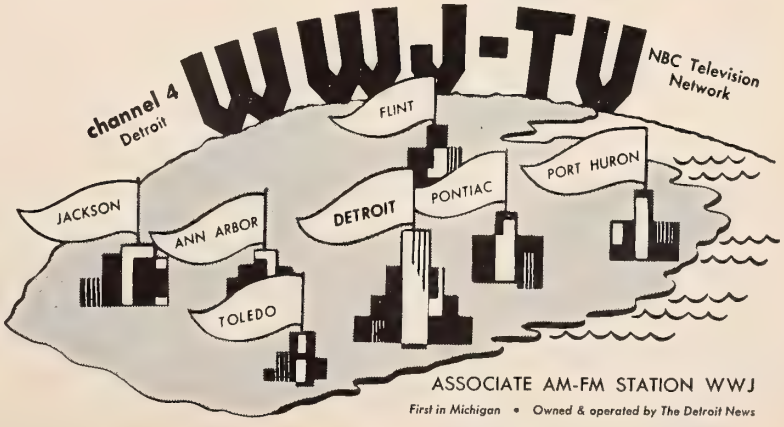
Lovable, laughable Joan Davis is winning still more friends in her new summer time slot preceding NBC's "Queen for a Day."



"The Life of Riley"
6:15 P.M.
Monday through Friday

With its impressive track record, "The Life of Riley" is perfect for family-seeking advertisers. It follows WWJ-TV's popular "Six O'Clock News-Weather" strip.

Salesmaking coverage, too! Northward to Flint and beyond, southward to Toledo and beyond, Detroit's WWJ-TV covers one of America's largest and wealthiest centers of population



ASSOCIATE AM-FM STATION WWJ
First in Michigan • Owned & operated by The Detroit News
National Representatives: Peters, Griffin, Woodward, Inc.

indicated his subcommittee might question "some" of them "most closely" when they appear before his group. He also expressed concern over the backlog of some agencies.

Fellow Democrat Warren G. Magnuson (Wash.), chairman of the Senate Commerce Committee and of the Senate Independent Offices Appropriations Subcommittee, generally agreed with Sen. Carroll in a discussion on the Senate floor. Sen. Magnuson said the FCC has a great backlog of cases, but is "catching up fairly well."

FCC program review explained by Doerfer

The FCC's consideration of programming in its various licensing functions must be looked at more in the light of a selection process than "any overt attempt to usurp an ungranted power," FCC Chairman John C. Doerfer said last Thursday (June 25) in an address to a symposium on the issues of broadcasting at the School of Speech, Northwestern U., Evanston, Ill.

The FCC chairman said any station licensee who is aware of the needs of his community or area should know or develop a sense of understanding of that which ranges from the mildly controversial to that which is "highly debatable or hotly discussed," and should develop a sense of perspective.

He should be particularly zealous to provide fair presentation of matters in which he may have a personal financial interest, bias or prejudice, Chairman Doerfer said. He added that there is no all-inclusive formula for this and the FCC has developed precedents which afford more definite guides only in the "crucible of experience over the years."

No FCC dispensation

The FCC last week refused to waive its rules to allow WIP Philadelphia to originate most of its programs during the last two weeks of July from Atlantic City, N.J. But the station, upon learning of the FCC's decision of Thursday (June 25), announced that it would originate as many programs as FCC rules allow from Atlantic City, anyway, during the period.

NARBA, Mexico treaty hearings set July 9

Hearings on the North American Regional Broadcasting Agreement (NARBA) and a separate U.S. treaty with Mexico on broadcasting will be held July 9 by a special *ad hoc* subcommittee of the Senate Foreign Relations Committee headed by Sen. Wayne Morse (D-Ore.) (BROADCASTING, June 22).

The subcommittee has invited interested witnesses to testify. Among those who will appear are Comrs. Rosel H. Hyde and John S. Cross of the FCC and W.T.M. Beal, deputy assistant Secretary of State for economic affairs. Comr. Hyde has represented the FCC at various international conferences involving broadcasting.

PROGRAMMING

TWO VOICED NEWS FIRMS MERGE

Radio Press and International Transmissions combine facilities

Two voiced radio news services—Radio Press Inc., and International Transmissions Inc., both New York—have merged to form Radio Press International, effective today (Monday).

Announcement of the consolidation is being made jointly today (June 29) by George Hamilton Combs, president of Radio Press, and Sumner J. Glimcher, president of ITI. They said the move is subject to stockholder approval but pointed out that principal stockholders already have given their assent.

Under the change-over, Mr. Combs becomes board chairman and Mr. Glimcher president. Other officers are Donald Hirst, chairman of the executive committee; Noel Bernard, vice president for foreign news; Thomas M. Heyman, vice president, and Lloyd Garrison, assistant vice president.

The newly-organized RPI has obtained financing to enlarge its operations, according to Mr. Combs. Contemplated for the future are two or more classes of service to meet the requirements of particular stations—a comprehensive report, a skeletal report, a foreign report, Washington and national news report.

Will Fulfill Contracts • Radio Press had 54 stations on its client list and ITI had 18. Several stations currently are subscribers of both ITI and Radio Press and these outlets will continue to receive both schedules until the contracts are fulfilled. Mr. Combs noted that about 10% of the Radio Press client list and 20% of ITI's subscribers are network-affiliated stations.

RPI will have three 20-minute transmissions per day on weekdays and one 20-minute transmission on Saturday and Sunday. ITI used telephone lines and Radio Press utilized leased lines to transmit their voiced news recordings to stations. They indicated that both methods will be used, depending on the desire of the client. The subscriber pays the costs of transmission in any case, plus a fee to the news service.

Radio Press International will have 46 fully-accredited foreign correspondents on duty in at least 35 countries, officials said, plus 387 stringers throughout the U.S. Foreign news is provided by stringers, except in London where RPI will have a fulltime bureau of two news correspondents. Six foreign correspondents are on a retainer basis, they added.

Messrs. Combs and Glimcher said they undertook the merger in order to present "greater strength" if competition should develop from such "giant" news services as the Associated Press and United Press International.

Radio Press' emphasis has been on national news and ITI on international coverage. For the present, two transmissions per day will be largely national news and the third, international news.

Yesterday?

Starting in September, NBC-TV's *Today* series (Mon.-Fri. 7-9 a.m. NYT) will be taped late in the afternoon prior to each day's telecast, it was announced last week by Jerry A. Danzig, vice president, NBC participating programs. The only live coverage to be retained will be for up-to-the-minute news, Mr. Danzig said.

Reasons given for the change from the all live format: greater flexibility; use of pick-ups from areas in the news; more emphasis on prominent figures in entertainment, arts and sports; more convenient times can be arranged for guest appearances, and for west coast coverage which was unavailable for live participation. The program will experiment during the summer with special video tape features in preparation for the new season, it was reported.



The WeeReBeL *discusses "sales campaign ribbons" with Bert Mulligan, Broadcast Supervisor, Compton Advertising, New York.*



Have you heard what the WeeReBeL said to Compton Advertising?

"We're rich in Columbus."

Average family income in the metropolitan trading area of Columbus, Georgia, is higher than that of New York, Chicago or Detroit. In fact, only 24 other cities in the U. S. beat it!

Over 83% of these better-than-average families own TV sets and WRBL-TV is the only VHF in the market. WRBL Radio is the station most listened to, with the lowest cost-per-thousand and the best availabilities because WRBL offers the soundest program format. Call HOLLINGBERY and get Columbus on your schedule, now.

WRBL

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WHY NEWS IS TV'S HIDDEN ASSET

The audience thinks more of tv news than tv broadcasters do

Tv news is much more powerful than generally believed.

It's the most underrated of all video program types.

This new concept of the place of television news in the media field was announced last week by Dr. Phillip Eisenberg, president of Motivation Analysis Inc. The research firm has completed a study of audience reaction to tv for Corinthian Broadcasting Corp.

Dr. Eisenberg upset traditional values in newscasting after analyzing results of field work done in Houston, where Corinthian operates KHOU-TV.

The study yielded viewer reaction to news, weather shows, movies and other forms of programming, using a sample of 200 men, women and teenagers, all tv set owners. The semi-structured depth interview technique was employed.

Explaining that television news has a "much stronger" impact on the public than has been believed, Dr. Eisenberg said:

"A decade ago people were saying that tv news would always be limited because it could never be as fast or up-to-the-minute as radio and because of the inherent limitations of visual electronic journalism.

"However, I cannot help but be terribly impressed by both the size of the audience to television news and by the intensity of the interest in it. It impressed me more than anything else in the Houston study."

Asked why news receives only slight mention in a list of most popular programs, Dr. Eisenberg told BROADCASTING viewers usually take news and weather for granted and do not list them as favorite types despite their interest in such programming.

Why News Is Strong • Tv news was found in the survey to have its main strength in the sense of reality achieved. These news factors were cited in the study:

Tv is faster than newspapers and easier to grasp than other media; half the people want more tv news than they are now getting, a third are satisfied with three newscasts a day, 18% want fewer newscasts; two-thirds prefer a short (15 minutes) to a long newscast; people want both world and local news without disproportionate emphasis on either and with facts put in perspective but minus personal opinions of the newscaster; they desire as much "visualization" as possible; three-fourths deem tv news "very important" or at least "moderately important"; three-fourths like special local events.

Strong local news coverage gives viewers a feeling the station is interested in the welfare of the community, according to Dr. Eisenberg. He said this applies to local sports and special events, school sports, school board meetings and the like, adding "you are much more likely to know some of the individuals involved than individuals in a national story."

The effort made to learn about specific programs evidences the intense public interest in tv, he said. "When people are interested in the subject they will go so far as to read a catalog with all its detail and fine print. The viewer studies the small print in the newspaper or magazine listings of tv programs and then makes his viewing decisions." He felt this shows the importance of giving the viewer specific information showing details as well as the kind of show and its probable quality.

As to weather, four-fifths like the reports; viewers prefer local weather tied to the national weather picture; they want visualization; the personality is important.

Dr. Eisenberg said the Corinthian study confirms a former depth study he did for Television Bureau of Advertising. This showed tv's strongest asset as an advertising medium and communications force is its unequaled ability to create the sense of reality itself. He said, "The tv news experience is the most real in comparison with any other medium, if it is presented properly. It is the closest thing to the actual experience itself. . . . Tv has learned to be pretty fast in reporting the news.

"One of the medium's great strengths is its ability to expose us directly to the personalities in the news. We see them and form opinions of them as people. The names in the news are no longer just names, they take on an immediate reality."

Dr. Eisenberg reminded that "radio still remains No. 1 for speed; the newspaper provides important details and comprehensive coverage; magazines offer valuable background and interpretation."

Visualization • He said the tv newscast is most effective "when it is delivered with the greatest amount of visualization, such as motion picture clips, clear explanatory maps, diagrams, animated treatments and the like."

Here are breakdowns on the key news questions in the Motivation Analysis study (many tables do not add to 100% because of duplicate and miscellaneous replies):

How important to you is the news on tv?

Very important	56%
Moderately important	17
Not very important	15
Very unimportant	12

What do you get from news on tv that you do not get from news on radio or in newspapers (three main reasons)?

Up-to-minute news bulletins; quicker	28%
Visual perception; news more real; can remember longer	27
Like to see where news is being made	25

Which do you prefer—long or short news shows? Why?

SHORT	56%
Just gives main facts, to-the-point	19
Don't have time to sit too long; it takes less time	12
Like 15-minute news	7
Doesn't bore me	7
Doesn't take too much time way from programs	6
LONG	32%
Better coverage, more complete, more detail	26
More informative	5
Get more pictures	3

How often should newscasts be broadcast during the day?

Once	6%
Twice	9
Three	24
Three or four	6
Four	16
Five	7
Every two hours	3
Every hour	7
Special bulletins during emergencies, crises	17

Which are you more interested in—local, national or world news? Why?

WORLD NEWS	43%
Want to know what's going on	18
It shapes the rest of the news	5
More important to more people	5
There is a war scare	5
You get local news in the paper	5
NATIONAL NEWS	16%
More important to me	3
Interesting	2
Informative	2
Important to know	2
LOCAL NEWS	11%
Want to know what's going on	6
More interesting	3
Familiar with things, places	2
ALL THREE	29%
Like all the news	14
Depends on where it happens	3
All the news is important	3

Do you prefer straight news or a commentator who interprets? Why?

COMMENTATOR	49%
Helps understand it	24
Explains in detail	6
He is an authority	6
STRAIGHT NEWS	45%
Like to interpret myself	21
Just want the facts	11

What would you like to see in newscasts besides announcer?

Pictures of the news and events as they happen	77%
Location (maps) of events	10

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Allen Kander and Company will continue to specialize in the purchase and sale of daily newspapers for important clients, and also serve as special consultants in the broadcasting industry.

Mr. Tornberg, president of the new company and formerly vice-president of the Kander organization, will have Edward Wetter and Douglas Kahle associated with him in eastern and west coast offices.

Mr. Kander will continue to maintain present offices and staffs in Washington and New York.

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AFM INCOME DOWN
Air media employment, revenue dip in 1958

Employment of musicians on radio and television in 1958 declined substantially in 1958 from 1957 levels as total revenue of American Federation of Musicians members in the air media slipped to $14,992,752 from $21,088,173 in 1957.

This picture of AFM's down-beat in radio-television emerged from a comparison of the Federation's annual report, issued at the conclusion of the 62nd annual convention in Seattle on June 19, with the union's 1958 report, which covered 1957 activity. A spokesman for AFM told BROADCASTING that the figures reflect a trend over the years of the use of "canned music" on radio-tv, but pointed out that "one redeeming feature is that this year, the Federation has signed a lot more contracts with tv production companies for use of live music in series."

The sharpest cut for AFM members was in the "steady staff employment" in television category. Whereas in 1957, 834 musicians were employed for varying periods of time and earned $8,406,625, in 1958 the number of staff musicians fell to 409 and earnings to $2,955,535. On radio, staff employment in 1957 covered 647 musicians with earnings of $4,548,894; in 1958, 432 staffers grossed $3,056,973.

Down and Down • Another area that showed marked reduced activity for AFM members was single engagement commercial tv employment. The number of such telecasts dipped from 3,415 to 2,884 and gross salaries from $2,796,250 to $1,804,756.

As a whole, employment on television was sharply curtailed, while on radio the reduction was less pronounced. Total tv income from all sources dropped in 1958 to $9,287,383 from $14,325,643 in 1957; total radio income from all sources fell by about $1 million—to $5,705,359 from $6,702,529 in 1957.

Incumbent officers of the Federation were re-elected to serve another one-year term. They are Herman Kenin, president; William J. Harris, vice president; Stanley Ballard, secretary and George V. Clancy, treasurer.

Kenin Blasts FCC • Herman D. Kenin, president of the AFM, sharply criticized the FCC for "glaring indifference to the true public interest" and "dollar domination programming." He emphasized during his talk that the "lack of live music" on radio-tv works contrary to the public interest.

Mr. Kenin told delegates that the federation would attempt to secure support from other trade unions operating in broadcasting for a project aimed at placing at least one union worker in the industry on the Commission. He predicted: "It won't be for long that the broadcasters will be able to get away with such vulgarities as silencing the cultivated musical *Voice of Firestone* because Madison Ave. moguls arbitrarily decided that cops and robbers for the moment will sell more soap."

The convention passed a resolution instructing the AFM to make every effort to induce the FCC to deny license renewals to broadcasters who fail to present live talent programming and another imposing a tax of 2% on funds received by musicians as re-use payments for work on kinescopes, video tape or other similar tv recordings.

Redhead to return

Arthur Godfrey will return to the air next fall on *Arthur Godfrey Time* (CBS Radio, Mon.-Fri., 9:05-10 a.m.) and will appear on a maximum of four one-hour specials on CBS-TV, it was announced Wednesday (June 24) by CBS and the entertainer. Mr. Godfrey, who is recovering from an operation for lung cancer, was on the air for eight hours a week this past season. As previously announced, he will not replace Edward R. Murrow on CBS-TV's *Person To Person*. A network spokesman said the series will return in the fall with a host to be announced soon. The *Sam Levenson Show* (CBS-TV, Tues., 9-9:30 p.m.), which was set up to substitute for the *Arthur Godfrey Time* tv show, will continue in the same time period.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 29-July 3, July 6, 8 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

June 29, July 6 (10-10:30 p.m.) **Arthur Murray**, P. Lorillard through Lennen & Newell and Pharmaceuticals through Parkson Adv.

June 30, July 7 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

July 1, 8 (8:30-9 p.m.) **Price Is Right**, Lever through J. Walter Thompson.

July 1, 8 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

July 2 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

July 3 (7:30-8 p.m.) **Northwest Passage**, sust.

July 3 (8-9 p.m.) **Ellery Queen**, sust.

July 4 (10-10:30 a.m.) **Howdy Doody**, Continental Baking through Ted Bates.

July 4 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles and Mars through Knox-Reeves.

July 4 (8-9 p.m.) **Perry Presents**, RCA Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

July 5 (7-7:30 p.m.) **Midwestern Hayride**, local, co-operative sponsorship.

July 5 (9-10 p.m.) **Chevy Show**, Chevrolet through Campbell-Ewald.

De Met taping majors for post-season sale

Plans to produce one-hour taped programs of 1959 major league baseball games for distribution at the conclusion of the season within the U.S. and abroad were announced last week by Peter De Met, president of Peter De Met Productions, Chicago, and Warren Giles and Joe Cronin, presidents of the National League and American League respectively.

Mr. De Met said that his company had received exclusive rights to videotape this season's remaining games in both leagues. The price paid was not disclosed.

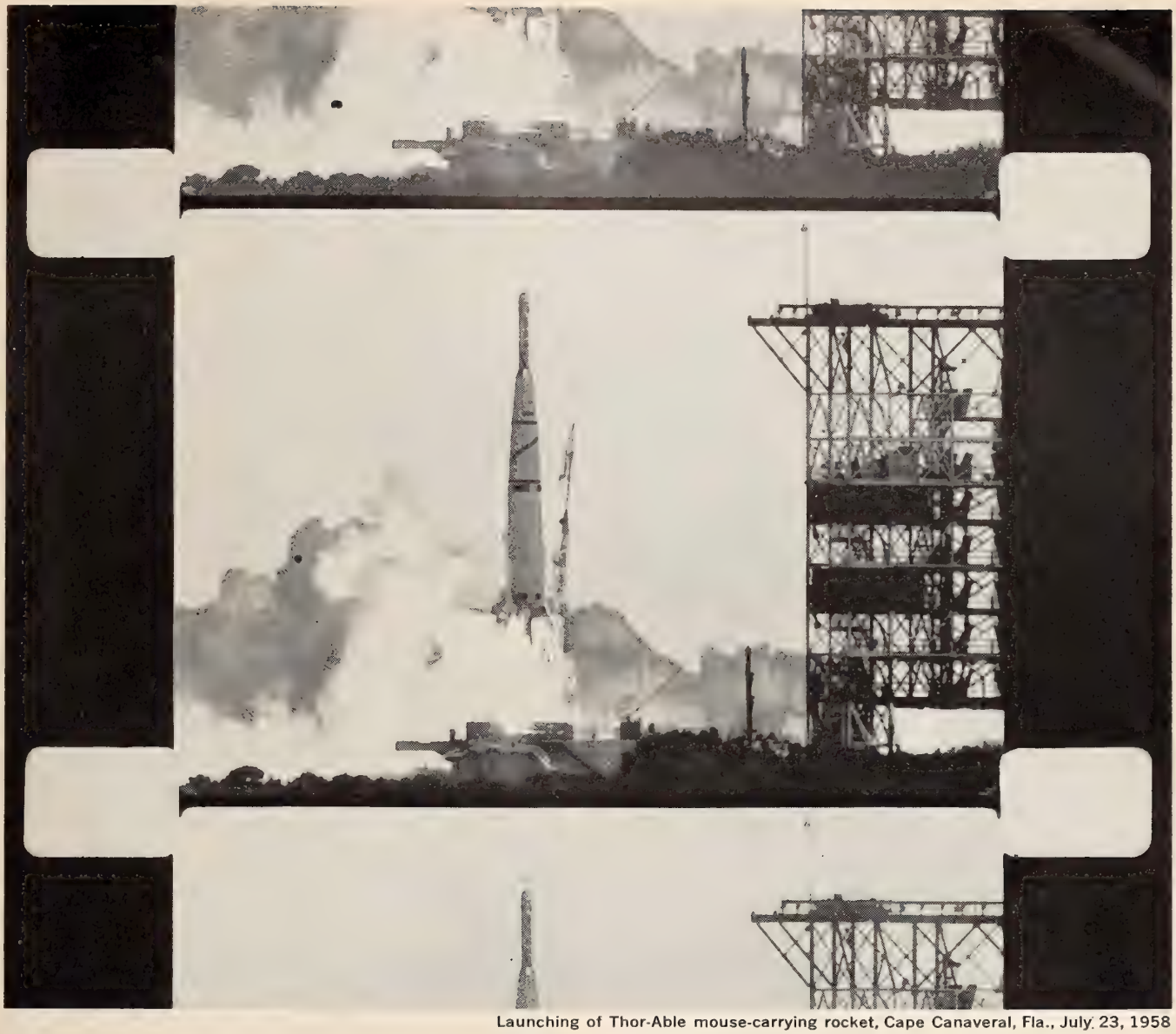
A spokesman for the De Met organization reported that almost 100 games will be taped and 26 will be selected for distribution, starting after the World Series. The tapes will be marketed under the title of *The Best 26 Games*, edited to one hour programs spotlighting action and omitting time-consuming delays.

The games will be taped by stations with recording installations in the various major league cities. They will be edited by the De Met staff, which will tape-produce in its studios segments featuring interviews with well-known personalities for inclusion in each program. A separate sound track will be inserted. Jack Brickhouse will provide the narration. The De Met spokesman said that contracts have been signed with 16 stations to assume tape assignments.

The program will be distributed by Universal Television Distributors, New York. An official of De Met acknowledged that the foreign market for taped programs is not substantial at this time because of the scarcity of equipment, but pointed out that the series will still have value in the future when tape installations become more widespread.

Catholic association salutes broadcasters

WHEN-TV Syracuse, N.Y., and KMOX St. Louis, Mo., received awards for outstanding public service from the Catholic Broadcasters Assn. at its June 18 annual meeting in Detroit. WHEN-TV was cited for ". . . devotion over many years to the television interests of the diocese which it serves." KMOX was saluted for ". . . imaginative contributions to the Catholic community."



Launching of Thor-Able mouse-carrying rocket, Cape Canaveral, Fla., July 23, 1958

"FOR THOSE ONE-TIME-ONLY SHOTS, WE COUNT ON 930 AND 931 FILM"

That's what Jay Weand, Chief Photographer, WCKT-TV, Miami, tells us

"Our photographers have to have a film they can depend on. That's why we use nothing but Du Pont Type 930 and 931 Rapid Reversal Films, from the North Pole to the South Pole—and still come up with a good news picture.

"But there's a good deal more to newsreels for TV than just getting a good shot on film," he continued. "The most important thing is to get a *consistent* picture that will show well on the TV screen. The wide latitude of Du Pont film helps us get pictures that consistently come up to the high standards we've set."

There's a Du Pont Motion Picture Film to meet your high standards, too. For more information about Du Pont's fine films, write Du Pont, 2432A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.

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More Soviet ballet bought for television

The Russian ballet-on-tv bandwagon had another occupant last week when Art Theatre of the Air Inc., New York, announced that it had purchased the U.S. tv rights to three hours and 40 minutes of color and black-and-white films dealing with the Bolshoi, Georgian and Moscow Ballets, plus the Moiseyev Dancers and the Red Army Ensemble (CLOSED CIRCUIT, June 22).

Officials of Art Theatre of the Air declined to reveal how much they had paid the Russian government for the rights but Sig Shore, vice president of the company, commented: "We paid less than Matty Fox did." This was a reference to Mr. Fox's well-publicized Bolshoi Ballet project, in which Mr. Fox has invested a reported $900,000 for production of four one-hour tapes of the ballet and for U.S. rights.

The films which Art Theatre has acquired were produced during 1956, 1957 and 1958 in motion picture studios and on location, rather than on stage. A company executive said that the films thereby were given "scope in scenery and design never before afforded ballet films."

Red Films • The properties included in the arrangement with the Russian government are a 35-minute version of *Swan Lake* starring Galina Ulanova, prima ballerina of the Bolshoi Ballet; a 25-minute version of *The Fountain,* a ballet based on the Pushkin story, which also stars Ulanova; an 18-minute Bolshoi Ballet production titled *Flames of Paris;* a 12-minute Bolshoi version of *Raymonde,* a well-known Spanish ballet; films of the Moiseyev Dancers performing *The Strollers, Quadrille, Kazaki* and *The Spinner.*

Also: the Moscow Ballet Co., performing *Gayanne,* which contains the Sabre Dance; Georgian Ballet films of *Laurencia* and *Sanatle;* the Red Army Ensemble, featured briefly on Bob Hope's Moscow telecast last season, in its version of *During a Halt in the March* and a 40-minute production, *When the Spirit Soars in Flight,* depicting outstanding Russian youngsters performing ballet and singing folk songs.

Joseph Harris, president of Art Theatre of the Air, said no decision has been made on whether the films will be released for network telecast or sold on a syndicated basis. He indicated a decision would be made shortly. Mr. Harris reported that he plans to engage a well-known choreographer who will supply background comment for the various films.

Possible Effect • He declined to speculate whether or not the tv exposures of the properties he has acquired will hurt the sale of the taped Bolshoi Ballet programs. By coincidence, Mr. Harris is a former associate of Mr. Fox and is credited with having brought Mr. Fox into the television field. Mr. Harris commented: "I don't think Matty will deny that. I wish him all the luck with his tapes."

Art Theatre of the Air Inc. was formed two years ago "to bring the finest in foreign films to television." Among the films it has imported and subsequently sold to tv have been *Rififi, Bitter Rice, Anna, Mr. Hulot's Holiday* and *Wages of Fear.*

Mr. Harris is described as a millionaire-industrialist with diversified holdings. He has been active in tv for more than a decade as a large investor and active official in such companies as Flamingo Films, New York, and Motion Pictures for Television, New York, in association with Matty Fox in the latter company.



He's got a secret • What he plans to do with his near-million dollar investment in original Bolshoi Ballet video tapes, Skiatron head Matty Fox (l) has yet to reveal, despite tv competition from new Art Theatre of the Air acquisition (see story this page). Here he talks to crew on huge stage at KTLA (TV) Hollywood where tapes were produced several weeks ago in what is considered the major production venture in video tape to date. With him are (l to r) Natasha Bumstock, Russian interpreter; Leonid Lavrosky, chief choreographer for the Bolshoi and show director, and impresario Sol Hurok, who brought group to U.S.

WGAY federal format pushes up sales 42%

A new music and news format slanted at the Washington, D.C., area's large audience of government employes by WGAY in suburban Silver Spring, Md., has put 42% more business "on the books" in its first four weeks of operation, Connie B. Gay, president and board chairman of WGAY, reported last week.

Mr. Gay, country music impresario and producer and in the past few years a broadcast station operator (OUR RESPECTS, Feb. 2), said WGAY's new approach concentrates on "sensible sound" (standard pops) music and news of interest to Washington's government employes. It began June 1 after Mr. Gay took over the station. The station began its new programming the first day with $12,500 worth of promotion, including 7,500 pieces of mail containing reprints from page ads in local newspapers and trade papers. Mr. Gay changed the call letters of the former WGAY-FM to WSHO (FM) and this 20-kw outlet is programming completely independent of WGAY. The fm station's entire schedule is country music—or "town and country" as Mr. Gay calls it.

Radio preachers urged to use modern format

Religious broadcasters, meeting in Lake Geneva, Wis., last week were urged to adopt an overall strategy in their radio-tv efforts. Rev. Charles Brackbill Jr., president of the Council Broadcasters' Fellowship (representing state and local councils of churches), told the Protestant group, "Religious broadcasting in this country is without form." It has not changed in 30 years, he said, continuing:

"During the 'soap' era we preached. All through the heyday of radio's 'great productions' we preached, mostly. Now that radio has found its new life in drastic changes, we still preach. We haven't moved backward, we just

SUCCESS STORIES

One of a series of salutes to successful Radio and TV stations across the nation ...and to the Northwest School graduates who have contributed to their success.

CHANNEL 10 IN AMARILLO — KFDA-TV

SALUTE TO KFDA-TV—"Station of the Stars" Channel 10—Amarillo, Texas.



Ed Moore, General Manager



Dick Knerr (Northwest Graduate)
Film Director of KFDA-TV

KFDA-TV has been on the air since April 4, 1953, and is a CBS-TV affiliate. This station has an enviable record of: FIRST television station in the country to do weather direct from the U. S. Weather Bureau on a permanent basis; FIRST television station in the Texas panhandle to buy major film package—(MGM, Columbia and 20th Century Fox); and many other "firsts" in its area.

This was Mr. Ed Moore's comment regarding Northwest graduate Dick Knerr: "Dick Knerr has been our film director since September 1955. He handles the entire film operation of the station and does some daytime directing. We consider Dick a most valuable member of the KFDA-TV staff. He continues to progress daily."

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haven't moved." He concluded that in many cases, religious broadcasters deserve the fringe times and extremities of schedules they now have.

In an "attempt to lift the standards, and to work toward a mastery strategy" the Fellowship adopted a set of principles for local Protestant religious broadcasting. One calls for producing programs compatible with current broadcasting trends "as to length and format."

Clifford J. Barborka Jr., vice president of John Blair & Co. challenged the religious broadcasters to be just as creative as commercial radio producers.

A series of one- and two-minute programs was auditioned, illustrating one way to adopt religious broadcasting to current formats.

POST-48 MOVIES
Exhibitors plan move to keep them off tv

The recently-formed American Congress of Exhibitors is discussing with Dept. of Justice officials a plan whereby ACE would set up a corporation to buy post-48 films and release them theatrically. The purpose of the ACE-Justice Department talks is to determine whether this maneuver, which, in effect, would prevent release of post-1948 films to tv, is legally sound.

An ACE spokesman in New York said last Thursday that all discussions with the Justice Department have been exploratory and the organization has not asked for a ruling. A crucial issue of the plan of this organization of theatrical exhibitors is whether it would violate the anti-trust law on the grounds that the proposal is designed to prevent films from flowing to tv.

It is understood that ACE assured the Justice Dept. that its sole objective is to obtain more exploitable product for theatres. The effect of this gambit, however, would be to reduce the availability of the estimated 2,500 post-48 films to tv.

Another consideration facing ACE is devise a way to procure post-48 films for theatrical re-issue without violating the Paramount decree. None of the judicially-divorced theatre circuits may be a party to purchase of the post-48 film product for theatrical re-issue as this would place them in the business of distribution in violation of the Paramount decree.

An ACE spokesman said the entire project was in an embryonic stage but details could be developed rapidly so that a presentation could be made to the Justice Dept. Under ACE's proposed plan, it would purchase "the best" of the post-48 films and release them periodically to theatres.

ACE was formed in January 1959. It consists of theatre operators throughout the country, some of whom belong to other groups, such as Theatre Owners of America, Independent Theatre Owners of America and others. ACE consists of various committees aimed at advancing theatre interests, including toll television, post-48 films, producer-exhibitor-distributor relations and industry research.

Merlin Lewis is executive secretary of ACE. S. H. Fabian of Stanley-Warner Corp., New York, is board chairman and Max Cohen of Cinema Circuit, New York, is treasurer.

Modest sponsors

Local sponsorship of Mutual's *Game of the Day* series ordinarily would demand repeated advertiser identification during the broadcasts, but at WJZM Clarksville, Tenn., the "sponsors" are anonymous. Play-by-play activities of the major league teams are interspersed only with "go to church" announcements. No other "commercial" messages are allowed, reports Parry Sheftall, station manager. Cooperating with WJZM in the daily broadcasts are 48 businessmen and eight service organizations, all of whom work with a group known as the Clarksville Area Radio Religious Committee. They provide the funds for the talent fees, broadcast rights, payments to the baseball clubs and for twice yearly advertisements in the local daily newspaper. The newspaper ads identify the "sponsors" by business and club name, the only recognition they seek, it was reported. The "go to church" messages are alternated with appeals in behalf of Sunday schools, weekly prayer meetings and various church social activities. Churches of all denominations are included.

Sterling stock sold

Sterling Television Co., New York, reported last week that 200,000 shares of the company's Class A stock was offered to the public at $1 a share on June 2 and the entire issue was oversubscribed on the first day of the offering. The underwriter for the stock issue was R.A. Holman & Co., New York.

Saul J. Turrell, Sterling president, said that the approximate $154,000 that will accrue to the company after all expenses are deducted will be used to develop and complete various new film series for tv; to expand the company's sales promotion activities and to expand the company's working capital. Sterling currently distributes the *Abbott and Costello* series, *Bowling Time, Bowling Stars, Wonders of the Sea, The Ray Forrest Show* and various other programs, including cartoons and short subjects.

The company's prospectus reveals that Sterling had a net income of $21,564 for the nine month period ending Dec. 31, 1958. For the year ending March 31, 1958, net income was reported at $47,359 and for the year ending March 31, 1957 at $13,736.

• Program notes

• Associated TeleVision Ltd. of England, which with Jack Wrather owns Independent Television Corp., New York, last week changed the name of its production and distribution subsidiary from Incorporated Television Programme Co. Ltd. (ITP) to Incorporated Television Co. Ltd. (ITC).

• Aura Recording Inc., N.Y., has acquired the facilities of Coastal Recording Co., N.Y., at 136 W. 52nd St., N.Y. The group in control of Aura consists of Herbert Kaplan, Heinz Kubicka, Allan Merchin and Benjamin Stein. Company officials report that much of the recorded commercials and musical jingle work of Coastal has been assumed by Aura.

• Programatic Broadcasting Service, N.Y., which provides a combination of automatic broadcasting equipment and exclusive music programming, last week announced the following stations will initiate the service on July 1: KCMO Kansas City, WMBR Jacksonville, KRKD Los Angeles, KRMG Tulsa, KPHO Phoenix, KOLD Tucson and KGNC Amarillo. Programatic offers 18 eight-hour tapes of music every 36 days to its station subscribers.

• The American Society of Composers, Authors and Publishers, N.Y., is mailing to "good music" radio stations a new 375-page catalog of symphonic and concert music in ASCAP's repertory. The volume lists composers and works, instrumentation of each work, length of performance and source where the material may be obtained.

• Screen Directors International Guild, N.Y., last week issued its *Directory of Directors* for 1959-60, a listing of Guild members and their credits, plus articles on tv film production in the East. The 80-page booklet is being distributed to film producers, agency executives and motion picture sponsors in the East.

• The Screen Actors Guild's executive committee and working conditions committee, N.Y., have unanimously voted to reject collective bargaining counter proposals by tv and motion picture producers for extra players' rates and conditions. The proposal also has been rejected by SAG in Hollywood. The negotiations are being conducted with the Assn. of Motion Picture Producers and the Alliance of Television Film Producers.

• Lanark Films has obtained the rights to produce a tv series based on files of the Las Vegas police and sheriff's office. Lanark President Phil Cutler says production of 39 half-hour segments is slated to start about Oct 1.

• *Tightrope!* is the new title of Screen Gems' adventure series set for Sept. 1 debut on CBS-TV (Tues. 9-9:30 p.m. EDT). Formerly called *Undercover Man*, the new series starring Mike Connors will be sponsored by Pharmaceuticals Inc. through Parkson Adv., N.Y.

• WWCA Gary and WLOI La Porte, both Indiana, covered the complete Senate Racket Committee's hearings in Lake County live. Two hours of taped highlights also were telecast in the evening.

• WNTA-AM-FM Newark, N.J., last Thursday (June 25) started live coverage of the Senate Rackets Committee hearings on labor-management racketeering in the New York metropolitan and northern New Jersey areas, the stations announced. During the seven scheduled days of hearings, broadcasts begin at 2 p.m. and continue through to conclusion. Remaining dates of the hearings are today (June 29) through Wednesday and July 6-7.

• Herts-Lion International has been formed by Kenyon Brown, president-stockholder of KCOP (TV) Los Angeles and other stations, to produce tv and theatrical films. Ken Herts is president. Other officers: Corinne Griffith, Zsa Zsa Gabor and Leo Guild. H-LI is planning production of *13 Demon St.* and *My Most Frightening Moment* tv series. The company now is shooting *The Victim*, 26 half-hours based on cases from the Los Angeles coroner's office. Address: 840 N. Seward Ave., Hollywood 28, Calif. Telephone: Hollywood 4-7225.

• CBS-TV has scheduled *The Joseph Cotten Show*, an anthology of half-hour dramas, as the summer replacement for *The Ann Sothern Show* beginning July 6 (9:30-10 p.m. EDT). Actor Cotten is host for the repeat series and stars in several of the weekly episodes. General Foods Corp., through Benton & Bowles Inc., N.Y., has signed for sponsorship.

• Headquarters of Paramount's pay tv subsidiary, International Telemeter Co., has moved from California to New York. Louis Novins, Telemaster president, and Will Baltin, his general assistant on marketing, occupy offices in the Paramount Building at 1501 Broadway.

• ABC Films Inc., N.Y., has sold its "One Step Beyond" series on supernatural phenomena, currently seen on *Alcoa Presents* (ABC-TV, Tues. 10-10:30 p.m.), to the Canadian Broadcasting Co. (English network). The series began in Canada June 23 (8-8:30 p.m.).

• Screen Gems Inc., N.Y., announces that *Manhunt*, a half-hour tv film series dealing with activities of the San Diego, Calif., police force, will be made available for syndication to stations and advertisers. The series stars Victor Jory. Screen Gems also reports that renewals on the second year of the *Rescue 8* series include purchases by Miles Labs of California, L.A., through Wade Adv., L.A., in Seattle, Spokane, Portland, San Francisco, Los Angeles, Sacramento and Stockton, Calif., and the West End Brewing Co., Utica, through Doyle Dane Bernbach, N.Y., in New York state markets, covering Buffalo, Albany, Syracuse, Binghamton, Carthage, Rochester and Utica.

• CBS Radio is moving the origin of two network programs, *Suspense* and *Johnny Dollar*, from Hollywood to New York. The change is due to a greater manpower supply in the East, Lucian Davis, executive producer of network programs, Hollywood, explained. Virtually all the people employed on these programs are being relocated on other jobs at either CBS Radio or CBS Television, he said. Writers of both series, William N. Robson of *Suspense*, and Jack Johnstone of *Johnny Dollar*, will continue in Hollywood, sending the scripts East for production.

• A KTTV (TV) Los Angeles interview with an American soldier who chose to live in Red China has been sent to WJAR-TV Providence, R.I. (the soldier's home town), for telecasting. The ex-GI has been missing since his appearance on KTTV.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: International Paper Company's Natchez Mill, Natchez, Mississippi, which produces dissolving and paper pulp.

STORES HARDLY MISS NEWSPAPERS

Kansas City, St. Louis business appears normal despite strikes

Newspaper strikes in two Missouri cities—St. Louis and Kansas City—have afforded radio-tv stations there new opportunities to reaffirm their effectiveness as advertising and information media, reports from stations and advertisers showed last week.

Store traffic in Kansas City, where the newspaper strike continues, appears generally normal and in some cases higher, retail executives said, although some few downward fluctuations were cited. The same pattern appeared to hold true in St. Louis, where the strike was settled last week.

A strike paralyzed daily newspapers in St. Louis earlier this month but radio and television stations expanded operations to satisfy citizens seeking news and advertisers seeking sales. Kansas City papers have also been stricken by a labor dispute and stations there are responding strongly to the emergency.

Similar strikes in New York last year (BROADCASTING, Dec. 22, 1958 *et seq*) and in Grand Rapids, Mich., earlier this year (BROADCASTING, Jan. 19) had little effect on retail sales. In fact, New York department store sales in December 1958 were 7% higher than the previous year. And department store and food chain businessmen in Grand Rapids were nearly unanimous in agreement that the 43-day strike of the city's two dailies did not hurt sales volume.

It's too early for full data on the business levels in the two Missouri cities, but broadcast media billings jumped sharply and advertisers were reported to be content.

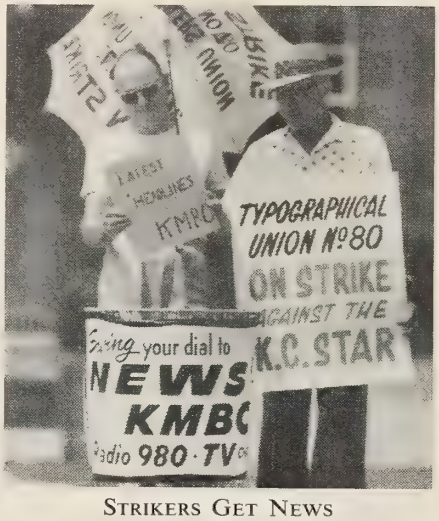
Await Full Reports • The 15-day St. Louis strike ended last Wednesday (June 24) when Stereotypers Union Local 8 voted to accept the proposal of the afternoon *Post-Dispatch* and the morning *Globe-Democrat*. In Kansas City the International Typographical Union Local 80 walked out June 19 and was still out last Thursday night (June 25). The strike there affects the *Star* and the *Kansas City* (Kan.) *Kansan*.

In Kansas City, radio and tv stations are meeting their suddenly expanded civic and economic roles.

Don Davis, president of KMBC, reported that a survey in downtown stores showed business was steady June 19-23 (Friday, Saturday, Monday, Tuesday). Department store executives told him that business has been at normal or higher-than-normal pace since the newspaper strike started.

A Peck's store official said that newspaper dependence has been reflected in some special sale promotional items but that regular business "is moving at a normal pace." A similar view was expressed by a Macy's executive.

Radio-Tv Impact • Peck's added that increased customer traffic in the store is the result of intensive radio-tv advertising. Sears, Roebuck reported normal sales volume. An Emery, Bird Thayer official commented that store sales were up the first two days and off somewhat the third. The general merchandise manager of Jones store said that the "overall effect of the strike might not be apparent for some time but that so far sales are up."



STRIKERS GET NEWS
. . . from KMBC Radio bulletins

Tom E. Beal, general manager of KBKC, located in Mission right outside Kansas City, stated that the station is printing daily news bulletins for restaurants and other retail stores and has sold advertising to a theater chain to cover the printing expense.

Most sales are weekly packages of 50-100 spots coming from entertainment sources, clothing stores, real estate and employment agencies, Mr. Beal said.

Doubling the Effort • WHB increased its newscasts from its usual 18 to 39 per day for the duration of the newspaper strike. Service features include obituaries, movie news, weather coverage, stock quotations and sports information.

Though the station carries regular schedules of most large retail outlets, Donald A. Loughnane, production-promotion manager, reported that the strike has produced additional spots for supermarkets, department appliance and furniture stores and car dealers, with an emphasis on item rather than institutional advertising.

Ed Charles, general manager of KCKN, said that drive-ins and theatres, usually heavy newspaper users, are buying "saturation schedules." The Automobile Dealers Assn. as well as individual buyers are spending "heavy," he added with chain drug stores emphasizing specials on their spots.

Much the same pattern is reported by WDAF-AM-TV. Jay Barrington, assistant to the general manager, said that "virtually" all major department stores are using both radio and tv. Also automobile dealers, theatres, appliances and retail food stores are buying saturation schedules. Mr. Barrington added that brokerage houses and financial firms are purchasing "greatly augmented" news shows as well as regularly scheduled programs for obituaries, market reports and society news.

The St. Louis Story • How did St. Louis stations rise to the occasion?

At WIL, John F. Box Jr., executive vice president and managing director, reported that department stores "immediately purchased all available newscasts." Within 24 hours after the strike was called, he said, the station was "sold-out" and established a waiting list for availabilities. "While we had the biggest billing in the station's 38 year history," Mr. Box explained, "the primary emphasis was on news and public service."

KMOX-TV set up a news display in the front window of Famous-Barr department store downtown. The window display featured a TelePrompTer machine with up-to-the-minute news furnished by KMOX-TV. Famous-Barr ran a heavy spot schedule on KMOX-TV promoting its "jubilee sales."

Another department store, Stix, Baer & Fuller, signed a half-hour Sunday news show.

KMOX estimated that radio time

sales increase attributable to the strike was approximately 20%.

General Manager Harold Grams of KSD-AM-TV reported that there was a "considerable volume" of new business including the city's major department stores. Both stations, Mr. Grams said, experienced an influx of additional business in many categories including auto manufacturers and dealers, national and local retail food chains, home developers and individual food products. KSD Radio also added new business from banks and savings-loan.

WEW carried a heavy schedule of announcements for department stores, said Bruce Barrington, general manager. One furniture store reported to WEW that it had increased sales at its suburban branches with no loss downtown. One side light: a woman called in to say that she had not listened to radio for two years and thanked WEW for her rediscovery of "a wonderful medium" and promised to spread the word of its "delightful entertainment and unique service."

A twice daily obituary over KXOK resulted in many favorable calls and letters. KXOK doubled its news output, increased its stock market reports.

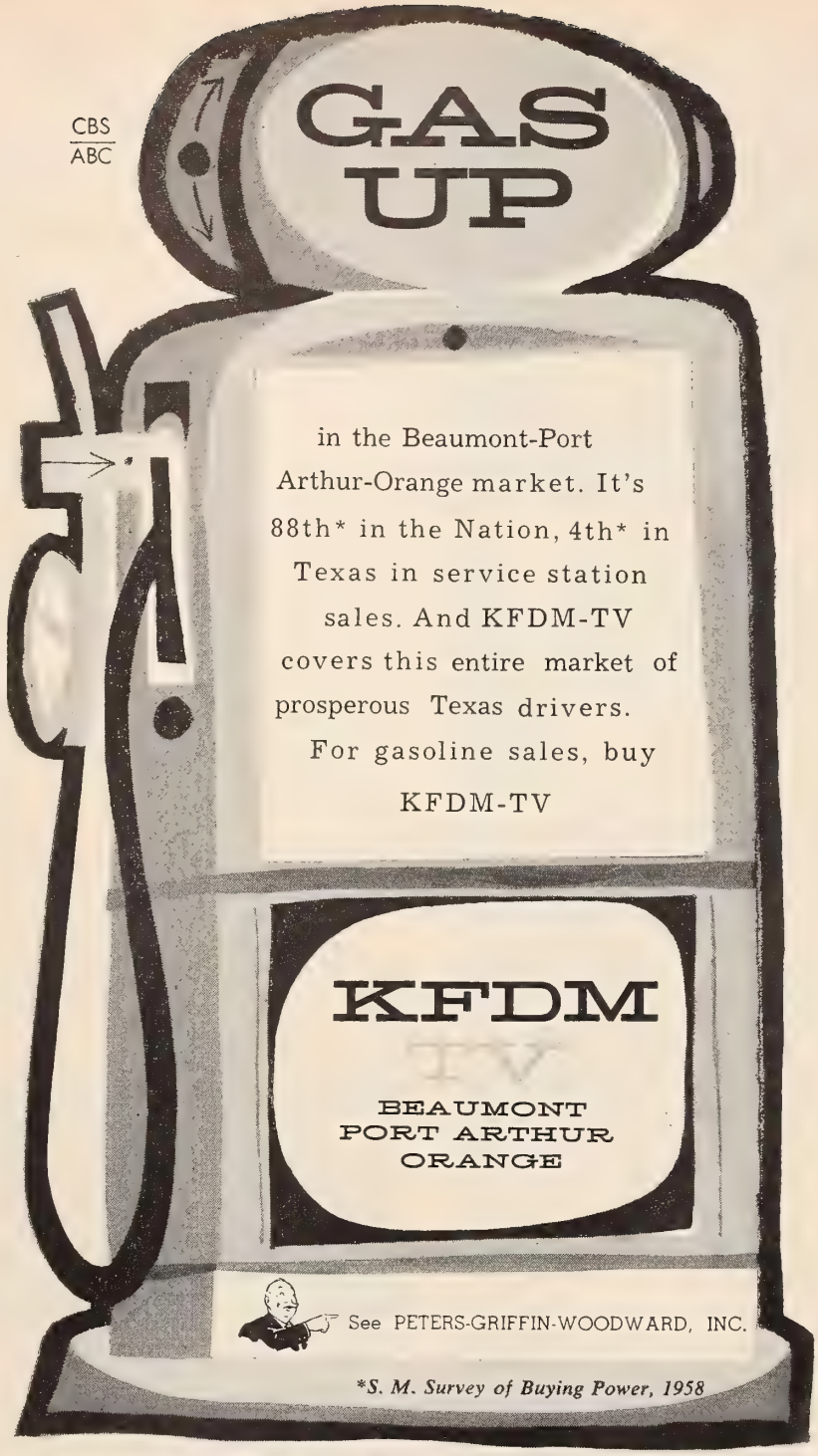
KWK expanded its news coverage to include 5-minute news summaries every half-hour with news headlines on the quarter and three-quarter hour marks 24 hours a day. W.L. Jones, general manager, said all "major and secondary retailers utilized our facilities on the basis of strike sales and radio specials."

Local business "boomed" on KTVI (TV), according to Don B. Curran, promotion manager. The station geared its traffic and continuity department to provide sales service to those advertisers not "ordinarily acquainted with the broadcast medium—especially department stores and food chains," he said.

NBC sells WNBC (TV) to Scheftel group

NBC sold its remaining uhf tv outlet, WNBC (TV) New Britain, Conn., last week to a group composed of owners of six other uhf stations. At the same time, in another top Connecticut sale, 1922-founded WDRC Hartford was sold by its original owners.

WNBC (TV) and radio affiliate WKNB were sold to Connecticut Television Inc., (Herbert Scheftel, president) for $1.04 million. Connecticut Television is two-thirds owned by ch. 20 WICS (TV) Springfield, Ill., and one-third by ch. 22 WWLP (TV) Springfield, Mass. NBC gave up its other uhf station, ch. 17 WBUF (TV) Buffalo, N.Y., last fall and the facility is now



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name title/position
company name
address
city zone state
Send to home address — —

* Occupation Required



WCKY

IS CINCINNATI'S No. 1 NEWS STATION

Here's proof, straight from the Jan.-Feb. '59 Nielsen, that WCKY has the largest news audience in Cincinnati:

Station	Rating
WCKY	11.15 avg for 70 newscasts per wk
Sta A — Ind	5.9 avg for 60 newscasts per wk
Sta B — Net	9.8 avg for 70 newscasts per wk
Sta C — Net	9.3 avg for 50 newscasts per wk
Sta D — Ind	5.0 avg for 80 newscasts per wk

(5 day cumulative rating Metro Area)

The reasons for WCKY's News Leadership:

1. Large news staff of veteran experienced reporters and newscasters.
2. Scoops — WCKY consistently scoops the town on most local news stories.
3. On-The-Spot-Reports — WCKY's mobile unit is on the scene reporting big local stories when they happen or moments after they happen.
4. News tapes—the people who make the news tell the news to WCKY's audience via news tapes. WCKY has them on the air first.
5. Background—WCKY's newsmen present the reasons behind the news so that WCKY listeners receive a more complete understanding of the news.

REMEMBER — WCKY News is No. 1 in Cincinnati and has earned its reputation for prestige, because Cincinnatians know they get the news first, fast and accurately on WCKY. Smart advertisers know they get the prestige of WCKY's news plus a large responsive audience when they sponsor news on WCKY.

Ask Tom Welstead to tell you about WCKY news operation — in New York at ELdorado 5-1127; ask AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS OF SELLING POWER
Cincinnati, Ohio

educational WNED-TV. Ch. 30 WNBC (TV) will continue its NBC-TV affiliation under its new owners.

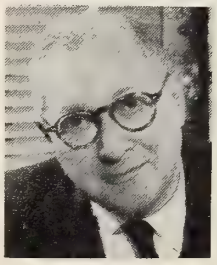
WICS (TV) is owned 50% each by Transcontinental Properties Inc. and H. & E. Balaban Corp. Transcontinental (Herbert Scheftel and Alfred Burger, each 44.8%) owns ch. 38 WFTV (TV) Duluth, Minn. and 50% of ch. 33 WCHU (TV) Champaign, Ill. H. & E. Balaban Corp. (Harry and Elmer Balaban) has extensive broadcast interests including 50% each of WCHU (TV), ch. 23 WMCN (TV) Grand Rapids, Mich., and ch. 39 WTVO (TV) Rockford, Ill.

WWLP (TV) Springfield is a William L. Putnam station, which group has two uhf outlets: ch. 32 WRLP (TV) Greenfield, Mass., and ch. 14 WWOR-TV Worcester, Mass.

WDRC Hartford was sold by The Connecticut Broadcasting Co. (Franklin M. Doolittle, president) to Richard D. Buckley and John B. Jaeger, who operate WHIM Providence, R.I., for $815,000. Mr. Buckley is former vice president of Metropolitan Broadcasting Co.

Kander radio-tv goes to Tornberg in split

A split in the newspaper and broadcast brokerage activities of Allen Kander & Co. was announced last week. Edwin Tornberg & Co. has been incorporated to handle sales of radio and



MR. KANDER



MR. TORNBERG

tv stations and also will negotiate the purchase and sale of radio and tv shows and filmed entertainment. Kander will devote full time as negotiator for the purchase and sale of daily newspapers, as property evaluator and as consultant in the broadcast industry.

The new firm is headed by Edwin Tornberg, for the past six years Kander vice president in charge of the radio and tv department. Allen Kander continues as head of the Kander firm. Effective July 1, the two firms each will maintain separate offices at 60 E. 42nd St., New York, and at 1625 I St., N.W., Washington, D.C.

In a joint statement, Messrs. Kander and Tornberg said last week: "We are ending our business association in complete harmony. We feel each of us can be more effective in specialized fields."

Edward Wetter will join the Tornberg firm in New York to handle the eastern territory and Douglas Kahle will join that organization to handle the western region, with offices at 915 N. Commerce St., Stockton, Calif. George J. Cooper will remain with Kander in New York and John Alden Grimes, specialist in evaluations, and Don Hogate will remain in Kander's Washington office.

Tv code office

NAB's west coast office for its Tv Code Affairs Dept. will be opened in Hollywood July 6 with Frank Morris, writer-producer, in charge, announces Donald H. McGannon of Westinghouse Broadcasting Co, Tv Code Review Board chairman. Mr. McGannon said the office will operate as advisor for the tv film industry. He explained that more than 40% of all material seen on tv is supplied by Hollywood film producers. Mr. Morris has been senior editor at CBS-TV in Hollywood since 1957 and previously was with ABC. Edward H. Bronson, NAB tv code director, has gone to Hollywood to set up the new office.

NTI IN CABLE TV
No master media plan in Williamsport buy

There is no gimmick in National Theatres' over-$1 million purchase of one of the country's largest community television systems, Charles L. Glett, National Theatres Inc. vice president in charge of broadcast activities, says.

National Theatres bought the seven-year-old Williamsport Tv Cable Corp., serving 8,500 subscribers in that north central Pennsylvania city. The system, one of three in that city, feeds its customers tv signals from WGAL-TV Lancaster, WBRE-TV Wilkes-Barre, WDAU-TV and WNEP-TV Scranton, WFBG-TV Altoona, all Pennsylvania, and WNBF-TV Binghamton, N.Y. Williamsport is said to have a potential of 15,000 customers.

"Over the years," Mr. Glett said last week, "we have been hosts to the public in our theatres. When we acquired our radio and tv properties we became guests in the public's home. The cable acquisition is just an extension of our broadcast operations."

Williamsport Cable was owned by Clive Runnels and associates.

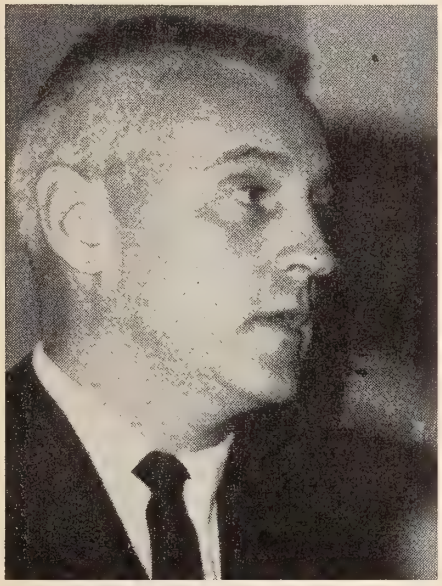
National Theatres owns a chain of 350 movie theatres. It also owns 100% of WDAF-AM-TV Kansas City and 90% of National Telefilm Assoc., WNTA-AM-FM-TV Newark, N.J., and KMSP-TV Minneapolis, Minn.

TV TAKES A PERSONALITY TEST

CBS study shows N.Y. and L.A. station images in public's eye

Media buyers are often cautioned: There's more to a tv "buy" than numbers and costs, important as these may be.

Last week, CBS Television Stations Division offered buyers a new media study called "More than Meets the Eye" that makes no mention of coverage or cost. Measured is a station's "image" and its influence on viewer reaction to a station's advertising. The research is concentrated on two markets, New York



KNXT (TV)'s CLARK GEORGE
Image: Los Angeles

and Los Angeles, which are served by CBS-owned stations WCBS-TV and KNXT (TV).

Kickoff of the CBS presentations was at New York's Roosevelt Hotel on Tuesday (June 23,) followed by a Chicago unveiling on Thursday and Detroit on Friday. It is to be seen June 30 in Los Angeles and July 1 in San Francisco.

Here is the CBS Television Station Division media platform set before the buying specialist:

There is such a thing as a station's image and it is different for various stations in a given market.

The image has direct influence on how the viewer regards or reacts to commercials on the station.

Measuring an Image • How do you go about finding out what viewers think of tv stations?

CBS decided New York and Los Angeles provided the toughest competitive sites for the project since each network owns a tv outlet in each city and the network stations face competition from four non-network channels.

CBS also wanted to know about response to brand and product information in its search for a viewer image.

Institute for Motivational Research and Market Planning Corp., McCann-Erickson subsidiary, handled the job. The institute directed the general approach, drafted the questionnaire, established techniques and conducted actual field work in the final stage of the study.

Channel numbers were used rather than call letters and the name of the study sponsor was never revealed to any interviewer. Most of the field work was done the last week in March.

The Tests • Five "projective tests" were used by the interviewers:

1—The interviewee was handed a photo of a family watching tv. A series of questions was asked, with the interviewee requested to guess on the basis of separate comments which channel they are "most likely" talking about and which "next most likely."

The opening statement was, "They have more worthwhile programs which I really look forward to, and watch with interest." Others dealt with half-watched programs, news, selection of programs, just something to pass the television time, good-taste commercials, latest products, programs for the whole family, confidence in advertised products, dull programs, few new programs and more pograms that really make an impression ("the ones you talk about the next day with your friends").

2—Three suggested newspaper tv review comments were listed, with a "most likely" answer requested. The comments covered the station's appreciation of the average family's desire for a balanced variety of programs; programs that are time-killers, imitative, dull, not really worth watching, and progams "you actually look forward to . . . tv at its best."

3—Descriptions of different types of people and families were read. Interviewees were asked to guess the tv station each person is likely to watch more often than the average person does, with choice for "most likely" station. First example was, "George is the kind of man whose opinion you tend to value and respect. He generally knows what he is talking about." Lois likes better-known brands, Mary wants bargains rather than brands, and John only half-watches the screen.

4—Descriptions were given of tv sponsors. Interviewees were asked to guess which station they are "most likely" and "least likely" to use. Company A makes a fine product, effectively advertised, and has a good reputation for honesty and reliability; Company C (there's no B) is progressive and research minded as well as interested about informing the public about new and improved products; Company D



WCBS-TV's FRANK SHAKESPEARE
Image: New York

has been slipping in sales and is fighting to regain its position by loud, big promises.

5—Again the interviewee is handed a photo of a family watching tv. A commercial has just appeared on the screen. In the first section, father says "That is a fine product, made by a reliable company" and mother adds, "I'd like to try it next time." The question, "What channel are they watching?"

CBS executives participating in the New York preview were the division's president Merle S. Jones, and vice president, Craig Lawrence; Robert F. Davis, director of research at CBS Television Spot Sales, and Frank Shakespeare and Clark George, vice presidents-general managers respectively of WCBS-TV and KNXT (TV).

The CBS brochure on the subject, arty and deep pocket-size, reflects the network's pleasure at the way the figures turned out.

You could ask
Robert Sherry
PRESIDENT
of KIDD MONTEREY
about our World-wide
Voiced News Service

ITI

but why not call
INTERNATIONAL
TRANSMISSIONS, inc.
2 W. 46th ST., N.Y.C.
COlumbus 5-2400

CRC Salutes
RKO
TELERADIO
STATIONS

Upon their recent purchase of an exclusive set of customized station promotion jingles, recorded in Dallas and Los Angeles—and now drawing rave acclaim from coast to coast!

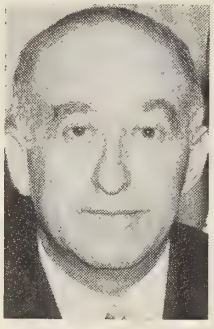
COMMERCIAL
RECORDING
P.O. BOX 6726
DALLAS 19, TEXAS
PHONE RI 8-8004
TOM MERRIMAN
president
BOB FARRAR
vice president
DICK MORRISON
general sales manager

MUTUAL UP FOR GRABS AGAIN

After three months Smith group wants out

Mutual's latest set of owners have had enough. They've put the network on the block.

Malcolm Smith Jr., Richard Davimos and the others associated with them in the Harrison Home Products *et al.* combine which took over Mutual only three months ago (BROADCASTING, March 30) were back in the lawyers' offices last week, this time on the other side of the table. Their chief prospect



MR. GRANIK



SEN. CAPEHART

Will they undertake a salvage?

was an alliance of Sen. Homer Capehart and broadcaster Theodore Granik, who hold an option on the network good until Tuesday (June 30). Sen. Capehart's position: "I am not trying to buy the network. They're trying to sell it to me."

Second-ranked prospect was businessman Albert Gregory McCarthy (CLOSED CIRCUIT, June 22). Mutual spokesman maintained he might yet buy the network if the Capehart-Granik deal falls through.

Again performing as chief go-between was Mutual's Washington-based vice chairman and senior vice president, Bob Hurleigh, who had sold the network to the Smith group after taking it on an option basis from former president Hal Roach Jr.

The Smith group took over the debt-laden network after securing a six-month moratorium from major creditors (including AT&T to whom Mutual is in hock for some $400,000) and promising to keep current on operational costs. Their major outlay since March has been a weekly $35,000 payment to AT&T. No check went to the phone company last week, and it's not anticipated that any more will go out over the Smith signature. AT&T had begun notifying Mutual affiliates early last week that service might be discontinued, but then agreed to go along pending outcome of negotiations with the Capehart-Granik interests.

The network meanwhile announced that 19 independent stations have become affiliates since March, including WABR, Orlando, Fla., which joins today (June 29), and WOHO Toledo, which joins July 4.

Set formula

The Pulse Inc., New York, last week released a study which shows that in homes with more than one television set, tv viewing is 11.2% higher than in one-set homes. The Pulse survey, conducted in January 1959 throughout metropolitan New York, notes that the largest spread between the one-set and two-set homes occurs between 3 and 6 p.m. Pulse officials predict "substantially higher levels of viewing" as families switch increasingly to two-set homes because of the growing need for replacement tv receivers and manufacturers' development of improved portable sets.

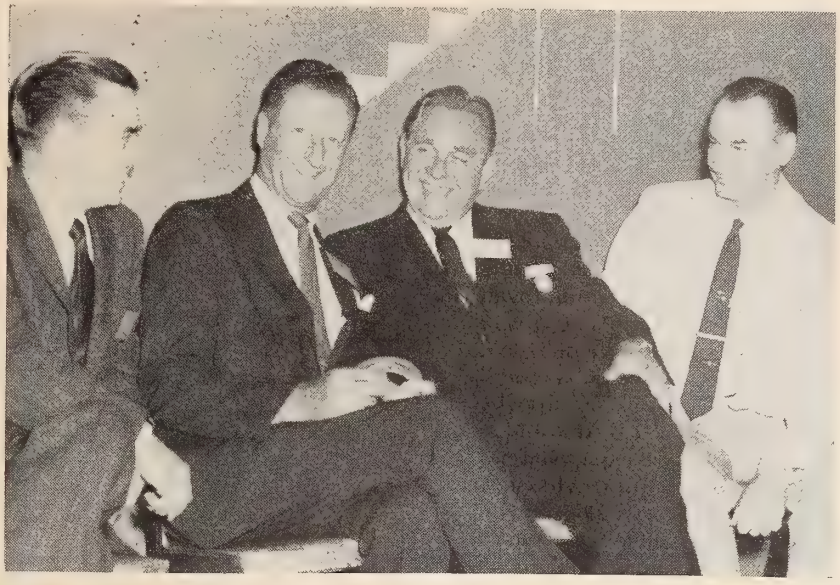
NABET picks Gorsuch, G.T. Byrne resigns

The appointment of Clifford Gorsuch as executive vice president of the National Assn. of Broadcast Employes & Technicians has been announced by George W. Smith, international president of the AFL-CIO-CLC (Canadian Labor Congress) union—as a step toward resolving its "internal problems."

The appointment, approved by NABET's international executive council, was reported in a letter from Mr. Smith to all local officers and staff. Mr. Gorsuch will continue as director of network affairs at ABC and NBC (BROADCASTING, June 8).

Mr. Gorsuch succeeds G. Tyler Byrne, whose conduct of the 19-day walkout at NBC drew censure in some NABET quarters (BROADCASTING, May 25). Mr. Byrne announced his resignation June 15 at a meeting of NABET's international executive council on the West Coast and will announce his future plans shortly.

Mr. Gorsuch will assume full charge of the NABET staff in all regions, working on any problems involving officers and the staff. Mr. Smith expressed confidence that with the application of established policy within NABET "and a cooperative effort by all officers we



"Cover news-sports more broadly" • This is the advice Harry Renfro, (second from r) radio-tv director of D'Arcy Adv., gave the Florida Assn. of Broadcasters in Miami. News coverage and engaging in civic activities makes broadcasters a more integral part of their community, Mr. Renfro emphasized. With him (l to r) after the business session: Charles Fernandez, WKXY Sarasota, Lee Ruwitch, WTJV (TV) Miami, and Larry Rollins, WSIR Winter Haven.

can quickly resolve internal problems and devote our full time to building NABET into a bigger and better union."

Mr. Smith also lauded Mr. Gorsuch, senior member of the NABET staff with which he has been associated since 1946, for passing muster on previous "difficult" assignments. He was credited with negotiating successful contracts with WCKT (TV) and WCKR Miami, Fla., and an "excellent agreement" for the staffing of NBC's "automated" radio-tv operations in Washington, D.C.

Transcontinent closes Marietta stock buy

Formal stock transferral of the Marietta Broadcasting Inc. (KFMB-AM-TV San Diego and KERO-TV Bakersfield, Calif.) was completed in New York last week by Marietta and Transcontinent Television Corp.

Transcontinent in effect now adds the Marietta stations to its holdings of WGR-AM-TV Buffalo, WROC-TV Rochester, WNEP-TV Scranton-Wilkes-Barre, Pa. (60% ownership) and WSVA-AM-TV Harrisonburg, Va. (50%). FCC approved the transaction on May 13.

At the same time, four new directors and a vice president were elected by the TTC board of directors at a meeting held Thursday (June 25). Jack Wrather, president of the Jack Wrather Organization, who formerly owned 63.64% of Marietta and now owns 22.15% of TTC, was elected a board member as was Monte Livingston, executive vice president of JWO; Edward E. Voynow, president of Edward Petry & Co., and Walter Walz, associate of Carl M. Loeb, Rhoades & Co., New York, investment bankers.

George Whitney, vice president of Marietta, was elected a vice president of TTC. Edward Petry & Co., which formerly owned 36.34% of Marietta now owns 12.66% of Transcontinent and also becomes national sales representative for all TCC stations as of July 1 (BROADCASTING, June 22). The board now has 13 members.

Tape for etv, funds for radio from Ford

The Ford Foundation has made a grant of $2,706,000 to the National Educational Television & Radio Center, New York, to equip its affiliated television stations with video tape recorders, it was announced last Thursday (June 25) by John F. White, president of the center.

Mr. White discussed the grant at a two-day meeting of station managers of 43 non-commercial stations at the Statler-Hilton Hotel, St. Louis. He called the grant "the most significant

MIL EAG E



says Wally McGough, Gen. Mgr.

WTVN-TV

COLUMBUS, O.

Warner Bros. features are amazing. They never wear out with either audiences or sponsors. According to Wally McGough:

"From 9:30 in the morning to well past midnight, there's no hour that we can't program Warner Bros. features and get top results. They've given us fantastic mileage in the three years we've been showing them. Believe me, they pay off!"

Consistently high ratings and enthusiastic sponsor backing have made Warner Bros. features a "hot item" year after year in TV markets everywhere. With big stars in well-known post '48 films, these features offer you an opportunity to fatten ratings and profits. Why not call us right now for information?

U.A.A.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

KWKW

17 YEARS

OF

LEADERSHIP

in the

LOS ANGELES

SPANISH

MARKET

ONLY

24 HOUR

SPANISH STATION

IN THE U.S.A.

With KWKW you

can reach nearly

700,000

Loyal listeners

spending over

$60,000,000 monthly

BUY THE #1 STATION*

* *Spanish Pulse, April 1959*



S.F.—Theo. B. Hall N.Y.—Nat'l Time Sales

advance in educational tv since the first station began operations in 1953."

The grant permits the center to underwrite the cost of video tape recording equipment for qualified educational tv stations now on the air, Mr. White said. He added that the Ford Foundation also will provide funds to acquire adequate tape for an initial year of operation.

The center also has granted nine radio stations a total $35,000 to produce programs in its "American in the 20th Century" project. Among the stations: KDPS-FM Des Moines, Iowa; WDET-FM Detroit; WHA Madison, Wis.; KFJM Grand Forks, N.D.; WBAA Lafayette, Ind., and WKAR East Lansing, Mich.

Bellamy sees pay tv as No. 1 U.S. industry

Pay tv could eventually become the No. 1 industry in the U.S., topping steel and all others, actor Ralph Bellamy told the National Press Club in Washington, D.C., last week. He charged that networks are not offering viewers what they want to see and that "valueless" ratings only indicate what people are watching—not what they would prefer to watch.

"Pay tv would introduce a variety of programs and the cash register would be the yardstick," the actor said. The controversial tv system would result in many more stations going on the air and would put present stations operating at a loss in the profit column, Mr. Bellamy maintained. "This is on the basis of nickels and dimes [per program] rather than dollars as the opposition claims," he said.

Today's networks and advertisers all want the same kinds of programs and "feed on themselves," he charged, regardless of what the public wants.

Two more 'Tv Guides'

Tv Guide starts two new regional editions this summer. An Arizona-New Mexico edition beginning Sept. 5 will cover KTVK (TV), KPHO-TV and KOOL-TV, all Phoenix; KVAR (TV) Phoenix - Mesa, KVOA - TV, KUAT (TV), KGUN-TV and KOLD-TV, all Tucson; KOB-TV, KNME-TV, KOAT-TV and KGGM-TV, all Albuquerque, and KIVA (TV) Yuma.

Stations covered by a new Arkansas *Tv Guide* edition: KARK-TV, KTHV (TV), both Little Rock; KATV (TV) Little Rock-Pine Bluff; KTVE (TV) Eldorado, all Arkansas; KTBS-TV, KSLA-TV, both Shreveport; KLSE (TV) Monroe, KNOE-TV Monroe-West Monroe, all Louisiana, and KCMC-TV Texarkana, Tex.

It may be movies' best year in decade

The fact that pre-1948 films released to tv are reaching saturation is one of the reasons that attendance at movies "may be in for its best summer performance in a decade," Sindlinger & Co., Ridley Park, Pa., reports.

Data, gathered daily by the business analyst, show that film attendance is up over last year's. This reverses a 10-year downward trend. The sharpest attendance increase was the week of May 9 when 19.9% more moviegoers purchased tickets than in the same period last year. Another reason advanced for the upward trend: more movies contain feminine appeal and attract more women to them.

The new forecast follows a special Sindlinger report that movies lost $71.3 in three years because theatrical product was released to tv (BOADCASTING, June 15).

Army missile school cites tv class aid

"A saving of several million dollars' worth of equipment is achieved by using closed-circuit television to avoid duplication of skilled [ballistic missile] instructors . . . and equipment," Col. H.S. Newhall, commandant of the U.S. Army Ordnance Guided Missile School, Redstone Arsenal, Ala., has said.

He made the statement in announcing that the school is extending its round-the-clock large screen (12x15 ft.), closed-circuit tv classes into 1960. (The missile school presents a course

Tv boosts books

Tv has proved a stimulus to children's reading habits, rather than the sedative librarians had feared 10 years ago, according to Mrs. Frances Lander Spain, president-elect of the American Library Assn. Children soon become accustomed to tv and learn to "take it or leave it," she said at the association's Washington convention. She added that youngsters now come to libraries more than ever before, often to learn more about something to which television introduced them. Books about frontier heroes, glorified in tv series, are always in demand, and there has been a growing interest in science among juveniles, she observes.



WLOK's new look • Completion of WLOK Memphis studios gives a fresh face to Memphis' South Second St. The station took occupancy of the building June 1.

of 25 two-hour classes to about 7,500 missile technicians a year.)

Video tape is used so that canned classes may be updated to keep pace with changes in missile technology. Cueing devices, audio-visual aids and other techniques of commercial telecasters are employed to help instructors and give students a quicker grasp of complex details, Col. Newhall, says.

"Results obtained . . . in experimental studies show that we can save 26% of training time in conference and lecture-type instruction . . . raise student grades by 5% and increase retention by almost 7%," the colonel adds.

WAVY-TV to NBC-TV

WAVY-TV Norfolk-Portsmouth, Va., will join NBC-TV as a primary affiliate commencing with autumn programming, according to J. Glen Taylor, president (CLOSED CIRCUIT, June 22). The station replaces WVEC-TV Norfolk-Hampton, headed by Thomas P. Chisman. Mr. Taylor said WAVY-TV will continue indefinitely some of the more popular ABC-TV programs it has been carrying as an affiliate of that network. WVEC-TV operates on uhf ch. 15 but ch. 13 in the vhf band is earmarked for its use.

TvAR Chicago office

Television Advertising Representatives Inc. (Westinghouse Broadcasting Co. stations) has opened a Chicago office at 400 N. Michigan Ave. (Wrigley Bldg., South) under Lamont L. Thompson, midwest sales manager. Account executives are Patrick Devlin, formerly with WNBQ (TV) Chicago and Adam Young Inc., Edward Adams, with George Hollingbery Co. and NBC Film Sales; Bill Condon, the Katz Agency and Geoffrey Wade Adv., and Ken McDonald, formerly in merchandising at WBKB (TV) Chicago. Telephone number: Whitehall 4-4567.

Four join ABC Radio

The affiliation of four stations with ABC Radio has been announced by Earl Mullin, manager of station relations for the network. They are: WOLF Syracuse, N.Y.; WTKO Ithaca, N.Y.; KEDO Longview, Wash., and KUMA Pendleton, Ore.

WOLF, which operates with 250 w on 1490 kc, is owned and operated by Civic Broadcasting Corp., of which Ellis E. Erdman is president and John G. Wolf is vice president and manager. WTKO is owned by Radio Ithaca Inc. and operates with 1 kw on 1470 kc. Mr. Erdman is president and Joel Fleming is manager.

KEDO, which operates with 250 w on 1400 kc, is owned by Triad Broadcasting Corp., of which William E. Boeing is president and Donald L. Veith is manager. KUMA is owned and operated by Pendleton Broadcasting Corp. and operates with 5 kw on 1290 kc. Ted A. Smith is vice president and general manager.

New studios for WPLM

More than 500 guests were on hand June 22 when WPLM Plymouth, Mass., dedicated its new studios. A

BREAKING ALL RECORDS . . .



. . . IN BUSINESS ACTIVITY, THAT IS

The **BUSY MACON, GEORGIA** market is the **ONLY** Major Georgia Market where retail sales for the first quarter of 1959 are higher than those of 1958. Macon sales are

UP 3.82%

PUT YOUR ADVERTISING DOLLARS IN THE RICH MIDDLE GEORGIA MARKET — THE MARKET WHERE WE'RE BREAKING ALL RECORDS.

See your Avery-Knodel man today!



week earlier, the station opened Cape Cod studios in Hyannis and upped its power from 1 kw to 5 kw. Participants in ribbon cutting ceremonies included John Bromfield, tv's *U.S. Marshal* and Massachusetts State Senate President John E. Powers. WPLM operates on 1390 kc, daytime.

'Climbing' profits

May was the first profitable month for WICC-TV Bridgeport, Conn., in five years of operation. It's a uhf outlet in a market of nine vhf stations.

Business Manager John Metts climbed 250 ft. up WICC-TV's 500 ft. tower to mark the month's $250 profit. He stuck a dollar bill on the tower at the 250 ft. mark and hopes soon to climb all the way.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WNBC (TV), WKNB New Britain, Conn.: Sold by NBC to Connecticut Television Inc. for $1.04 million (see story, p. 73). WNBC (TV) is on ch. 30. WKNB is on 840 kc with 1 kw, day.

• WDRC Hartford, Conn.: Sold by The Connecticut Broadcasting Co. (Franklin M. Doolittle, president) to Richard D. Buckley and John B. Jaeger (WHIM Providence, R.I.) for $815,000 (see story, page 74). WDRC is on 1360 kc with 5 kw, directional, and is affiliated with CBS.

• KRUX Glendale, Ariz.: Sold to Leland Bisbee Broadcasting Co. (Leland Bisbee Jr. and Margaret C. Bisbee, each 42.85%, George E. Bisbee, 14.30%) by Don and Otilie Owsley for $347,000. The sale was handled by Jack L. Stoll & Assoc. KRUX is on 1360 kc with 5 kw, day, 500 w, night, directional.

• KOLE Port Arthur, Tex.: Sold to John Hicks Jr. and Edward L. Francis by Socs Vratis and Mary A. Petru for $175,000. Mr. Hicks is Dallas manager, Paul H. Raymer Co., and Mr. Francis is attorney. Sale handled by Hamilton-Landis & Assoc. KOLE is on 1340 kc with 250 w.

• KREL Baytown, Tex.: Sold by E.O. Roden and associates to Robert H. and N.J. Walker, for $126,825. Bob Walker, now commercial manager, KFDX-TV Wichita Falls, Tex., is known for his Humble Oil football broadcasts. Sale was handled by Hamilton-Landis & Assoc. KREL is 1 kw on 1360 kc. Roden group also owns WBIP Booneville, WGCM Gulfport, WTUP Tupelo, all Miss., and WBOP Pensacola, Fla.

• KASI Ames, Iowa: Sold to William Ray, news manager of NBC Central Div., by William M. Evans, owner and general and commercial manager, for reported $100,000. KAST is licensed to Story County Broadcasting Co. and is on 1430 kc with 1 kw, day.

• KBLF Red Bluff, Calif.: Sold to Victor Industries Corp. (Victor Muscat, president) by Lynn Smoot and W.W. Boone for $60,000. The sale was handled by Lincoln Dellar & Co. KBLF is on 1490 kc with 250 w.

• WRSW Hillsboro, Ohio: Sold by David R. Winslow to McKinley Sauer and Thomas Archibald for $40,000. Mr. Sauer is broadcaster-lecturer, former newspaper owner; Mr. Archibald is assistant pastor of Hillsboro's Church of Christ. Transaction arranged by R.C. Crisler & Co. WSRW is 500 w daytime on 1590 kc.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 91).*

• KSON San Diego, Calif.: Sold by Jack O. Gross to Kenyon Brown for $550,000. Mr. Brown has interests in KGLC Miami, Okla., KFOX-AM-FM Long Beach and KCOP (TV) Los Angeles, both California, and KIMO Independence, Mo. Comr. Robert Bartley voted for a McFarland letter in this grant. KSON is on 1240 kc with 250 w.

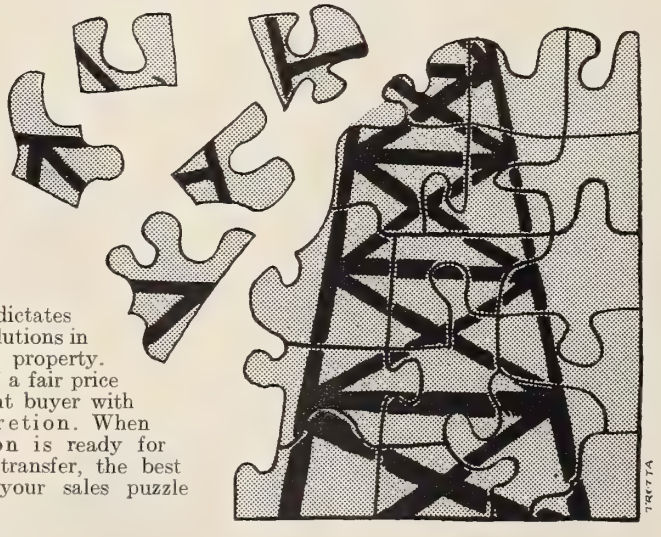
• WPOW New York, N.Y.: Sold to WPOW Inc. (John M. Camp, president) by Tele-Broadcasters of N.Y. Inc. for $250,000 and agreement that the assignor will not compete in radio business in New York for 10 years. Comr. Robert Bartley did not participate in this decision. WPOW is on 1320 kc with 5 kw, directional.

• KXA Seattle, Wash.: Sold to Wesley I. Dumm (present 24.9% owner) by Samuel L. Savidge Jr. and others for $172,730 (for remaining 75.1% interest). KXA is on 770 kc with 1 kw, day.

NAB protests barring

Exclusion of radio-tv newsmen from coverage of public hearings on a proposed atomic waste disposal plant, held June 3 in New Britain, Conn., was protested last week (June 22) by NAB

Put the right pieces—in the right places—quickly



Experience dictates thoughtful solutions in selling your property. Be assured of a fair price from the right buyer with utmost discretion. When your station is ready for ownership transfer, the best solution to your sales puzzle reads—

exclusively with . . .

BLACKBURN & COMPANY

RADIO — TV — NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Avenue Chicago, Illinois FInancial 6-6460	Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JAckson 5-1576	Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

President Harold E. Fellows. He was joined in the protest by Robert D. Swezey, WDSU New Orleans, chairman of NAB's Freedom of Information Committee.

Coverage refusal was the result of an order by Examiner Samuel W. Jensch of the Atomic Energy Commission. It was based on the claim the hearings were quasi-judicial and therefore in line with the radio-tv ban in Canon 35 of the American Bar Assn. WNBC (TV) New Britain was denied permission to have film cameramen in the hearing room.

The NAB statement said the canon hasn't been adopted as a rule governing quasi-judicial administrative proceedings and the AEC application is contrary to its purpose.

Broadcast managers to study at Harvard

An intensive two-week seminar in broadcast management will open July 6 at Harvard Graduate School of Business Administration, Boston, with 60 broadcast managers as students. The course was conceived by Charles H. Tower, NAB manager of broadcast personnel and economics.

NAB President Harold E. Fellows will address the final seminar dinner July 17. Those taking part in the course will be presented certificates of completion.

Prof. Andrew Gyorgy, of Boston U., author and social scientist, has been added to the list of special speakers. The list includes Dr. Frank Stanton, CBS president, and John Kenneth Galbraith, Harvard economics professor.

Md.-D.C. meet

Repeal of Sec. 315, equal-time portion of the Communications Act, was advocated in a resolution adopted June 20 by Maryland-D.C. Radio & Tv Broadcasters Assn. meeting at Ocean City, Md. Passage of the Holland bill (HR 1929) providing equal-time relief for newscasts was advocated.

R. C. Embry, WITH Baltimore, association president, presided at the meeting. Newman F. McEvoy, senior vice president and media director of Cunningham & Walsh, and Edward Prager, head of his own Baltimore agency, were speakers (BROADCASTING, June 22).

The next meeting of the association will be held in October.

• Rep appointments

• XEAK Tijuana, Mexico, appoints Peters, Griffin, Woodward, N.Y.

• Adam Young Inc., N.Y., last week announced signing representation agreements with WPEO Peoria, Ill., KDAY Los Angeles and KIOA Des Moines.

• Ayers, Allen & Smith, S.F., appointed by KTIX Seattle; KLOG Kelso, Wash.; KHTV (TV) Portland, Ore.; KPOI Honolulu; KENO Las Vegas and WWIN Baltimore.

• WADA Shelby, N.C., appoints Grant Webb & Co.

• KPEN (FM) San Francisco names Fine Music Hi-Fi Broadcasters Inc., N.Y., in the eastern U.S. WMMM Westport, Conn., appoints the company for national sales.

• WTYM Springfield, Mass., names Jack Masla & Co., N.Y., effective July 1.

• WRIP Chattanooga, Tenn., appoints Forjoe & Co., N.Y.

• Media reports

• WERE Cleveland is offering $200 for information leading to the apprehension of a missing witness in a trial in Cleveland Common Pleas Court. On trial is a local gambler accused of conspiring to kill an employe. Without the

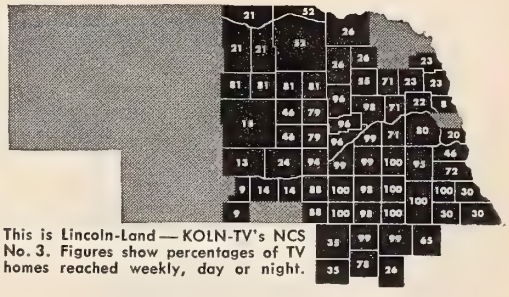
YOU'RE ONLY

HALF-COVERED

IN NEBRASKA

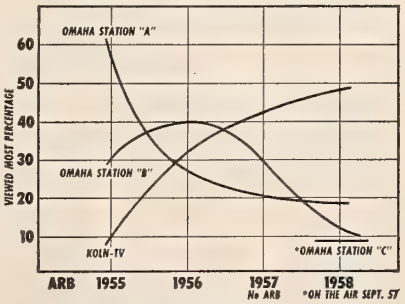


IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

There are just two big, important TV markets in Nebraska. One is in the extreme Eastern part of the state. The other is Lincoln-Land.

Lincoln-Land contains *more than half* the buying power of the entire state, and *it's completely dominated by one TV station — KOLN-TV!* In the Eastern market, no fewer than *three* TV stations compete for viewers' attention.

Avery-Knodel will give you all the facts on KOLN-TV—Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

One hundred eleven* national and regional spot advertisers know
Terre Haute is not covered effectively by outside TV
*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

IMN-PACT
WITH THE
INTER MOUNTAIN NETWORK
THE BIGGEST MOST COMPREHENSIVE PULSE STUDY ever made* PROVES
KFBC
CHEYENNE, WYOMING
Intermountain Network Affiliate
IS DOMINANT IN THIS FASTEST GROWING MARKET
With 36% Share of Audience
*Jan 59—45 Mkts—7 States
ASK FOR YOUR COPY
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

witness' testimony the state may have to dismiss the case.

• KFAB Omaha, Neb., has sponsored its 31st and 32nd scholarships to the U. of Nebraska. The scholarships are awarded to winners of the annual Nebraska 4H public speaking contests.

• Tv tape recordings of the Bolshoi Ballet made at KTLA (TV) Los Angeles are being transferred to 35 mm film at studios of NBC in Burbank, Calif., presumably for showing in theatres, although Matty Fox, who reportedly spent close to $1 million to record the Russian dancers on tape, still has not announced exhibition plans. NBC technicians are using the kinescope process to move the pictures from tape to film, playing the tape into a closed circuit tv system and filming the images from the face of the monitor tube.

• Thomas P. Chisman, president, WVEC - AM - TV Hampton - Norfolk, Va., has been appointed to head the Commission to Study the Feasibility of Educational Television for the State of Virginia. He is president of the Virginia Assn. of Broadcasters (At Deadline, June 22). Sam Carey, program director, WRVA-TV Richmond, Va., and Davis Paschall, superintendent of instruction for Virginia, also are on the commission. They will work with six of the state's legislators to investigate the possibilities of using etv on a statewide basis.

• WJAN Ishpeming, Mich., was to begin operations Friday (June 26). R.G. Bloomquist is president-general manager. The daytimer broadcasts on 970 kc with 5 kw.

• KBIG Santa Catalina, Calif., has installed direct uhf radio communication between the Southern California mainland and Catalina Island. Constructed in cooperation with Los Angeles Civil Defense authorities, the facility provides an emergency link with the mainland, and operates as a supplement to regular telephone service.

• CBS Foundations Inc. announced last week that it is increasing its grants to privately-supported colleges and universities from $2,000 to $3,000 for each qualifying employe of CBS, in whose name the grant is made. For 1959, CBS Foundations will contribute $60,000 to 15 colleges and universities, based on 20 graduates of these institutions who now are CBS executives. The grants are being increased, a CBS spokesman said, because of "the rising costs of higher education."

• The New Jersey Broadcasters' Assn. has organized a sports committee to "try and abolish all fees for [high school and college sports] broadcast rights that seem unjust and unwarranted." Head of the committee, Dave Moss, sports director of WKDN Camden, says they will find answers to the questions: When does one pay? What fees are paid? Where are obstacles met on broadcast rights? And what specific [New Jersey] schools offer resistance [to sports broadcasts]? The committee will present a report of its findings at the Oct. 29-31 NJBA convention at Nassau Inn, Princeton.

• Carl Byoir & Assoc. (public relations), N.Y., has awarded its annual fellowship to Robert Lindsay, instructor at the U. of Minnesota School of Journalism. The fellowship provides a five-week residency at Byoir's headquarters where the winner studies the company's operations. The award is made through the Foundation for Public Relations Research & Education of the Public Relations Society of America.

• The Blair Companies (John Blair & Co., Blair-Tv and Blair Television Assoc.) report that because of increased volume of spot broadcast activity in the Southwest, new and larger quarters will be occupied by the Dallas branch offices effective today (June 29). New address: 3028 Southland Center. Telephone: Riverside 1-4228.

• TelePrompTer Corp. (cueing devices, closed-circuit tv productions) has moved its Chicago office to 316 N. Michigan Ave. from 177 N. State St.

• Crusade for Freedom, N.Y., which earlier this year conducted a nationwide competition to promote a Radio Free Europe Truth Broadcast Program, has selected three stations for special awards consisting of a trip to Europe for a representative of each winning station. They are WEJL Scranton, Pa., KSOO Sioux Falls, S.D., and KMOX-TV St. Louis. The European tour prize includes an inspection of RFE facilities in Munich and Lisbon. The awards were for the best promotional effort to secure public participation in the 1959 Truth Broadcast Program.

• Storer Broadcasting Co. names Peter Finney & Co., Miami, Fla., as corporate and station advertising agency. Storer stations: WSPD-AM-TV Toledo, WJW-AM-TV Cleveland, WJBK-AM-TV Detroit, WAGA-AM-TV Atlanta, WVUE-TV Wilmington-Philadelphia, WWVA Wheeling, W. Va., and WGBS Miami.

• WXYZ Detroit has commenced a 24-hour broadcasting schedule. D.j. Chuck Daugherty handles the new 1-5:30 a.m. slot Monday through Saturday.

MOON-BOUNCE TV
Trans-ocean system being demonstrated

Trans-oceanic television, via the moon, may be just a few months off.

The genesis of over-the-ocean tv will be demonstrated this week in Washington when the U.S. Navy unveils its trans-Pacific moon-bounce communications circuit. The demonstration takes place at the military electronics convention of the Institute of Radio Engineers at the Sheraton Park Hotel in Washington.

The 4,829-mile, over-the-ocean circuit, is expected to be put into regular operation by the end of the current year.

The four-station system was engineered and equipment built by Continental Electronics Mfg. Co., Dallas, Tex. This is the company headed by former broadcasting consulting engineer James O. Weldon.

In the U.S. the transmitting station is located near Annapolis, Md., with its receiving terminal at Wahiawa in Hawaii. The Hawaiian transmitter is located at Opana with the receiver at Cheltenham, Md. The transmitters generate 100 kw power.

The circuit has been successfully tested, according to Continental Electronics, from the low end of the vhf band at 30 mc to the upper limit of the uhf band, 3,000 mc. Both narrow-band and wide-band signals have been used, it was reported. The circuit will be in use from four to 14 hours daily when regular serrvice is instituted, it is understood. The difference in use time is due to the varying orbits of the moon.

The importance of the moon relay, particularly to the far-flung Navy, was noted by Rear Admiral Rawson Bennett, chief of Naval Research, who called it "one of the most significant advances in radio communications in many years."

Webcor-Emerson deal remains uncertain

Is the sale of 20% of Webcor outstanding common stock to Emerson Radio & Phonograph Corp. still valid or can it be cancelled? That question was still unanswered Thursday (June 25). Principals in the stock deal of last May issued conflicting statements.

Titus Haffa, chairman of Webcor Inc. (recording equipment), Chicago, reported he has been trying to cancel the contract and would like to buy the shares back because of alleged conflict with Illinois law. Walter P. Altenburg, Webcor legal counsel, said the contract for purchase of 130,000 shares has been cancelled. Benjamin Abrams, president of Emerson Radio, said in New York that the contract could not be cancelled and that Emerson would retain the stock.

Mr. Haffa wants to repurchase the 130,039 shares because he was advised by counsel that certain provisions of the contract conflicted with Illinois corporate law. Among provisions of the contract, he said, is one calling for election of new directors. Under law, he pointed out, present directors could not be replaced without "just cause" before their terms expire. Mr. Haffa added he never intended any management changes when he and his family sold the stock.

The next stockholders' meeting is set for Oct. 31.

The controversy arose a fortnight ago when Emerson filed suit in the circuit court of Cook County, Ill., seeking access to Webcor's financial records and questioning the "validity and propriety" of transactions involving Mr. Haffa, his relatives and corporations owned or controlled by them (BROADCASTING, June 22).

RCA color ad push slated for this fall

One of the greatest advertising programs in the history of RCA Victor is planned for the last half of 1959, it was announced Tuesday by Jack M. Williams, manager, advertising and sales promotion, RCA Victor Home Instruments. A kind of reverse strategy has been adopted to introduce RCA Victor's "Newsmaker" lines of color and black-and-white tv sets, radios and stereo sets. Starting in July, the campaign will be launched first in local media, followed by national magazines and radio-tv networks.

In addition to a 50% greater number of insertions in national magazines, RCA plans a heavy schedule on television and radio, particularly for color tv sets on color programs. Some 70 minutes of color commercials will be telecast on such new NBC-TV pro-



Paradigm

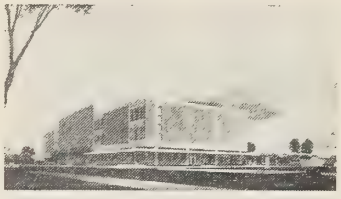
Iowans had a total personal income of $5,462,000,000 in 1958.

WMT

Eastern Iowa's Keep-Everybody-Posted Station

National Reps: The Katz Agency

Sears, Roebuck and Co. Picks Jacksonville



Sears, Roebuck and Co. has picked Jacksonville for its huge new multi-million dollar store—its largest retail store in the South. Sears' new store is a welcome addition to the rapidly expanding North Florida economy and it is evidence of Sears' faith in the State of Florida's Gateway City.

AND JACKSONVILLE PICKS WFGA-TV

NBC and ABC Programming

Represented nationally by Peters, Griffin, Woodward, Inc.

(Third Of A Series)



WFGA — TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

grams as *Bonanza, Sunday Showcase* and on the 90-minute special, *The Moon and Sixpence,* set for Nov. 20. A new musical commercial for use on NBC Radio's weekend *Monitor* program as well as on local radio features a score based on the "Newsmaker" theme. RCA institutional advertising will support color tv with ads in *Time, U.S. News and World Report* and financial and trade publications.

• Technical topics

• Professional broadcast engineers get a break in New York at Harvey Radio Co., which last Wednesday (June 24) opened its new professional audio room at 103 W. 43rd St. Harvey designed the second-floor restricted-admission adjunct to its consumer showrooms as a place where visiting engineers could actually operate and test equipment they might be planning to buy. This, the company feels, is an opportunity the pro rarely gets, pointing out that most buying is done from catalogs on a "sight unseen" basis. Nearly $70,000 worth of equipment is on hand, including tape recorders and duplicators, equalizers, amplifiers, attenuators, microphones, booms and other lines of both American and foreign makes.

• All 10 directors of Allen B. Du Mont Labs Inc. were re-elected at the annual shareholders' meeting in Clifton, N.J., last Wednesday (June 24). The company's directors are Dr. Allen B. Du Mont, David T. Schultz, Barney Balaban, Armand G. Erpf, Dr. Thomas T. Goldsmith Jr., Oscar Lasdon, Robert A. Maes, Paul Raibourn, Percy M. Stewart and Edwin L. Weisl.

• Ampex Corp.'s Professional Products Div., Redwood City, Calif., has introduced 3300B duplicating master playback machine. Operating at 120 inches per second (twice the speed of former equipment), the new duplicator promises savings in production costs while maintaining the quality of 7½ ips stereo tapes. The bank of 10 slave duplicating recorders of the 3300B master playback machine will copy one hour of 7½ ips four-track material in about 45 seconds.

INTERNATIONAL

Arab world to get first commercial tv

The first commercial tv station in the Arab world is expected to go into operation by July 1 with two channels on the air simultaneously, according to Welles Hangen, NBC bureau chief in Cairo, who has prepared a report on the status of tv in the Middle East.

The new station is Television Beirut, which will program entirely in Arabic on one channel (174-181 megacycles) and in French and English on the second channel (188-195 megacycles). Beirut Tv is a closed corporation of some 14 Lebanese and Syrian businessmen, Mr. Hangen said.

Although an estimated 600,000 persons live within range of the Beirut station, only some 3,000 tv sets will be in operation in Lebanon during the station's first year. The station's franchise requires the establishment of two satellite stations within three years.

Television Beirut's facilities are housed in a modern seven story, air conditioned building, with two Thompson-Houston transmitters on the roof. The building contains in addition to offices and studios, a 500-seat theater for audience-participation shows and a "teleclub," which will offer night-club entertainment and television to the public.

If Television Beirut succeeds, as most people expect it will, it will create a rush for tv franchises in other Middle Eastern countries, Mr. Hangen predicts. Already the Cyprus tv station, formerly operated by the British Colonial Office, is converting to commercial operation, he said.

Canadian applications entered before BBG

Numerous applications for new am, fm and tv stations are to be heard by the Board of Broadcast Governors (BBG) at Ottawa July 7-9. West coast applicants will be heard July 7, central Canadian applicants July 8, with Quebec and Atlantic coast applications on July 9.

The first Canadian fm network, programming separately from affiliated am stations is being requested by Canadian Broadcasting Corp., for stations CBF-FM Montreal, CBO-FM Ottawa, CBL-FM Toronto. This is also the first time CBC, the government-owned organization, has appeared before BBG for a network. CBC is also applying for seven low power relay transmitters in the provinces of Nova Scotia and New Brunswick.

There are three applicants for a tv station at Prince George, B.C., on ch. 3, of which CKPG Prince George, is one. CKSA Lloydminster, Alta., is applying for a tv station on ch. 2. Tv

satellites are being applied for by CKX-TV Brandon, Man., at The Pas, Man., Swan River, Man., Flin Flon, Man., and Moon Lake, Man., all mining camps.

CKTM-TV Three Rivers, Que., is requesting a power boost to 42.5 kw video and 21.25 kw audio on ch. 13. CHAU-TV New Carlisle, Que., is requesting exclusive operation in French, with new tv station on ch. 12 for English-language programs. CJON-TV St. John's, Nfld., wants power boost to 62 kw video and 33 kw audio on ch. 6. CFCY-TV Charlottetown, P.E.I., has asked for a tv satellite at New Glasgow, N.S., on ch. 7. CKWS-TV Kingston, Ont., is requesting power increase on ch. 11 to 130 kw video and 78 kw audio power.

New radio stations are being asked for Hamilton, Ont., on 1280 kc with 5 kw day and 2.5 kw night; at Burlington, Ont., on 1540 kc with 1 kw; at Pointe Claire, Que., 1 kw on 1470 kc; and a new fm station at Vancouver, B.C., with 18.95 kw on 103.5 mc.

Power increases are also being requested by a number of radio stations.

CBC Radio reinstates its opinion program

The Canadian Broadcasting Corp. board of directors has reinstated an early morning radio opinion program that it had cancelled last week. The reinstatement, effective today (June 29), follows a walkout last Tuesday by 30 CBC producers and assistants at Toronto, Montreal and Ottawa. They charged political interference with opinion programs.

CBC's top management decided two weeks ago to replace the 3-minute program in which members of the news gallery at Ottawa commented on happenings in the Canadian Parliament with factual news report of the previous day's transactions in Parliament. The resignations were discussed in Parliament Tuesday and Revenue Minister George Nowlan, to whom CBC reports, stated no political pressure had been applied by the government to stop controversial programs or interfere with any CBC programs. CBC has been under investigations by a parliamentary broadcasting committee for some weeks.

Frank Peers, supervisor of talks and public affairs broadcasts, Toronto, stated in his resignation that "clandestine political influence has been brought to bear on CBC management and that decision threatens the integrity of all public affairs programs."

• Abroad in brief

• CFAX Victoria, B.C., is slated to commence operation July 18. Its studios in Central Bldg. are completed and the transmitter is being installed at Swan Lake (2¼ miles from Victoria). The daytimer will be on 810 kc with 1 kw.

• Robert Saudek Assoc., N.Y., last week anounced it had made arrangements for the telecasting Sept. 26 on Eurovision of the Venice festival appearance of conductor Leonard Bernstein and the New York Philharmonic. Telecast will be seen by estimated 60 million viewers.

• Broadcasters invited to dinner with Queen Elizabeth II and Prince Philip at Toronto, Ont., on June 29 at the Royal York Hotel, were Mr. and Mrs. H.G. Walker, director of English-language networks of Canadian Broadcasting Corp., Toronto; Mr. and Mrs. Elsworth J. Rogers, CFRB Toronto; Mr. and Mrs. Alan Waters, CHUM Toronto; Mr. and Mrs. F.H. Hewitt, CKFH Toronto; and Mr. and Mrs. Jack Kent Cooke, CKEY Toronto.

• WTOM-TV Cheboygan, Mich., is now represented in Canada by Radio & Television Sales Inc., Toronto, Ont., and has an increasing number of viewers in the uranium mining area of upper Ontario, north of Lake Huron.

• WJJD Chicago is to send a series of reports on the city's upcoming Pan-American Games to international shortwave KGEI Belmont, Calif., for transmission to Central-South America and the Caribbean area. The programs are part of *Pan-American Preview* (Fri. 9:45 p.m.), a public service series.

• Separate fm programing by CFRA-FM Ottawa, Ont., from its affiliate, CFRA, is largely responsible for boom in fm receiver sales in Canada's capital city, radio stores there report. Sales have soared from less than a dozen in February to over 200 in May, with a current estimate of some 20,000 fm receivers in the Ottawa area.

• Elliott-Haynes Ltd., Toronto, Ont., research organization, has released the first of its tri-annual sets-in-use reports for Canadian radio coverage for the months January-April 1959. The report shows an average sets-in-use figure for the four months, day and night, of 18.8, with daytime average at 21.1, and night average 13.8. By months, the daytime average was 21.1 in January, 21.6 in February, 21.4 in March and 20.2 in April. Night sets-in-use figures were 14.3 in January, 14.2 in February, 14 in March and 12.8 in April. Survey covered Montreal, both English and French, Toronto, Winnipeg and Vancouver.

• RCA Victor Ltd. opened a new concert studio and stereophonic recording facilities at 225 Mutual St., Toronto, June 10.

FAMOUS BRANDS OF TEXAS



"QUIEN SABE"

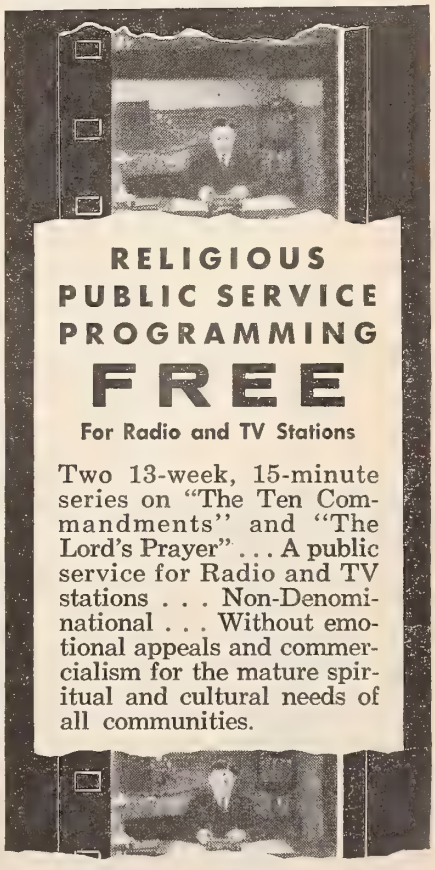
"What brand's that?", a cowhand asked. "Quien Sabe" (who knows) answered the Mexican. The half circles have been the "Quien Sabe" brand to this day.

ANOTHER FAMOUS BRAND OF THE TEXAS PANHANDLE



You'll know your brand story is reaching the people of the High Plains on K-7. KVII-TV is first in Amarillo three nights out of the week . . . with four of the top ten shows. Let the K-7 cowhands make your brand famous in this rich progressive High Plains area.

KVII-TV abc
amarillo, texas



Write for Audition Print or Tape
THE BACK TO GOD HOUR
10858 S. Michigan Ave., Chicago 28, Ill.

FATES & FORTUNES

Advertisers

• DONALD N. MCDONNELL, senior vp of Blyth & Co. (investment bankers) N.Y., elected chairman of board of Magnavox, Fort Wayne, Ind.

• J. CHARLES DERRICK, formerly vp in charge of advertising with Pepsi-Cola, N.Y., named director of advertising of Stroh Brewery, Detroit.

• WILLIAM P. LILJESTROM, assistant manager of sheet and plate product sales, Olin Aluminum, N.Y., promoted to southwestern sales manager, headquartering in Dallas.

Agencies

• GEORGE W. DAVIS, vp and account supervisor with Campbell-Ewald, Detroit, promoted to group account supervisor on General Motor's non-automobile products. CLYDE BENNETT, account executive, succeeds Mr. Davis as account supervisor on United Motor Services.

• CLIFFORD WILSON, formerly media director, Cockfield Brown & Co., Montreal, Que., agency, appointed to similar position with Kenyon & Eckhardt, Detroit. He succeeds BRENDON J. BALDWIN, who transferred to K&E's New York office as vp and associate media director.

• JACK V. SHIPPEE, formerly vp in charge of sales of All-Scope Pictures (commercial film division of 20th Century-Fox), named executive vp and principal in Dreyfus & Shippee Adv., L.A. Agency was formerly Dreyfus & Gardner before resignation of H.E. GARDNER. HAROLD DREYFUS, president, assumes duties of creative director. No change in agency's address.

• BERNARD J. GROSS, account supervisor and vp, Edward H. Weiss & Co., Chicago, appointed executive vp.

• DONALD E. LEONARD, formerly media director, W. B. Doner & Co., Baltimore, to Fuller & Smith & Ross, N.Y., in similar capacity.



MR. MURPHY

• WILLIAM A. MURPHY, formerly media director of Whitehall Labs Div. of American Home Products, N.Y., to similar position with W.B. Doner, Baltimore. Mr. Murphy previously was assistant media director of Benton & Bowles, N.Y.

• NELSON CARTER, vp and general manager, Foot, Cone & Belding, L.A., transferred to agency's New York office to assume position on national staff. He is succeeded by LOUIS E. SCOTT, vp and account supervisor, Los Angeles office. WILLIAM C. MATTHEWS, vp and account supervisor, FC&B, N.Y., succeeds JOHN R. LITTLE as general manager of agency's San Francisco office. Mr. Little's new assignment has not yet been announced.

• JAMES P. WILKERSON, account supervisor and vp with BBDO, N.Y., and EDWARD L. BOND JR., director, contact department, named senior vps. Mr. Wilkerson will be director of international division.

• JOHN E. KUCERA, assistant vp, Ted Bates, N.Y., elected vp. Other Bates appointments: JOHN N. CALLEY and WILLIAM E. WATTS, members of radio-tv department, named assistant vps.

• MORTIMER BERKOWITZ JR., advertising director *Woman's Home Companion,* until it suspended publication, and JOSEPH HENRICI, account executive, BBDO, N.Y., elected vps of that agency.

• ROBERT I. KIMEL, formerly general manager of WHAV-AM-FM Haverhill, Mass., has opened agency there. Address: 57 Park St. Phone DR 3-3937.

• BRUCE BALDWIN, creative director of John W. Shaw Adv., Chicago, named vp.

• GERALD M. FELD, formerly advertising and sales promotion manager of Thomas Organ Co., Sepulveda, Calif., named media director of Los Angeles office of Doyle Dane Bernbach. RUTH MESTON, account secretary with that office, assigned to media department.

• SUREN ERMOYAN, formerly senior vp and visual director of Lennen & Newell, N.Y., to BBDO, that city, as creative visual supervisor, art department.

• JOHN C. BUKER, vp and account executive with Holst & Male, Honolulu, rejoins Botsford, Constantine & Gardner, Portland, Ore., where he was vp and office manager until 1957. Mr. Buker will be vp and account executive on men's division of Jantzen Inc. (sportswear), that city.

• THOMAS F. SWICK and ALFRED R. SANNO, media account supervisors at McCann-Erickson, N.Y., named associate media directors. They are succeeded by THADEUS S. KELLY and JOHN P. HORVATH.

• HARRY E. PENGEL, 66, vp and media manager of Brooke, Smith, French & Dorrance, N.Y., died June 18 following heart attack at his Brewster, N.Y., home. Mr. Pengel was original partner of Dorrance & Sullivan, advertising agency. When that firm was absorbed by BSFD in 1935, he joined new company as vp.

• EDWIN C. OLSON, vp of Roche, Rickerd & Cleary, Chicago, died June 20.

• RAY MILICI, president of Milici Adv., elected head of Honolulu Advertising Club. Other officers: MRS. LILLIAN GIVENS, Honolulu Educational Assn., treasurer; PHILLIP DOOLEY, Woodrum & Staff, vp. New directors elected were ROBERT O. KELSEY, Milici Adv.; FRANCES H. WILLIAMS, Hawaiian Electric; WERNER STOY, Camera Hawaii; DENNIS MCCARTHY, Holst & Male; MRS. JOSEPHINE ACHIMORE, Cardinal Services, and DON OVER, Trade Publishing.

• ROGER EATON, formerly account executive with KBTV (TV) Denver, to Dunshee Adv., that city, in similar capacity.

• CAMILLE MUSCARELLA, chief estimator of both print and time, Clinton



America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

150 MONTAGUE STREET
BROOKLYN 1, N.Y.
ULster 2-5600

DAVID JARET CORP.

E. Frank, Chicago, appointed timebuyer and assistant to radio and tv time supervisor.

Networks


MR. PETERSON

• EDWIN R. PETERSON JR., account executive with Keystone Broadcasting System, Chicago, named general manager of new Detroit office opening July 15 in Penobscot Bldg. JOHN T. HARTIGAN, formerly with Forjoe & Co., station representative, Chicago, joins Keystone as account executive.

• ANTHONY C. KRAYER JR., manager of NBC owned stations and NBC Spot Sales Div., promoted to director of business affairs. Other promotions: HUGH F. DEL REGNO, senior operations analyst, to manager of budgets; NICHOLAS GORDON, manager of rates and program evaluations, to manager of rates and rating analysis and GERALD E. MARENOFF, chief accountant, to manager of accounting.

• BERNARD N. EISMANN, reporter with CBS News, N.Y., named bureau manager—correspondent of CBS News, Chicago. He succeeds GEORGE FABER, appointed publicity manager, CBS Films, Hollywood.

Stations


MR. RICHARDS

• GRAHAM RICHARDS, formerly national program director of Inter-Mountain Network, to Storz Broadcasting Co. in similar capacity, effective July 1. Storz operates WDGY Minneapolis, WHB Kansas City, KOMA Oklahoma City, WTIX New Orleans and WQAM Miami.


MR. WARREN

• FRANK WARREN, formerly vp, charge of sales, and board member of KULA Honolulu, appointed board member and general manager of Hawaiian Broadcasting System (KGMB - AM - TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku).

• DOUG THOMPSON, sales promotion and program manager of KPAC-TV Beaumont-Port Arthur, to KCEN-TV Temple, both Texas, as assistant general manager.


MR. WODLINGER

• MARK WODLINGER, formerly sales manager of WOC-AM-FM-TV Davenport, Iowa, named national sales manager of WMBD-TV Peoria, Ill. Mr. Wodlinger remains executive vp of Community Telecasting Corp., applicant for ch. 8 Davenport-Rock Island (Ill.)-Moline, (Ill.).

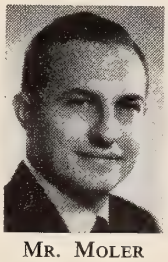
• RALPH S. HARTMAN, commercial manager of WHGB Harrisburg, Pa., named station manager. Other WHGB changes: BOB YANICH, air personality, to program director; TED HEPBURN to commercial sales manager; JACK HOOPER to production manager, and MRS. LOUISE M. ADAMS to women's editor.

• GEORGE E. DONNELLY, business manager, New York *Daily News,* and W.H. JAMES, assistant business manager, named treasurer and assistant secretary, respectively, of WPIX (TV) New York.


MR. BRYANT

• JAMES R. BRYANT JR., named sales promotion manager of WDAK Columbus and its affiliates, WDAX McRae, WMOG Brunswick and WAYX Waycross, all Georgia.

• JACK LAUNER, formerly with WLWC (TV) Columbus, Ohio, and WCPO-TV Cincinnati, to KNTV (TV) San Jose, Calif., as program director.


MR. MOLER

• JOHN C. MOLER, assistant manager in charge of WKY Oklahoma City, named managing director of WIBG-AM-FM Philadelphia, effective August 1. Mr. Moler joined WKY in 1951 as local salesman.

• JACKSON FLEMING, local sales manager of KGW Portland, Ore., promoted to station manager, effective July 1.

• JAMES R. OSBORN, account executive with WCBS-TV New York, named commercial manager of KXTV (TV) Sacramento, Calif.

• LYLE C. MOTLEY, chief engineer and assistant manager of WBTM Danville, appointed general manager and executive vp of WMNA Gretna, both Virginia, effective July 1.

• SHELDON GIBBS, country music personality, named station manager of KONI Phoenix, Ariz., as station shifts to country music policy. MRS. MARY JANE PHILLIPPI, former KONI mana-



ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS
In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

HOWARD E. STARK
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

ger, to director of operations of KONI and general manager of KELE (FM) Phoenix.

• CARL WESSER, 58, chief facilities engineer and member of WWJ-AM-FM-TV Detroit's engineering staff for 28 years, died June 18 in Alpena, Mich.

• JOHN F. DILLE JR. named president of U. of Chicago alumni association. Mr. Dille is president of Truth Publishing Co., (WSJV [TV] South Bend, WTRC-AM-FM Elkhart, WKJG-AM-TV Fort Wayne, all Indiana.)

• THOMAS L. THOMPSON has resigned as program director of KHOU-TV (formerly KGUL-TV) Houston.

• RAY SHOUSE, producer-director-announcer, named to newly-established post of creative coordinator of WTAR-TV Norfolk, Va.

• JOHN MCGHIE, producer-director with KOIN-TV Portland, Ore., joins KXTV (TV) Sacramento, Calif., in similar capacity.

• FRED R. RIPLEY, 66, veteran broadcaster and newspaperman, died June 22 in Cleveland. Mr. Ripley entered radio with WHK Cleveland in 1922 and was later assistant to general manager of WGAR, that city. In 1948 he was named vp and general manager of WERE-AM-FM Cleveland. Mr. Ripley returned to WGAR, where he conducted local newscast until his retirement in early 1950's.

• LEE ELLIS, formerly program manager of KFSD-AM-FM San Diego, to KFMU (FM) Los Angeles as sales manager.

• GEORGE GOTHBERG, president of WFPA Fort Payne, Ala., named general executive of *DeKalb County News*, local newspaper. He will oversee sales promotion for joint radio-newspaper advertisers. DALE SMITH, publisher of *News*, named general executive of station, taking charge of feature program, *Living News*. Appointments reflect no change in ownership of either property.

• JERRY JACKSON appointed program director of KINT El Paso, Tex.

• FRANK MORRIS, formerly senior editor with CBS-TV, L.A., named west coast representative of television code affairs department of NAB, effective July 6.

Representatives

• RAYMON L. HAMILTON, account executive with WINS New York, appointed Detroit sales manager of Television Advertising Representatives, serving five Westinghouse Broadcasting Co.'s stations, effective July 1.

Programming

• FRANK BRAXTON, freelance animator, elected president of Screen Cartoonists Guild, independent Hollywood union, for coming year. Other new officers: MARGARET JULIAN, Quartet Films, vp; HELEN HANSEN, Quartet Films, recording secretary; JEAN WASHAM, freelance artist, treasurer and financial secretary; BERNARD GRUVER, freelance layout artist, warden. GERARD BALDWIN, freelance animator, will edit Guild paper, *The Animator*. JOHN KENT HARRIS is business agent.

• LESLIE ROUSH, head of his own film producing company, Leslie Roush Productions, Mineola, L.I., named to head MGM-TV's New York studios, currently under construction at 550 Fifth Ave. (BROADCASTING, June 15). Mr. Roush also will supervise completion of facilities which are expected to be ready about July 1.

• HERBERT L. MILLER, formerly district manager, International Television Corp., Chicago, and LEE JACOWAY, formerly with sales staff of WRVA Richmond, Va., to Ziv Television Programs, Inc., as account executives in Chicago and Florida, respectively.

Equipment & Engineering


MR. SHEPARD

• H. W. (HANK) SHEPARD, general manager of WAMP and WFMP (FM) Pittsburgh, appointed to newly-created position of administrator of color television market development of RCA Victor Home Instructions, Camden, N.J.

• WILLIAM C. BOLENIUS, executive vp, American Telephone & Telegraph Co., N.Y., elected board director.

• DR. J. EARL THOMAS JR., head of physics department of Wayne State U., Detroit, appointed to newly-created post of research and engineering director, semiconductor division of Sylvania Electric Products, Woburn, Mass.

• FREDERICK J. LAUTENSCHLAEGER, administrator, receiving tube operations, RCA electron tube division, Harrison, N.J., named plant manager. WILLIAM B. BROWN, manager, tube manufacturing, RCA electron tube division at Woodbridge, N.J., named manager, that plant.

• C. ALLEN LINDQUIST JR. named head of new research and development division of Astatic Corp., Conneaut, Ohio, manufacturers of microphones, needles, cartridges and pickups.

Allied Fields

• JOHN T. MADIGAN, formerly program director of WMTW (TV) Lewiston-Poland Spring, Me., to publicity and pr division of Maine Department of Economic Development, Augusta.

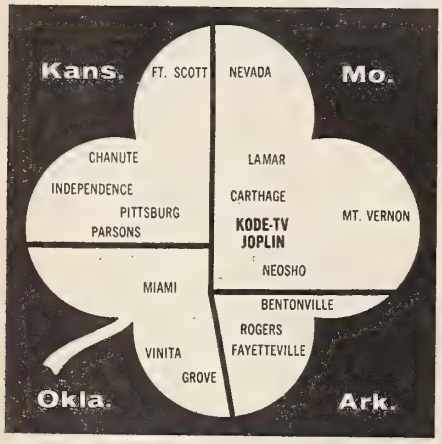
• PHILIP R. DUNNE, formerly director of publications and engineering assistant with American Newspaper Publishers Assn., Chicago, appointed assistant advertising manager of Central Scientific Co., that city.

• B.B. KAHANE elected president of Academy of Motion Picture Arts & Sciences. Other officers: ROBERT RYAN, first vp; SAMUEL G. ENGEL, second vp; HAL ELIAS, secretary; FRED METZLER, treasurer; JOSEPH H. KARP, assistant treasurer.

• MARTIN O'SHAUGHNESSY, 41, editor and publisher of *Phoenix Tee Vee* weekly tv news magazine, and Chicago journalist (*Tv Forecast, Boulevard* and *Variety*), died in Phoenix June 19.

• WILLIAM S. NIELSEN, formerly general manager of Epic Records, N.Y., to Urania Records, that city, in similar capacity.

This four-leaf clover is worth looking over!

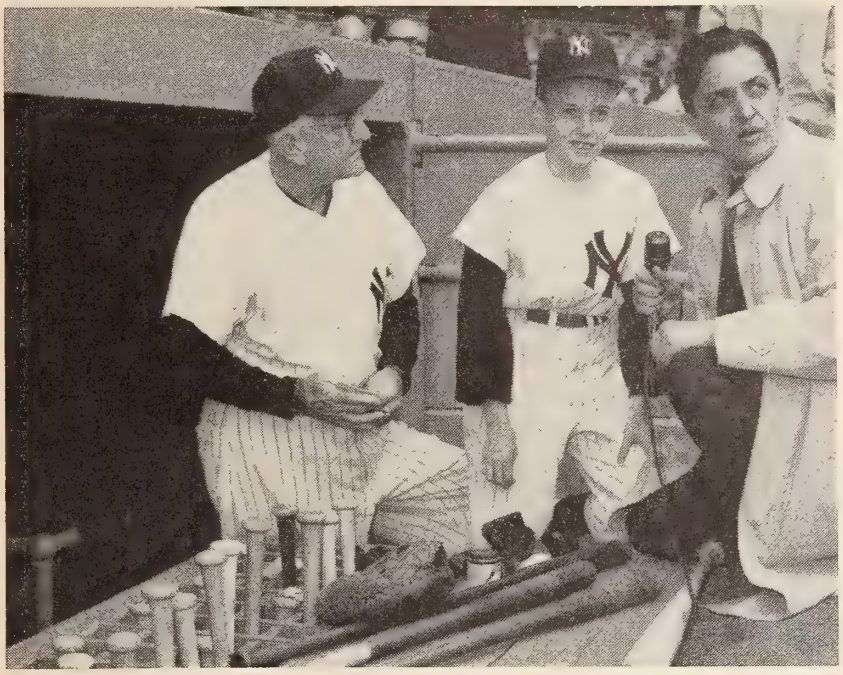


MISSOURI'S 3rd TV MARKET
151,400 TV HOMES*

Lucky KODE-TV, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And KODE-TV covers: • a 4 state area • 151,400 TV Homes • 669,800 people with $776,919,000 buying power.

KODE-TV CHANNEL 12
JOPLIN, MISSOURI CBS-ABC

Rep. by Avery-Knodel • A member of the Friendly Group
FK6 *TV Mag., June '59



Johnny Duggan's big day • WRCA-TV New York picked John Duggan, 10, out of 49,000 contestants for the one-game job of Yankee bat boy. With Yankee manager Casey Stengel (l) and newsman Gabe Pressman of WRCA-TV, Johnny holds a dugout conference. During his day as a Yankee batboy, Johnny appeared on three local radio and tv shows and on the *Today* NBC-TV network program. He was saluted between innings by sportscaster Mel Allen on competing station WPIX (TV) New York and saw his name in lights on the stadium scoreboard. Johnny Duggan got the Yankee assignment by writing WRCA-TV the best letter of application. It was in verse, concluding: ". . . and tell the Lord and Casey that though I'm not quite eleven, I'll be the best batboy this side of heaven."

Big boost for Little League

WANE-TV Fort Wayne, Ind., KOCO-TV Enid, Okla., and KTVW (TV) Seattle-Tacoma, Wash., are telecasting Little League baseball games weekly.

WANE-TV and KOCO-TV built diamonds at the back of the studios for convenient coverage of the games. Local sponsors of the WANE-TV Little League coverage: Rice Oldsmobile, Holsum bread; Pepsi-Cola and Eck-Rich (luncheon meats). KTVW's sponsors: Carstens meats, Double-Cola, and Pacific Van Storage Lines.

CU at the Chicago Fair

Radio and television have been carrying a strong publicity schedule since June 15 leading up to the opening Friday (July 3) of the Chicago International Trade Fair. Chicago Unlimited, civic promotional group, will open a "Star and Communications Center" at the Navy Pier to originate special fair telecast, radio pickups, recorded and filmed interviews. The Chicago Unlimited slogan for the July 3-18 event: "CU at the Fair." The CU fair participation (BROADCASTING, April 20) was organized by the group's promotion and exploitation committee, headed by James G. Hanlon, public relations manager of WGN-AM-TV Chicago.

The cleanup media

Keep America Beautiful Inc., New York, estimates that broadcasters donated more than $3 million in public service time last year to its nationwide anti-litter movement.

Some station activities cited:

KMBC-AM-TV Kansas City, Mo., ran a contest calling for the best suggestion for keeping the city clean. The prize was a three-day trip for two to Las Vegas. The stations presented 100 street litter barrels to Kansas City Mayor H. Roe Bartle during a broadcast. Cost of the contest, litter barrels and air time donated: $11,840.

Washington, D.C., and Maryland broadcasters were given a citation by Maryland Governor J. Millard Tawes for "outstanding cooperation [in] . . . campaigns to eliminate roadside litter."

The North Carolina Broadcasters Assn.'s main public service project, "Keep North Carolina Beautiful," helped reduce cleanup costs $50,000 in twelve months.

KOY Phoenix, Ariz., cooperating with the Arizona Federation of Garden Clubs, paid for 49,000 litterbags that were given to automobiles entering the state.

Other broadcasters around the country are dramatizing the local situation in a variety of ways.

New radio-tv kits of litter-prevention material (including films) are being offered by Keep America Beautiful Inc., 99 Park Ave., New York 16, N.Y.

. . . would sell as sweet

Lee Bland, vice president of Leo Burnett Co., calls television commercial announcers "tv company salesmen." This definition won him an Isetta automobile in the Gothic Corp. (management consultant), New York, competition to "rename the announcer."

Runners up (presented with photographic equipment):

Jules Singer, vice president, Grey Adv.; Marshall Rothn, technical director, Kenyon & Eckhardt; Kennedy Williams, tv film producer, Benton & Bowles, and Armand Scala, film production supervisor, N.W. Ayer & Son.

Gothic, which represents several tv announcers, ran the competition for agencymen because it feels the nomenclature "announcer" is a holdover from radio.

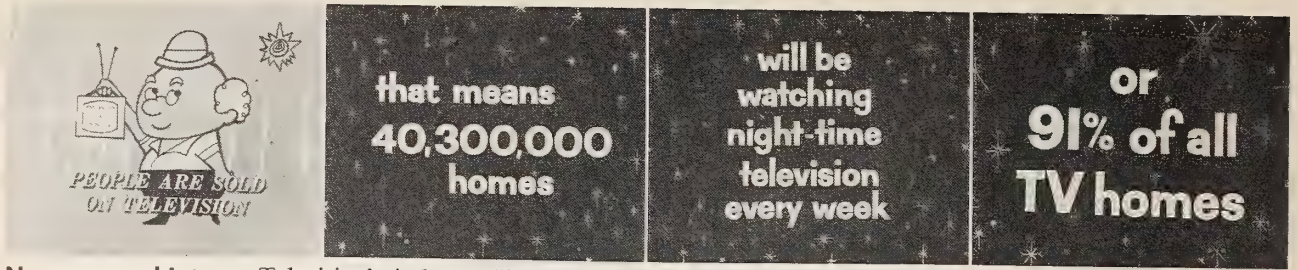
New sound for a new state

Mainland-type "big sound" radio has come to the Union's newest state. Jock Fearnhead, vice president and general manager of WINS New York, premiered the new sound last month over KPOI Honolulu. KPOI was renamed from KHON, which Mr. Fearnhead bought earlier this year.

The new management began by cancelling many old sponsors. Anything that didn't fit the new format of musical "happy sounds" had to go.

A battery of the area's top disc jockeys was hired to marshal the "happy sounds." KPOI placed a teaser campaign in their behalf on tv and in newspapers. Phonetic pronunciation of the new call letters was stressed in radio advance promotion, and island beauties gave away 10,000 samples of poi (tropical fruit).

An aggressive news policy was adopted, encompassing enlarged staff and facilities. Revamped studios, program additions of jingles, weather and news introductions, musical promotion



No summer hiatus • Television's industry "house ads" are being sustained in a new series of spots distributed by Television Bureau of Advertising, New York. The latest batch of 13 films includes the cartoon character (above) introduced in November, now using new statistics to sell the medium. Another behind-the-screen statistic revealed by TvB as it announced the new campaign: stations since November have contributed more than $5 million in time to the "People Are Sold" effort. The Wexton Co. handled campaign production.

spots and station breaks complete the new mainland look for KPOI.

The result: billings doubled during the first month.

• Drumbeats

• WNTA Newark, N.J., in a one-day campaign against winged pests collected corpses of 1,752 flies and 30 wasps from listeners. The station paid a 10-cent bounty on each house fly and 20 cents for wasps, for a total outlay of $181.20.

• KING Seattle gave each of five air personalities a blank billboard with instructions to "decorate them as you see fit (as long as you mention KING, NBC and plug your own shows)." D.j. Ray Briem was notified of impending fatherhood while he was painting his billboard. Before dashing off to the hospital he wrote, "Wife having a baby," on the board. The next day he added: "It's a boy."

• A 30-minute film, "Passport to Glamour," containing highlights of the recent Cannes Film Festival, is being made available to tv stations throughout the country without charge by NTA International Inc. Harold Goldman, NTA International president, said last week than more than 200 tv stations already have requested the film. It was produced in Cannes by Television Monte Carlo in association with National Telefilm Assoc., New York.

• It was "*Romper Room* Day" in Atlantic City Saturday (June 27). Teachers on *Romper Room,* a weekday tv kindergarden in 73 markets, entertained children and parents from New York, Baltimore, Philadelphia, Lancaster, Pa., and Washington. Activities included a life-saving demonstration by Atlantic City's beach patrol, a children's show on the pier and *Romper Room* songs and games.

• Disc jockeys of WING Dayton, Ohio, celebrated the station's 39th year last week by dressing in 1920 bathing suits and touring the city in a model of an antique automobile.

• WKJG-AM-TV Fort Wayne, Ind., is conducting a series of open houses to acquaint clients and public with the stations' new building. Each visitor is given a souvenir brochure that outlines WKJG-AM-TV history, pictures air personalities and gives a map of the building.

• The fifth annual Treasure Hunt, conducted by Bill Burrud's *Treasure* over KCOP (TV) Los Angeles and sponsor Mary Ellen's jams and jellies, drew 21,732 hunters this month. Admission to the event at Corriganville, Calif., was a safety seal from a Mary Ellen's jar. At stake was $10,000 in buried treasure. The sponsor's agency: Guild, Bascom & Bonfigli.

• When the custom of serenading the President was revived in the capital after a century's lapse, WGMS Washington did a remote broadcast of the event. Singers were massed choristers from local churches and delegates to the ninth Washington Pilgrimage of Religious Heritage of America.

Rocky Mountain VHF. $350,000. Good potential. Already in black. Lower price for all cash. Independent now with network affiliation coming up. This station is definitely on the upgrade.

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NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

June 18 through June 24. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATION

Flagstaff, Ariz.—Saunders Bcstg. Co. vhf ch. 13 (200-216 mc); ERP 1.26 kw vis., 0.67 kw aur.; ant. height above average terrain 1832 ft., above ground 80 ft. Estimated construction cost $26,000, first year operating cost $38,000, revenue $43,000. P.O. address Box 1677, Flagstaff. Studio-trans. location Flagstaff. Geographic coordinates 35° 14′ 28″ N. Lat., 111° 35′ 48″ W. Long. Trans. Electron, ant. Andrew. Sole owner is Charles J. Saunders, who also owns KCLS Flagstaff and *Flagstaff Gazette* (weekly newspaper). Ann. June 24.

Existing Tv Stations

APPLICATIONS

KALA (TV) Wailuku, Hawaii—Mod. of cp which authorized to change frequency to ch. 7, 174-180 mc; with ERP vis. 11.98 kw, aur. 5.992 kw and ant height above average terrain 5764 feet. Ann. June 23.

WAFB-TV Baton Rouge, La.—Request for STA on ch. 9, 186-192 mc; ERP vis. 259 kw, aur. 133 kw; with trans. location at Pleasant Grove Church Road, near Zachary, La.; trans. RCA. Ant. height above average terrain 503.25 feet. Ann. June 23.

CALL LETTERS ASSIGNED

KMYR (TV) Los Angeles, Calif.—Sherrill C. Corwin. Changed from KGUD (TV).
WOLE-TV Aguadilla, P.R. — Western Bcstg. Corp. of Puerto Rico.

New Am Stations

ACTIONS BY FCC

Brinkley, Ark.—Tri-County Bcstg. Co. Granted 1570 kc, 250 w D. P.O. address 214 W. Cedar St., Brinkley. Estimated construction cost $13,900, first year operating cost $36,000, revenue $45,000. **Mason W. Clifton,** sole owner, is in newspaper publication (*Brinkley Argus*) and grain drying and storage. Ann. June 24.

Lafayette, Ind.—J. E. Willis. Granted 1410 kc, 1 kw D, DA. P.O. address 121 Barberry Lane, Lexington, Ky. Estimated construction cost $33,221.84, first year operating cost $48,000, revenue $60,000. Mr. Willis is former gen. manager-minority stockholder of WLAP-AM-FM Lexington, Ky. Ann. June 24.

Sparks, Nev.—Lakeside Bcstrs. Granted 1270 kc, 1 kw D. Ann. June 24.

Scotland Neck, N.C. — John Laurino. Granted 1280 kc, 5 kw D. P.O. address 1805 Cooper Rd., Richmond, Va. Estimated construction cost $22,400, first year operating cost $35,000, revenue $45,000. Mr. Laurino, sole owner, is with AAA. Ann. June 24.

Williamsburg, Va.—Mary Cobb and **Richard S. Cobb** d/b as **Williamsburg Bcstg. Co.** Granted 740 kc, 500 w D. P.O. address 3855 N. 30th St., Arlington, Va. Estimated construction cost $15,400, first year operating cost $38,000, revenue $45,000. The Cobbs, frozen food interests, will be equal partners. Ann. June 24.

APPLICATIONS

Quincy, Fla.—Gadsden County Bcstg. Co. 710 kc, 1 kw D. P.O. address Box 375, Bainbridge, Ga. Estimated construction cost $25,537, first year operating cost $4,200, revenue $4,900. Equal owners are **John A.** and **Charles W. Dowdy.** John Dowdy owns WMGR Bainbridge, Ga. and 50% of WGRO Lake City, Fla. Charles Dowdy is former owner WLBG Laurens, S.C. Ann. June 24.

Mauston, Wis.—John D. Rice 1270 kc, 500 w D. P.O. address 304 S. Court St., Sparta, Wis. Estimated construction cost $13,821, first year operating cost $36,000, revenue $38,000. Mr. Rice has interests in WCOW Sparta, and KCUE Redwing, Minn. Ann. June 24.

Existing Am Stations

APPLICATIONS

WPRY Perry, Fla.—Mod. of license to change hours of operation from unl. to SH, (Mon. thru Sat.: 6:30 a.m. to 6:30 p.m. Sunday: 7:00 a.m. to 6:30 p.m.) (1400 kc). Ann. June 19.

WASK Lafayette Ind.—Cp. to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 18.

KNOC Natchitoches, La.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 23.

WKLK Cloquet, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. June 19.

KFAM St. Cloud, Minn.—Cp to increase daytime power from 250 w to 1 kw, install new trans., change ant.-trans. and studio location and make changes in ant. and ground systems. (1450 kc). Ann. June 18.

WQSN Charleston, S.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. June 19.

KANN Sinton, Tex.—Mod. of cp to make changes in DA-N system. (1590 kc). Ann. June 19.

WSKI Montpelier, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. June 18.

KATI Casper, Wyo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. June 19.

CALL LETTERS ASSIGNED

KTMP Tempe, Ariz.—John L. Breece.
KSLY San Luis Obispo, Calif.—Rex C. Stevenson.
KICN Denver, Colo.—Empire Bcstg. Inc. Changed from KMYR.
WSUG Clewiston, Fla.—Sugarland Bcstg. Co.
KGUD Santa Barbara, Calif.—Sherrill C. Corwin. Changed from KFMC.
WSOL Tampa, Fla.—WPIT Inc. Changed from WWTB.
WVLD Valdosta, Ga.—Norman O. Protsman.
WBGN Bowling Green, Ky.—Bowling Green Bcstg. Co.
KSEN Shelby, Mont.—Tri-County Radio Corp. Changed from KIYI.

New Fm Stations

APPLICATIONS

Salem, Ind.—Don H. Martin 98.9 mc, 2.702 kw. P.O. address Box 472, Salem. Estimated construction cost $9,901, first year operating cost $5,000, revenue $7,500. Mr. Martin owns WSLM Salem. Ann. June 24.

Lansing, Mich.—Herbert T. Graham 104.7 mc, 7.6 kw. P.O. address Box 965, 4215 Glenwood Ave., Lansing 4, Mich. Estimated construction cost $20,342, first year operating cost $12,720, revenue $36,816. Mr. Graham is general contractor. Ann. June 18.

Existing Fm Stations

APPLICATION

WPRB (FM) Princeton, N.J.—Cp to change frequency from 103.9 mc to 103.7 mc, increase ERP to 1.082 kw, change ant. height above average terrain to 187.5 ft. and install new trans. Ann. June 18.

CALL LETTERS ASSIGNED

KSBW-FM Salinas, Calif.—Salinas Valley Bcstg. Corp.
KLTT (FM) San Diego, Calif.—Bible Institute of Los Angeles Inc.
KGUD-FM Santa Barbara, Calif.—Sherrill C. Corwin. Changed from KFMC-FM.
WAFM (FM) Miami, Fla.—Bayfront Bcstg. Corp.
WBIE-FM Marietta, Ga.—Marietta Bcstg. Inc.

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*KUMD-FM Duluth, Minn.—Board of Regents, U. of Minnesota.
WPBC-FM Minneapolis, Minn. — Peoples Bcstg. Co.
WDAF-FM Kansas City, Mo. — National-Missouri Tv Inc.
KHOL-FM Kearney-Holdredge, Neb.—Bi-States Co.

Ownership Changes

APPLICATIONS

WBRC-AM-TV Birmingham, Ala. — Seeks assignment of license from **WBRC Inc.** to **Taft Bcstg. Co.** through merger. Ann. June 23.

KBVM Lancaster, Calif. — Seeks assignment of license from **Brocaw Bcstg. Co.** to **Tri-County Bcstrs. Inc.** for $100.000. Purchasers are **George Patton,** 22½%; **Donald D. Lewis,** 37½%; **Roy N. Hinkel** 22½% and others. Mr. Patton owns Los Angeles ad agency; Mr. Hinkel is NBC commentator-producer, and Mr. Lewis is Hollywood ad agency executive. Ann. June 19.

KWBR Oakland, Calif.—Seeks assignment of license from **E.N. Warner** and **First Western Bank & Trust Co.,** trustee to **Egmont Sonderling,** 25%; **Richard Goodman,** 55%, and **Mason Loundy,** 20%, for $550,000. Applicants have interests in WOPA-AM-FM Oak Park, Ill., and WDIA Memphis, Tenn. Ann. June 19.

KROY-AM-FM Sacramento, Calif.—Seeks transfer of control and assignment of licenses from **KROY Inc.** to **John T. Carey Inc.** for $390,000. Sole-owner, **John T. Carey,** is former asst. general manager and sales manager of WIND Chicago. Ann. June 18.

KITO San Bernardino, Calif. — Seeks transfer of control of **Radio Associates Inc.** from **Myer Feldman, Raymond Ruff** and **Arnold Lerner** to **Kenyon Brown** for $120,000 and other considerations. Mr. Brown is president and 25% owner of KCOP-TV Los Angeles and owns KGLC Miami, Okla., and has interests in KFOX-AM-FM Long Beach, Calif., and KIMO Independence, Mo. Ann. June 23.

WARN Fort Pierce, Fla. — Seeks assignment of license from **Hurricane Bcstg. Service Inc.** to **South Jersey Bcstg. Co.** for $70,000. Purchasers include **Ranulf Compton** (35%), **Florence J. Compton** (21%) and others. South Jersey owns WKDN Camden, N.J. Ann. June 22.

WSRA Milton, Fla.—Seeks transfer of control of 9% of **Santa Rosa Bcstg. Inc.** from **Eugene T. Sudduth** to **James C. Smith III** for $2,500. After transfer, Mr. Smith will own 83% of Santa Rosa. Ann. June 22.

WMFT Terre Haute, Ind.—Seeks transfer of control of two thirds of **Citizens Bcstg. Inc.** from **Pauline A.** and **Archie S. Mobley** to **Thomas S. Land, Bryan Davidson** and **Richard O. Bieser** for $49,500. After transfer, Messrs. Land and Davidson will own 40% each, and Mr. Bieser, 20%. Messrs. Land and Davidson are equal partners in WFIW Fairfield and WJBD Salem, both Illinois. Mr. Bieser is manager WCNT Centralia, Ill. Ann. June 22.

WKYT (TV) Lexington, Ky.—Seeks assignment of license from **Radio Cincinnati Inc.** to **Taft Bcstg. Co.** through merger. Ann. June 23.

WPTX Lexington Park, Md.—Seeks assignment of license from **Patuxent Radio Inc. (James S. Beattie)** to **WPTX Inc.,** wholly owned by **Sigmund Ades,** for $55,000. Ann. June 24.

WMIC Monroe, Mich.—Seeks assignment of license from **McIntyre Bcstg. Co.** to **560 Bcstg. Corp.** for $398,000. Principals include **Ross Mulholland** and **Richard E. Jones,** 25% each; **Bill O. Brink, L.W. Llewellyn, Glenn H. Brink** and **Earl B. Brink,** 12½% each. Mr. Mulholland is former WABC New York disc jockey, Earl B. Brink and sons Glenn and Bill, and son-in-law Llewellyn are associated in general insurance business. Glenn Brink is also airline pilot. Mr. Jones has minority interests in KXLY-AM-TV Spokane and KELP-AM-TV El Paso, Tex. Ann. June 23.

WCBQ St. Helen, Mich. — Seeks assignment of cp from **Paul A. Brandt** to **Frank Tefft.** No consideration involved. Mr. Tefft is in tv sales and service business. Ann. June 18.

KEVE Golden Valley, Minn.—Seeks transfer of control of 50% of **Western Bcstg. Corp.** from **Robert M. Purcell** to **James A. McKenna Jr.,** present 50% owner, for $105,000. Mr. McKenna is Washington, D.C. communications attorney. Ann. June 23.

WTWV (TV) Tupelo, Miss.—Seeks assignment of license from **Tupelo Citizens Tv Co.** to **WTWV Inc.** and transfer of 25% interest owned by **J.G. Petit** for $16,264. WTWV Inc. is owned by **F.K. Spain,** 60%; **W.D. Spain** 20%, **M.H. Spain** 10% and **Perrin Purvis** 10%. Ann. June 23.

WOV New York, N.Y.—Seeks assignment of license from **WOV Bcstg. Corp.** to **Bartell Bcstrs. of New York Inc.** Contingent upon FCC consent to request for transfer of control of WOV Bcstg. Corp. to Bartell Bcstrs. of New York Inc. Ann. June 23.

WGAS South Gastonia, N.C.—Seeks transfer of control from **Mace, Groves & Mace** to **MGM Bcstg. Corp.** Change from partnership to corporation. No change in ownership or consideration involved. Ann. June 22.

WKRC - AM - FM - TV Cincinnati, Ohio — Seeks assignment of license from **Radio Cincinnati Inc.** to **Taft Bcstg. Co.** through merger. Ann. June 23.

WTVN-AM-FM Columbus, Ohio — Seeks assignment of licenses from **Radio Columbus Inc.** to **Taft Broadcasting Co.** through merger. Ann. June 23.

WTVN-TV Columbus, Ohio—Seeks assignment of license from **WTVN Inc.** to **Taft Bcstg. Co.** through merger. Ann. June 23.

WKOV Wellston, Ohio—Seeks transfer of control of **Court House Bcstg. Corp.** from **Ray Brandenburg, Sam Marting** and **L. Morse Weimer** to **W.N. Nungesser.** After transfer, Mr. Nungesser will own 51.62% of licensee. Ann. June 19.

KPTV (TV) Portland, Ore.—Seeks transfer of control of **Oregon Television Inc.** from **George Haggarty** to **NAFI Corp.** for $3,750,000. NAFI Corp. manufactures auto interiors and foam rubber. Board Chairman is **Paul V. Shields.** Ann. June 23.

WLAC-TV Nashville, Tenn.—Seeks transfer of control of **WLAC-TV Inc.** to **Clint W. Murchison Jr.** and **John D. Murchison.** Murchisons have purchased 24% of stock of **Life & Casualty Insurance Co. of Tennessee.** Life & Casualty owns 50% of WLAC-TV Inc. Ann. June 19.

KREL Baytown, Tex.—Seeks assignment of license from **Tri-Cities Bcstg. Co.** to **Bayshore Bcstg. Co.** for $126,825. Purchasers are **Bob H. Walker,** 51%; **Nathaniel J. Walker,** 34%, and **Winfred W. Hamilton,** 15%. Bob Walker is sales manager KFDX-TV Wichita Falls, Tex. Nathaniel Walker is wholesale tobacco distributor and Mr. Hamilton is in air-conditioning business. Ann. June 23.

KALE Richland, Wash.—Seeks assignment of license from **KALE Inc.** to **D & D Bcstg. Corp.** for $150,000. Purchasers are **L.G. Dix** and **Harold K. Deutsch,** 50% each. Mr. Dix is manager KALE and Mr. Deutsch is sales manager WINS New York. Ann. June 22.

Hearing Cases

FINAL DECISIONS

By decision, Commission granted application of Williamsburg Bcstg. Co. for new am station to operate on 740 kc, 500 w, D, in Williamsburg, Va. Comr. Fred Ford not participating. June 26, 1958 initial decision looked toward this action. Ann. June 24.

By decision, Commission granted application of J.E. Willis for new am station to operate on 1410 kc, 1 kw, DA, D, in Lafayette, Ind., with engineering conditions, and denied competing application of Crawfordsville Bcstrs. Inc., for similar facilities in Crawfordsville, Ind.; also denied latter's petition for reconsideration of Jan. 31, 1957, order enlarging issues in this proceeding. Comr. Robert Bartley not participating. March 19, 1958 initial decision looked toward this action. Ann. June 24.

By order, Commission made effective immediately May 12 initial decision and granted application of Tri-County Bcstg. Co. for new am station to operate on 1570 kc, 250 w, D, in Brinkley, Ark. Ann. June 24.

By order, on petition by applicant, Commission made effective immediately May 28 initial decision and granted application of Lakeside Bcstrs. for new am station to operate on 1270 kc, 1 kw, D, in Sparks, Nev. Ann. June 24.

By order, on petition by applicant, Commission made effective immediately May 11 initial decision and granted application of John Laurino for new am station to operate on 1280 kc, 5 kw, D, in Scotland Neck, N.C. Ann. June 24.

By order, on petition by applicant, Commission made effective immediately May 5 initial decision and granted application of William F. Huffman Radio Inc., to change facilities of station WFHR Wisconsin Rapids, Wis., from 1340 kc, 250 w, unl., to 1320 kc, 500 w-N, 5 kw-D, DA-N. Ann. June 24.

INITIAL DECISIONS

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Price Bcstrs. Inc., for new am station to operate on 1320 kc, 1 kw, D, in Frederick, Md., and denying applications



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*ARB Continuing Readership Study

of Monocacy Bcstg. Co. for new station on same frequency with 1 kw, DA-2, unl., in Gettysburg, Pa., and Times and News Publishing Co. to change facilities of station WGET Gettysburg from 1450 kc, 250 w, unl., to 1320 kc, 500 w-N, 1 kw-LS, DA-2. Ann. June 23.

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Farmville Bcstg. Co. for new am station to operate on 1250 kc, 500 w, D, in Farmville, N.C. Ann. June 24.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Lionel B. DeVille for new am station to operate on 1390 kc, 500 w, DA, D, in Franklin, La. Ann. June 24.

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Plains Bcstg. Corp. for new am station to operate on 1220 kc, 250 w, D, in Independence, Iowa. Ann. June 19.

STAFF INSTRUCTIONS

Commission on June 24 directed preparation of documents looking toward (1) denying protests by Bakersfield Bcstg. Co. (KBAK-TV, ch. 29), Bakersfield, Calif., and (2) affirming Dec. 10 and Dec. 30, 1958 grants to Pacific Bcstrs. Corp. and Kern County Bcstg. Co. for new tv stations to operate on chs. 39 and 17, respectively, in Bakersfield.

Commission on June 24 directed preparation of document looking toward denying petition of American Bcstg.-Paramount Theatres Inc. (WABC), New York City, for rehearing of Commission's Sept. 5, 1958 decision in proceeding on applications of Albuquerque Bcstg. Co. (KOB), Albuquerque, N.M., involving use of 770 kc except insofar as mod. of that decision to provide for continued operation of KOB as Class II station until either June 1, 1960, expiration date of WABC's current authorization, or until such subsequent date as complete changeover can be effected.

Commission on June 24 directed preparation of document looking toward granting petition by County Bcstg. Co. for partial grant of its application for new am station to operate on 1300 kc, D, in Clarion, Pa., specifying power of 500 w in lieu of 1 kw in order to eliminate interference to WERE Cleveland, Ohio. Jan. 26 initial decision looked toward granting application for 1 kw.

OTHER ACTIONS

By memorandum opinion and order, Commission, on remand by U.S. Court of Appeals, reopened record in proceeding on applications of Plainview Radio, Plainview, Tex., and Star of Plains Bcstg. Co., Slaton, Tex., for new am stations to operate on 1050 kc, and remanded proceeding to hearing examiner for taking of evidence and for preparation of supplemental initial decision. Comr. John Cross not participating. (May 15, 1958 decision granted Plainview application and denied Star of Plains.) Ann. June 24.

By memorandum opinion and order, Commission denied motion by KEED Inc., to add issues for absolute disqualification of Liberty Television Inc., in proceeding on applications for new tv stations to operate on ch. 9 in Eugene, Ore. (Dockets 12515-6). Comr. John Cross not participating. Ann. June 24.

By memorandum opinion and order, Commission denied joint petition by Cannon System Ltd. (KIEV), Glendale; Southland Communications Co., Anaheim, Upland Bcstg. Co., Upland, and Robert Burdette & Assocs. Inc., West Covina, Calif., for severance of single proceeding into two separate proceedings on their am applications and that of South Coast Bcstg. Co., Laguna Beach. Involves use of 870, 890 and 900 kc. Ann. June 24.

By memorandum opinion and order, Commission granted petition by Suburbanaire Inc., West Allis, Wis., to extent of amending issues in proceeding on its application and that of North Shore Bcstg. Inc., Wauwatosa, Wis., for new am stations to operate on 1590 kc, 1 kw, DA, D, Ann. June 24.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through June 24

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,328	46	124	685
FM	576	42	150	85
TV	465[1]	55	102	116

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 24

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1959

	AM	FM	TV
Licensed (all on air)	3,324	571	458[1]
CPs on air (new stations)	42	41	62[2]
CPs not on the air (new stations)	118	147	102
Total authorized stations	3,484	759	668
Applications for new stations (not in hearing)	526	53	46
Applications for new stations (in hearing)	155	21	68
Total applications for new stations	681	74	114
Applications for major changes (not in hearing)	627	33	32
Applications for major changes (in hearing)	51	0	18
Total applications for major changes	678	33	50
Licenses deleted	0	0	0
CPs deleted	2	1	0

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Routine Roundup

BROADCAST ACTIONS

By Broadcast Bureau

Actions of June 19

WGAY, WSHO (FM) Silver Spring, Md.—Granted assignment of licenses; and cp to **WGAY Inc.**

WTOM-TV Cheboygan, Mich.—Granted license for tv station.

WCHU (TV) Champaign, Ill.—Granted license for tv station.

WSM-TV Nashville, Tenn. — Granted license covering changes in tv station.

WNEP-TV Scranton, Pa.—Granted license covering changes in tv station; ERP vis. 537 kw, aur. 275 kw.

WSB-TV Atlanta, Ga. — Granted license covering changes in tv station and redescribe trans. location (main trans. & ant. & alt. main trans. & main ant.).

WIS-TV Columbia, S.C.—Granted license covering changes in tv station.

WSYR-TV Syracuse, N.Y. — Granted license covering changes in aux. station (aux. trans. & ant.).

WWTV (TV) Cadillac, Mich.—Granted license covering aux. ant. system at main trans. site.

KSTF (TV) Scottsbluff, Neb.—Granted license covering maintenance of former main trans. and ant. as aux. trans. and ant. at main trans. site.

WALB-TV Albany, Ga.—Granted license covering changes in tv station.

KALB-TV Alexandria, La.—Granted cp to change ERP to vis. 100 kw, aur. 50 kw; redescribe studio location (no change); and change type trans.; ant. 560 ft.

WINK-TV Fort Myers, Fla.—Granted cp to change ERP to vis. 64.6 kw, aur. 35.5 kw; type trans. and make minor equipment changes; ant. 320 ft.

Following stations were granted extensions of completion dates as shown: KSEL Lubbock, Tex., to July 20; KPTV (TV) Portland, Ore. (aux. trans.), to Sept. 1, and WORA-TV Mayaguez, P.R., to Aug. 1.

Actions of June 18

WWCA Gary, Ind. — Granted acquisition of positive control by **Dee O.** and **J. Mark Coe** (as family group) through purchase of stock by **Dee O.** and **J. Mark Coe** and **Victor H. Voss** from **F.A. Timberlake.**

WFBG-TV Altoona, Pa.—Granted license covering changes in tv station.

WKTV (TV) Utica, N.Y.—Granted license covering changes in tv station (main trans. & ant., & alt. main trans.).

WADP Kane, Pa.—Granted license covering increase in power from 500 w to 1 kw.

WYTI Rocky Mount, Pa.—Granted license covering increase in power.

***KWGS (FM) Tulsa, Okla.**—Granted cp to change frequency to 89.5 mc; ERP to 3.2 kw; ant. height to 335 ft.; and type of ant. and trans.

WHHY Montgomery, Ala.—Granted cp to replace expired permit which authorized change ant.-trans. location and make changes in ground system.

KFI Los Angles, Calif.—Granted cp to install new trans.; and cp to install new broadcasting trans. for aux. purposes only.

WRUL Scituate, Mass.—Granted mod. of cp to decrease power of trans. WRUL-4 to 50 kw; conditions.

WZIP Covington, Ky.—Granted mod. of cp to change type trans.

WRFB Tallahassee, Fla.—Granted mod. of cp to change studio location, type trans. and delete request for remote control.

WJAZ Albany, Ga.—Granted mod. of cp to change type trans.

WSNO Barre, Vt.—Granted mod. of cp to change type trans.

WSRA Milton, Fla.—Granted authority to operate from 5 a.m. to local sunset for period ending Sept. 16.

KXXL Bozeman, Mont.—Granted authority to operate specified hours except for special events for period ending Sept. 16.

WIOK Mt. Dora, Fla.—Granted authority for 45 days extension to remain silent for period beginning June 11 and ending July 27.

KBMI Henderson, Nev.—Granted extension of authority to remain silent for period ending Aug. 6.

Following stations were granted extensions of completion dates as shown: WRUL Scituate, Mass., to Oct. 31; WXYZ Detroit, Mich., to Aug. 28; KBJT Fordyce, Ark., to Aug. 6; Sebring, Fla., to Aug. 19; KPDQ Portland, Ore., to Aug. 30; WSNO Barre, Vt., to Nov. 1; WLSN Wilson, N.C., to Oct. 15; KBLU Yuma, Ariz., to Sept. 30; WHOT Campbell, Ohio, to Aug. 31; KSTN Stockton, Calif., to Aug. 3; KLOP Long Prairie, Minn., to Aug. 15; WYNS (FM) Towson, Md., to Sept. 3; WPEL-FM Montrose, Pa., to Dec. 23.

Actions of June 17

WIP Philadelphia, Pa.—Granted mod. of license to operate main trans. by remote control using DA-1; conditions.

KMBC Kansas City, Mo.—Remote control permitted while using nondirectional ant.

KZOL Muleshoe, Tex.—Granted authority to sign-off at 4 p.m. for period ending Sept. 1.

Actions of June 16

WHMI Howell, Mich. — Granted assignment of license to **Wirth Bcstg. Co.**

WABQ-AM-FM, Tuschman Bcstg. Co., Cleveland, Ohio—Granted assignment of license and cp to **Tuschman Bcstg. Corp.**

KCLO Leavenworth, Kan.—Granted assignment of license and cp to **KCLO Inc.**

KLIR-AM-FM Denver, Colo.—Granted assignment of license and cp to **KLIR Inc.**

KJRG-AM-FM Newton, Kan. — Granted assignment of license and cp to **KJRG Inc.**

KJSK Columbus, Neb.—Granted assignment of license to **KJSK Inc.**

WEZJ Williamsburg, Ky.—Granted assignment of cp to **Whitley County Bcstg. Inc.**

WTAE (TV) Pittsburgh, Pa.—Granted license for tv station (main trans. and ant.)

Continued on page 99

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising requires display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Large Florida market fm—only now in planning stages. Key to our success will be the right manager to direct the operation and handle sales. Our organization has long, successful broadcast experience and we reward those who produce. Full particulars please. Box 503M, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Sales manager, excellent future and money. Multiple market organization major Indiana market. Box 369M, BROADCASTING.

Combo morning man—sales for New England independent, experience needed one or other, unlimited opportunity for right man. Box 478M, BROADCASTING.

Young radio salesman who has reached the top in small-medium competitive market to join eastern major market station reorganizing on non rock and roll format. Tough sell but good oppportunity for advancement within five station group. Must support claims, stand investigation and ultimately receive good recommendation from present employer. Box 497M, BROADCASTING.

Stockton, California, long established station needs account executive. Guarantee with liberal commission. Excellent future for right man with expanding organization. Send chronological sales history and background to P.O. Box 569, Stockton, California.

Salesman for top local market. $100.00 per week draw against 15% plus car allowance. Contact Jim Hairgrove, KBRZ, Freeport, Texas.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Career opportunity for honest experienced salesman. Top rated California station. Nicest town in San Joaquin Valley. Wonderful year-round climate, one hour from Sequoia National Park. The best of schools, including Jr. college. You will take over active accounts on station and have a guarantee, plus commission. We want a man who likes to stay put and make money. KONG, Visalia, California.

America's most beautiful large market, Colorado Springs (142,000). Need two additional professional salesmen who can sell a quality popular music format . . . no rock and roll. New ownership now has two stations; going for five . . . your future unlimited. $5,000 to $6,000 guarantee plus commissions. Air mail complete background and photo to Ralph Petti, KSSS.

Promo minded salesman who is a pretty good announcer. Very good starting salary plus per cent of profits. E. H. Whitehead, KTLU, Rusk, Texas.

Palm Beach's leading radio station is expanding sales staff. Need man with minimum of three years sales experience, WIRK, West Palm Beach, Florida.

America's number one negro programmed stations, The OK Group, has openings for several executive salesmen in Houston and Mobile. Good ratings, excellent promotional support, salable radio markets, good base pay, plus commission and bonus incentive make these sales positions very attractive for the right men. Excellent promotion opportunity. Reply The OK Group, 505 Baronne Street, New Orleans, Louisiana, Phone: Tulane 5363.

Help Wanted—(Cont'd)

Announcers

Florida metropolitan market needs top 40, bright, fast paced dj. $120 a week. Send tape, references and experience. Box 370M, BROADCASTING.

Topnotch radio announcer wanted for Michigan modern music station. Modified formula, network operation, some rock and roll, but not a lot. Good working conditions, plenty of employee benefits, hospitalization, etc. Personal interview a must. Immediate opening. Write full details including salary expected. Box 395M, BROADCASTING.

Wanted! Three announcers for new kilowatt North Carolina coastal station. New modern facilities, completely air-conditioned. High calibre community station. Send tape and resume. Box 396M. BROADCASTING.

Oklahoma station wants three Oklahoma deejays. Openings now. Rush tape, resume and present salary to Box 467M, BROADCASTING. Finest working conditions in Oklahoma.

Morning man with first class ticket for northeast independent, emphasis on announcing. Opportunity unlimited if you're willing to work. Box 479M, BROADCASTING.

Wanted: North Dakota station wants dependable, mature, experienced announcer. Must be experienced all phases. Salary open. Send pic, tape, resume to Box 486M, BROADCASTING.

Wanted at top rated one kw station, near all outdoor sports, in a growing, progressive area, a top-notch, experienced air personality with a first phone. Send letter and tape to Box 491M, BROADCASTING.

Young, mature announcer, with some experience who would like to learn more about the business. Must be capable of learning combo operation. Michigan radio station located on shores of Lake Michigan. Box 493M, BROADCASTING.

Immediate opening experienced, bright morning dj-copywriter. Handle tightly produced morning show and write good selling copy. Resume, dj tape and samples of copy to Program Director, KGFW Radio, Kearney, Nebraska.

Experienced announcer. Prefer family man. Can also sell. Permanent to right person. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Experienced announcer. Call or write Manager, KRIC, Beaumont, Texas.

Opportunity to grow in radio. One-third announcing, two-thirds sales. Salary, commission guarantee, travel allowance. Prefer man near enough for personal interview. KRSN, Los Alamos, New Mexico.

Announcer for staff work with sports background, play-by-play ability. Immediate opening. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

Washington, D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Wanted: Personality dj-engineer $110.00 to $150.00 weekly, no maintenance. Here's security with fast moving 5000 watt music and news operation. Send tape, background. Jim Duncan, WGGH, Marion, Illinois.

Immediate opening for announcer-salesman. Must be aggressive, saleswise, dependable and on-the-ball. Experience prerequisite. Send complete details and tape to Radio Station WGRO, Lake City, Florida.

Help Wanted—(Cont'd)

Announcers

Swingin' intelligent dj for No. 1 formated station. Sales, copywriting helpful. Start $350 plus commissions. WHYS, Ocala, Florida.

Wanted: Versatile announcer experienced in handling remote pickups and studio work. Send full information background, tape, photo, references, minimum salary requirements. Address Personnel Director, WLAC Radio, 161 4th Ave., N., Nashville. Tenn.

Opening in August for announcer-engineer. Daytimer, 500 watts. City of 15,000. Good living and working conditions. Send full details, background and employment record. Write Maurice K. Henry, WMIK, Middlesboro, Kentucky.

Announcer, needed immediately, sales experience desired, but not necessary. Send resume and tape to WNNJ, Newton, N.J.

Experienced staff announcer. Immediate opening established 1000 watt daytimer. WPDX, Clarksburg, West Virginia.

Technical

Chief engineer—southern daytime operation. Can go to college in spare time. Last two chiefs now college graduates and hold important industrial electronic positions. Better yourself while you work. Write Box 476M, BROADCASTING.

Wanted chief, announcing desirable for fill in. Daytime station in southwest. Good salary and location. Write full resume to Box 513M, BROADCASTING.

First phone engineer with announcing ability. KTKR, Taft, California.

First class ticket immediately—no experience necessary. Transmitter duty only. Living quarters furnished. WVOW, Logan, West Virginia.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Competent continuity writer. Good pay for experienced girl. Bonus, hospitalization, life insurance, sick pay, other fringe benefits. Personal interview required. WKAN Radio, Kankakee, Illinois. Wells 3-6633.

News director. Must be experienced in gathering, writing and airing. Heavy on local. Send tape and full information WNXT, Portsmouth, Ohio.

RADIO

Situations Wanted—Management

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

Manager—southern station, eighteen years experience all phases. Available immediately. Box 468M, BROADCASTING.

Manager or assistant manager available. Presently employed as manager-chief engineer. Have been in radio last 6 years. All phases, directional and construction experience. Successful programming methods. Box 483M, BROADCASTING.

Manager. 15 years experience, sales, operational, technical plus other business background. Prefer small market. Would lease or make small investment. Box 490M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager, fifteen years sales experience; major and secondary markets. Thorough knowledge co-op. package deals, local and retail sales. Now general manager-sales manager thousand watt station. Highest radio station references. Box 509M, BROADCASTING.

$48,000. Increased profits 1958. Can do same for you. For capable, efficient, profitable general manager, make offer. Box 516M, BROADCASTING.

Completely staff your station for $3000.00 monthly plus 20% of gross. Every department manned with experience, efficient employes, guarantees profits for you. For details Box 517M, BROADCASTING.

In the red? Go black with a proven efficient manager. Box 518M, BROADCASTING.

Wish relocation by September 1st. Looking for greater opportunity and challenge. Presently manager of western station. Thirty-two, family man. Prefer to manage in west, northwest, southwest, or west coast. Will consider other areas. Strong sales, promotion, programming. At helm four years in present market. Sincere radio man. Want permanency, long range opportunity. By Sept. 1st, or earlier. Box 519M, BROADCASTING.

Sales

Salesman/announcer solves challenging sales problems. Write copy. Operate board. Box 232M, BROADCASTING.

Am excellently referred, highly experienced, energetic, Metropolitan, dynamic station wanted. Box 463M, BROADCASTING.

All-around radio man with first class ticket, thoroughly experienced in sales, news, production, announcing. Desires operation in metropolitan Rocky Mountain or southwestern city where I can combine my talents at a profit to station and myself, with opportunity to work into management. College education, family. P.O. Box 793, San Antonio, Texas. Capitol 6-2303.

Announcers

Negro announcer/dj intelligent. Versatile. Good background. Salesman. Handle controls. Box 231M, BROADCASTING

Personality dj; strong commercials, gimmicks. Operate board, Steady, creative. cooperative. Box 234M, BROADCASTING.

#2 Hooper-rated dj, Kansas City seeking larger market. More money. What's your deal? No top 40's please. Box 371M, BROADCASTING.

Young wake up announcer. Smooth delivery. Strong on commercials, news. Serious, efficient. Restricted ticket. Box 397M, BROADCASTING.

Experience plus talent—send for my tape and get both. Married, veteran ready to please. Box 448M, BROADCASTING.

Announcer with one year experience and background in news gathering, looking for opportunity with a future. Box 461M, BROADCASTING.

Sports announcer-staff, copy . . . 4 years experience, university grad; done everything in small station; not enough sports here. Prefer station heavy on sports. Tape and resume on request. Box 462M, BROADCASTING.

Experienced announcer-salesman 8 years. Wants position that offers permanent opportunity. Box 465M, BROADCASTING.

Announcer, 1st phone, available immediately. $85, no car. Box 471M, BROADCASTING.

Announcer, 26, personable, college, show biz background. Box 473M, BROADCASTING.

Top Pulse rated dj in metropolitan market, available for right position. In person interviews only. Box 474M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer available, negro, excellent gospel, network quality. Ideal summer replacement. Box 480M, BROADCASTING.

All around announcer, experienced, mature, operate board, know good music. Box 481M, BROADCASTING.

Idaho, Nevada only. Fast paced deejay, strong news. On-air salesman. $500 minimum. Please be specific. Box 487M, BROADCASTING.

Help! Revel O'Shea, graduate of SRT, would like to bring his talent to Dixie. Box 492M, BROADCASTING.

Short on talent, long on determination, operate board. Any offer! South. Box 496M, BROADCASTING.

Announcer. Experienced early bird looking for greener nest in Pennsylvania, New Jersey, Delaware, Maryland. Vet, married. Box 499M, BROADCASTING.

Announcer, dj, 3 years, Florida, south, anywhere. Will pitch in and sell. Box 502M, BROADCASTING.

Personality dj: Young, ambitious, thoroughly trained, top flight voice and commercials. Box 512M, BROADCASTING.

Want permanent spot for myself and family in western Washington or Oregon. Permanency and good working conditions a must. 3½ years experience, with ability to handle tight commercial schedule with pleasant chatter. Box 521M, BROADCASTING.

Announcer. Willing to work hard. I am willing to relocate. Will send tape on request. Box 523M, BROADCASTING.

Native Floridian wants to come home. Familyman, personality dj gimmicks. 5 years experience. Box 524M, BROADCASTING.

Attention local stations, Long Island, and upstate N.Y. Young, personable dj, third class ticket, four years combined AFRS and commercial radio. Desires opportunity. Box 525M, BROADCASTING.

Sports and sales only. Terrific, experienced, exciting. Crestview 5-8592. 1801 Coldwater Canyon, Beverly Hills, California.

California—Three years dj and news experience at #1 station in top ten market. Move to sweltering southwest a mistake. P.O. Box 1242, San Antonio, Texas.

Experienced announcer, married, 21, draft free, prefer southern location, available immediately. Joe Baker, Route 2, Pisgah, Alabama, OL 7-3322.

Looking for an opportunity, not just a job. Experienced, hardworking announcer, will locate anywhere. Would like morning spot but will consider all offers. College grad, veteran, single. Dave Davis, 42 East Philadelphia Ave., Boyertown, Pa.

Please don't consider me—unless you are looking for a trustworthy, loyal, helpful, friendly, etc., young announcer, with college, sports and music background. Midwestern graduate, formerly at WHA, WMCW. Will go anywhere (I know what you're thinking, thanks a lot!) to any station—except Shell or Sinclair. Mike Hanson, 214 N. Prairie St., Stoughton, Wisconsin 786-J.

Combo man with first class phone limited experience on both radio and tv, non drinker, non drifter, hard worker, sincere, strong on news and rural dj shows. Write Eilert J. Herren, Route #2, Canton, Missouri.

Announcer-personality dj, 4 years experience. Veteran desires position with progressive station. Excellent references, east preferred. Tom Hopkins, Box 632, Bernardsville, New Jersey. BE 8-2938.

Stations west. Good announcer. Trained in all phases of broadcasting. William Meehan, 3015 West 40th Avenue, Gary, Indiana.

Situations Wanted—(Cont'd)

Announcers

First phone announcer. College and experience. Brad Melton, 5319 Rocky Ridge Road, Dallas, Texas. FR 4-7568.

Attention southern Illinois. Announcer trained in all phases of radio. Write: John T. Stone, 5338 N. Magnet, Chicago, Ill.

Announcer—1st phone. Experienced. Lee Vines, 3148 Kings Highway, Brooklyn 34, N.Y. Cloverdale 2-2570.

Announcer, dj, salesman. 5 years experience, all phases. Mature, dependable, married, 39. Now morning man with 250 watter. Chris J. Weber, KOLR, Sterling, Colorado.

Technical

Experienced first phone. Any location acceptable. Limited announcing. No tapes. Box 280M, BROADCASTING.

Engineer, married, presently employed, upper midwest preferred, excellent references. Box 469M, BROADCASTING.

Chief engineer with management experience. Directional and construction experience. In radio 6 years as chief. All phases, engineering to programming, presently employed. Competent announcer. Box 484M, BROADCASTING.

First phone, will work combo, 40 hours—$100 min, prefer south Florida. Box 489M, BROADCASTING.

West coast only. Experienced announcer-chief engineer. State salary, equipment, work required. Now employed. Box 501M, BROADCASTING.

Engineer, not an announcer. 7 years electronics including broadcast. Can construct. Interested in chief or assistant. $100 minimum. Box 504M, BROADCASTING.

North Florida or south Georgia broadcast station: If you need a first class ticket or chief engineer, contact me and save plenty. Box 522M, BROADCASTING.

First class license—limited experience. Willing to learn to announce. Anxious to learn; salary secondary. Henry Willis, General Delivery, Stratford, Oklahoma.

Production-Programming, Others

Newsman . . . $6000. Legman, re-write, spot, personality news announcer. In radio, tv okay. Box 391M, BROADCASTING.

Program director: Currently employed one of nation's top markets. Highly experienced, successful both top 40 and good music operations. Box 445M, BROADCASTING.

Outstanding newscaster wanting to relocate. Now employed by "Panic" chain in metropolitan area. If you are solid news operation, I could be your man. You must be in top 20 markets. Rewrite and cover beats too. 10 years radio and tv in some outstanding stations. Let's talk about money. Box 470M, BROADCASTING.

Twelve years experience. 3 journalistic awards. Currently with top station in major market. Box 472M, BROADCASTING.

Experienced continuity-program director, announcer, first-phone, at radio station offering no promotion or future. Desires association with imaginative firm offering ability-exploitation, promotion, stock purchase, profit-sharing potential future! Box 498M, BROADCASTING.

Looking for ten years' experience in major phases of radio-tv broadcasting? Want steady, reliable, ambitious help? No floater. Employed. Box 508M, BROADCASTING.

Distinguished foreign correspondent, radio-tv news-analyst and commentator, successful ex-station-owner-operator, has emerged from Florida retirement, desires good radio or tv connection anywhere. Box 510M, BROADCASTING.

News desk and/or air work desired in station with well organized news department. College grad. Single, have tickets and some commercial experience. Prefer N.Y., N.J. or Conn. area. Please write Box 515M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman . . . good newscaster, limited newsgathering. Desire to work more in gathering and writing. 2½ years journalism school. Young, married. Presently employed by small southern station. Box 520M, BROADCASTING.

Farm reporter — experienced continuity writer, Agricultural journalism degree. Phone, write, Paul Bocquin, Howard, Kansas.

Young, married man with ideas and energy desires position in major market as writer in radio or tv continuity, or in promotion. 6 years experience in radio-tv continuity and promotional writing. College degree. Excellent references. Specialize in production, comedy and general spots. Available now. William Klee, 112 Western Avenue, Findlay, Ohio, Garden 3-0679.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

The man we want now is working on the east coast in television or radio sales. We are prepared to lend you all the assistance you need to develop into our top salesman. Located in one of the 30 top television markets. Reply Box 527M, BROADCASTING.

Announcers

Excellent opportunity for proven tv performer or announcer who has already reached high professional standard in radio and who wants to get into television. Leading radio-tv operation will consider top air salesman for combination position. WSAV Radio-Television, Savannah, Georgia.

Technical

Experienced studio engineer. Strong on maintenance of RCA and G.E. equipment. Send complete resume and salary requirements first letter. Box 376M, BROADCASTING.

Production-Programming, Others

Artist with tv experience. First station in medium market looking for right man. Slides, studio art, scenery and promotion layouts. Salary open. Great Lakes region. Send complete resume. Box 400M, BROADCASTING.

Copywriter, fast, clever with words to assume complete charge of continuity. California network affiliate. Box 446M, BROADCASTING.

TV photographer—able to handle 35 mm, speed graphic, Polaroid 16 mm movie outfits, dark room, lino-scribe. Good disposition a must. Pleasant staff. Send photo and details. Southeast. Box 455M, BROADCASTING.

Television film editor network news bureau in large eastern market. Excellent salary and opportunities. Box 505M, BROADCASTING.

TELEVISION

Situations Wanted—Management

Manager, radio/tv. Strong on sales/programming. Excellent background. References. Box 466M, BROADCASTING.

Manager, 10 years experience, from school of the last of the big spenders—profit minded. Will make change for right offer. Box 488M, BROADCASTING.

Technical

Chief engineer: 11 years tv experience, 9 years supervisory administration, maintenance, construction. Best references. Box 347M, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

1st phone. 1 year experience in all phases studio operation. DeVry Tech graduate. Versatile. Prefer east or central. Good references. Box 482M, BROADCASTING.

Production-Programming, Others

Writer-producer-director. Practical experience, local, regional. Creative. Versatile. Box 444M, BROADCASTING.

TV production head. 17 years broadcasting. 7 at tv direction, production, announcing at annual 12,000. Box 464M, BROADCASTING.

Outstanding newscaster wanting to relocate. Now employed by "Panic" chain in metropolitan area. If you are solid news operation, I could be your man. You must be in top 20 markets. Rewrite and cover beats too. 10 years radio and tv in some outstanding stations. Let's talk about money. Box 470M, BROADCASTING.

Production assistant, five years experience large market, desires relocate small market as production manager. Salary open, family, college graduate, highest references. Box 477M, BROADCASTING.

FOR SALE

Equipment

Complete 25 kw tv transmitter. Channels 2 thru 6. Low price. Send for details. Box 494M, BROADCASTING.

The following equipment for Channel 9. MI-27317-9 10 kw vhf Harmonic filters, serial #1029 and 1030. MI-19390 H 10 kw Diplexer serial #1126. MI-19085-HA9 25 kw Vestigal side band filter serial #1101. 24MI 204404 181" feed line—with Teflon insulation on stingers. Box 506M, BROADCASTING.

1 174 ft. Truscon tower, 30 pound load, tapered, self-supporting, with lights. WBRK, Pittsfield, Mass.

5 kw. High channel television transmitter, General Electric 4TT6-D, FCC approved, with tubes and crystals for channel 13. Television frequency monitor. General radio 1183-T-A. FCC approved with tubes and crystals for channel 13. Both used by WKTV prior to change to channel 2. Priced to sell. Contact DeForest T. Layton, Jr., Channel 2—WKTV, P.O. Box 386, Utica, New York.

300' Guyed Stainless tower G 24—4 years old—Available September—$1,200—You take down $700. WPAW—Pawtucket, Rhode Island. PAwtucket 5-9000.

AM transmitter Western Electric 250 watt type 451-A complete with crystals, operating tubes and spares. Price $1000.00. WSGA, Savannah, Georgia.

240 feet Andrew 6⅛" coaxial line with fittings. WSIX-TV, Nashville, Tennessee.

RCA BTA-250M broadcast transmitter available immediately. Used three years. Radio Station WTRB, Ripley, Tenn. Box 302.

Western Electric 1 kw xmitter now in full service going to 5 kw will sacrifice for $1375 fob, Ocala, Florida. Phone Ken Brown, Marion 2-8174.

TV, am, fm transmitters, cameras, studio terminal equipment. If you need anything in the BC line please contact us. Technical Systems Corp., 12-01 43rd Ave., L.I.C., N.Y.

WANTED TO BUY

Equipment

Wanted RCA BTL-IB STL or receiver only. Box 411M, BROADCASTING.

Used mobile studio complete with transmitter, receiver, T.T., misc., and console 150 mc range. Box 460M, BROADCASTING.

Channel 7-10 K.W. side band filter. Channel 10 K.W. diplexer. Channel harmonic filters. Channel 24 feedlines to TF6AH antenna. Box 507M, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Wanted—Used Gates 16" transcription turntable (Model CB-11) or equivalent. Good condition. WGH-FM, Box 98, Newport News, Virginia.

Remote control, 10 position Rust, for RCA 1 kw fm. WRFK-FM, Richmond, Va.

Urgently need 500-5000 watt tv hi-band transmitter; 5 and 10 kw am transmitters. RCA TK-30-31, Dumont TA-12Y, other cameras. 1-3 kw fm and am transmitters, etc. Technical Systems Corp., 12-01 43rd Avenue, Long Island City 1, N.Y.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. license in six weeks. Inexpensive, practical. Resident class August 3. Pathfinder, 510 16th St., Oakland, Calif.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Sales

WANTED . . .
FRUSTRATED
SALESMEN

Who know how to sell but have too many kingpins ahead who pick-off the cream.

Call Me At

WOMT—Manitowoc, Wis.
Murray 4-6015

TERMS—$250. per month
PLUS—10%

We have all the facilities and know how for dynamic spot production . . . Salesmen are backed up with powerful mail support—wide open choice accounts, for wide awake sober men who want to make $7,500 a year or more.

RADIO

Help Wanted—Management

Swivel Chair Managers Please Don't Reply

But . . . on behalf of one of our radio station clients, we have an immediate position available for a Sales Manager-Manager in one of Southern California's fastest-growing Coastal markets of 200,000. The man we seek for them has a proven local sales record and he is willing to spend 75% of his time and effort selling personally, as well as working on sales and sales ideas with station sales staff. He will be associated with one of the West Coast's most experienced multiple station owner-operators, who will train him for ever-increasing responsibility and career opportunity while he proves he can build sales volume and is strong management material. Starting compensation will be good, and will include a liberal incentive plan, based on volume and/or profits. If you feel *now* you are ready to tackle this tough assignment, but with grand rewards if you can prove your value, please tell us all about yourself at once. Your confidence will be completely respected.

LINCOLN DELLAR & CO.
Management Consultants
1470 East Valley Road
Santa Barbara, California
Woodland 9-0770.

Announcers

WANTED

Crack newscaster for aggressive station in Ohio's third largest market. Must have experience, extraordinary ability, guts and imagination with yen to editorialize. Salary open. Send full information including references and photo with tape (preferably air check) to H. K. Crowl, WAVI, Dayton 8, Ohio. No phone calls or telegrams.

Production-Programming, Others

RARE OPPORTUNITY

Are you a program manager who wants to be an assistant program manager, before you decide this isn't your opportunity, understand this: We are looking for a bright and creative #2 man for the program department of a major 50,000 watt independent radio station in one of the top ten markets. Job pays well with opportunity to become program manager at one of our other stations. Applicant must know popular music well, how to handle talent, and how to build the kind of program features that makes one independent station stand out among its competitors. Write.

Box 528M, BROADCASTING.

RADIO

Situations Wanted—Announcers

MAJOR LEAGUE PLAY-BY-PLAY
Available for football and/or basketball seasons. Twelve years background in Big Ten football and basketball as well as pro-basketball. Currently play-by-play on Mutual Game of Day baseball coast-to-coast.

Gene Elston, 1621 S. Grace Avenue Park Ridge, Illinois.

Deejay Hooper rated #1 over Storz inviting all inquiries. Address Replies to Greg M. Mason 2233 St. Charles, New Orleans, La.

STATIONS

SOUTHWEST FULLTIME REGIONAL

Top money maker. Will bill $110,000 to $120,000 in '59 with monthly fixed overhead (not including owners withdrawals) of *less* than $4,000. Valuable real estate included at $175,000 with only 27% down. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

FULLTIME
COLORADO

Captive market station $8,000 down. Approximately $290.00 per month on balance. Box 495M, BROADCASTING.

DAYTIMER

Metropolitan Rocky Mountain Area. By owner. *$20,000 down.* Seven Year payout. Box 500M, BROADCASTING.

MONEY MAKER

Prosperous Texas South Plains full-time, local with long record of profitable operation. Irrigation, oil, fast growing town and area.

Box 191M, BROADCASTING.

KAPR
Douglas, Arizona

1000 watt daytime. $70,000, with 29% down. Market—copper, cattle, lettuce.

Box 511M, BROADCASTING.

PERSONNEL SERVICE

FINGER ON THE PULSE
Experienced personnel for radio and television stations for U.S.A. and overseas.
Write, phone or wire
PAUL BARON, Manager Broadcast Dept.
MAUDE LENNOX PERSONNEL SERVICE INC.
(Agency)
Rockefeller Center—630 Fifth Avenue
New York 20, New York
Circle 6-0276
Return postage required with audition tapes.

$ WANT MORE MONEY $
LET "SAM" GET IT FOR YOU
Free registration—Confidential
- **Announcers TV & Radio**
- **Radio Disk Jockeys**
- **TV & Radio Engineers**

Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 5-4841

FOR SALE

Cal.	Single	250w	$38M	terms
Vt.	Single	1kw-D	50M	cash
Ala.	Small	250w	70M	terms
Fla.	Small	5kw-D	115M	terms
Wash.	Small	1kw-D	95M	terms
Miss.	Small	1kw-D	98M	terms
W.Va.	Small	250w-F	35M	terms
Pa.	Small	1kw-D	100M	terms
N.C.	Small	250w	78M	terms
Cal.	Small	500w	175M	terms
Ky.	Medium	1kw-F	175M	terms
N.Y.	Medium	5kw-D	250M	terms
Mich.	Medium	1kw-F	250M	terms
Ind.	Metro-Suburb		158M	terms
Fla.	Large	250w	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	275M	terms
S.E.	Small	VHF-Tv	450M	terms
And Others				

PAUL H. CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

TELEVISION

Help Wanted—Technical

Communications

RCA

BROADCAST FIELD ENGINEERS

Qualified applicants should possess first class radio-telephone license, good technical schooling and two or three years' maintenance experience on TV studio or TV transmitter equipment.

These positions will pay top salaries. Liberal RCA benefits included.

For personal interview, please send a complete resume of your education and experience to:

Mr. Edward J. McGarrigan
Employment Manager, Dept. YP-IF

RCA Service Company
Cherry Hill, Camden 8, N.J.

MISCELLANEOUS

SELL MORE WITH HUMOR

Create humorous, hard-sell radio and tv commercials with the comprehensive guide

"TOUCH ME LIGHTLY"

Successful samples included. *$5.00*

Write: Radio Aids—715 Castillo St., Santa Barbara, California.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

Continued from page 94

and license covering installation of aux. trans. and ant.

WKRC-FM Cincinnati, Ohio—Granted cp to decrease ERP to 14.5 kw and change trans. and studio locations.

WQDY Calais, Me.—Granted mod. of cp to change studio location and type trans.; remote control permitted.

***KPFK (FM) Pasadena, Calif.**—Granted mod. of cp to increase ERP to 75 kw; change studio location; make changes in transmitting equipment and change station location to Los Angeles, Calif.; condition.

KBPS Portland, Ore.—Granted authority to remain silent for period beginning June 6 and ending Sept. 20.

KXAR Hope, Ark.—Granted extension of authority to operate from 6 a.m. (weekdays) and 7 a.m. (Sundays), sign-on to sign-off at 6:30 p.m. for period ending July 30.

WQDY Calais, Me.—Remote control permitted.

KEDO Longview, Wash.—Remote control permitted.

WLEC-FM Sandusky, Ohio—Remote control permitted.

KPOR Quincy, Wash. — Remote control permitted.

KMAP Bakersfield, Calif.—Remote control permitted.

WAPO Chattanooga, Tenn.—Remote control permitted while using nondirectional ant. only.

Actions of June 15

WDAE - AM - FM Tampa, Fla. — Granted mod. of licenses to change name to **Smiley Properties Inc.**

Actions of June 12

WONG Oneida, N.Y.—Granted authority to sign-off at 7 p.m., EST, for period ending Aug. 31.

WQMN Superior, Wis.—Granted authority to sign-off at 6 p.m., CST, for period ending Sept. 30.

ACTIONS ON MOTIONS

By Chairman John C. Doerfer

Granted motion by Broadcast Bureau to correct in various respects transcript of oral argument in proceeding on applications of J.E. Willis and Crawfordsville Bcstrs. Inc., for am facilities in Lafayette and Crawfordsville, Ind. Action June 16.

By Commissioner Rosel H. Hyde

Granted petition by Capitol Bcstg. Co. for extension of time to July 24 to file exceptions to initial decision in proceeding on its application and that of W.A. Pomeroy for am facilities in East Lansing and Tawas City-East Tawas, Mich. Action June 19.

Granted motion by Carteret Bcstg. Co. (WMBL), Morehead City, N.C., to correct transcript of oral argument in proceeding on application of Williamsburg Bcstg. Co. for new am station in Williamsburg, Va. Action June 15.

By Chief Hearing Examiner James D. Cunningham

Scheduled for hearing on July 23 am protest proceeding on application of Laird Bcstg. Inc. (KHAK), Cedar Rapids, Iowa. Action June 22.

Continued from June 22 to June 23 at 10 a.m. Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action June 22.

Upon request by Westinghouse Bcstg. Inc., scheduled oral argument for 9:15 a.m., June 26, on its petition to intervene in proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, Calif., to increase ant. height. Action June 22.

Granted petition by Lake Washington Bcstg. Co., to extent that it seeks dismissal of its application for am facilities in Bothell, Wash.; dismissed application with prejudice, and retained in hearing remaining applications involved in consolidation. Action June 18.

Scheduled oral argument for 9:15 a.m., June 24, on petition by Uintah Bcstg. and Television Inc. (KVEL), Vernal, Utah, for dismissal without prejudice of its am application in proceeding with Jack W. Hawkins, Blanding, Utah. Action June 18.

Denied motion by Spartan Radiocasting Co. to quash subpoena *duces tecum* issued to its president Walter J. Brown in remand proceeding on application for mod. of cp to change trans. site, etc., of station WSPA-TV (ch. 7) Spartanburg, S.C.; scheduled resumption of hearing on June 29 and directed compliance with subpoena; and denied request of Spartan for issuance of subpoena to Wilton E. Hall (WAIM-TV, ch. 40), Anderson, S.C., to appear as witness. Action June 18.

By Hearing Examiner J.D. Bond

Granted petition by Broadcast Bureau for extension of time from June 16 to June 22, to file responsive pleadings to motion by Northeast Radio Inc. (WCAP), Lowell, Mass., to enlarge, modify or clarify issues in proceeding on its am application. Action June 17.

By Hearing Examiner Basil P. Cooper

Scheduled prehearing conference for June 24 in proceeding on application of Pine Tree Telecasting Corporation (WPTT), Augusta, Me. Action June 19.

By Hearing Examiner Charles J. Frederick

Denied petition by Sanford L. Hirschberg and Gerald R. McGuire for leave to amend application for am facilities in Cohoes-Watervliet, N.Y., for substitution of Harry L. Goldman for Gerald R. McGuire as partner, to decrease Hirschberg's interest, to file agreement reflecting formation of new partnership of Hirschberg and Goldman as equal partners and to change application to reflect data pertaining to Goldman. Action June 19.

Amended Examiner's order released June 9 to show that Glen E. Perkins has acquired an additional 1½ shares of stock of Moline Television Corp. formerly held by C.H. Wildman—Moline, Ill., tv ch. 8 proceeding. Action June 19.

Granted petition by WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky., for extension of time from July 3 to Sept. 15 to file proposed findings of fact and conclusions of law and from Aug. 19 to Oct. 15 for replies in proceeding on its application to change trans. and ant. location. Action June 18.

Scheduled prehearing conference for June 30 in proceeding on applications of Madison County Bcstrs., et al., for new am stations in Granite City, Ill. Action June 16.

By Hearing Examiner Millard F. French

Granted petition by South County Bcstg. Co. for continuance of procedural date from June 16 to June 30 for exchange of engineering exhibits in proceeding on its application for new am station in Wickford, R.I. Action June 15.

By Hearing Examiner Isadore A. Honig

On own motion, corrected transcript of record in proceeding on applications of Standard Bcstg. Corp. and Clifford C. Harris for new am stations in Oswego, N.Y. Action June 16.

On own motion, continued prehearing conference from June 18 to July 1 and hearing from June 23 to July 7 in proceeding on am applications of Richard L. DeHart, Mountlake Terrace, Wash., et al., pending action on petition of Lake Washington Bcstg. Co., Bothell, Wash., to dismiss its application, and in view also of pendency of correspondence from DeHart concerning his application. Action June 17.

By Hearing Examiner H. Gifford Irion

Granted motion by Golden Gate Corp., for continuance of hearing from June 23 to June 29, in proceeding on its application for am facilities in Providence, R.I., et al. Action June 18.

Granted petition by Permian Basin Radio Corp. (KHOB), Hobbs, N.M., for leave to amend its am application to change studio location to within city limits of Hobbs. Action June 18.

By Hearing Examiner Jay A. Kyle

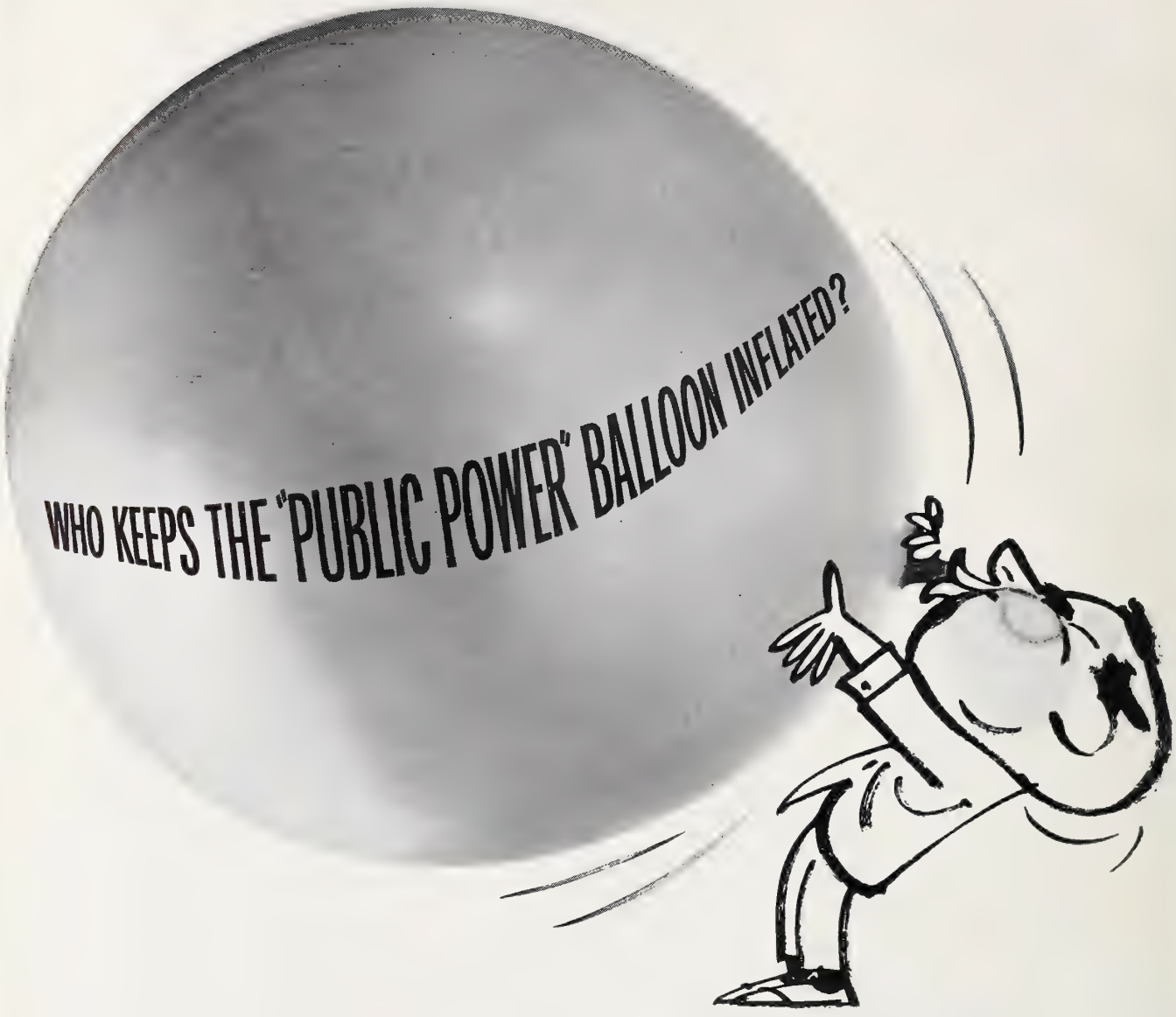
Scheduled prehearing conference for July 29; on own motion, continued hearing from July 6 to Sept. 28; granted petition by Broadcast Bureau for extension of time to June 22 to file response to petition by American Broadcasting-Paramount Theatres Inc., for clarification or modification of issues in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting - Paramount Theatres Inc. (KGO-TV), San Francisco, Calif. Action June 19.

Granted motion by David V. Harman for leave to amend his application for new am station in Tempe, Ariz., to specify certain changes in main studio, trans. and ant. sites and to provide additional financial information regarding construction costs; application retained in hearing status. Action June 16.

By Hearing Examiner Elizabeth C. Smith

Granted petition by Goleta Bcstg. Associates, Goleta, Calif., to continue prehearing conference from June 18 to July 8 and hearing from June 30 to date to be fixed at conference in proceeding on Goleta application and that of Bert Williamson and Lester W. Spillane, Santa Barbara, for new am stations. Action June 17.

Continued hearing from June 17 to July 9 in proceeding on applications of Top Broadcasters Inc., and Natalia Broadcasting Co., for am facilities in San Antonio and Natalia, Texas, by separate memorandum opinion and order denied petition by Natalia for leave to amend its application to show changes in name, ownership and form of applicant. Action June 12.



Public opinion polls show that most Americans are not in favor of more federal "public power." They don't want the federal government to go deeper and deeper into the electric light and power business. They'd rather have the independent electric companies handle the job.

What keeps the "public power" issue alive is certainly not the American public—it's a handful of lobbyists and pressure groups.

Already, $5,500,000,000 in tax funds have gone into federal "public power." This puts into government's hands about 1/6th of the electric industry's power production. And the lobbyists are pressing for some $10,000,000,000 *more.*

This money would be spent unnecessarily. The many independent electric light and power companies of America are able and ready to supply all the low-price electricity the nation needs or will need —and *without* depending on taxes.

These companies have doubled the supply of electricity in the past 10 years, and will double the present supply in the next 10.

Heavy taxing to put the federal government into the electric business goes on only because most people don't recognize it for what it is. Nor do they realize they are paying for "public power." But it can be stopped by informed citizens.

Will *you* help spread the word?

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

OUR RESPECTS TO . . .

John Arnold Schneider

After years of seasoning in CBS' "farm league" including a top post at CBS-TV Spot Sales, John Arnold Schneider is now working broadcasting's big league.

Since last August when CBS assumed ownership of WCAU-TV Philadelphia, Mr. Schneider has been serving as its general manager. A week ago, Mr. Schneider was one of a group of 12 owned stations' general managers elected vice presidents in the CBS Television Stations Div. (BROADCASTING, June 22).

Jack Schneider's career ostensibly began in 1948 in Chicago.

But it went back further. He learned about sales and marketing on the U. of Notre Dame campus, where he passed early tests at salesmanship by running a sandwich business and booking bands for dances held on campus. Scholastically he earned his bachelor of science degree in marketing. By the time he was handed his diploma he was earning a $100 a week income from his campus business activities.

Outdoor Road to Radio • His first job —as salesman for the National Outdoor Advertising Bureau covering a territory in Illinois—paid less, $65 per week, or as he puts it, "I lost money when I was graduated."

It took Mr. Schneider only six months in 1948 to recognize a need to switch from his first fulltime job with outdoor advertising to radio sales. In his many hours spent driving on Illinois roads, radio was his constant automobile companion. He soon decided that radio advertising was the place to seek his career.

A year and a half later, Mr. Schneider had his feet planted solidly on the broadcast deck. By then he had made the grade in local sales at WGN Chicago for a year and at WMAQ there in a similar capacity.

In 1950, Mr. Schneider was busily winning his sales spurs in station representation, starting as an account executive in 1950 with CBS Television Spot Sales in Chicago; two years later moving to a CTSS sales post in New York; back to Chicago in 1954 as CTSS' midwestern sales manager; and a year later returning to New York as eastern sales manager, followed in June 1956 as general manager of CBS Television Spot Sales.

From that spot last August, Mr. Schneider was moved by CBS into the management of WCAU-TV.

Sales, Service, Stamina • Jack Schneider is vigorous, enthusiastic and deeply involved in Philadelphia and the operation of its ch. 10 station. He can capsule his career by citing a devotion to the three s's of the broadcasting business: sales, service and stamina.

Usually he can be found at his desk with his coat jacket off and his shirt sleeves rolled up. A man of expression, Mr. Schneider takes to pacing the floor as he gets warmed up to a subject close to his heart—often that subject is tv.

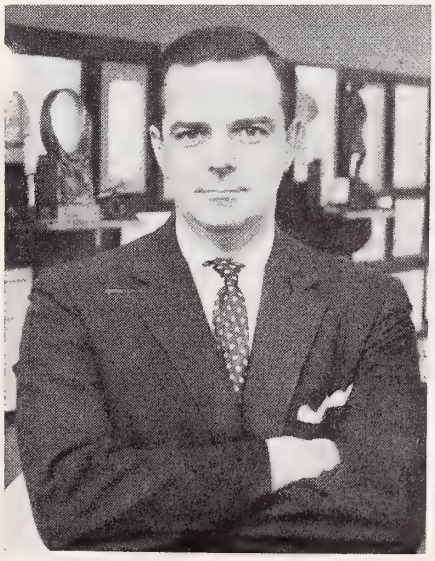
To his associates and others who get to know him, Jack Schneider is the dedicated man. He's known to "move fast in what he's doing" and has a command of the English language and a logic that "show in his ability to crystallize his thoughts in clear terms."

A broadcaster, Mr. Schneider says, must not forget an obligation to serve despite tv's apparent involvement in "ratings, dollars and firsts." The broadcaster role is that of custodian of the viewers' attention (or, in effect, their "minds"), Mr. Schneider feels, citing research showing more than five hours a day spent with the set.

In a more direct way, Mr. Schneider pinpoints his philosophy this way: "We must give people something in return for their having given us their time and attention."

The Viewers' Gift • Translated into station terms, management must understand and be aware of the viewers' "gift" or loan of the mind—"it's important to retain a community's respect," he says in stressing the ever-changing image of a maturing medium.

The elevation of Mr. Schneider and others on the CBS-TV station team is designed to have a multiple effect of creating a two-way channeling of information between station and network, and of recognizing and rewarding the station with representation on the corporate level. On the local scene, it will enhance the negotiating power of Mr. Schneider and his colleagues in such matters as labor agreements and local advertiser contracts.



WCAU-TV's JACK SCHNEIDER
Part of the Philadelphia scene

Mr. Schneider himself sums it up in a typical succinct comment: "No absentee management through absentee ownership."

Philadelphia's proximity to New York permits Mr. Schneider to make the trip to network (and agency) headquarters every few weeks. In New York, Mr. Schneider can bring along information from the "field" while gathering data in the technical area, in sales, promotion and research.

What Does Viewer See? • As station manager in a large metropolitan area, Mr. Schneider finds himself keeping a close look at programming. He has a philosophy—developed in years of sales (a broadcast salesman has only programming to sell)—that "a viewer only cares about what he sees on the screen. His whole impression of the station is what he sees there. He has no knowledge of what is local or network, live or film, nor does he care."

Mr. Schneider is convinced that it is not just what "New York thinks" but what all cities like or do not like which are essential to television. A "reflective management," he acknowledges is one that keeps the question in mind, of what the viewer does like away from Madison Ave. The apparent movement of CBS executives among U.S. metropolitan areas "breeds out provincialism," says Mr. Schneider, who adds, "In Spot Sales, for example, representation is for more than one market and you can't assume that all tv markets are the same. What may be good for one, may not work in another."

Mr. Schneider was born in Chicago on Dec. 4, 1926. He is married to Elizabeth Simpson. They have three children (Richard, 6; William, 4, and Elizabeth, 10 months). They live in Gladwyne, along the mainline section of Philadelphia.

A former Navy man, he still spends time sailing. He was on an international crew which won several "R" Class races (40-foot racing sloop class). He has threatened to take up golf to add to his accomplished performance on the tennis court. His club activities include membership in the Poor Richard Club and the Philadelphia Country Club as well as in the Radio & Television Executives Society of New York and in the Sales Executive Club of New York.

Face lifters

THE approval of an all-television public relations program by the NAB Television Board provided essential momentum for a needed project.

It is one thing, of course, to adopt a plan but another thing to execute it. The execution of this one will take some doing.

The broad policy of the project approved by the NAB Tv Board is sound. It envisions an operation with a high degree of autonomy from the NAB but with enough connection to the existing trade association to maintain reasonable coordination. It contemplates an adequate but not extravagant budget. It properly proposes an information headquarters for television in the information headquarters of the communications world, New York.

So much for the policy to guide the Television Information Program. The operating details will require a good deal of hard-headed thought. It is the kind of thought that may be most logically expected to come from the kind of men who fashioned the basic concept—men like those who served on the original committee formed at the NAB convention last March and headed by C. Wrede Petersmeyer, of the Corinthian group, and on the special NAB Tv Board committee formed last April 30 and headed by Clair McCollough, of the Steinman Stations.

There is no doubt that tv needs to improve its image. A strong, well-organized, well-managed information project is one important way to achieve the improvement.

Local affair

THE salvation of local television in many smaller markets could depend upon the outcome of hearings to begin tomorrow (Tuesday) before the Senate Communications Subcommittee. Before the committee is a bill to authorize the licensing of community antenna tv systems and tv translators and boosters.

Sen. Moss (D-Utah) last week introduced a revised bill (S 1886) going beyond the FCC's proposals for legislation. He says it will assure development of free local tv in smaller communities. It would allow for development of CATV, or boosters in areas where local services are not established.

To us, the Moss measure makes sense. Local tv stations should be encouraged where economically feasible. Patently, they cannot make it if CATV pre-empts the markets by providing service from a multiplicity of remote stations. If such extended service from remote stations is in the public interest, then why not stratovision or superpower?

CATV and translators are supplying needed service in certain areas. CATV, however, assumes none of the responsibilities of regular licensees, but reaps all of the benefits. It pays no program costs or music license fees. There's serious question as to whether CATV, therefore, does not constitute unfair competition.

Record of achievement

WE, along with all who know him, are sorry to see Robert H. Hinckley leave the Washington scene. Since 1946 he has served as Washington vice president of ABC, giving enhanced stature not only to his company but to all broadcasting. A top level executive with an illustrious government and business background, Mr. Hinckley, more than any other individual, is responsible for the fundamental soundness of the ABC structure. It was he who, in Ed Noble's regime, insisted upon applying for (and getting) cp's for vhf tv stations in five of the first six markets at a time when assignments were going begging and when tv's future was regarded as a sheer gamble.

Mr. Hinckley goaded the FCC (and Congress) into authorization of third v's in key markets to make ABC more competitive with the older networks. And he, almost singlehandedly, blocked corporate moves to fold ABC's radio network.

Mr. Hinckley, be it said to AB-PT's credit, will continue to serve on its board and executive committee, but will devote major attention to his personal business interests in Utah (Ogden is his home) and spend more time with his family. ABC was a bad third when Bob Hinckley took over the Washintgon beat 13 years ago. As he heads home to take it a little easier, his network is nudging the leaders, largely because of the facilities job he did.

A net gain

RADIO broadcasters have obtained a better deal from ASCAP, thanks to the earnest efforts of the All-Industry Radio Music License Committee. After a year or more of dickering and bickering, the two were brought together in a New York courthouse where the power of the bench and a consent decree resolved their differences.

Originally ASCAP had insisted on its old deal and even had talked about higher rates for its music. The cut from 2.25% to 2.125% of net time sales in the commercial license represents an important victory. The new sustaining rate will benefit most stations, it is believed. While the new agreement represents a compromise, it shows the value of joint action. Abject yielding to the original ASCAP demands would have cost broadcasters important money.

Hard, but only, road

THE controversy over Preparation H was settled the only way it could have been. The NAB Television Board, at the request of the Television Code Review Board, revoked the code memberships of those who persisted in defying a code board ban against the hemorrhoid remedy commercials.

The code lost 38 members, by revocation or resignation, in the argument over Preparation H. It would have suffered a greater loss in the form of damaged prestige if the revocation actions had not been taken. If there is to be a code, it must stand for something. Plainly the majority of subscribers felt in this case that it should stand for the elimination of Preparation H. In such circumstances a minority could not be permitted indefinitely to retain their seals while carrying the forbidden commercials—even though in all sincerity they believed they were doing right.



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Data source: ARB four-week survey, Fresno Metropolitan Area Jan. 19 - Feb. 15, 1959.



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